

GTA ANNUAL MEETING

A report of the performance for 2013 and
a look ahead at 2014



2013 New to GTA

- Dr. Julian Reed, Furman University (city app.)
- Mr. James Smeaton (state legislative app.)
- Senior Accountant for Greenlink
- Full-time Marketing Specialist
- Assistant Manager of Operations
- Upstate Transit Coalition
- Sub-recipient of FTA funds Clemson Area Transit

2013 Accomplishments

- Clemson Commuter and Connector Service
- Ridership and Revenue Increases
- Renovation and Demolition Projects
- Mauldin-Simpsonville Route first full year of continued growth
- CUICAR-St. Francis Partnership renews
- City Agreement to operate Greenlink for GTA renewed

Efforts Continue into 2014

- Trolley program underway in 2014 after another season with PW Operations for the Drive
- CAD-AVL Implementation near completion
- New WI-FI carrier
- Feasibility Study and Readiness to Move Maintenance Facility
- Operations Improvements planned

Image and Perception

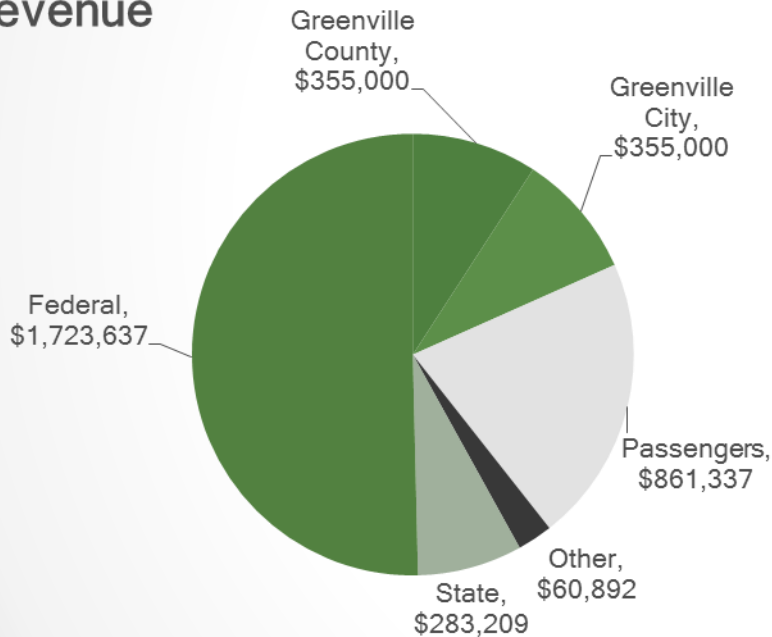
- Buses are washed and cleaned daily weather permitting
- Shelters are well-placed and kept in good condition
- Quarterly safety meetings
- On-time performance and route adherence good, still over 95%
- 100 W. McBee Facility under construction for vacated greyhound station to GTA ADMIN
- Employees added since January

Fiscal Revenue Comparison

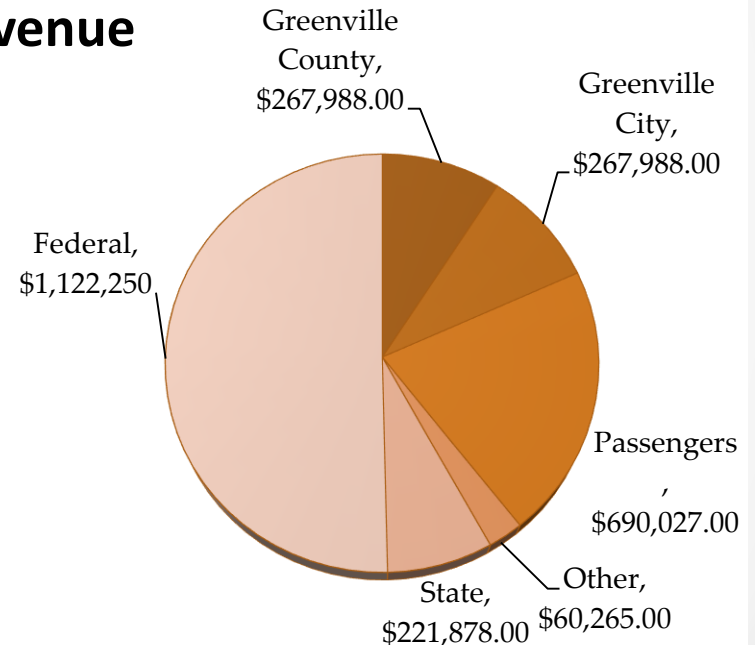
* FY 2012 (\$3,639,075)

* FY 2013 (\$2,630,395)
Nine Month Budget

Revenue

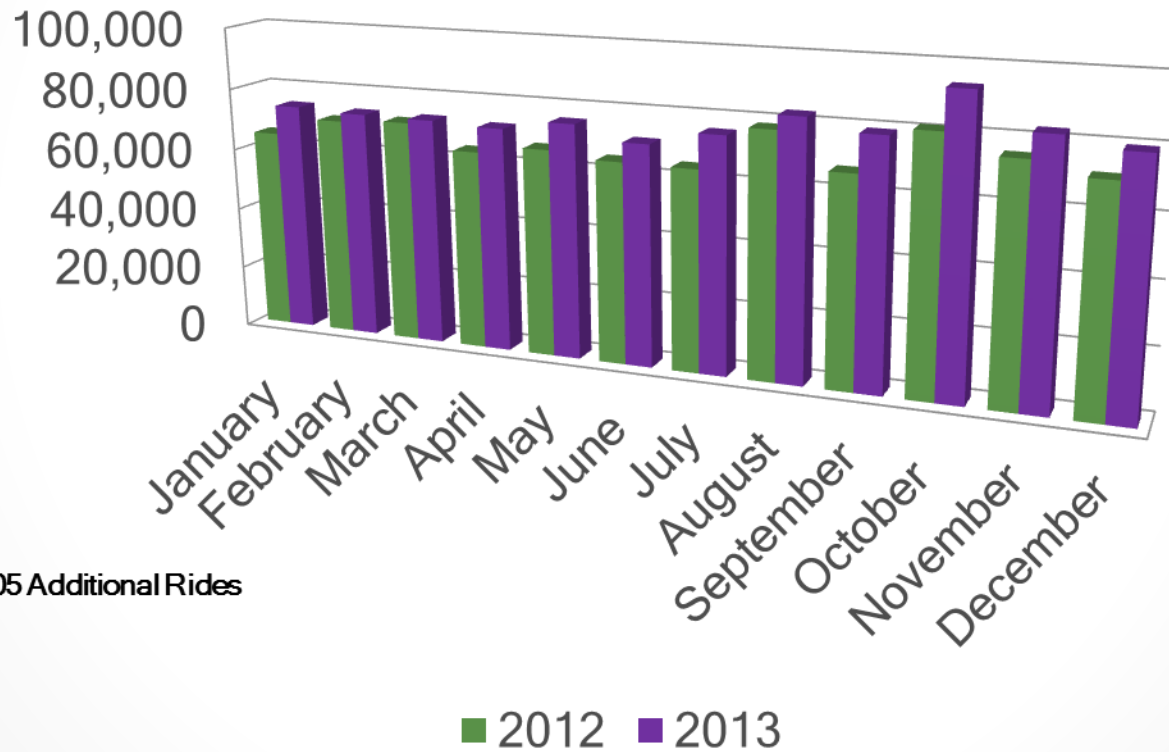


Revenue



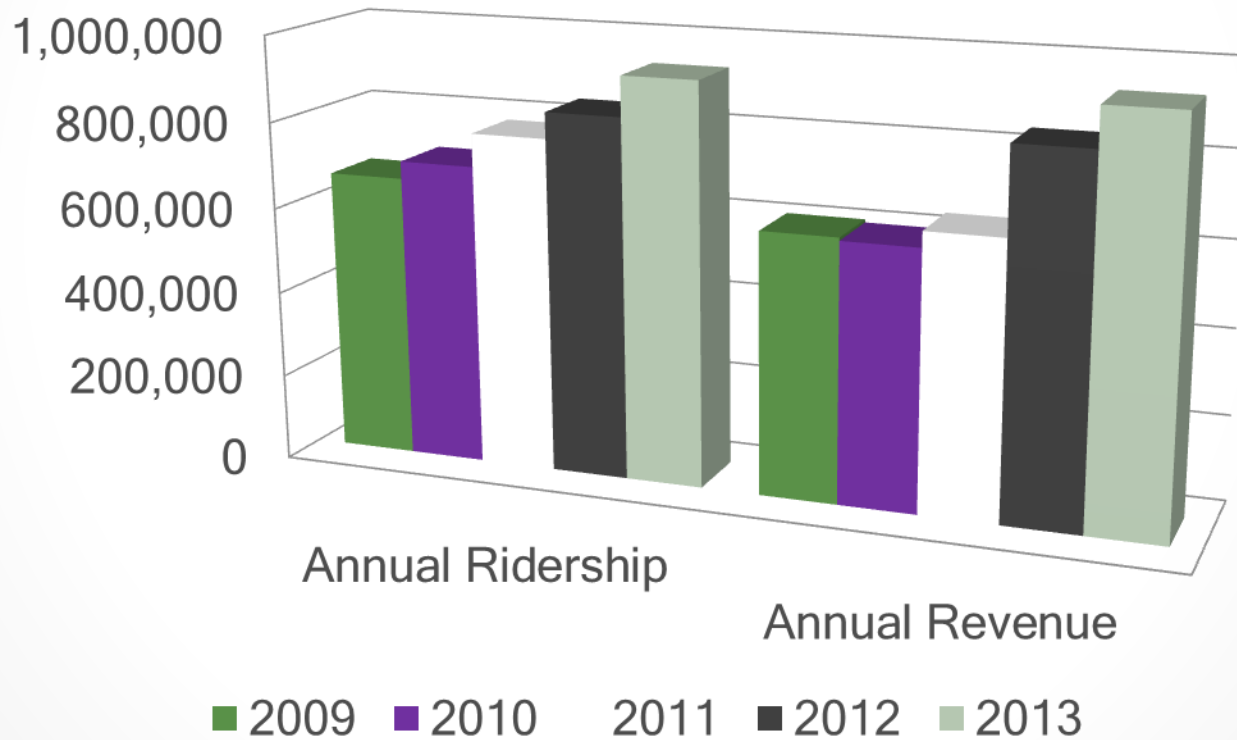
Ridership: 12 Month Comparison

2012 vs. 2013



Ridership/Revenue: 5 Year Comparison

2009 - 2013



Immediate Needs (next 6 months)

- Updated brochures and separate brochures for Clemson Commuter and Mauldin-Simpsonville (Feb)
- Update and reconfiguration of the web page
- App to be available to locate buses on devices
- Enunciators to announce stops on buses
- Text message from stops to get arrival times of bus
- Shelter construction in M/S area
- Maintenance relocation study
- Feasibility Study for Fountain Inn
- Commuter buses (replacement)
- Implementation of new Wi-Fi (Feb.)



Plans for 2014

- Admin moves into transfer center office 100 W. McBee
- Trolley Program with new trolleys arrival in Spring
- Sunday Service plan added to budget FY 15
- Longer Hours in evenings added to budget for FY 15
- Woodruff Road Shopping and Jobs Shuttle with private sponsor connects Magnolia Ridge, Green Ridge, Wal-Mart
- Full fledged marketing and advertising program, branding
- First full 12-month FY July-June completed
- Selection by GTA of preferred alternative for GTA Maintenance
- Additional fleet parking at 106 Augusta now cleared

Our Challenges

- Funding (as always)
- Prioritizing the many needs and implementation
- Developing additional fare payment methods reducing reliance on cash fares
- Additional private-public partnerships
- Spare utilization
- Finding additional qualified bus operators and mechanics
- Need for additional funding from FTA and SCDDOT
- Safety and Securing/training

Our Strengths

- The City and County are in a growth mode and the need continues for development of public transportation
- Transfer Facility and Augusta Street facilities are in prime locations
- City Support and County Partnerships
- GTA Board
- People-Drivers/Supervisors/Staff/Maintenance
- Customers
- Stakeholders including colleges, hospitals, bicycle community
- Neighborhoods and corridors
- Shelters and Stops

Current Funding and Available Funding

- Federal Transit Administration/Map 21/Specialized Grants including TIGER
- SCDOT/MTF
- Local Government-City/County
- Fares and other revenues
- Public/private partnerships



Regional Transit Planning

- Greer-need circulator and connect to RT 3
- Fountain Inn-feasibility study may look at possible circulator to connect to MS Route
- Easley-current stop doing well may lead to additional transit use
- Travelers Rest-Need to revisit with Furman circulator as well as connector to SRT and our Route 3
- GSP-Proterra bus – looking for funding always on radar screen
- Rural funding feasibility-Greenwood Commuter

Next Steps for GTA

- Feasibility Study and selection of preferred alternative for maintenance facility
- Keeping FTA and SCDOT in loop
- Implementation of milestone technologies
- Assurance of safety
- Continued compliance

Questions and Answers

