

# **GREENLINK TRANSIT VISION AND MASTER PLAN**

## **Summary of Meeting with GTA Board Members**

An initial meeting with the GTA Board was conducted at the Carolina First Center in Greenville, SC on Friday, October 16, 2009 at 11:30 AM. Those in attendance included:

Matt Carter, GTA, Chairman  
Stewart White, GTA, Vice Chairman  
Trey Fouche, GTA  
Kenneth Swain, GTA  
David Mitchell, GTA  
Jim Bourey, City of Greenville  
Jim Campbell, City of Greenville  
Carl Jackson, City of Greenville  
Michael Brown, City of Greenville  
Sarah Cook, City of Greenville  
Greg Baney, City of Greenville  
Jim Brown, URS Corporation  
Brian Piascik, URS Corporation  
Chip Burger URS Corporation

Jim Campbell welcomed everyone to the meeting and self introductions were made. Jim Brown then made the a presentation on the Transit Vision and Master Plan process followed by Brian Piascik who led a group discussion that is summarized as follows:

- From a Public Relations standpoint, it is difficult to engage people and promote Greenlink service at this time due to system situation (limited amount of service including long (hourly) frequency). We must show community what transit could be in Greenville.
- The following Public Relations related elements must work together to achieve success:
  - How to encourage investment in transit
  - How to promote transit-show how all will benefit
  - How to obtain dedicated transit funding
- There has been a recent focus at Greenlink to improve existing transit service as a first step. The current look and reliability of Greenlink is acceptable, question is what does it need to be?
- The current hourly frequency is not viable and the hub/spoke configuration needs assessment
- Must look for best opportunities to improve/expand existing service
- Transit is now associated with only buses and being a social service, so how do we convey that transit is not just for a single group(s), but can also provide benefits to other potential users?
- How do we explain the value of transit funding contributions required from community?
- We must define transportation impact on community, what alternatives are possible, and obtain their buy-in

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- We need to determine what we need and would like to have and educate community on this. Community needs to realize potential results of having a viable transit system as positive perception can lead to constituent support.
- Define an approach to area development to include how to address transit
- Where should transit be placed and how long will it take to implement?
- The United States, including Greenville, is far behind in infrastructure development and it is now time to review specific transportation routes to preserve corridors. It appears that transit is gaining momentum nationally as a viable part of the total transportation system.
- Consideration must be given to system versus corridor approach to transit development
- Future conceptual rail implementation is probably at least 25 years away
- Interfaces with GPS personal devices and implementation of ITS can greatly assist transit users
- What are other areas like Greenville doing for transit improvements such as rail or BRT and what is right for Greenville? Feeling that bus/BRT is short and intermediate range steps with potential for rail in distant future
- Major challenge is identifying and obtaining dedicated funding for transit. Need both City and County support. Concern was expressed over support from distant areas in county and use of the word “tax”.
- There is a need to connect or tie areas together such as the Golden Strip/Woodruff Road/Fairview etc
- The current GTA local share funding is tied only to general purposes and funds and should consider advocating for a dedicated funding source and defined purpose including joint use to include other modes such as sidewalks and trails so entire community benefits
- What can City do to convince community about viability and benefits of transit? May consider a demonstration project to show how transit can successfully contribute to community.
- Prepare map showing Greenlink routes and County Council Districts
- In advance of the October 28<sup>th</sup> Joint Steering and Technical Committee Meeting, a press conference to announce the Transit Vision and Master Plan project will be held at 9:00am at the Carolina First Center. Strong participation is needed by the key partners including educational institutions, elected officials, major employers, SCDOT, FTA, etc. Have Greenville Times consider editorial on need for and support of transit.