

# **GREENLINK TRANSIT VISION AND MASTER PLAN**

## **Technical Committee Meeting Summary**

The initial meeting with the Technical Committee was conducted at the Carolina First Center in Greenville, SC on Friday, October 16, 2009 at 10:00 AM. Those in attendance included:

Matt Carter, GTA, Chairman  
Kenneth Swain, GTA  
Jim Campbell, City of Greenville  
Carl Jackson, City of Greenville  
Michael Brown, City of Greenville  
Sarah Cook, City of Greenville  
Valerie Holmes, City of Greenville  
Dennis Garrett, City of Greenville  
Carmen Durham, City of Greenville  
Jean Pool, City of Greenville  
Andrew Meeker, City of Greenville  
Brian Graham, City of Greenville  
Carl Jackson, City of Greenville  
Greg Baney, City of Greenville  
Daniel McGee, Greenville County  
Keith Brockington, Greenville County  
Ty Houck, Greenways Natural and Historic Resources  
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 presentation providing an overview of the Transit Vision and Master Plan process followed by Brian Piascik who led a group discussion that is summarized as follows:

- Responses as to the amount of transit service provided is low in relation to size of Greenville area
  - Sprawl/limited funding availability/perception-attitudes-value placed on auto/infrequent service/large geographic area/high travel times
- Consider both current and future customers
- The term “Choice Rider” typically refers to persons who have a choice to either drive a personal vehicle or use transit, however be aware that this may be a sensitive or negatively perceived term from certain people.
- Is the current hub/spoke operation the best approach for the system?
- Prepare a Glossary of Transit Terms to share with the Steering Committee
- The Greenlink system does not currently serve all key activity areas
- What is the philosophy of transit inclusion within the total transportation infrastructure spectrum?
- The amount of roadway congestion in the Greenville is generally low when compared with many other urban areas

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- How do we convince people to use transit?
- As a governmental unit, even though local funding match (subsidy) is required, transit actually contains a significant amount of funding with federal/state and user fee contributions
- Why invest in transit? Improved air quality and potential for development around viable transit services can result in less parking/waste water/sprawl/traffic accident impacts. Transit is a quality life issue!
- The Greenville Comprehensive Plan revealed that there is high community interest in workable/useable transit. The Technical Committee believes that there is more interest now than ever before in improving transit. The younger and older population segments along with persons who have previously lived in transit intensive areas appear most interested.
- Be aware of and address transit/land use connection and transit's relationship to economic development
- Businesses are interested in transit access for recruiting/retaining workers. Transit provides jobs both within and external to the transit agency.
- Must consider types of service, markets, expectations, vehicles, image, amenities, and destinations
- Current cost of parking downtown is significant for lower income persons
- Greenville does not relate to Atlanta or Charlotte as role models
- Challenge will be to move from transit planning to implementation
- Much demand for transit is not being met in Greenville including comprehensive/convenient/quick/comfortable service
- Need dynamic thought process for transit similar to successful downtown initiatives
- Need comprehensive marketing effort, but must have great service product first
- The GPATS travel demand model only contains a roadway element and does not include multiple modes
- There may be potential for outer area interest to utilize strategically located park and ride lots
- Greenlink customers want later and more frequent service
- All (local) political units are major players in process. Consider utilizing non-profit organizations as supporters.
- Potential funding considerations should include packaging transit with other related elements such as bike/pedestrian/trail improvements
- There may be potential shuttle service opportunities in the medical and educational segments
- Document stakeholder interest in transit
- Transit Vision and Master Plan Project Goals:
  - Identify Appropriate Transit Services*
  - Quantify Benefits of Transit*
  - Obtain Community/Political Support*
  - Identify Viable Funding Alternatives*