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**Greenville Transit Authority
Committee of the Whole Meeting
County Square - Conference Room D
301 University Ridge, Greenville, SC 29601
October 15, 2021**

Attending

Board Members:

Mr. Stephen Astemborski, Mr. Scott Craig (Treasurer), Ms. Addy Matney,
Mr. David Mitchell, Mr. Dick O'Neill (Chairman), Ms. Walker Smith,
Ms. Amanda Warren (Vice Chair)

City Staff in Attendance:

Karen Crawford (Deputy OMB Director), Jasmin Curtis (Operations and Safety Mgr.),
Kristina Junker (Budget Administrator), James Keel (Transit Director), Nicole McAden
(Marketing and Public Affairs Mgr.), Liston Mehserle (Transit Planner), Jason Sanders
(Fleet Manager)

Mr. Dick O'Neill, Board Chair, called the meeting to order at approximately 9:30 a.m.

A quorum is established by roll call.

Opening Prayer

Pledge of Allegiance

Ms. Addy Matney made a motion to approve the August 20, 2021 Committee of the Whole Minutes.

Mr. Stephen Astemborski seconded the motion. There is no opposition. The motion carries.

Staff Reports

Public KPI Dashboard displayed on screen: <https://info.greenvillesc.gov/pages/greenlink-performance>

Supplemental KPI Reports for September (Greenlink Staff)

- Jasmin Curtis (Operations & Safety Manager) – Greenlink needs 41 employees to be fully staffed. Currently have 30 active employees. Ten out of 12 positions have been filled. During regular season the number to fully staff the Trolley is 6. Currently there are 4 employees with 3 being active. Trip length for GAP is holding steady at 19 minutes. No excessively long trips. There were 5.7 complaints per 50,000 riders.
- Jason Sanders (Fleet Manager) – There were 9 failures. One van was at the body shop for 3 months. Proterra bus with new transmission is performing well. However, another Proterra bus is down due to the traction motor, which drives the bus, going down. This is part of the drive frame. One vendor gave 52 weeks lead-time. Lead-time for Proterra is 6 weeks. This part costs around \$11,000. Reached out to Proterra about recalls, but Proterra replied that there is not data to support a recall. Mr. Scott Craig stated these types of failures are not acceptable in auto industry with a tier 1 supplier. The consensus is that a conversation needs to take place with Proterra.
- Liston Mehserle (Transit Planner) – Cash/coin fares account for 71.4% of all payments, and Umo electronic payments account for 28.6% of all boardings. Umo usage increased by 4% from August to September. Clemson ridership down slightly in September, likely due to Labor Day holiday. GAP ridership cancellations increased by 3 and no shows up by 12 from August to September.
- Nicole McAden (Marketing and Public Affairs Manager) -
 - Street Level Media (SLM), who began handling advertising in September, signed a new contract with AT&T. GTA's percentage split on that contract totals a value of \$882. SLM contract has a guaranteed minimum monthly amount. The first payment to Greenlink is November 10. Total advertising revenue received from July 1 through September 30 is \$31,457.18.
 - Media covered Labor Day closings, Fountain Inn Chamber of Commerce interview regarding growth in Fountain Inn and desire to have Greenlink expand into their area. "Try Transit Month" was featured as main article in GVLtoday. Transit Operations Manager opening picked up by National Mass Transit Magazine.
 - Greenlink partnering with United Housing Connections Peer Support Specialists outreach team to assist in making connections with individuals experiencing homelessness through referrals. Greenlink staff will send



MINUTES

52 emails on persons needing help. Partnering with Piedmont Health Foundation to line up interviews for the
 53 "Transit is Essential" campaign with video shoot featuring five Greenlink riders who work in essential jobs and
 54 address their reliance on Greenlink to get them to their essential roles. Greenville Heritage Federal Credit
 55 Union sponsored fare free day October 8. Bad weather drove participation down from previous fare free
 56 events.

- 57 ■ Furman Student Activities Fair was held September 1. Greenlink tabled with the Shi Institute to discuss
- 58 Greenlink services with their new students. Ms. McAden attended the Sustainable GVL Open House to discuss
- 59 the City of Greenville Sustainability plan that Furman is helping draft. Furman OLLI class launched and is
- 60 going into week 6. Safety Listening Session took place with Greenville police on Greenlink buses on
- 61 September 30.

62 **City's Monthly Financial Reports for August 2021** (*Kristina Junker, Budget Administrator*):
 63 Operating Passenger revenue up 21%. Advertising revenue higher by \$14,000. Salaries, wages, and fringe
 64 benefits up by 13%. Fuel cost higher by \$48,000. Federal capital revenue higher by \$621,000. Accounts
 65 Receivable at the end of August was \$540,446.11. Collected \$350,159.11 at 10/11/21 with \$190,287 still
 66 outstanding. Accounts Payable at the end of August 31 was \$738,024.15. Everything has been paid thru
 67 10/11/21 except money owed to FTA. Greenlink is on track with FY 19 numbers for fuel.

68
 69 **New Business**
 70 **GTA Invoices:**

Date	Vendor	Description	Invoice #	Amount
9/30/21	City of Greenville	September expenses	88140	509,029.07
10/5/21	Langford	Electrical work and installation for generator	20695	11,733.00
9/1/21	Northern Tool & Equip	Service truck dumper insert	48335735	3,612.38
9/22/21	Proforma	Ads printed	Vk760035698	47.60
9/30/21	Skanska	Program management services	2121803-7	16,600.00
10/12/21	TD Card Services	Safety cones	101122021JC-1	606.90
9/30/21	Wendel	Maintenance facility professional services	700202	140,490.70
9/27/21	Willis Towers Watson SE	Actual insurance installment. PAID	3071834	-109,173.00
Total				682,119.65

71 *Total does not include insurance invoice which was already paid.

72
 73 **Ms. Amanda Warren made a motion to approve payment of invoices totaling \$682,119.65. This is subject to**
 74 **the availability of funds. Mr. Stephen Astemborski seconded the motion. There is no opposition. The motion**
 75 **carries.**

76
 77 **Discussion: Greenlink Social Media and City of Greenville Strategy** (**James Keel, Transit Director and Nicole**
 78 **McAden, Marketing and Public Affairs Manager**):

79 Mr. Keel stated that since Beth Brotherton with the City could not attend today, this item will be moved to the Board
 80 Meeting next week for discussion. Information given today is a preview of what has transpired. As part of strategic
 81 goals for the Communication and Neighborhood Relations Department, they were asked to look at all City of
 82 Greenville social media accounts (Facebook, Twitter, LinkedIn, Instagram, etc.) and make recommendations for
 83 consolidations. The RideGreenlink twitter account was tagged for consolidation. This twitter account is technically a
 84 GTA asset.

85
 86 Ms. McAden stated that the Greenlink/GTA twitter account was launched in 2019. Staff needed to be able to send
 87 timely and relevant messages on service interruptions to passengers. To build the follower base, pictures and videos
 88 were added. To date, the page has 243 followers, which averages 10 new followers per month. There have been
 89 1,200 tweets sent. Postings include GTA meetings, holiday closures, service notices, real-time information and
 90 planned surveys that would incorporate transit. TouchPass Customer of the Month and retiring employees have been
 91 tweeted. Over past 12 months we averaged 53 tweets per month. A benefit of using Twitter is that Twitter syncs
 92 with our FindGreenlink App. Therefore, Dispatchers can send alerts out from the dispatch booth. The downside is
 93 low number of followers with engagement at 1.4%.

94
95 LinkedIn is our second social media presence. Primary function was to have platform for Board members to interact
96 on a professional level. Primary audience is professionals in business community. Greenlink joined in May 2021 and
97 have 287 followers on this platform, which is an average of 57 followers per month. Benefit is that staff members
98 can personally send invites (which you cannot do on the Twitter platform). Posted 62 posts on LinkedIn and average
99 13 posts a month. Level of engagement 8.3%. This is not a platform that customers are following.

100
101 Staff looked at TDP peers. Out of the 8 peers, 2 transit agencies' operations fall within their cities. City of Asheville
102 and City of Greensboro handle media for transit agencies. Other agencies all have Facebook and all have Twitter.
103 Greenlink is low in comparison to peers who operate their own accounts. Consolidating with City could increase
104 reach of posts. City proposes that Greenlink keeps LinkedIn, which is doing well and under the GTA brand. The City
105 still posts videos and features for Greenlink. Our posts reach a couple of hundred, but the City's posts reach over
106 2,000. Engagement is about the same. Bike vs Bus vs Car on Instagram was high and generated a lot of comments.
107 The question is: Do we want more people to see our posts or do we want more frequent content? Customers would
108 continue to receive service updates from FindGreenlink app and TrackGreenlink.com. Google Maps will display if
109 the travel directions would be impacted by route/stop notice. RideGreenlink.com provides service interruptions that
110 are known in advance. Customers can text/call for real time arrivals.

111
112 Mr. Keel stated that feedback will be shared with Beth Brotherton, Director of Communications and Neighborhood
113 Outreach for the City.

114
115 **Action Item: Resolution 2021-29: Authorize a Contract with Reeves Young for Construction Manager as**
116 **Construction (CMC):** Mr. Keel stated this item will be presented at the Board Meeting October 28 to authorize and
117 direct board chair to enter into an agreement with Reeves Young for construction management for new maintenance
118 facility. Contract is not complete since it does not have guaranteed maximum price in it. Construction is estimated to
119 take 16 months.

120
121 **Action Item: Resolution 2021-30: FY22 Budget Amendment #1:** Budget is being amended to include construction
122 management services and adding bus list for buses to be purchased for \$690,000. Bid is opening next week for
123 fuel tanks.

124
125 **Capital Projects (Presented by Staff):** No capital projects updates outside the previous two resolutions.

126
127 **Mr. Stephen Astemborski made a motion to go into executive session Pursuant to SC Code of Law Title Chapter**
128 **30-4-70(a)(2) for purpose of discussion of the proposed sale of property on Augusta Road. Ms. Addy Matney**
129 **seconded the motion. There is no opposition. The motion carries**

130
131 **Ms. Addy Matney made a motion to return to return to the regular session of the Committee of the Whole**
132 **Meeting. Mr. David Mitchell seconded motion. There is no opposition. The motion carries.**

133
134 **Be it so noted that "No Action" was taken in executive session.**

135
136 **Mr. David Mitchell made a motion to adjourn. Ms. Addy Matney seconded the motion to adjourn. There is no**
137 **opposition. The motion carries. The meeting adjourned at approximately 10:36 am.**

138
139 Minutes were transcribed by Lorrie Brown and distributed via email on Friday, October 22.