

**OneAthens Public Transportation Implementation Team**  
**August 30, 2007, Multimodal Transportation Center**

Team Members Present: Beth Gavrilles (Chair), John Devine (RDC), Butch McDuffie (ATS), Andrew Neighbors (ABHS), Alice Kinman (ACC Commission), Ed Graham (Chamber), Peggy Hackett (DHR), Dick Field (ACC Environmental Coordinator); Staff: Delene Porter

I. Beth welcomed group and had Team review and approve minutes of previous meeting.

II. Team reviewed Local Transit Needs (Product 1)

**A. Routes:**

1. Increase frequency of 2 fixed routes per year, until all routes operate at a minimum of once every 30 minutes.  
*Approximate cost: \$250,000 operating per year (2 routes, increase by 4-6% annually for out years), \$200,000 capital local match from SPLOST (first year, \$350,000 per bus for each route added in out years)*
2. Begin early morning service (starting at 5 am) and create Sunday and holiday service.  
*Approximate cost: \$250,000 operating (first year, increase by 4-6% annually for out years)*
3. Increase the operating hours of “The Link” to be the same as the fixed route service (7 days a week, 18 hours per day).  
*Approximate cost: \$250,000, increase by 4-6% annually for out years*
4. Increase the service area of “The Link” to county-wide.  
*Approximate cost: \$400,000 capital to add 4 vans (first year, 5-year life cycle vehicles)- this money is 80% grant funded and 20% from the county*

**B. Outreach:**

1. Develop and implement a Marketing and Public Awareness program with paid staff, targeted to help identified segments of the population.  
*Approximate cost: \$50,000 annual salary and benefits, \$25,000 annually in additional marketing expenses (current budget \$30,000 annually)*
2. Develop a Community Outreach program that will work with employers, community groups, and service providers on discounted pass sales and teach staff “Travel Training/Trip Planning.”  
*Approximate cost: none (part of duties of Marketing staff above)*
3. Allow agencies like East Athens Development Corporation and Hancock Community Development Corporation to administer program to purchase and distribute discounted passes to clients with verified need.  
*Approximate cost: none (part of duties of Marketing staff above)*

**C. Advocacy:**

1. Continue to pursue additional and alternative funding sources at the local, state, and federal level for expansion of all transportation services.
2. Encourage local elected officials to discuss regional transportation options at the policy-maker level

D. Team discussed information that needed to be added to product

1. Create a Matrix with cost and time as well as the sources for costs

2. Fully allocated (service and support) is \$55 per hour
3. 80% of capital costs are covered by federal grants, usually 10% is covered by the state, and 10% from local funds. SPLOST will provide \$1.8 million to cover the local match required for vehicles.
4. There is some Federal subsidy for operating (\$750,000 in 2007), but this is a reimbursement
5. Link currently operates only 3 hours in the morning and 3 in the evening and only in two parts of the county. The increase in hours would mean it operates the same hours as fixed route service.
6. The Lift is for certified users only and operates from 6am-11pm within a mile of the fixed routes.
7. The increase in fixed route service includes a proportional increase in The Lift service.
8. Should add the recommendation that Advertising on the buses be explored as a source of revenue- Could bring in \$200,000 per year which could pay for the entire marketing and outreach budget as well as other expenses.  
Issues to be considered:
  - a. ACC ordinance would need to be amended to allow this;
  - b. Free speech - can't regulate content if the program is administered by the local government. (Other communities have dealt with this by working through a private entity.)
  - c. Advertising could pay for bus shelters and garbage cans at stops as well, as is done in other communities.
9. Georgia Transit Association will have its legislative agenda done soon and Butch will bring to Team
10. Team agreed that with 1) the addition of exploring advertising on busses, 2) a matrix to explain cost over time, and 3) a preamble that explains these requests come from the PPA recommendations and the Transportation Development Plan, this will be the local product

### III. Regional update:

Try Transit Day- Andrew will meet with Regional Directors to get more information about what happened and what would make the next Try Transit day a success

- A. Targeting more than just elderly and disabled- working families without a car
- B. Possibly have kids ride free
- C. Could also extend to Athens- Try Transit Day for all the counties- local promotion

### IV. Next steps:

- A. Alice will have informal conversation with city manager and attorney about advertising on buses
- B. Andrew will talk to Regional Directors
- C. Butch will send link to State Legislative Committee website that is asking for feedback on transit funding
- D. Local Product will be amended and finalized via email
- E. Next Meeting will be on Thursday, October 4<sup>th</sup> at 8:30am at the Multimodal Transportation Center.