



CHAPEL HILL TRANSIT
Town of Chapel Hill
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CHAPEL HILL TRANSIT PUBLIC TRANSIT COMMITTEE
NOTICE OF COMMITTEE MEETING AND AGENDA
FEBRUARY 23, 2016 – 11:00 A.M. to 1:00 P.M.
CHAPEL HILL TRANSIT – FIRST FLOOR CONFERENCE ROOM

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10. Adjourn	

**MEETING SUMMARY OF A REGULAR MEETING OF THE PUBLIC TRANSIT COMMITTEE
1ST FLOOR TRAINING ROOM, CHAPEL HILL TRANSIT**

Wednesday, February 3, 2016 at 11:00 AM

Present: Ed Harrison, Chapel Hill Town Council
Bethany Chaney, Carrboro Alderman
Michael Parker, Chapel Hill Town Council
Cheryl Stout, UNC Transportation & Parking
Julie Eckenrode, Assistant to Carrboro Town Manager
Damon Seils, Carrboro Alderman
George Cianciolo, Chapel Hill Town Council
Than Austin, UNC Transportation & Parking

Absent: Brad Ives, UNC Associate Vice Chancellor for Campus Enterprises

Staff present: Brian Litchfield, Transit Director, Rick Shreve, Budget Manager, Flo Miller, Deputy Town Manager, Bergen Watterson, Carrboro Transportation Planner, Mila Vega, Transit Planner, Maribeth Lewis-Baker, Operations Manager – Fixed Route, Katy Luecken, Training Coordinator,

Guests: Jeff Charles – Transportation and Connectivity Board, Heidi Perry

1. The Meeting Summary of November 17, 2015 was received and approved.
2. **Introduction of New Public Transit Committee Members** – Michael Parker and George Cianciolo were introduced as new members. Both are newly elected Chapel Hill Town Council members.
3. **Employee Recognition** – Brian presented the Maintenance Employee of the Year Award to Stan Hammond’s family. Mr. Hammond passed away last month. He also introduced Stephen DeBerry, the Fixed Route Employee of the Year and announced that Samuel Jackson was the Demand Response Employee of the Year and Bawi Thang, Fixed Route Operator had perfect attendance.
4. **Consent Items**
 - A. December Financial Report – Rick reviewed the report for the Partners.
5. **Discussion Items**
 - A. Committee Chair – Brian noted that with the changes to membership on the committee a new chair needed to be selected. Ed Harrison, Chapel Hill Town Council, was nominated and elected as Chair by consensus.

- B. FY 17-17 Budget Update – Rick reviewed the budget process. Staff is not projecting a lot of changes for FY 16-17. He noted the bus procurement, the change in funding for the NU route and the revaluation in Orange County as items that will likely affect the budget. We are expecting to project expenses the same as for FY 16. Rick also reviewed the Capital funding in regards to the bus replacement. Federal and State funding is expected to remain the same.

6. Information Items

- A. North South Corridor Study Update – Mila reviewed the status of the study and the public meetings held to date. She said the public is generally supportive. In the public meetings the 6 options are presented and education is provided as to why improvements are needed. She also reviewed the materials that are used in the public meetings. A recommendation from the study group will be provided in March. The Partners express interest in improving bike facilities as a priority in the project development phase.
- B. Project and Grant Funding Update – Brian reviewed the report provided to the Partners. He noted that SMAP funding has increased by \$900,000 for this year.
- C. Transportation Bill Update – Mila reported on the Transportation Bill.
- D. Regional Bus Procurement – Brian reviewed the status of the bus procurement.
- E. November/December Performance Report – This was provided for the Partners information.

7. Departmental Monthly Reports

- A. Operations – This item was reviewed for the Partners.
- B. Director – This item was reviewed for the Partners.

8. Future Meeting Items

9. Partner Items

10. Next Meeting – February 23, 2016

11. Adjourn

The Partners set a next meeting date for February 23, 2016
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3A. February Financial Report

Prepared by: Rick Shreve, Budget Manager

January 2016

- Expenses for the month of January were \$1,452,169. Along with the encumbrances, which are heavily weighted towards the beginning of the fiscal year, approximately 54.3% of our budget has been expended or reserved for designated purchase (e.g. purchase orders created for vehicle maintenance inventory supplies encumber those funds, and show them as unavailable for other uses).
 - The total budget that has been expended or encumbered is somewhat skewed by the encumbrance of \$760,000 for the financing of buses. That money appears in these numbers as budgeted funds that are encumbered, which affects the totality of the available budget. Looking at individual divisions, one can see that we are in line with monthly expenditures for operating purposes.

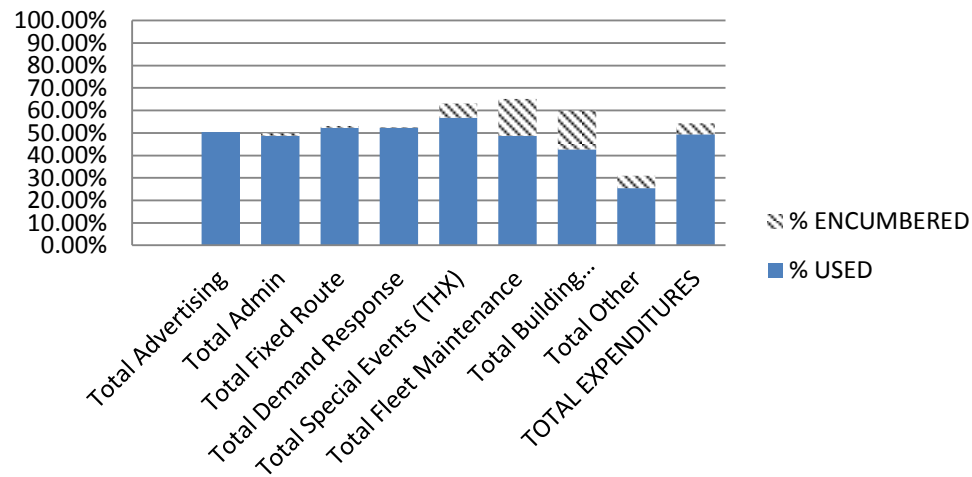
Highlights

- This aggregation of expenses and encumbrances is consistent with years past, and is perfectly in line with what we would expect at this point in the year.
- The attached data exhibits the financial information by division within CHT, and should be a useful tool in monitoring our patterns as the year progresses, and is a high-level representation of the data used by our division heads.
 - It is worth noting that the “Special Events” line is mostly comprised of Tar Heel Express expenses, and the line labeled “Other” is comprised primarily of special grant-funded expense lines that are not permanent fixtures in the division budgets.

Transit 640 Fund Budget to Actual at end of January 2016

	ORIGINAL BUDGET	REVISED BUDGET	ACTUAL MONTH EXPENSES	ACTUAL YTD EXPENSES	CURRENT ENCUMBRANCES	BALANCE AVAILABLE	% USED OR ENCUMBERED January = 58.33%
Total Advertising	\$ 93,222	\$ 93,222	\$ 6,425	\$ 46,994	\$ -	\$ 46,228	50.41%
Total Admin	1,472,385	1,505,248	100,009	732,680	18,471	754,097	49.90%
Total Fixed Route	11,181,804	11,356,648	724,812	5,925,631	99,107	5,331,910	53.05%
Total Demand Response	1,926,450	1,929,450	133,531	1,007,205	6,385	915,861	52.53%
Total Special Events (THX)	317,207	317,207	46,137	179,759	20,578	116,870	63.16%
Total Fleet Maintenance	4,193,542	4,255,922	304,108	2,069,497	699,511	1,486,914	65.06%
Total Building Maintenance	750,765	842,530	103,855	360,101	144,596	337,833	59.90%
Total Other	839,640	1,227,111	33,292	312,758	66,016	848,338	30.87%
TOTAL EXPENDITURES	\$ 20,775,015	\$ 21,527,338	\$ 1,452,169	\$ 10,634,625	\$ 1,054,663	\$ 9,838,050	54.30%

CHT January 2016 YTD Expenses as % of Budget



4A. FY16-17 Chapel Hill Transit Budget Development

Action: 1. Receive information and provide staff with feedback.

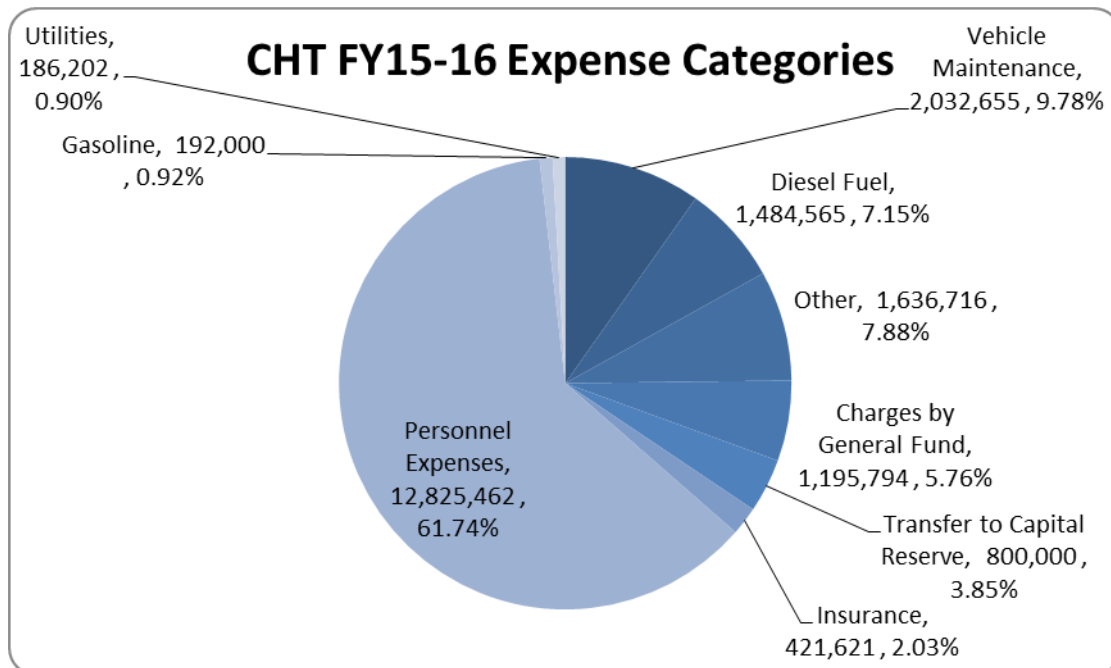
Staff Resource: Rick Shreve, Budget Manager
Brian Litchfield, Director

Chapel Hill Transit (CHT) staff have begun work internally and with the Town’s Business Management Department (BMD) towards developing our FY16-17 budget proposal. We are preparing preliminary expenditure numbers, and beginning to hone in on revenue expectations for next year.

At this point in the typical budgeting process, major areas of identifiable increases or decreases are assessed (e.g. a large swing in the markets for fuel, a spike in employee medical insurance costs, a change in a major source of revenue), and we are beginning to file down to the details in our key areas. We currently see only modest changes in key areas of operating expenditures – separate from any capital expenditures towards vehicle replacements. The most material changes in the budget might arise from any additional capital funding the Partners elect to include in the budget, *as well as the remaining shift of service hours from a direct UNC-CH route to a route shared amongst all three CHT Partners.*

Current Year Budget as an Approximation

Without major identifiable changes in our key expense areas, the current year budget serves as a reasonable approximation for our expenses for next year, *at current service levels.* The original CHT budget for the current year was \$20,775,015. The following charts highlight the breakdown and relative percentages of our various expense categories:



Expense Category	FY15-16 Original Budget
Vehicle Maintenance	2,032,655
Diesel Fuel	1,484,565
Other	1,636,716
Charges by General Fund	1,195,794
Transfer to Capital Reserve	800,000
Insurance	421,621
Personnel Expenses	12,825,462
Gasoline	192,000
Utilities	186,202
TOTAL EXPENDITURES	\$ 20,775,015

Using these expenses as a model will assume no changes in service or staffing levels from the current fiscal year.

Anticipated Changes for Next

Year’s Budget Proposal

We are likely to experience a modest increase in the areas of Salaries and Benefits, including a State-mandated increase to the retirement contributions. The total magnitude of such is not yet known, as medical insurance costs and other items are still under consideration.

All of this discussion on next year’s budget assumes current service levels.

NU Route Sharing: As a reminder, last year the Partners agreed to a shift in the hours dedicated to the NU route, which had previously been funded as a UNC-CH direct service route. A portion of the service was split out last year to the shared local service, and affected the contributions of the Partners accordingly. The Partners agreed to shift the hours remaining on the UNC-CH direct service to the shared service in the next budget development. Holding all other variables equal, that equates to about \$330,000 that will be shared proportionally in the next year. That will represent about a 4.5 to 5% increase for each of the towns, and a slight decrease for UNC-CH. Again, this assumes no other changes in the budget, while some changes are likely.

Next Bus upgrades: We understand that our equipment for the Next Bus system is out of date, and will soon be unsupported. We will need to upgrade to 4G equipment, at a cost of about \$200,000. We have obtained a grant for this, but it will require a local match.

Other items for which we are still planning, projecting, and coordinating data:

- Fleet maintenance and repairs
- Fuel expenses
- Orange County Bus & Rail Plan available funding
- State and Federal funding (currently assuming this to be flat for next year)
- Park and Ride lot repairs: resurfacing and replacement of security cameras

While we are anticipating some movement in these various areas, the bottom line is that at present we expect the total expenditures to approximate the original budget for FY15-16, while the NU shift will cause increases for each of the Towns. Any additional capital investments will require additional increases.

We hope this information serves as impetus to discuss the merits of increased funding options, of the Partners' goal of maintaining and possibly increasing the CHT fund balance, and of considerations for building capital reserves.

Capital Funding

In all of the talk over the next year budget, it would be prudent to keep an eye on the longer term picture as well, and with a particular concern over capital needs. The financial study consultants have addressed this at length, and their presentations should be referenced for a fuller treatment of this issue.

Key points:

- Fleet age should be maintained at 7 years. With an older fleet dependability declines as maintenance costs increase.
- 42 buses need to be replaced.
- 13 EZ Rider vehicles need to be replaced.
- We are in the process of procuring the approximately 25 buses funded through a variety of methods, including a new Partner financing and debt sharing agreement.
- Following the plan laid out in the following chart (previously presented as a part of our financial sustainability study), financing an additional six buses in the next fiscal year would require roughly a \$360,000 increase in the budget for the life of the financing (approximately \$60,000 per annual payment on a bus).

Upcoming Town of Chapel Hill Budget Process Dates

- March 21: Public Forum.
- May 9: Presentation of Chapel Hill Town Manager's Recommended Budget.
- May 11: Budget Work Session.
- May 16: Public Hearing on Recommended Budget and budget work session.
- June 1: Budget work session (if needed).
- June 6: Budget work session (if needed).
- June 13: Adoption of FY16-17 budget.

Next Steps

- CHT staff will provide more updates on our projections and process – internal and for the Town of Chapel Hill – for the FY2016-17 budget at the March Partners meeting.

Recommendation

- Partners discuss the information provided and provide staff with feedback and direction.

4B. Chapel Hill Transit Advertising Update

Action: 1. Receive information presented by staff and provide feedback.

Staff Resource: Brian Litchfield, Director

During the February 3, 2016 meeting the Partners requested an update on the Chapel Hill Transit advertising program. The background and current status of the program are discussed below.

Background

- On June 13, 2011, the Chapel Hill Town Council adopted a policy that approved the acceptance of exterior transit advertising and established rates for exterior advertising in an effort to generate additional revenue for Chapel Hill Transit. Prior to 2011, Transit sold only interior advertising (bus cards).
- On October 24, 2012, the Council acted to temporarily suspend the Town's transit advertising policy after receiving staff reports which stated that the policy on advertising actually adopted by the Council on June 13, 2011 was not the policy currently being followed and that there had been some errors made in acceptance of advertising because of the use of a draft policy rather than the policy adopted by the Town Council in June, 2011.
- On December 3, 2012, following a public forum, community input and feedback from the Partner Committee, the Council adopted the current Transit advertising policy and reinstated the program.
- The advertising program is currently managed by one full-time employee (Transit Advertising Sales Manager) and Maintenance staff provides support for installation and removal of some advertising.

Financial History

- Initial estimates indicated that advertising net revenues for Chapel Hill Transit could range from \$200,000 to \$400,000 and could be utilized to offset Partner contributions.
- Financial summary since FY2011-12 :

	FY2011-12	FY 2012-13	FY 2013-14	FY 2014-15	FY2015-16	FY2015-16
Revenues	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ORIGINAL BUDGET	ACTUAL TO 15-Dec
Interior Advertising	\$15,072	\$ 12,975	\$ 12,821	\$ 13,232	\$ 13,132	\$ 3,972
Exterior Advertising	\$44,611	\$ 102,864	\$ 85,121	\$ 92,674	\$ 150,000	\$ 21,711
Total Revenues	\$59,683	\$ 115,839	\$ 97,942	\$ 105,906	\$ 163,132	\$ 25,683
Expenditures	\$31,517	\$ 81,274	\$ 84,292	\$ 80,483	\$ 93,222	\$ 37,031
Net Revenues	\$28,166	\$ 34,565	\$ 13,650	\$ 25,423	\$ 69,910	\$ (11,348)

Transit Advertising Review of Local and National Experiences

- Transit systems throughout North America have developed advertising programs to enhance revenues. The sale of transit advertising in the U.S. is estimated at around \$1

billion annually; however it represents approximately 0.3% of total annual advertising expenditures. National experience suggested that advertising revenues generally constituted between .01%-3.2% of a system's revenues (depending on location and whether a system was bus-only, rail only or bus and rail).

- The management of transit advertising programs is typically handled using transit system staff (in-house) or a third-party contract (outside agency), although a few systems utilize a hybrid approach. A review of literature and available research suggested that most transit systems with advertising programs use an outside agency and a minority of systems manage their programs internally. Internal programs are usually managed by the systems marketing department or staff, while some very large systems have standalone advertising departments.
- Staff contacted some systems in North Carolina to understand their experiences with transit advertising:

AGENCY	Buses	IN-HOUSE/CONTRACT	ANNUAL NET REVENUE
Asheville	21	In-house, internal ads only	\$10,000
Charlotte Area Transit	323	Contract	\$3M – includes bus and rail
GoDurham	53	Contract	\$65,000
Fayetteville	27	Contract (began in Sept. 15)	Guaranteed \$33,000
GoRaleigh	98	In-house	\$161,000
Winston Salem	59	Contract and in-house	\$75,000

- In 2013, GoTriangle undertook a detailed analysis of transit advertising opportunities in the Triangle (Bartelli, Jeff – Sanford School of Public Policy, Duke University. Advertising on Triangle Transit: A Revenue Forecast and Policy Analysis), that explored several options for transit advertising programs, including a regional option. The regional option assumed selling advertisements on all transit systems in the Triangle (GoTriangle, GoDurham, GoRaleigh, Chapel Hill Transit and C-Tran) and estimated that gross revenues of \$600,000-\$977,000 could potentially be achieved, allowing for the program to mature over five years.

Attachments

- May 26, 2011 Memo on Exterior Transit Advertising.
- Transit Advertising Fee Schedule and Policy, Adopted December 3, 2012.

Recommendation

That the Partners Committee receive the update and provide staff with feedback.

MEMORANDUM

TO: Roger L. Stancil, Town Manager
FROM: K. Stephen Spade, Transit Director
SUBJECT: Exterior Transit Advertising
DATE: May 26, 2011

PURPOSE

The purpose of this memorandum is to provide information for the Council regarding exterior transit advertising and to seek concurrence to adopt a resolution to approve the Transit Advertising Fee Schedule and Policy and authorize the Manager to implement the program.

BACKGROUND

In April of 2011, the Council received a presentation on exterior transit advertising. At that time the Council heard a summary of an analysis done for the Public Transit Committee that discussed the advantages of transit advertising as an alternative revenue source for Chapel Hill Transit and indicated transit could realize revenues in the range of \$200,000-\$400,000 annually.

The Council authorized staff to take next steps in the development of a transit advertising program including the development of a business plan to present to the Council for consideration.

DISCUSSION

Exterior transit advertising is a form of media advertising that has been utilized to generate revenues to support transit since the 1800's. The concept utilizes external placards and vinyl applications or bus wraps to display ads on buses. More recently, transit advertising has expanded to bus shelter advertising and electronic advertising in buses.

Transit advertising is used by many North Carolina transit systems including Raleigh, Durham, Fayetteville, Asheville and Winston-Salem.

As part of the strategy to develop a sustainable budget for Chapel Hill Transit, the Public Transit Committee, comprised of representatives from Carrboro, UNC and Chapel Hill, directed Chapel Hill Transit to analyze the potential benefits of implementing an exterior transit advertising program. Chapel Hill Transit staff has written a business plan for consideration by the Partners. The business plan is included as attachment #1.

Below is a summary of the key points of the Transit Advertising Business Plan.

Advantages of Transit Advertising

Utilizing transit advertising provides an advantage to Chapel Hill Transit as a source of revenue. Transit advertising has several advantages including:

1. Provides an alternative to reliance on tax support
2. Adds to the diversity of transit revenues
3. Is less expensive than other forms of advertising and therefore more affordable to small businesses
4. Can be used to support local cultural activities.

Types of Transit Advertising

The business plan identifies several sources of advertising. Staff has recommended the following transit advertising formats be utilized.

1. Full Bus Wraps
2. Exterior sign vinyl advertising including signs to be placed on the curb side, street side and tail of buses

Rates

The rate structure being recommended is shown below.

Bus Wraps	Monthly Rate	Minimum Contract
Full Wrap	\$1500	12 months

Exterior Bus Signage: Kings (144”x30”)

Number of Displays	12 Months Each Sign	6 Months Each Sign	1-3 Months Each Sign
1-10	\$180	\$200	\$220
11-20	\$175	\$195	\$215
21 & up	\$170	\$190	\$210

Queens (108”x30”)

Number of Displays	12 Months Each Sign	6 Months Each Sign	1-3 Months Each Sign
1-10	\$162	\$180	\$198
11-21	\$157	\$175	\$193
21 & up	\$152	\$170	\$188

Taillight

Number of Displays	12 Months Each Sign	6 Months Each Sign	1-3 Months Each Sign
1-10	\$163	\$170	\$187
11-120	\$158	\$165	\$182
21 & up	\$152	\$160	\$177

The rates include a discount for contracts that extend beyond 3 months. In addition to the advertising costs, all production would be the responsibility of the advertiser. For the fully wrapped buses, the production costs, the installation costs and the cost to return the bus to its original condition would be paid by the advertiser.

Chapel Hill Transit would develop a standard contract for all advertising sales.

Revenues

It is recommended that Transit be authorized to sell transit advertising on all vehicles and a limit of 15 wrapped buses. The business plan projects annual gross revenues of about \$675,000 could be realized. The calculation assumed a 30% vacancy rate and that ad contracts sold at a 6 month rate. Net revenues would range from \$200,000 the first full year of operation to over \$400,000 once the program was fully developed.

Staffing

There are two ways to manage transit advertising: to hire internal staff or to contract the sale of advertising to an outside agency. Chapel Hill Transit recommends that the transit advertising program be managed by Chapel Hill Transit staff rather than contracting.

The advantages of not contracting include the following:

1. Revenues are generally higher because you do not share them with contractors
2. You will have full time staff available to manage the process and clients
3. Full time staff brings in a higher quality of advertising.

Required staffing levels vary based on the extent of the advertising program. If the program is limited to only bus wraps, the program could be supported by a part time staff person. If the exterior advertising program includes sale of advertising signs and wraps it would be necessary to hire full time sales and management staff and a part time employee to post and remove bus advertising signs from the buses.

The recommendation from staff for full advertising would require Chapel Hill Transit to hire a transit advertising manager and support staff. The transit advertising manager position would be an incentivized sales position that would include a base salary and incentives based on sales activities. Support staff would be part time and temporary employees paid an hourly wage. The

business plan includes an estimated operating budget of \$136,800 including wages, set up and marketing costs.

Advertising Policies

Chapel Hill Transit has developed a set of policies and standards for transit advertising. The policies and standards are attached as attachment #2. Generally, the policy states that:

1. The use of transit advertising space is not intended to create a public forum for public discourse or expressive activity. Chapel Hill Transit is making space available on its buses for rent for limited types of advertising.
2. The transit advertising policy will exclude the following advertising: alcoholic beverages, tobacco products, advertising affecting the operation or image of Chapel Hill Transit.
3. The policy further restricts advertisements and information that contain statements or advertisements that fall within the following categories: false, misleading and deceptive statements, unauthorized endorsements, obscene or offensive material, unlawful goods or services, unlawful conduct, adult entertainment, graffiti, illegal firearms, weapons, internet addresses and telephone numbers, or cause distraction or interference, political or religious issues advertising.

Marketing

Chapel Hill Transit and the transit advertising marketing program will undertake the following activities to promote the service.

1. Establish the web presence as part of Chapel Hill Transit's web page.
2. Creation of marketing materials including brochures, direct mail pieces and rate sheets.
3. Provide information on the existence of transit advertising to all area advertising agencies.
4. Research of potential advertisers and make contact by using existing media advertising including as billboards, TV, and other major media.

Preference to Local Advertisers

Council members asked if the program could support local businesses by giving preference to local advertisers. In order for this program to be successful we do not think it would be as successful to limit the market to only local advertisers. It would be possible to place an emphasis on seeking local advertisers. Staff could develop strategies to increase local advertisers' opportunities, but it would not be feasible to exclude other advertisers.

Another option to support local businesses and activities would be to allocate a portion of the advertising space for local use. We suggest that we could provide the space of 3 wrapped buses to be used by the Towns of Carrboro, Chapel Hill and UNC respectively to develop a one year ad campaign to support key local activities. This could promote local cultural activities or a

wrapped bus designed to identify and support local businesses. The only cost borne by the advertiser would be design, production and installation of the advertisement.

Next Steps

If the Town Council approves the implementation of an exterior transit advertising program we would take the following next steps to implement the program.

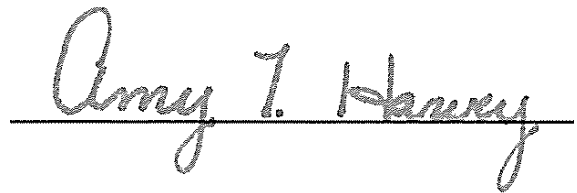
1. Make necessary modifications to the budget to reflect staffing and revenues.
2. Work with Human Resources Development to secure appropriate staffing.
3. Conduct market analysis
4. Develop marketing plan and materials
5. Begin Sales

RECOMMENDATION

Staff recommends that the Council approve the establishment of an exterior transit advertising program, approve the Transit Advertising Fee Schedule and Policy and authorize the manager to implement the program.

I, Amy T. Harvey, Acting Town Clerk of the Town of Chapel Hill, North Carolina, hereby certify that the attached is a true and correct copy of (2012-12-03/R-11) adopted by the Chapel Hill Town Council on December 3, 2012.

This the 5th day of December, 2012.

A handwritten signature in cursive script, reading "Amy T. Harvey", is written over a horizontal line.

**Amy T. Harvey
Acting Town Clerk**



A RESOLUTION AFFIRMING THE TOWN'S TRANSIT ADVERTISING FEE SCHEDULE AND POLICY FOR THE POSTING OF ADVERTISING ON THE EXTERIOR AND INTERIOR OF FIXED ROUTE BUSES WITH MINOR CLARIFYING ADJUSTMENTS (2012-12-03/R-11)

WHEREAS, on June 13, 2011, the Town Council of the Town of Chapel Hill adopted by Resolution a fee schedule and new policy for the posting of advertising on the exterior and interior of fixed route buses; and

WHEREAS, a petition was presented to the Town Council in September, 2012, asking the Council to reconsider this policy and to eliminate that portion of the policy which provided for the posting of political, religious and issue oriented advertising; and

WHEREAS, the Council conducted a public forum on October 11, 2012, in response to that petition and received and considered a staff report and public comment;

WHEREAS, the Council considered this matter on November 5, 2012, and received further public comment; and

WHEREAS, on November 5, 2012, the Council referred this matter to the Transit Partners for comment; and

WHEREAS, the Council has received and considered that comment and additional public input;

NOW, THEREFORE, BE IT RESOLVED by the Council of the Town of Chapel Hill that the Council finds that the draft policy presented on June 13, 2011 (but not approved by the Council) and subsequently used by Town Transit Staff is, with some minor adjustments, an appropriate policy to use to review proposed advertising on Town Transit buses;

BE IT FURTHER RESOLVED that the Council adopts as the new fee schedule and policy for transit advertising Policy Option 5, as attached, and the Town Manager is directed to follow that policy as so modified

This the 3rd day of December, 2012.

TRANSIT ADVERTISING FEE SCHEDULE AND POLICY

Transit services in Chapel Hill are provided through a partnership of Chapel Hill, Carrboro and the University of North Carolina. Chapel Hill Transit offers transit advertising as a source of revenue to help offset system operating costs. Advertising is sold on the exterior and interior of all fixed route buses. The following are transit advertising rates and policies governing transit advertising.

TRANSIT ADVERTISING RATES

Bus Wraps	Monthly Rate	Minimum Contract
Full Wrap	\$1500	12 months

Exterior Bus Signage: Kings (144"x30")

Number of Displays	12 Months Each Sign	6 Months Each Sign	1-3 Months Each Sign
1-10	\$180	\$200	\$220
11-20	\$175	\$195	\$215
21 & up	\$170	\$190	\$210

Queens (108"x30")

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1-10	\$163	\$170	\$187
11-120	\$158	\$165	\$182
21 & up	\$152	\$160	\$177

All production costs are the responsibility of the advertiser. For wraps the cost of installation and returning the bus to original condition are also the responsibility of the advertiser.

All advertising creative and design must be approved by Chapel Hill Transit prior to production and can be declined if we believe it is not in compliance with transit advertising policies and standards.

Agency commissions will be paid on contract of 6 month or more.

POLICIES AND STANDARDS FOR ADVERTISING ON CHAPEL HILL TRANSIT FACILITIES

Chapel Hill Transit (CHT) is a regional transit system created under section of the Town of Chapel Hill Ordinances. Chapel Hill Transit owns and operates buses, bus shelters, a garage and other properties (collectively referred to as “Transit Facilities”) in conjunction with its regional transit system. It is in the public interest to make advertising space available upon payment of rent in accordance with CHT’s adopted rental schedule on certain designated Transit Facilities to generate revenue and help fund the operation of the regional transit system or upon acceptance of the advertising as unpaid public advertising or public service announcements in accordance with this policy in order to support public agencies and community non-profit services.

I. PURPOSE

1.01 Limited Public Forum; Commercial/Proprietary Functions. Chapel Hill Transit will rent space on its Transit Facilities for limited types of advertising (“Permitted Advertising”). By allowing limited types of advertising on or within its buses and or/bus shelters and providing limited space at no charge pursuant to this policy, Chapel Hill Transit does not intend to create a full public forum for open public discourse or expressive activity, or to provide a forum for all types of advertisements. The display of Permitted Advertising upon payment of rent in accordance with CHT’s adopted rental schedule on designated Transit Facilities is intended only to supplement fare revenue, tax proceeds and other income that fund the regional transit system.

1.02 Certain Excluded Advertising. Chapel Hill Transit will not accept for display on its Transit Facilities the types of advertising defined in Section 2.01 of these policies and standards (“Excluded Advertising”). By not accepting Excluded Advertising, Chapel Hill Transit can:

- (a) maintain a professional advertising environment that maximizes advertising revenues and minimizes interference or disruption of the commercial aspects of its regional transit system;
- (b) protect passengers, employees and Chapel Hill Transit facilities from harm or damage that can result from some individual’s reactions to political or controversial materials; and
- (c) help build and retain transit ridership.

1.03 Limits on Permitted Advertising. Placing reasonable limits on Permitted Advertising displayed on its Transit Facilities will enable Chapel Hill Transit to:

- (a) avoid subjecting its passengers and other members of the public to material that may discourage them from using regional transit services;
- (b) maintain an image of professionalism and decorum;
- (c) avoid displaying material that is not suitable for viewing by minors who ride on Chapel Hill Transit buses or those individuals whose neighborhoods are served by

- Chapel Hill Transit bus routes; and
- (d) maximize revenues by attracting and maintaining the patronage of passengers.

II. ADVERTISING POLICIES

2.01 Excluded Advertising. For the purposes of these policies and standards, the advertising described in this Section 2.01 is “Excluded Advertising.” Chapel Hill Transit will not accept the following Excluded Advertising for display, posting or placement on or within its buses, or other Transit Facilities:

- (a) ***Alcoholic Beverages.*** Advertisements and images soliciting or promoting the sale or use of alcoholic beverages.
- (b) ***Tobacco Products.*** Advertisements and images soliciting or promoting the sale or use of tobacco products including, but not limited to, cigarettes, cigars and smokeless tobacco.
- (c) ***Advertisements about Chapel Hill Transit.*** Advertisements and images that relate to Chapel Hill Transit and services, except public service advertisements provided by Chapel Hill Transit itself.

2.02 Permitted Advertising. Subject to the viewpoint-neutral standards contained in Section 3.01 of these policies and standards, Chapel Hill Transit will accept “Permitted Advertising” for display or placement on designated Chapel Hill Transit Facilities. For the purposes of these policies, “Permitted Advertising” is advertising that:

- (a) Does not qualify as Excluded Advertising under Section 2.01.
 - (b) Generally relates to the economic interests of the advertiser and its audience.
- Advertising defined in Section 3.02 and 3.03 also is Permitted Advertising.

2.03 Prohibitions on Literature or Product Distribution and Leafleting.

Chapel Hill Transit’s purpose in operating a regional transit system is to meet the public’s need for efficient, effective and safe public transportation. Chapel Hill Transit Facilities are not intended to be public forums for public discourse or expressive activity. Literature or product distributions, leafleting and similar activities can disrupt or delay passengers who are boarding and exiting buses and other transit vehicles, distract passengers, distract bus operators, cause maintenance issues, and otherwise create safety issues for passengers, operators and surrounding traffic. Accordingly, distribution of literature, leafleting, and other informational or activities are prohibited within Chapel Hill Transit buses or other transit vehicles and within Chapel Hill Transit bus shelters, except for the provision of leaflets and information provided by Chapel Hill Transit itself that are related to provision of or are for the benefit of transportation-related public services or public events sponsored by the Town of Chapel Hill, the Town of Carrboro, or the University of North Carolina.

III. ADVERTISING STANDARDS AND RESTRICTIONS

3.01 Advertising Standards and Restrictions. Chapel Hill Transit will make available on designate Chapel Hill Transit Facilities space for advertisements subject to the viewpoint-neutral restrictions in this Section 3.01 that limit certain forms of advertising.

Advertisements cannot be displayed or maintained on Chapel Hill Transit Facilities if the advertisement or information contained in the advertisement falls within one or more of the following categories:

- (a) ***False, Misleading, or Deceptive Advertising.*** Advertising or any material or information in the advertising that is false, misleading or deceptive.
- (b) ***Disrespectful Advertising.*** Advertising or any material or information in advertising that is, or that is intended to be (or reasonably could be interpreted as being) disparaging, disreputable or disrespectful to persons, groups, businesses or organizations, including but not limited to advertising that portrays individuals as inferior, evil or contemptible because of their race, color, creed, sex, pregnancy, age, religion, ancestry, national origin, marital status, disability, including those related to pregnancy or child birth, gender identity, or gender expression or sexual orientation, or any other characteristic protected under federal, state or local law.
- (c) ***Unauthorized Endorsement.*** Advertising that implies or declares that Chapel Hill Transit endorses a product, service, point-of-view, event or program. The prohibition against endorsement does not apply to advertising for a service, event or program for which Chapel Hill Transit is an official sponsor, co-sponsor or participant, provided Chapel Hill Transit's Director or other designated representative gives prior written approval regarding the endorsement.
- (d) ***Obscene Material.*** Advertising that contains obscene materials as defined in North Carolina General Statute Sec. 14-190.1(b), or that displays sexual conduct or information in a manner that would be offensive to a reasonably prudent person of average sensitivity in the community.
- (e) ***Offensive Materials.*** "Offensive materials" means displays or information that would be offensive to a reasonably prudent person of average sensitivity in the community, including advertising that contains derisive, distorted, immoral, profane or disreputable language or impressions.
- (f) ***Unlawful Goods or Services.*** Advertising or any material or information in the advertising that depicts, promotes or reasonably appears to encourage the use or possession of unlawful or illegal goods or services.
- (g) ***Unlawful Conduct.*** Advertising or any material or information in the advertising that: depicts, promotes or reasonably appears to encourage unlawful or illegal behavior or conduct, including unlawful behavior of a violent or antisocial nature; is libelous or an infringement of copyright; is otherwise unlawful or illegal; or is

likely to subject Chapel Hill Transit to liability.

- (h) ***Adult Entertainment.*** Advertising that promotes or displays images associated with adult book stores, adult video stores, nude dance clubs and other adult entertainment establishments, adult telephone services, adult internet sites and escort services.
- (i) ***Graffiti.*** Advertising that uses images or symbols that depict or represent graffiti.
- (j) ***Illegal Firearms and Weapons.*** Advertising that contains images or depictions of illegal firearms or any firearms, or the unlawful use of firearms or other weapons.
- (k) ***Internet Addresses and Telephone Numbers.*** Advertising that directs viewers to internet addresses or telephone numbers that contain materials, images or information that would violate these advertising standards if the materials, images or information were contained in advertising displayed or posted on Chapel Hill Transit Facilities.
- (l) ***Distractions and Interference.*** Advertising that incorporates or displays any rotating, revolving, or flashing devices or other moving parts or any word, phrase, symbol or character, any of which are likely to interfere with, mislead or distract traffic or conflict with any traffic control device or motor vehicle regulation.
- (m) ***Libelous Material.*** Advertising that is libelous.

3.02 Political Campaign Advertising. Advertising promoting or opposing named candidates for elective office or issues upon which a referendum is being held shall be permissible. All such advertising shall bear conspicuously a paid advertising disclaimer that shall be consistent with the requirements as outlined in Attachment A.

3.03 Other Permitted Advertising and Public Service Announcements. Chapel Hill Transit may make advertising space available for advertising proposed by governmental entities, academic institutions or tax-exempt nonprofit organizations (examples include: ads focusing on personal health or wellness issues, or ads informing the public about programs, services or events). Non-profit entities must document their tax-exempt status. On a limited basis, Chapel Hill Transit may make unpaid advertising space available for public service announcements. Costs associated with the design, production, installation and removal of public service announcements are the responsibility of the group or organization requesting the public service announcement. The advertising and public service announcements permitted under this section cannot contain displays or messages that qualify as Excluded Advertising under Section 2.01 and must comply with these advertising policies and standards. Unless the source of the advertising or public service announcement is obvious from the content or copy, the advertisement or public service announcement, whether paid or un-paid, must specifically identify the sponsor of the advertisement or the message and, if paid, shall bear conspicuously a paid advertising disclaimer that shall be consistent with the

requirements as outlined in Attachment A.

3.04 Space Availability. Chapel Hill Transit limits the amount of space on its Transit Facilities available for advertising and does not represent that it can accommodate all requests for advertising space. Advertising space will be made available only on Chapel Hill Transit Facilities designated by Chapel Hill Transit. No advertising, signs and other types of postings or messages may be displayed, posted or placed on any other Chapel Hill Transit Facilities.

3.05 Agency Disclaimer. Chapel Hill Transit shall post at conspicuous locations appropriate disclaimers to advise riders that the views expressed in advertising are not endorsed by the Town of Chapel Hill or Chapel Hill Transit.

3.06 Reservation of Rights. Chapel Hill Transit reserves the right to amend these policies and standards at any time. Subject to any contractual obligations, Chapel Hill Transit reserves the right to discontinue advertising on Chapel Hill Transit Facilities and discontinue accepting advertising for display or posting on Chapel Hill Transit Facilities. Chapel Hill Transit reserves the right to limit the availability of advertising space on its Transit Facilities and remove advertising that does not comply with these advertising policies and standards and, subject to any contractual obligations.

IV. APPEAL OF ADVERTISING DECISIONS

4.01 Initial Reviews. Chapel Hill Transit's Advertising Manager will consult with legal staff for the Town and will make initial decisions about accepting or rejecting proposed advertising. The decisions will be based on these policies and standards. Chapel Hill Transit's Advertising Manager, or other designated Chapel Hill Transit staff, will work with advertisers to resolve issues about advertisements that do not comply with these policies and procedures. Resolution may include modification of the art, copy, or both.

4.02 Appeals to Transit Director. An advertiser may appeal a decision to reject or remove an advertisement by filing a written request with the Transit Director within ten (10) business days after the rejection or removal decision. The advertiser's request must state why the advertiser disagrees with the decision in light of Chapel Hill Transit's advertising policies and standards. The Transit Director shall consult with the Town legal counsel. The Director will review the basis for the rejected or removed advertisement and will consider the advertiser's reasons for filing the request. The Transit Director will make a decision on the request and will notify the advertiser of its decision in writing within fifteen (15) business days after receiving the advertiser's request.

4.03 Further Review by Town Manager. The Town Manager may review Transit Director's decisions.

ATTACHMENT A
POLITICAL, RELIGIOUS, OR ISSUES ADVERTISING DISCLAIMER
REQUIREMENTS

I. DISCLAIMER REQUIREMENTS

- A. Political Candidates** - On an advertisement that is authorized and paid for by a candidate or his/her campaign committee, the disclaimer must identify:
1. Who paid for the message.
- B. Political Candidate Advertisement Paid by a Different Party** - On an advertisement that is authorized by a candidate or his/her campaign committee, but is paid for by another person, the disclaimer notice must:
1. Identify who paid for the communication.
 2. Indicate that the candidate authorized the message.
- C. Political Advertisement Not For Political Candidate** – On an advertisement that is not authorized by a particular candidate or his/her campaign committee, the disclaimer notice must:
1. Identify who paid for the message.
 2. State that it was not authorized by any candidate or candidate's committee.
 3. List the permanent address, telephone number or world wide web address of the person who paid for the communication.
- D. Religious Oriented, Political Issue or Other Noncommercial Issue Ads**
- The disclaimer notice must:
1. Identify who paid for the message.
 2. List the permanent address, telephone number or world wide web address of the person who paid for the communication.

5A. North-South Corridor Study Update

Staff Resource: Mila Vega, Transit Service Planner

Background

The study team held a series of public open houses:

- January 20, 11-1 PM at UNC Children’s Hospital
- January 20, 4-6 PM at Lobby next to Rasa Malaysia Restaurant, in Southern Village, 410 Market Street, Chapel Hill
- January 21, 11-1 PM UNC Carolina Union, West Lounge

Two (2) additional open houses will be held on February 23:

- 11:30 AM -1:30 PM – Town Hall
- 4-6 PM – Chapel Hill Library

The purpose of the open houses is to share six different Bus Rapid Transit (BRT) runningway alternatives and collect public feedback.

A project update was provided to the Town of Chapel Hill Transportation and Connectivity Board and the University’s Advisory Committee on Transportation and Parking (ACT). Both presentations were well received.

The Joint Policy/Technical Committee is scheduled to meet on March 7, 3-5 PM. At that meeting the committees will identify and recommend a Locally Preferred Alternative(s) (LPA(s)). Following the meeting, LPA will be recommended to the Partners Committee.

Next Steps

- Public meetings – February 23, 2016
- Technical and Policy Committee develop LPA(s) recommendation – March 7, 2016
- Partners select and recommend LPA(s) to the Town Council – March 2016
- Town Council receives LPA(s) recommendation – April 2016 (tentative)

5B. Customer Survey Update

Staff Resource: Tim Schwarzauer, Grants Coordinator

Overview

- Chapel Hill Transit will be conducting our biennial customer survey February 22nd through March 2nd. The survey will be administered by ETC Institute, who has completed previous customer surveys for us and the Town of Chapel Hill's Community Survey. ETC Institute will provide survey teams (will include bilingual members) who will ride bus routes and administer the survey to randomly selected customers. In order to maintain statistical validity, administrators will be randomly selecting customers for each route.
- The survey will also be offered online at www.chapelhilltransitsurvey.org to any customers who wish to participate but do not find themselves on a bus with a survey administrator.
- The analytics generated by this survey will be used to identify Chapel Hill Transit's strengths, weaknesses and opportunities, as well as providing necessary information for our upcoming Title VI update to the Federal Transit Administration.
- A full presentation of the data collected and an analysis of the results will be made to the Partners and other stakeholders upon completion of the survey. We will provide an update on the survey during our March meeting and are tentatively planning to present the result during the May 24, 2016 meeting.
- We have issued a press release and posted information about the survey on our website, social media and buses.
- The cost to conduct the survey and develop a summary report is \$34,470 and will be covered within the existing adopted budget.

Attachment

- 2016 Chapel Hill Transit Customer Survey Instrument

2016 Chapel Hill Transit (CHT) Customer Survey

CHT is conducting a survey regarding our transit services and would appreciate you taking a few minutes during this trip to complete the survey. Please return your survey to the surveyor when you are finished.

1. Which Route are you currently on? Route Name: _____
2. How often do you use CHT?
 (0) less than once a week (3) 3 days a week (6) 6 or more days a week
 (1) 1 day per week (4) 4 days a week (7) First time riding
 (2) 2 days a week (5) 5 days a week
3. How many times per week do you use CHT for trips other than going to work/school? _____ times per week
4. How long have you been using CHT's services at least once per week?
 (1) Less than a month (3) 7-12 months (5) 3-4 years
 (2) 1-6 months (4) 1-2 years (6) more than 4 years
5. Do you have another vehicle that could be used to make this trip? (1) Yes (2) No
6. Did you board this bus at a Park and Ride location? (1) Yes (2) No
 - 6a. If yes, which one? _____
 - 6b. If you had to pay to park at a Park and Ride location, what is the maximum amount that you would be willing to pay per day to park at a Park and Ride location?
 (5) \$5.00 per day (3) \$3.00 per day (1) \$1.00 per day
 (4) \$4.00 per day (2) \$2.00 per day (0) I would stop using CHT if I had to pay for parking
7. If you own a car, why do you use public transportation? (Check all that apply)
 (01) Parking is too expensive (04) I care about the environment (07) Driving is too expensive
 (02) The bus is faster than driving (05) To avoid traffic congestion (08) Don't have a license
 (03) Parking is hard to find (06) Don't like driving (99) Other: _____
8. If you don't own a car, why do you use public transportation? (Check all that apply)
 (01) It's my only alternative (03) Do not have a drivers license (99) Other: _____
 (02) No car available for this trip
9. What is the main purpose of this trip?
 (1) Work (4) Middle school (grades 6-8) (7) Hospital/doctor's office
 (2) Personal business (5) High school (grades 9-12) (8) Social/recreation
 (3) Shopping (6) College (9) Other: _____
10. How did you get to the bus that you are currently riding?
 (1) Walked: *how many blocks?* _____ blocks (5) Transferred from another CHT bus
 (2) Drove a car (6) Transferred from GoTriangle
 (3) Got a ride from someone else (7) Transferred from other agency transit service
 (4) Rode a bicycle (8) Other
11. What is the address or closest intersection to your destination? _____
12. If CHT service was not available, how would you make this trip?
 (1) Use my car (3) Get a ride from someone else (5) Bicycle
 (2) Walk (4) Use a taxi (6) I would not make this trip
13. Please check ALL the items that would encourage you to use public transportation more often.
 (00) Nothing; I am riding it as often as I can
 (01) More frequent service (if buses came by stops more often)
 (02) Faster travel time (if it took less time to get to destinations)
 (03) More service offered later in the evenings
 (04) More service offered earlier in the morning
 (05) More service offered on Saturdays
 (06) More service offered on Sundays
 (07) Cleaner/better maintained vehicles
 (08) Service provided to more destinations
 (09) More information available about the services offered
 (10) Buses being on-time/service more reliable
 (11) More covered shelters available
 (12) Fuel prices increase
 (13) Bus stops located closer to your home
 (14) More comfortable vehicles
 (15) Operator(s) more helpful

MORE QUESTIONS ON REVERSE SIDE →

14. What is your home ZIP CODE? _____
15. How many blocks is your home from the nearest bus stop? _____ blocks
16. Do you think you will still be using CHT a year from now? __ (1) Yes __ (2) No
17. Overall, how would you rate the quality of CHT?
 __ (1) Excellent __ (2) Good __ (3) Average __ (4) Poor __ (9) Don't know
18. Using a 5-point scale, with 5 being "Very Satisfied" and 1 being "Very Dissatisfied," rate your level of satisfaction with each item by circling the corresponding number.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
(A) Timeliness of buses.....	5.....	4.....	3.....	2.....	1.....	9
(B) Cleanliness/maintenance of buses.....	5.....	4.....	3.....	2.....	1.....	9
(C) How comfortable buses are to ride.....	5.....	4.....	3.....	2.....	1.....	9
(D) Availability of bus shelters at bus stops.....	5.....	4.....	3.....	2.....	1.....	9
(E) How quickly buses get you to your destination.....	5.....	4.....	3.....	2.....	1.....	9
(F) How close bus stops are located to your home.....	5.....	4.....	3.....	2.....	1.....	9
(G) How close bus stops are located to your workplace or other frequent destinations.....	5.....	4.....	3.....	2.....	1.....	9
(H) The number of destinations served by the bus.....	5.....	4.....	3.....	2.....	1.....	9
(I) Hours bus service is offered.....	5.....	4.....	3.....	2.....	1.....	9
(J) Availability of bus services on Saturdays.....	5.....	4.....	3.....	2.....	1.....	9
(K) Availability of bus services on Sundays.....	5.....	4.....	3.....	2.....	1.....	9
(L) How easy it is to transfer between buses.....	5.....	4.....	3.....	2.....	1.....	9
(M) How safely bus drivers operate vehicles.....	5.....	4.....	3.....	2.....	1.....	9
(N) Courtesy/customer service of operators.....	5.....	4.....	3.....	2.....	1.....	9
(O) How knowledgeable bus operators are about services.....	5.....	4.....	3.....	2.....	1.....	9
(P) Availability of route & schedule information.....	5.....	4.....	3.....	2.....	1.....	9
(Q) How easy it is to understand route & schedule information.....	5.....	4.....	3.....	2.....	1.....	9
(R) Usefulness of information on buses.....	5.....	4.....	3.....	2.....	1.....	9
(S) How easy it is to learn to use the CHT bus system.....	5.....	4.....	3.....	2.....	1.....	9
(T) How safe you feel while traveling on the bus.....	5.....	4.....	3.....	2.....	1.....	9
(U) How safe you feel while waiting at bus stops.....	5.....	4.....	3.....	2.....	1.....	9

19. Which THREE of the items listed above do you think are most important? (write the letters from the list in Q#18 in the spaces below)
- 1st _____ 2nd _____ 3rd _____
20. How do you typically get information about CHT services? (check all that apply)
- | | | |
|--|--|--|
| <input type="checkbox"/> (01) Operators | <input type="checkbox"/> (05) By calling CHT | <input type="checkbox"/> (09) Mobile apps |
| <input type="checkbox"/> (02) Friends/family | <input type="checkbox"/> (06) Signs posted on buses | <input type="checkbox"/> (10) Social media |
| <input type="checkbox"/> (03) Employer | <input type="checkbox"/> (07) UNC/Hospital Information | <input type="checkbox"/> (11) Other: _____ |
| <input type="checkbox"/> (04) CHT website | <input type="checkbox"/> (08) Other riders | |
21. Which of the following trip planners do you use? (check all that apply) __ (1) Google transit __ (2) GoTriangle __ (3) Neither
22. Do you use CHT's NextBus? __ (1) Yes __ (2) No
23. Would you like to receive email alerts about CHT services? __ (1) Yes __ (2) No
24. Including yourself, how many people live in your household? _____ persons
25. What is your age? _____ years
26. Your gender: __ (1) Male __ (2) Female
27. What is your total annual household income?
- | | | |
|--|--|--|
| <input type="checkbox"/> (1) Under \$10,000 | <input type="checkbox"/> (4) \$30,000 - \$39,999 | <input type="checkbox"/> (6) \$50,000 - \$74,999 |
| <input type="checkbox"/> (2) \$10,000 - \$19,999 | <input type="checkbox"/> (5) \$40,000 - \$49,999 | <input type="checkbox"/> (7) \$75,000 or greater |
| <input type="checkbox"/> (3) \$20,000 - \$29,999 | | |
28. Are you: (check all that apply)
- | | | |
|---|---|--|
| <input type="checkbox"/> (1) undergraduate student at UNC | <input type="checkbox"/> (2) graduate student at UNC | <input type="checkbox"/> (3) staff/contractor at UNC |
| <input type="checkbox"/> (4) faculty at UNC | <input type="checkbox"/> (5) employee at UNC Hospital | <input type="checkbox"/> (6) not affiliated with UNC |
29. Which ONE of the following BEST describes your occupation? (Check only one.)
- | | | | | |
|---------------------------------------|--------------------------------------|---|--|---|
| <input type="checkbox"/> (1) Clerical | <input type="checkbox"/> (3) Laborer | <input type="checkbox"/> (5) Professional | <input type="checkbox"/> (7) Homemaker | <input type="checkbox"/> (9) Service Industry |
| <input type="checkbox"/> (2) Retired | <input type="checkbox"/> (4) Student | <input type="checkbox"/> (6) Skilled Technician | <input type="checkbox"/> (8) Manager | <input type="checkbox"/> (0) Unemployed |
- 29a. If you are employed, How long does it typically take you to get from your home to work (one-way) using the bus?

_____ minutes (one-way)

Thank you for your assistance! Please return your completed survey to the surveyor.

5C. Federal Legislative Update

Staff Resource: Mila Vega, Transit Service Planner

Overview

The North Carolina Public Transportation Association (NCPTA) Legislative Committee is planning a trip to Washington D.C. to visit with the North Carolina congressional delegation. The trip is scheduled for March 14-16, concurrent with American Public Transportation Association (APTA) Legislative Conference. The committee is working on scheduling meetings with appropriate congressional delegation members and their staff. The committee is developing an agenda and talking points to ensure a consistent message. The NCPTA Legislative Committee includes the following representatives:

NCPTA Member
Albert Eby, WAVE Transit, Wilmington/New Hanover County
(Co-Chair) Mila Vega, Town of Chapel Hill/Chapel Hill Transit
(Co-Chair) Todd Allen, RouteMatch Software, Raleigh
Carmalee Scarpitti, GoRaleigh, City of Raleigh
Scott Rhine, Piedmont Authority for Regional Transit, Greensboro/Winston-Salem/High Point
LJ Weslowski, Concord-Kannapolis Rider, Concord
Kelly Blazey, Fayetteville System of Transit, Fayetteville
Linda Wallace, Durham County

INFORMATION ITEM

February 23, 2016

5D. January Performance Reports

Staff Resource: Mila Vega

This item will be provided to the Partners at the meeting on February 23, 2016.

6A. Operations

Staff Resource: Maribeth Lewis-Baker, Fixed Route Operations Manager
 Peter Aube, Maintenance Manager
 Mark Lowry, Safety Officer
 Katy Luecken, Training Coordinator

Spring Break Schedule and Good Friday Holiday Schedule

- Spring Break Schedule:
 - Chapel Hill Transit will make the following service schedule adjustments due to the University of North Carolina at Chapel Hill spring break schedule:
 - The weekday NU route will not operate Monday, March 14, 2016 through Friday, March 18, 2016 and will resume on Monday, March 21, 2016.
 - The weekday A-Limited morning trips (7:14–9:44 a.m.) will not operate Monday, March 14, 2016 through Friday, March 18, 2016 and will resume on Monday, March 21, 2016.
 - The weekend U and NU routes will not operate Saturday, March 12, 2016 through Saturday, March 19, 2016 and will resume on Sunday, March 20, 2016.
 - Safe Ride routes will not operate Thursday, March 17, 2016, through Saturday, March 19, 2016 and will resume on Thursday, March 24, 2016.
- Good Friday Holiday Schedule:
 - Chapel Hill Transit will operate Saturday services on Friday, March 25, 2016, in observance of the Good Friday holiday. The following Saturday routes will operate: CM, CW, D, FG, JN and T. The Saturday U and NU routes will not operate on Friday (March 25th) or Saturday (March 26th).
 - EZ Rider services will end at 6:52 p.m. on Friday and Saturday. The last scheduled pick-up window will be 6:42 p.m. – 7:02 p.m.
 - Safe Rides will operate on Thursday, March 24, 2016, but will not operate Friday, March 25, 2016 through Saturday, March 26, 2016.
 - Chapel Hill Transit will return to regular service on Sunday, March 27, 2016.
- For each schedule change, press releases will be issued and information will be posted on our website and social media, along with signs being posted on buses.

Fixed Route - Maribeth Lewis-Baker

- Perfect Attendance – January 2016 – 37% or 44 Fixed Route Operators had perfect attendance for the month.
- On time Performance – January 2016 – 79% (impacted by winter weather).
- One graduate from the FR Training Program in January 2016: Ms. Cummie Davis.
- January Operations/Safety Meetings – Slips, Trips and Falls were covered.
- Chapel Hill Transit resumed regular scheduled service on Sunday, January 10, 2016 following the holiday break. Safe Rides resumed beginning Thursday, January 14, 2016.
- Chapel Hill Transit was well represented at the Town's Martin Luther King Jr. celebration on January 15, 2016. The following Fixed Route Operators sung in the choir for the celebration: Michelle Sykes-Parker, Joyce Headen, Stephanie Lunsford, and Janice Hooker.

- Winter Storm Jonas – service cancellation on January 22 & 23, 2016. Limited service on U and NU Routes for January 24, with early shutdown at 8 pm. Late start of service on Monday, January 25, 2016 at 10 am for local routes. JFX and FCX started at 1 pm. No CCX or 420 routes on this day. Full operations were restored on Tuesday, January 26, 2016.
- Catch us at our Best
 - Fixed Route Operator Jerry Hedgepeth received the following compliment for exceptional customer service during January 2016. “I want to commend one of your drivers for giving me extra help this past Thursday. My 805 bus (Triangle Transit) pulled up to the Mason Farm stop (south side) at 6:00pm just before the NS bus bound for Southern Village left. I wanted to make that bus but it left as I was crossing the street. I attempted to signal the bus though it had already passed me. I use a cane as I have no working night vision. I thought I would have to wait another 15 minutes or so. However, the driver must have seen me with my cane. He pulled the bus over, parked, and came back to get me. He led me safely to the bus. This was extremely helpful and kind. I did not get his name but wanted to let you know of his extra special service. Thank you. Bob Warren”

Maintenance – Peter Aube

- Fixed route ran 158,803 miles in January.
- Demand response ran 30,807 miles in January.
- Maintenance performed 26 Preventive Maintenance Inspections (96.3% on-time).
- Completed Munis training for Maintenance admin staff.
- Provided the following training for all Mechanics:
 - Fall protection training
 - Fastenal 3M Hydraulic hose and fitting training
- Maintenance reduced road calls from December by 6 in January.
- Completed repainting and body repair on buses 1303 and 1207.
- Completed repower of Bus 0807.
- Reduced tows by 4 from December in January.
- Completed major cleaning on 20 buses.

Training – Katy Luecken

- Fill-In Supervisor Training started on 2/8/2016. The trainees participated in a week long classroom program discussing their roles as a supervisor and what was expected out of them. The trainees are:
 - Stephen Deberry
 - Larry Demery
 - Robert Earhart
- Preparing for upcoming class of Fixed Route Operator Trainees in March.
- Participated in several town trainings. Planning to use the information from the trainings and adapting them for transit purposes.

Safety – Mark Lowry

- Conducted fall protection training for all maintenance personnel (28 employees).
- Vehicle Accidents Summary:

TOTAL ACCIDENTS	Jan 2016	Jan 2015
Fixed Route		
Preventable	7	2
Non-Preventable	2	3
Demand Response		
Preventable	1	0
Non-Preventable	0	0
Maintenance		
Preventable	0	0
Non-Preventable	0	0

- Five (5) of the fixed route preventable accidents occurred during inclement on January 22-25.

6B. Director

Staff Resource: Brian Litchfield

- The Director's Report will be provided at the meeting on February 23, 2016



CHAPEL HILL TRANSIT
 Town of Chapel Hill
 6900 Millhouse Road
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**CHAPEL HILL TRANSIT PUBLIC TRANSIT COMMITTEE
 FUTURE MEETING ITEMS**

February 23, 2016

March 22, 2016	
Action Items	Informational Items
FY 16-17 Budget	AA Study Update Regional Bus Procurement Financial Sustainability Study Update
April 26, 2016 11:00 a.m.	
Action Items	Informational Items
FY 16-17 Budget	AA Study Update Regional Bus Procurement Financial Sustainability Study Update
May 24, 2016 11:00 a.m.	
Actions Items	Informational Items
FY 16-17 Budget	AA Study Update Regional Bus Procurement Financial Sustainability Study Update

<u>Key Meetings/Dates</u>
MPO Board – March 9, 2016, 9-11AM, Committee Room, Durham City Hall
TCC Meeting - March 23, 2016, 9-11AM, Committee Room, Durham City Hall
MPO Board – April 6, 2016, 9-11AM, Committee Room, Durham City Hall
TCC Meeting – April 20, 2016, 9-11AM Committee Room, Durham City Hall
APTA & NCPTA Legislative Committee Mtgs – March 14-16, 2016, Washington DC