

Back To School with GREENSBORO TRANSIT AUTHORITY

North Carolina Statewide Transportation Forum
Statewide Regional Transit Session
March 24, 2005

GTA – The New Era.



GREENSBORO TRANSIT AUTHORITY – A BRIEF HISTORY

- Established in 1991
- Fixed Route Service features 14 Weekday and 7 Evening Routes
- Saturday and Sunday Services
- ParaTransit Service provides 125,000 Annual Trips
- Daily Connector Service
- Career Express and Regional Transit Services

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GTA – GROWING TRANSIT AUTHORITY

- J. Douglas Galyon Depot Opened in 2003
- FY 2003-2004 Ridership > 2.3M
- August 2004 Monthly Ridership Record
- Double Digit 2004 1st Q Growth
- But Efforts to Expand Ridership Never End

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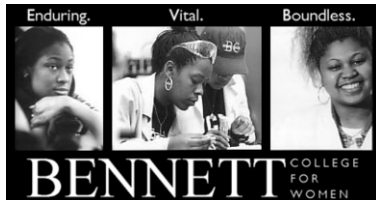
GTA – Who's Missing The Bus?

- 50,000+ Students Attend Greensboro- Area Colleges and Universities
- Small Percentage are GTA Riders
- We Must Capture More of This Market
- We Must Design A Service For Multiple Institutions.
- How Do We Get Them On Board? And Who Pay\$ The Fare?

CREATE A SHARED VISION

- Get The Right Players At The Table
- Explore The Possibilities
- Meetings, Planning and More Meetings and Planning
- Finding the Buck\$ To Run The Service
- Getting Local Support

GTA UNIVERSITY AND COLLEGE SERVICE



GUILFORD TECHNICAL COMMUNITY COLLEGE

P.O. Box 309 Jamestown, NC 27282 (336) 334-4822 or (336) 454-1126 TTY: (336) 841-2158



Multi-Institution Transportation Services – The Opportunities

- Academics, Culture and Entertainment
- Housing, Employment, Shopping
- Greensboro Residents Access To The Institutions Resources
- Expands The GTA System For All

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Multi-Institution Transportation Services – The Challenges

- Political, Business and Civic Support
- Seven Institutions Agreeing On Anything
- Seven Institutions Agreeing on Everything
- Organizing Student Input
- Funding
- Funding
- Funding

Dollars and Sense – Funding the GTA University and College Service

- Student Fee Assessments
- Institution and Local Dollars
- Looking (Hoping) (Praying) For Another Way To Fund
- January, 2005 CMAQ Funding Application
- Hoping For Dollars From Raleigh

GTA UNIVERSITY AND COLLEGE SERVICE FEATURES

- Launch in January, 2006
- Operate 39 Weeks Per Year
- Operate 7 Days Per Week and Until 3 AM on Weekends
- Eastbound and Westbound Cross Routes
- Some Shuttle and Inner Circulator Service

The Road Ahead – Getting Service On The Streets

- Organizing Service, Operations and Marketing Committees
- Obtaining and Keeping Student Involvement and Support
- Sustaining Local Support
- Getting GTA Ready To Support Increased Demand

Same Time Next Year...

- GTA University and College Service Will Be Two Months Old
- We Will Share Our Tales of Opportunities and Challenges
- Thank You For Your Time and Kind Attention

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GTA
We're Not Just Here