

**TRANSPORTATION ADVISORY COMMITTEE  
MINUTES  
January 27, 2016**

The Transportation Advisory Committee met on January 27, 2016 at 12:00 pm in the airport's Eastern Conference Room. The following were present:

**Attendees:**

Alexis Ehrhardt, Chairperson	Ken Larking, Interim City Manager
Ralph Price, Vice-Chairperson	Mike Huggins, Public Works Project Engineer
Judy Keesee	Marc Adelman, Transportation Services Director
Wade Key	Lisa Bivens, Administrative Assistant

**Approval of Minutes**

Judy Keesee moved that the minutes of the December 4, 2015 meeting be accepted as presented and Ralph Price seconded the motion. All were in favor and the motion passed.

**Public Comment**

There were no public comments.

**Review of Financial and Monthly Ridership Reports**

Marc Adelman reviewed the monthly ridership and financial status reports with the Committee. During the review of the financial data Adelman identified that the transit system is currently under budget greatly in part because of unanticipated reduced fuel cost and reduced insurance expense compared to budgeted figures for these line items. Discussion continued.

**Request by owner to terminate fixed route bus service at Danville Mall**

In November a meeting was held with the Hull Property Group to discuss existing fixed route service that is provided to the storefront entrance of the Danville Mall. The focus of the meeting was to establish a timeline for Danville Transit to terminate bus service at the mall bus stop. In January a letter was received from Hull Property Group regarding this request. Adelman said he responded to the letter by offering some alternatives that would allow bus service to remain on mall property however the property owner indicated on January 18<sup>th</sup> that they wanted the service terminated by March 31, 2016. Adelman reviewed fixed route ridership activity involving the mall with the Committee that occurred last month. He commented that on average 40 to 50 passengers travelled to the mall each day which is approximately five percent of the overall daily ridership for the fixed route service.

Adelman indicated that the two existing routes that serve the mall will need to be modified since the buses will not be able to access the mall's parking lot. Options for modifying the #2 Riverside and #5 Riverside routes were discussed with the Committee. Adelman mentioned that the Piedmont Primecare bus stop which is the closest bus stop to the mall only maintains five feet of right of way, which is less than needed to support access for persons with disabilities. Likewise, he also stated that the opportunity for large groups of passengers to wait safely is restricted due to the right of way limitations.

### **Request by owner to terminate fixed route bus service at Danville Mall (Continued)**

Adelman stated that area along Enterprise Drive located opposite of the Piedmont Primecare bus stop provides additional right of way that could better support sidewalk improvements and facilitate ADA access. Mike Huggins from Public Works Engineering was present for the meeting to discuss a proposed bus stop that could be located at this site. A handout illustrating proposed improvements for the project was distributed for the Committee's review. The sketch showed a proposed bus shelter location with a sidewalk along Enterprise Drive that would overlap the entrance of the Med Express/ Starbucks parking lot and continue to the intersection of the mall access road. The additional right of way area at this site would support ADA requirements for a concrete pad so a bus shelter could be erected. Discussion continued. Ken Larking commented that even though we cannot transport our passengers all the way to the mall we are legitimately doing everything we can do to get them to mall property safely.

Adelman mentioned that the project could be financed using the Transportation Fund unrestricted fund balance with City Council's approval. He explained that project completion could potentially be expedited if these funds were used. The bus shelter that would be erected along Enterprise Drive would be twenty-four feet in length and is estimated to cost approximately \$12,000.

Alexis Ehrhardt suggested that the city should ask Hull Property Group for an extension to facilitate planned construction activities. Adelman said that he would make that request and mentioned that he will also plan to meet with the owner of the Med Express and Starbucks property to discuss the planned project on Enterprise Drive. Adelman said that hearings will be required to inform the public about the need to terminate service at the mall's main entrance and to make customers aware that at this time the owner will allow the Handivan and Reserve A Ride operations to access mall property.

***A motion was made by Alexis Ehrhardt and seconded by Ralph Price to accept the proposed bus shelter and sidewalk upgrades as discussed and to use the Transportation Fund unrestricted fund balance to cover the cost. All were in favor and the motion passed.***

***A motion was made by Ralph Price and seconded by Judy Keesee to approve the route modifications to the #2 and #5 Riverside routes to serve Enterprise Drive instead of the mall. All were in favor of the motion.***

### **Analysis of survey results to consider possible service expansion to east side**

Adelman said that several months ago Telvista's Operations Manager, Lisa Wallace contacted him to discuss the possibility of expanding the frequency of fixed route service to Telvista. In August 2015 the Glenwood route was extended to serve Airside Industrial park but this route only provides service twice a day at 6:40 am and 3:40 pm. Adelman indicated that he developed a survey to assess potential demand for expanding service that involved extensive input from Telvista concerning their shift times. The survey was circulated for the Committee's review. Several companies from the east side industrial parks participated in the survey. Overall, 181 unduplicated surveys were completed but only 101 of the respondents were Danville residents. Ninety-three percent of the surveys received were from Telvista employees. A majority of the Danville residents who responded identified that they live in close proximity to the fixed route network. Seventy-five percent of those who responded that they use the Reserve A Ride service presently also identified that they do not own a car.

**Analysis of survey results to consider possible service expansion to east side (Continued)**

The most significant result generated by the survey reflected that 28 different beginning shift times and 27 different ending shift times were identified by employees. The existence of so many shifts and the limited number of Danville respondents who completed the survey suggest that it would be very difficult to provide cost effective fixed route service if the number of bus runs was increased.

Adelman said that he informed Lisa Wallace via email of the survey results and informed her that that if additional fixed route service was provided that it would be unlikely that ridership activity would meet the average number of trips per hour completed by other fixed routes. Due to the survey results Adelman recommended against expanding service to the Airside Industrial Park and Cane Creek at this time.

**Adoption of the Transit Development Plan Update**

Adelman identified that the Virginia Department of Rail and Public Transportation is now requiring that Transit Development Plans must be adopted by City Council. Danville Transit's current plan was updated in the fall of 2015. The Transit Development Plan Update identified multiple service alternatives that could be put into operation which were previously reviewed by the Committee. Adelman said that adopting the plan does not require the city to implement all the alternatives that were identified in the study but the transit system is required to make City Council aware that an update of the document was completed and to inform City Council of its contents.

***A motion was made by Judy Keesee and seconded by Ralph Price to move that the recently updated Transit Development Plan be presented to City Council for adoption. All were in favor and the motion passed.***

The meeting was adjourned at 1:02 pm.