



Transit Strategic Plan

Greater Lynchburg Transit Company

FISCAL YEARS 2019-2028

MAY 2020 FINAL

APPENDIX

Prepared By:

Kimley»»Horn



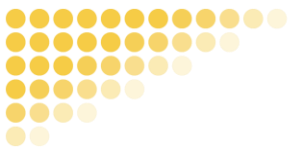
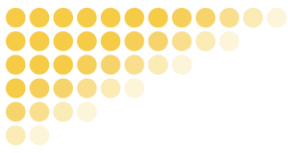


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A.1 – History

Greater Lynchburg Transit Company (GLTC) is the nonprofit, public transit service that operates in the City of Lynchburg. It provides 40 buses for 16 designated routes and 11 cut-away buses for paratransit. GLTC was formed in 1974 when the City of Lynchburg bought the Lynchburg Transit Company and reorganized the organization from privately to publicly owned. By 1991, the City replaced the taxi service contract for the elderly and disabled with a more efficient paratransit service that is available today. In 2014, GLTC opened a new transfer station on 800 Kemper Street, replacing the previous transfer station location at the Plaza Shopping Center. The new location provides better connectivity between pedestrians, bicyclist, drivers, and rail users. In 2017, GLTC relocated to a new Operations and Maintenance Facility at 419 Bradley Drive.

A.2 – Governance

GLTC is governed by a Board of Directors appointed by the Lynchburg City Council. The board handles general policy and management of the company. The board is composed of nine members:

Board of Directors*	
Curtis “Curt” Baker	Benjamin Blanks
Antonio “Tony” Davis, Sr.	Mary-Winston Deacon
Dan Deter	Cameron Howe
Bonnie Svrcek	

*2 seats remain vacant yet to be appointed.

Additionally, GLTC has two advisory committees. The Customer Advisory Committee (CAC) helps GLTC customers communicate their concerns or comments regarding public transportation to GLTC. They also aid in planning and developing GLTC fixed route services. CAC meetings are the second Monday of January, March, May, July, September, and November. The Americans with Disability Act (ADA) Committee helps advise GLTC on how to best serve customers with disabilities as well as help plan and develop ADA paratransit routes. The ADA Committee meets every second Wednesday of the month.

A.3 – Organizational Structure

The Board of Directors oversee the operation of GLTC. The organization is currently managed by a General Manager, Assistant General Manager, and six senior management staff. An organization chart of GLTC is shown in **Figure 1**. The General Manager (Brian Booth) and Assistant General Manager (Hope Custer) are employees of First Transit Management Services. The General Manager reports to both the GLTC Board of Directors and the First Transit Regional Vice President. The management contract between GLTC and First Transit is a 5-year contract with five 1-year options. The base 5-year contract ended December 31, 2017, and the Board of Directors has exercised all five 1-year extension options which extends to December 31, 2022. Bus operators and maintenance technicians are represented by Amalgamated Transit Union Local 1493 for collective bargaining, as indicated in purple in the organization chart.



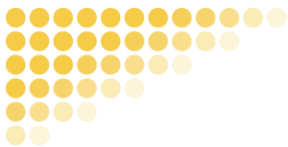
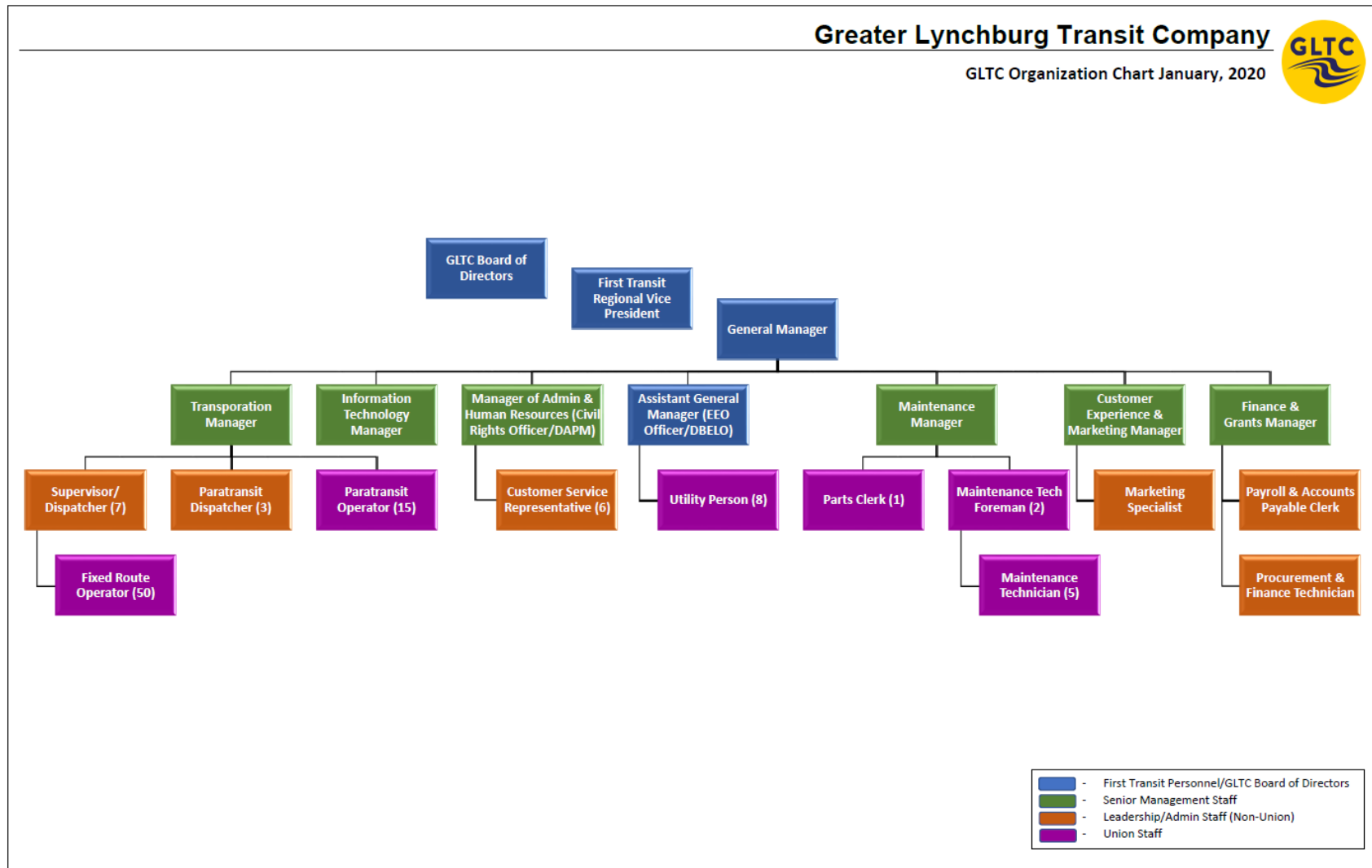


Figure 1: GLTC Organization Structure





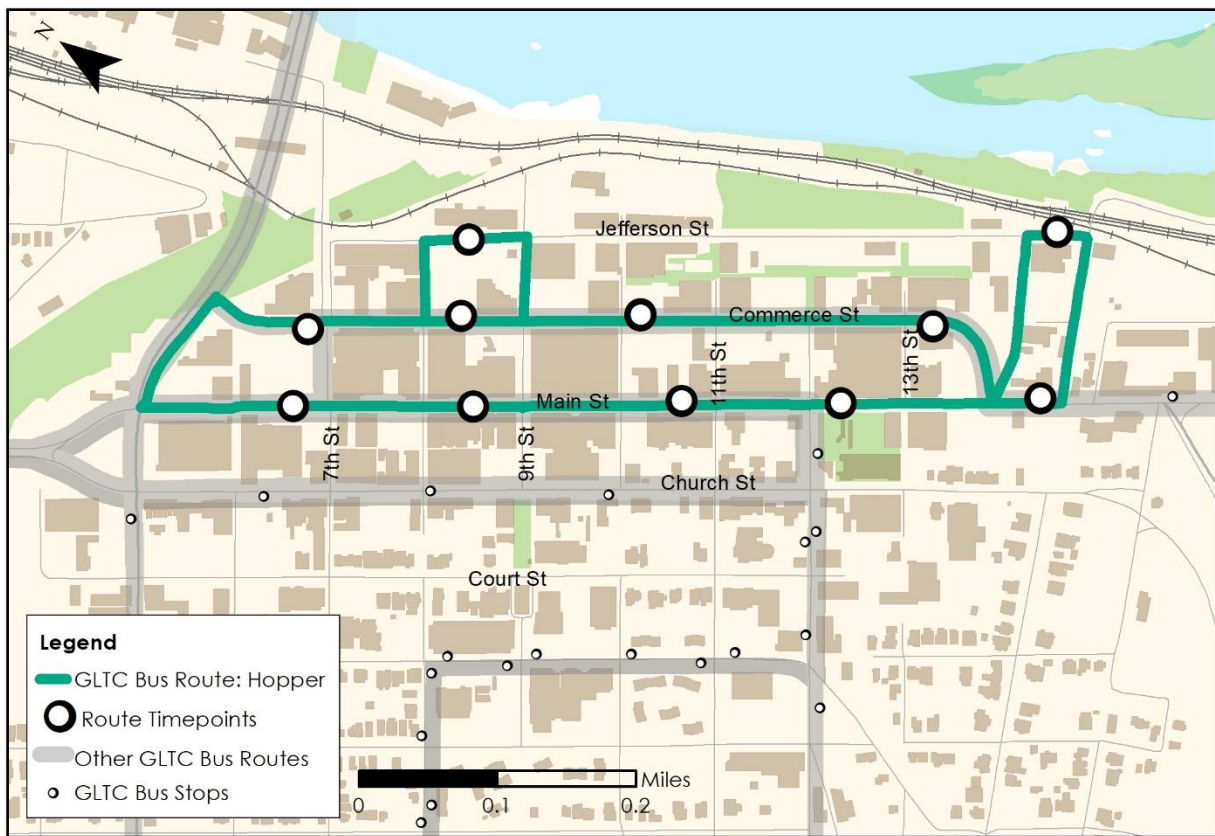
A.4 – Services Provided and Areas Served

This section provides an overview of each existing GLTC fixed route. A narrative description and figure showing each route alignment is provide on the following pages. Additionally, a summary of bus stops and shelters installation is provided at the end of this section.

Downtown Hopper

The Hopper operates in downtown Lynchburg and connects major destinations such as The Riverfront, Wells Fargo, Lynchburg City Hall, and the Central Virginia Criminal Justice Academy. This bus route was introduced on August 24, 2017. Due to a change in demand for service the route and hours of operation were adjusted to the evening on January 22, 2018. The Downtown Hopper service was eliminated effective June 29, 2019. **Figure 2** shows the alignment of the Hopper route.

Figure 2: Downtown Hopper Alignment



Source: GLTC, 2017.





Routes 1A/1B

Routes 1A and 1B operate on counterclockwise and clockwise loops, respectively, through Lynchburg and connects with major destinations including Kemper Transfer Station, the Plaza, McGurk House, downtown, and Lynchburg General Hospital. **Figure 3** shows the alignment of Routes 1A/1B.

Figure 3: Routes 1A/1B Alignment



Source: GLTC, 2017.

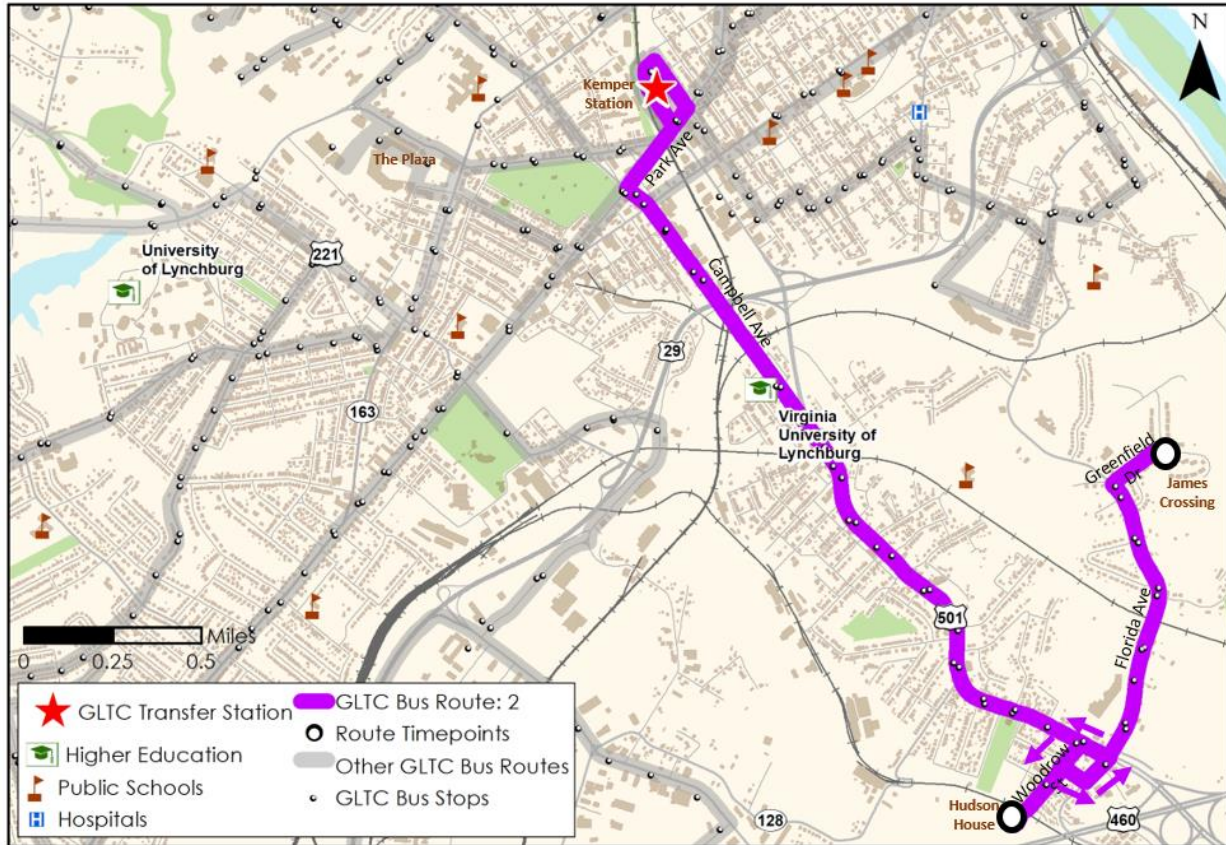




Route 2

Route 2 runs along Campbell Avenue and provides access to the Kemper Street Transfer Station as well as James Crossing and Hudson House. **Figure 4** shows the alignment of Route 2.

Figure 4: Route 2 Alignment



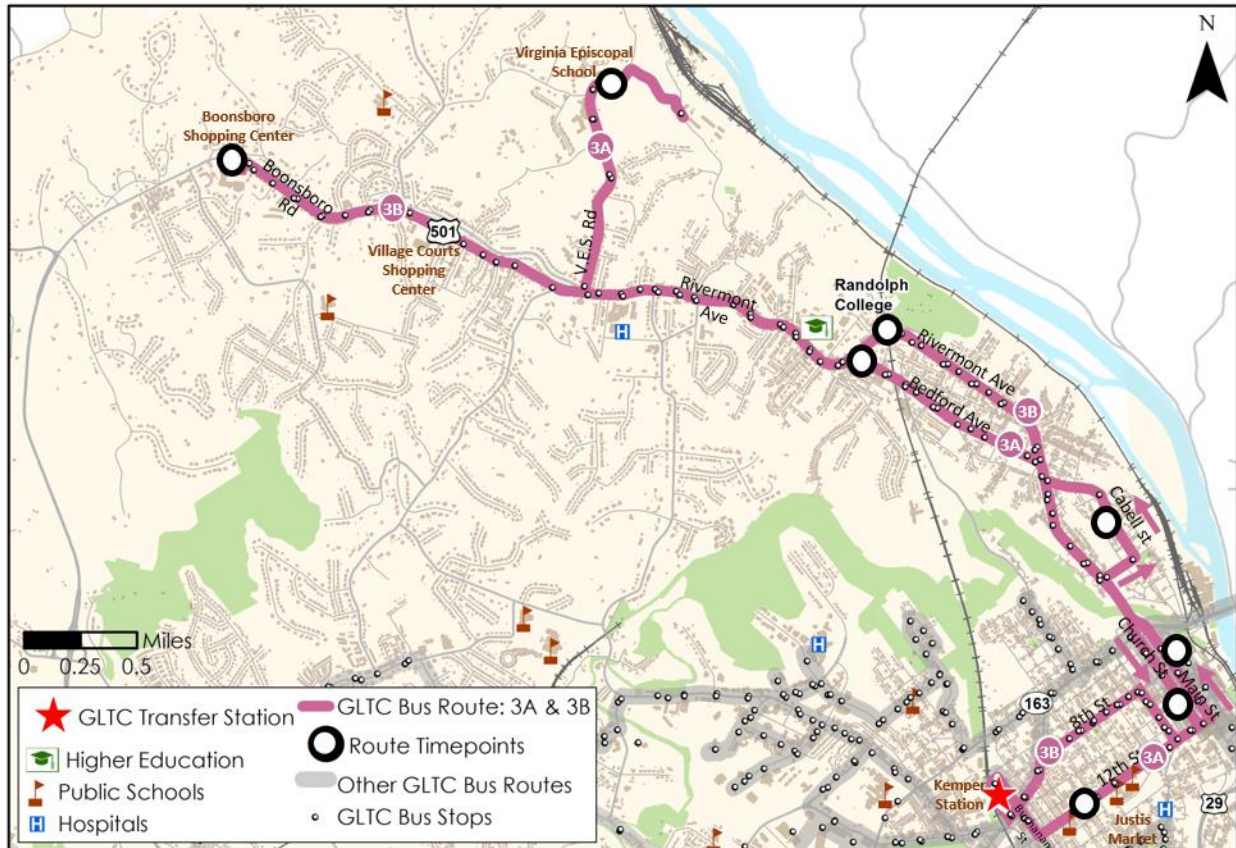
Source: GLTC, 2017.



Routes 3A/3B

Routes 3A and 3B share many route segments or run parallel to each other. Both routes provide access to downtown Lynchburg, the Kemper Street Transfer Station, and Randolph College. Aside from those, Route 3A provides access to the Virginia Episcopal School and the Justis Market. Route 3B runs further west and provides access to the Boonsboro Shopping Center. **Figure 5** shows the alignment of both Route 3A and 3B.

Figure 5: Routes 3A/3B Alignment



Source: GLTC, 2017.



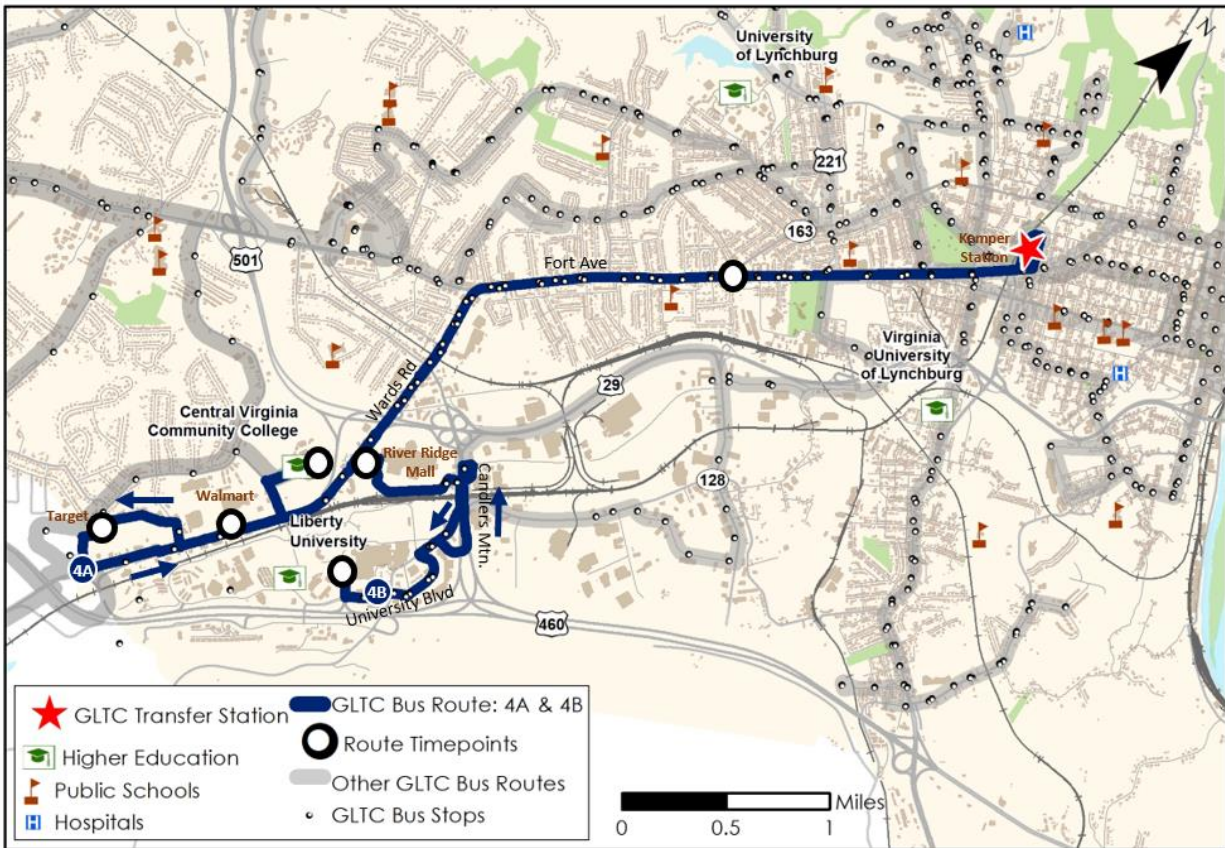
Routes 4A/4B/4X

Routes 4A and 4B provide connections to the Kemper Street Transfer Station and the River Ridge Mall. They both run along Fort Avenue and diverge near the River Ridge Mall. Route 4A provides access further westwards along Wards Road to Walmart and Target while Route 4B provides access to Liberty University. **Figure 6** shows the alignments of both Routes 4A and 4B.

Route 4 Express (4X) provides the majority of the same stops as Routes 4A and 4B combined. It connects the Kemper Street Transfer Station to the River Ridge Mall, Walmart, Target, and Liberty University. The difference between Routes 4X from 4A and 4B is that Route 4X runs along U.S. Route 29 and U.S. Route 460 while Routes 4A and 4B do not. This route was introduced on January 9, 2017. **Figure 7** shows the alignment of Route 4X.

Routes 4A/4B/4X is considered a high priority route. As a regional backbone service, the alignment on Fort Avenue and Wards Road serves the Transfer Station, Liberty University, Central Virginia Community College, River Ridge Mall, and Wards Crossing commercial areas with the most passengers and most revenue hours.

Figure 6: Routes 4A/4B Alignment

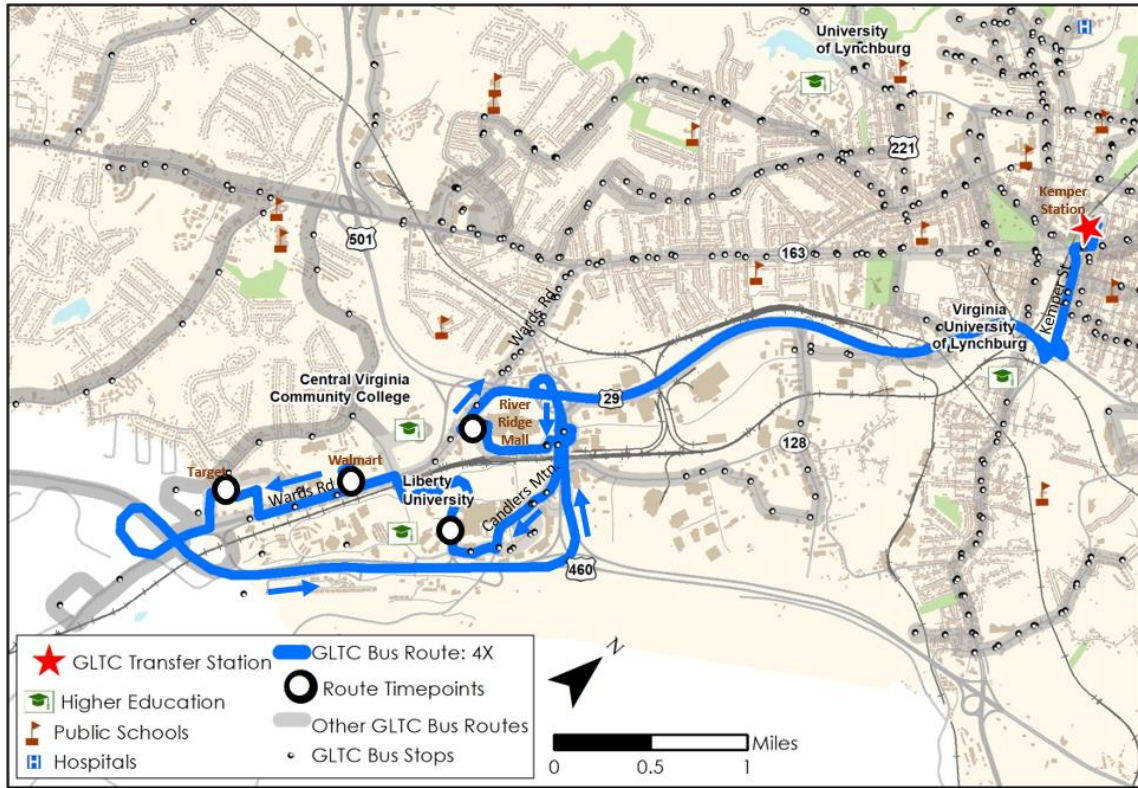


Source: GLTC, 2017.





Figure 7: Route 4X Alignment



Source: GLTC, 2017.

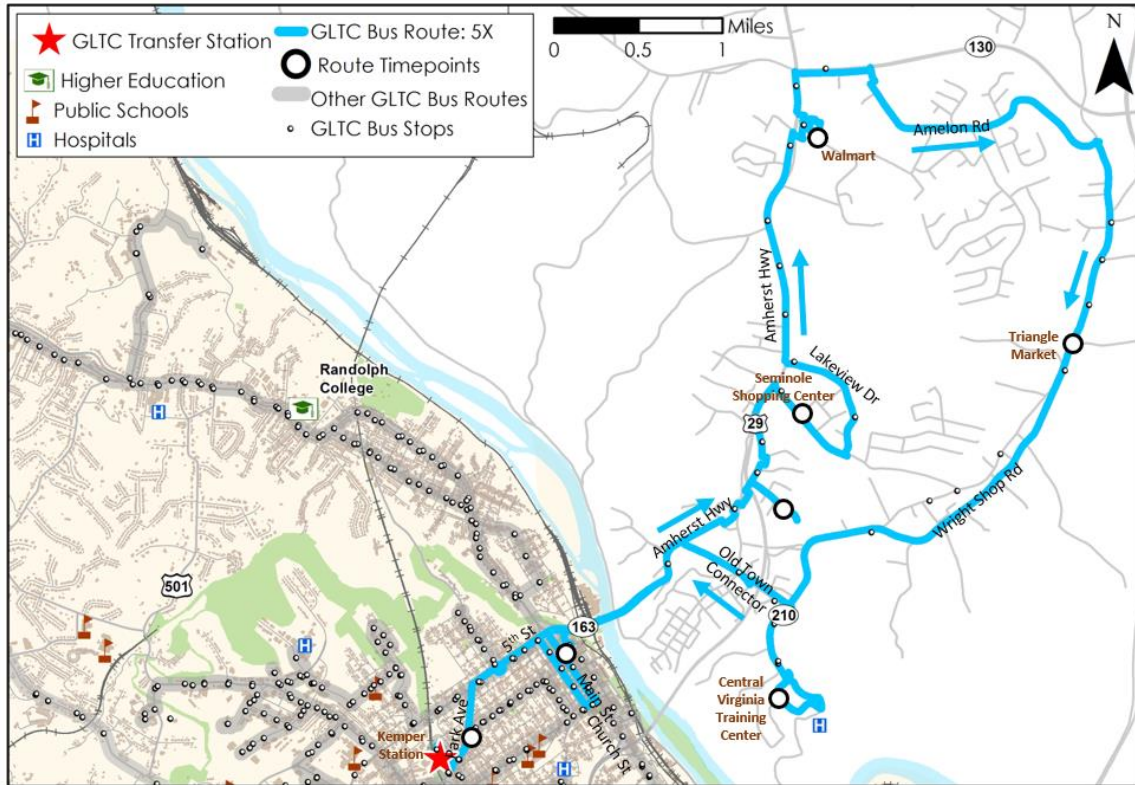




Route 5X

Route 5X provides access to Madison Heights. There was a change in service on January 9, 2017 where the previous MHX/5X, MHA/5A, and MHB/5B routes were combined to Route 5X. Route 5X provides connections from the Kemper Street Transfer Station to downtown Lynchburg and into Amherst County. In Amherst County, the route provides access to the Central Virginia Training Center, Triangle Market, Walmart, and the Seminole Shopping Center. **Figure 8** shows the alignment of Route 5X.

Figure 8: Route 5X Alignment



Source: GLTC, 2017.

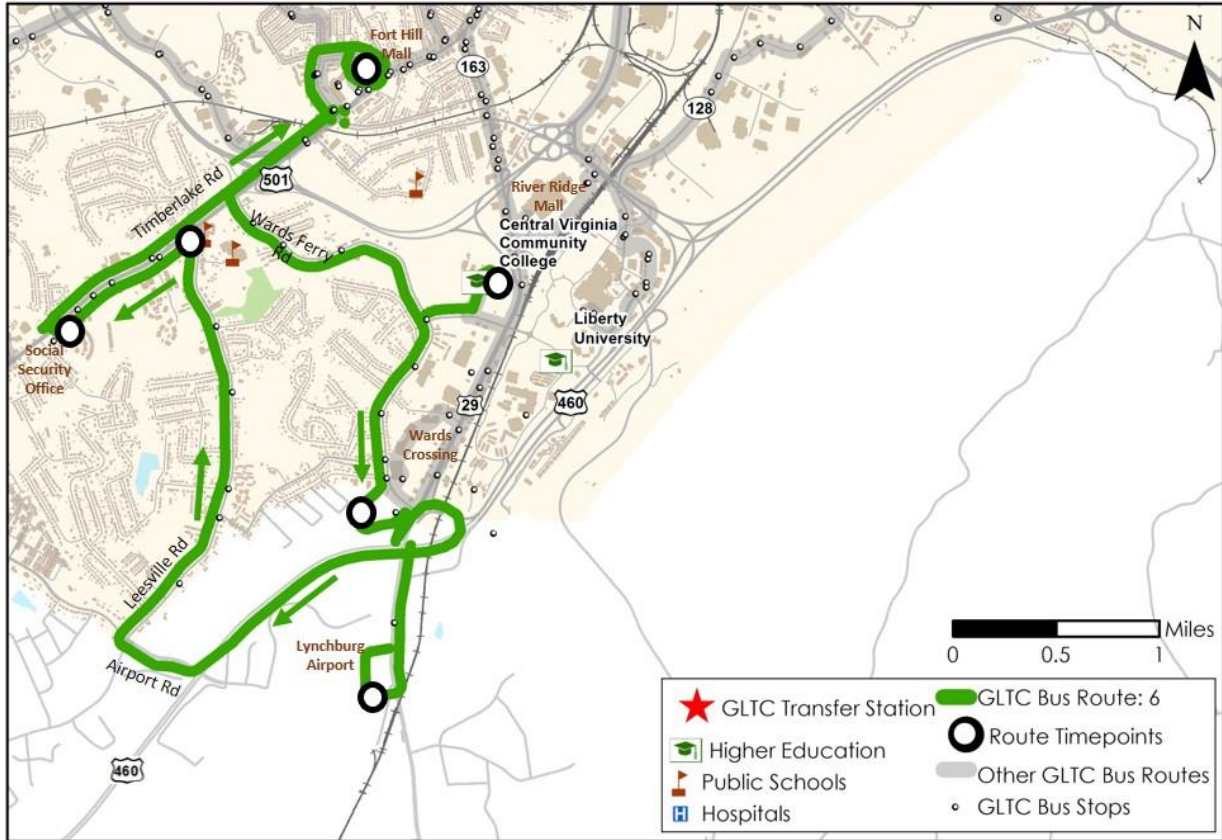




Route 6

Route 6 provides connections in the southern part of Lynchburg. The route provides connections to the Lynchburg Airport, Fort Hill Village/Mall, Central Virginia Community College, the Social Security Office, and Wards Crossing. **Figure 9** shows the alignment of Route 6.

Figure 9: Route 6 Alignment



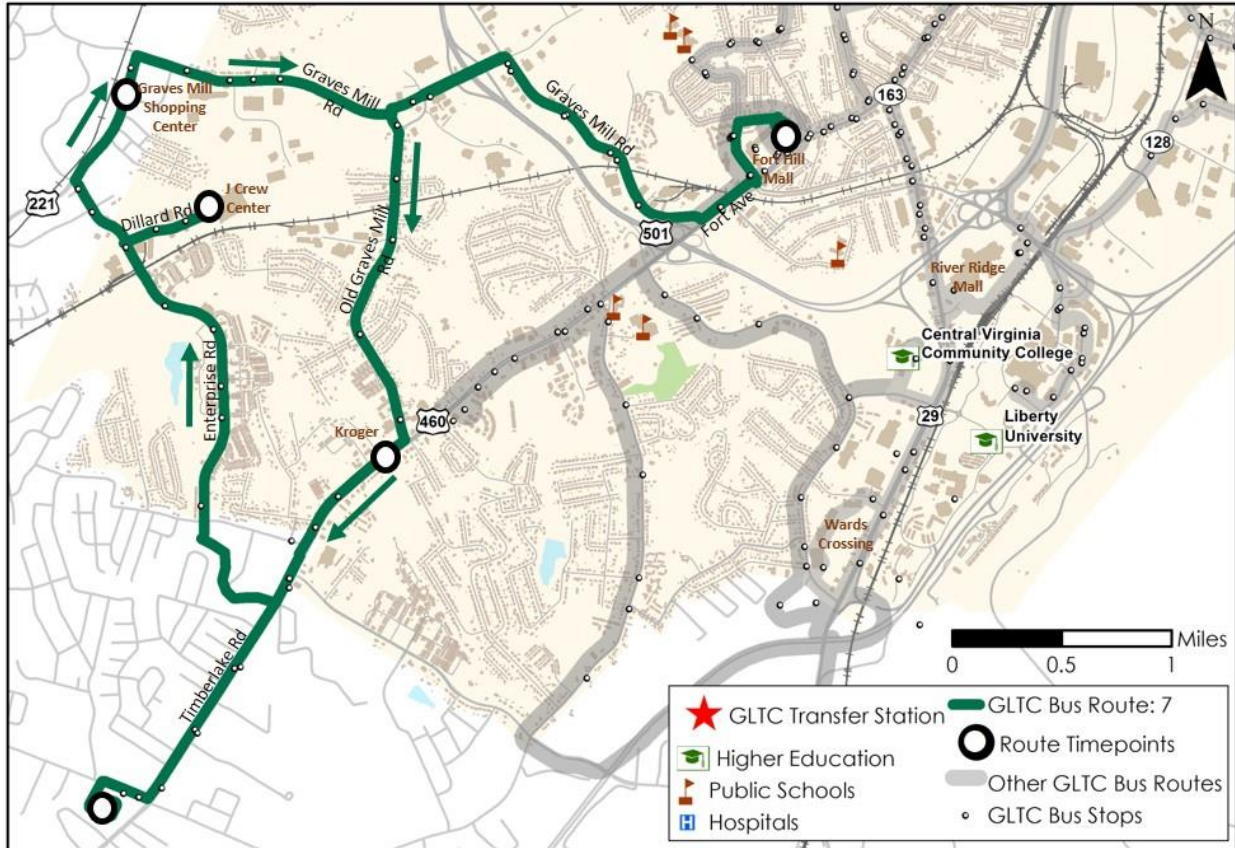
Source: GLTC, 2017.



Route 7

Route 7 provides connections in the southwest part of Lynchburg and into Campbell County. The route provides access to Fort Hill Village/Mall, Graves Mill Shopping Center, the J Crew Center, Startek and Kroger. **Figure 10** shows the alignment of Route 7.

Figure 10: Route 7 Alignment



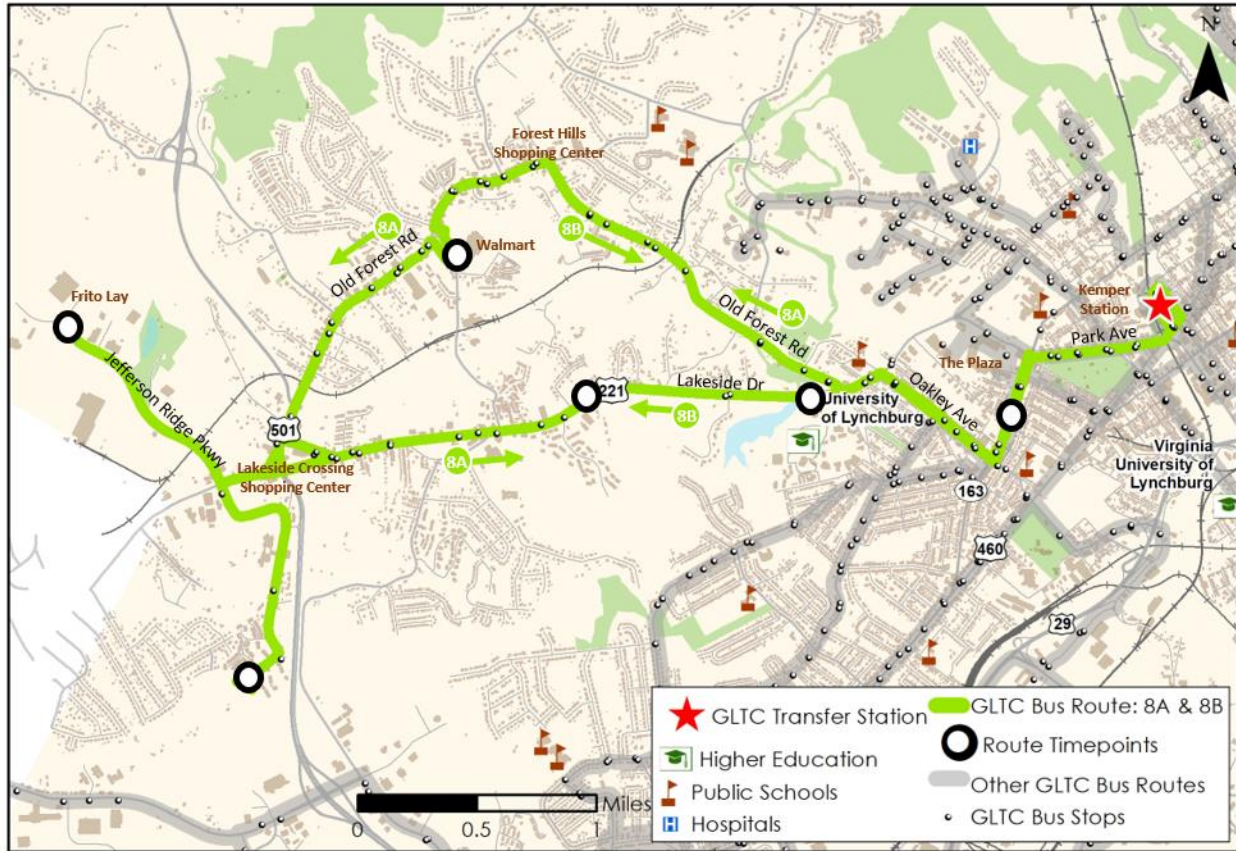
Source: GLTC, 2017.



Routes 8A/8B

Routes 8A and 8B operate on counterclockwise and clockwise loops, respectively, through Lynchburg and connect with major destinations including the Kemper Street Transfer Station, Walmart, University of Lynchburg, and Frito Lay. **Figure 11** shows the alignment of Routes 8A and 8B.

Figure 11: Route 8A/8B Alignment



Source: GLTC, 2017.

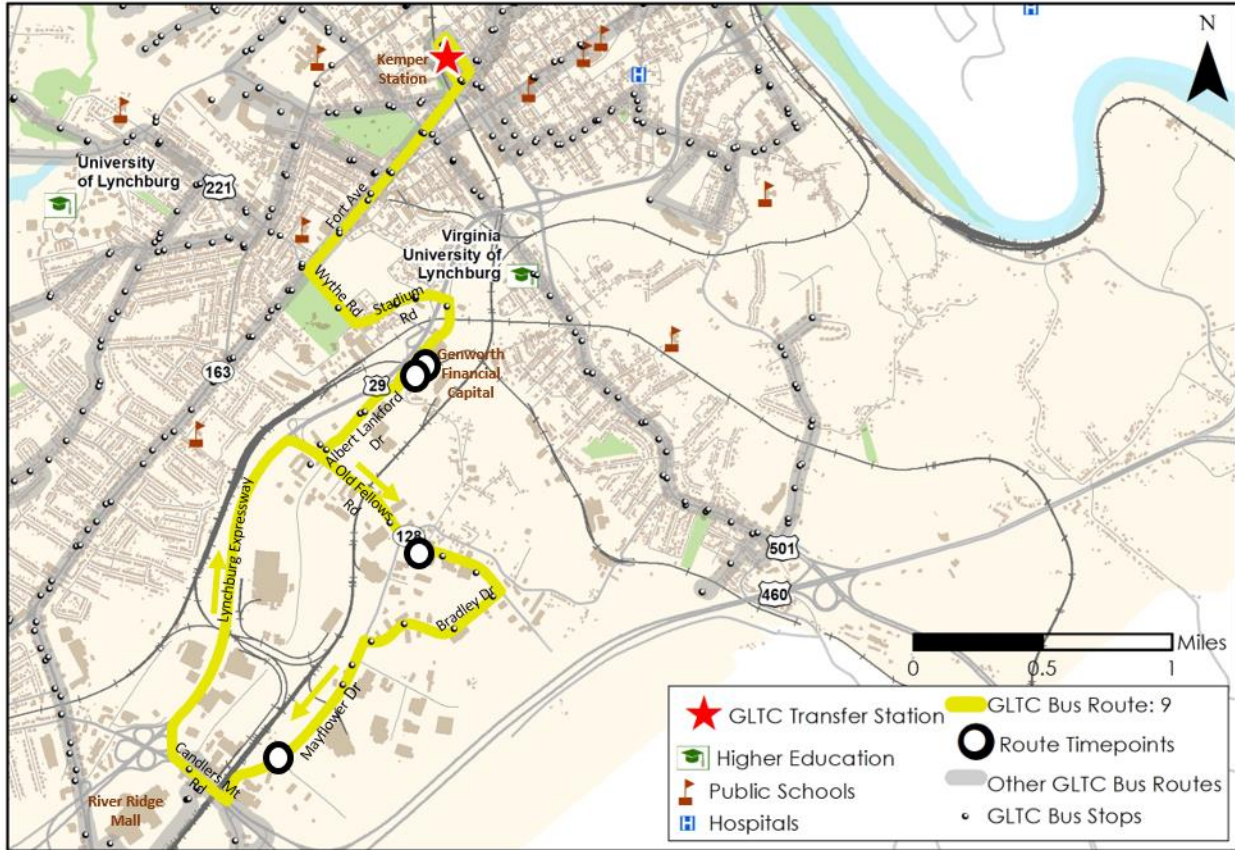




Route 9

Route 9 connects the Kemper Street Transfer Station with the Genworth Financial Capital area, the Department of Motor Vehicles, the GLTC Administrative and Maintenance Facility, and several residential areas. **Figure 12** shows the alignment of Route 9.

Figure 12: Route 9 Alignment



Source: GLTC, 2017.





Route 10

Route 10 provides connections to the Lynchburg General Hospital on Thomson Drive and the Kemper Street Transfer Station. **Figure 13** shows the alignment of Route 10.

Figure 13: Route 10 Alignment



Source: GLTC, 2017.

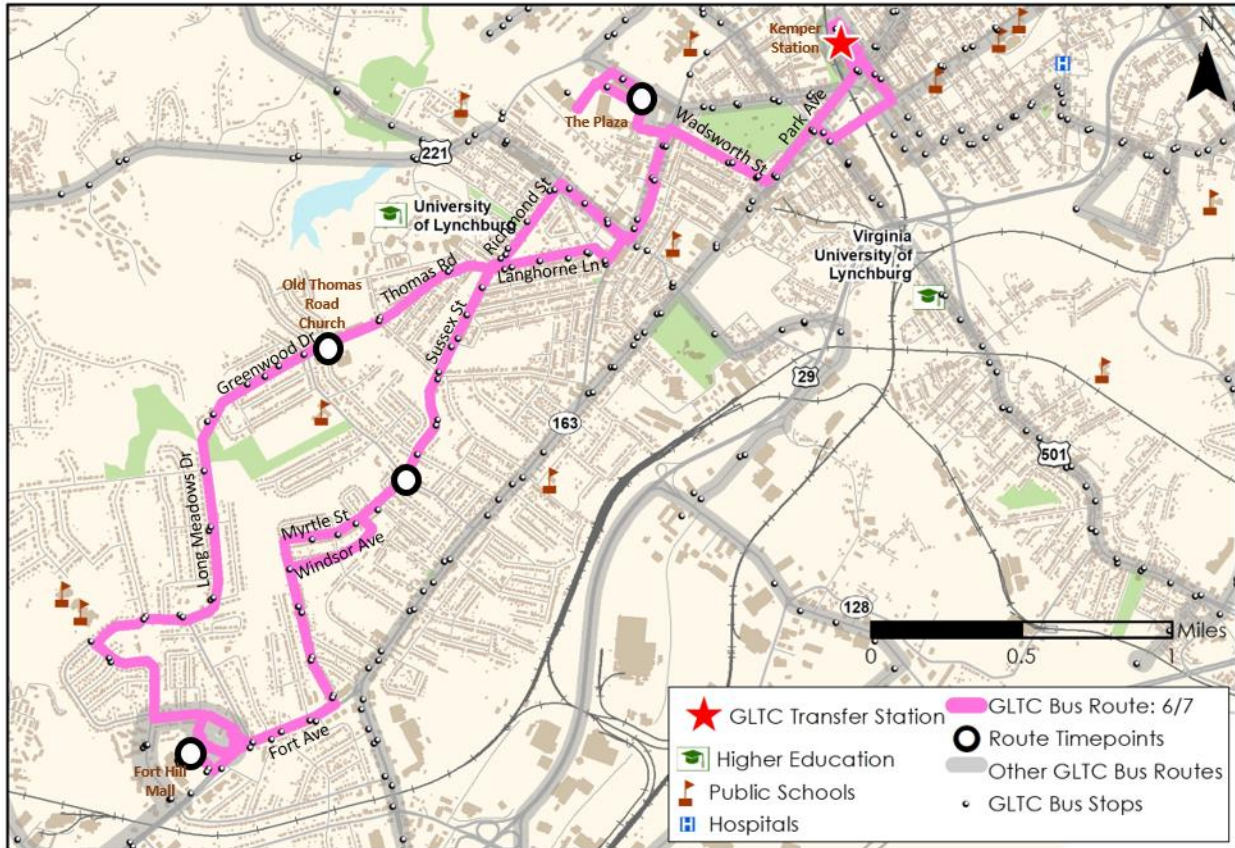




Route 6/7

Route 6/7 provides access to the Kemper Street Transfer Station, Fort Hill Village/Mall, Plaza Shopping Center, and Old Thomas Road Church. Route 6/7 connects with Route 6 and Route 7 at Fort Hill, providing access from the Kemper Street Transfer Station to these routes in the southern part of Lynchburg. **Figure 14** shows the alignment of Route 6/7.

Figure 14: Route 6/7 Alignment



Source: GLTC, 2017.





Bus Stops and Shelters

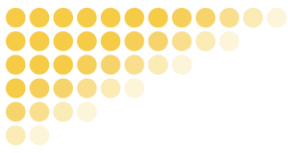
GLTC serves approximately 700 bus stops. Stops are marked with identifying signs, shown in **Figure 15**. GLTC's service standard suggests benches be installed at stops with at least 25 boardings per day and shelters be installed at stops with at least 50 boardings per day. Additionally, Central Virginia Planning District Commission and GLTC developed a study of ADA accessibility at bus stops in 2018 that identified which stops are ADA accessible, have sidewalk access, and have amenities such as curbs, lighting, and trash cans. This study recommended that all stops with shelters or landing pads be brought up to ADA standards and all stops be made accessible by sidewalks.

Figure 15: Bus Stop Signs



GLTC does not have formal agreements or requirements with the City of Lynchburg or the counties for transit design, such as shelters or pull-offs. New bus stop locations are constructed to ADA standards by the city, and bus stops installed to reduce on-site parking requirements for developments require a bench, shelter, and sidewalk connection from the development site to the bus stop.





A.5 – Fare Structures, Payments, and Purchasing

GLTC buses accept cash and prepaid farecards (magnetic strip paper farecards). Farecards can be purchased at the Main Office (419 Bradley Drive) or the Transfer Station (800 Kemper Street) using check, debit, credit, and cash. The fare for paratransit is \$4 per person per one-way trip and must be paid in the exact amount by cash or a prepaid fare card. The fares have increased since the last transit development plan due to the increase in cost of living and maintenance/operations cost. The fare structure changed in 2016 to eliminate free transfers and instead offer a \$4-day pass, which effectively allows riders to make roundtrip transfer trips at the same total fare as before the fare restructure. Day passes expire at midnight on the day purchased. The fares in **Table 1** have been effective since July 2016.

Table 1: Route Fares

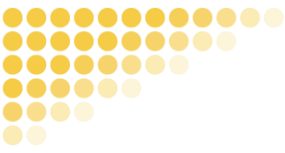
Fixed Route Fares	
One ride	\$2 (full) / \$1 (reduced)
Children under 45" *	Free
Day Pass – Unlimited	\$4 (full) / \$2 (reduced)
14-Day Pass – Unlimited	\$25
31-Day Pass – Unlimited	\$50 (full) / \$25 (reduced)
\$40 Debit Card – Stored value card	\$40
One Year Pass – Unlimited	\$500
Paratransit Fares	
Paratransit per ride	\$4
\$40 Debit Card – Stored value card	\$40

* When traveling with a paying adult.

NOTE: Data from GLTC website. Reduced fare is available to riders who possess and present a GLTC half fare ID card – disabled and senior customers

Students, faculty, and staff of Liberty University, University of Lynchburg, and Central Virginia Community College can ride fixed route services for free with a valid University ID.





A.6 – Transit Asset Management – Existing Fleet and Facilities

GLTC has two major facilities where administration, operation, dispatch, and maintenance are housed. The facilities are the GLTC Operations and Maintenance Facility and the Kemper Street Transfer Station.

Operations and Maintenance Facility

The Operations and Maintenance Facility relocated from 1301 Kemper Street to 419 Bradley Drive in 2017, shown in **Figure 16**. The new 52,000-square-foot facility is located on a roughly 12-acre lot. The facility houses the entire administrative, operations, and maintenance departments of GLTC. The building has eight maintenance bays, a wash bay, and secure parking for the entire fleet. The facility was designed with a parking capacity of 46 transit buses and 16 smaller paratransit buses, but additional space is available to add additional parking if needed in the future.

Figure 16: GLTC Operations and Maintenance Facility



The Kemper Street Transfer Station

In 2014, a new transfer station located at 800 Kemper Street was opened, shown in **Figure 17**. The facility provides indoor and outdoor waiting areas for GLTC bus routes and connections. The station provides customer service, vending and kiosks for tickets and maps, and conference rooms for employees. The transfer station is adjacent to the Amtrak and Greyhound service stations located on Kemper Street. Access also is provided for bicyclists and pedestrians to the Kemper Station Trail.

Figure 17: GLTC Transfer Station



Rolling Stock

A summary of GLTC rolling stock is summarized on the following pages in **Table 2** through **Table 4**.



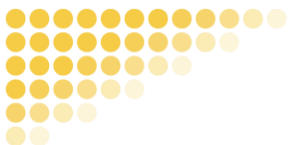
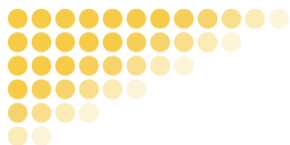


Table 2: Bus Fleet

Number	Manufacturer/ Model	Year	Seating Capacity	Length (feet)	Low Floor	Fuel Type	VIN	In Service Date	Useful Service Life		Mileage ¹	Replace
									Years	Miles		
Bus Fleet												
T-120	Optima	2000	24	30	No	Diesel	1C9S2HFS7YW535212	1/1/2000	10	350,000	98,906	N/A
701	Gillig	2007	32	35	Yes	Hybrid	15GGB301571077821	12/2/2008	12	500,000	334,607	FY19
702	Gillig	2007	32	35	Yes	Hybrid	15GGB301771077822	1/29/2008	12	500,000	333,222	FY19
703	Gillig	2007	32	35	Yes	Hybrid	15GGB301971077823	1/25/2008	12	500,000	393,555	FY19
704	Gillig	2007	32	35	Yes	Hybrid	15GGB301071077824	2/5/2008	12	500,000	352,645	FY19
705	Gillig	2007	32	35	Yes	Hybrid	15GGB301271077825	2/5/2008	12	500,000	442,622	FY19
706	Gillig	2007	32	35	Yes	Hybrid	15GGB301471077826	2/5/2008	12	500,000	335,916	FY19
707	Gillig	2007	32	35	Yes	Hybrid	15GGB301671077827	2/5/2008	12	500,000	366,573	FY19
708	Gillig	2007	32	35	Yes	Hybrid	15GGB301681077828	2/5/2008	12	500,000	370,384	FY19
801	Gillig	2008	32	35	Yes	Hybrid	15GGB301981079945	1/13/2009	12	500,000	286,833	FY20
802	Gillig	2008	32	35	Yes	Hybrid	15GGB301081079946	2/5/2009	12	500,000	298,554	FY20
803	Gillig	2008	32	35	Yes	Hybrid	15GGB301281079947	2/5/2009	12	500,000	327,693	FY20
804	Gillig	2008	32	35	Yes	Hybrid	15GGB301481079948	2/5/2009	12	500,000	307,280	FY20
805	Gillig	2008	32	35	Yes	Hybrid	15GGB301681079949	1/9/2009	12	500,000	337,448	FY20
806	Gillig	2008	32	35	Yes	Hybrid	15GGB301281079950	1/13/2009	12	500,000	366,727	FY20
807	Gillig	2008	28	35	Yes	Diesel	15GGB271381079939	1/5/2009	12	500,000	228,274	FY20
808	Gillig	2008	28	35	Yes	Diesel	15GGB271X81079940	2/5/2009	12	500,000	182,559	FY20
809	Gillig	2008	28	35	Yes	Diesel	15GGB271181079941	1/12/2009	12	500,000	204,915	FY20
810	Gillig	2008	28	35	Yes	Diesel	15GGB271381079942	2/5/2009	12	500,000	212,620	FY20
811	Gillig	2008	28	35	Yes	Diesel	15GGB271581079943	1/15/2009	12	500,000	198,932	FY20
812	Gillig	2008	28	35	Yes	Diesel	15GGB271781079944	2/5/2009	12	500,000	192,952	FY20
901	Gillig	2009	28	35	Yes	Diesel	15GGB271891177477	1/5/2010	12	500,000	191,831	FY21
902	Gillig	2009	28	35	Yes	Diesel	15GGB271X91177478	1/5/2010	12	500,000	160,500	FY21
903	Gillig	2009	28	35	Yes	Diesel	15GGB271191177479	1/5/2010	12	500,000	186,084	FY21
904	Gillig	2009	28	35	Yes	Diesel	15GGB271891177480	1/5/2010	12	500,000	164,812	FY21





Number	Manufacturer/ Model	Year	Seating Capacity	Length (feet)	Low Floor	Fuel Type	VIN	In Service Date	Useful Service Life		Mileage ¹	Replace
									Years	Miles		
1001	Gillig	2010	37	40	Yes	Hybrid	15GGD301XA1178337	7/23/2011	12	500,000	204,340	FY22
1002	Gillig	2010	37	40	Yes	Hybrid	15GGD3011A1178338	7/28/2011	12	500,000	171,844	FY22
1003	Gillig	2010	37	40	Yes	Hybrid	15GGD3013A1178339	7/30/2011	12	500,000	168,773	FY22
1004	Gillig	2010	26	29	Yes	Hybrid	15GGE3013A1092073	7/30/2011	7	350,000	218,132	FY21
1005	Gillig	2010	26	29	Yes	Hybrid	15GGE3015A1092074	8/3/2011	7	350,000	177,820	FY21
1006	Gillig	2010	26	29	Yes	Hybrid	15GGE3017A1092075	8/5/2011	7	350,000	285,433	FY21
1007	Gillig	2010	26	29	Yes	Hybrid	15GGE3019A1092076	8/5/2011	7	350,000	242,876	FY21
1008	Gillig	2010	26	29	Yes	Hybrid	15GGE3010A1092077	8/10/2011	7	350,000	238,622	FY21
1009	Gillig	2010	26	29	Yes	Hybrid	15GGE3012A1092078	8/8/2011	7	350,000	223,269	FY21
1010	Gillig	2010	26	29	Yes	Hybrid	15GGE3014A1092079	8/8/2011	7	350,000	242,618	FY21
1201	Gillig	2012	32	35	Yes	Hybrid	15GGB3014C1178830	3/1/2012	12	500,000	215,739	FY24
1202	Gillig	2012	32	35	Yes	Hybrid	15GGB3016C1178831	3/1/2012	12	500,000	187,392	FY24
1203	Gillig	2012	32	35	Yes	Hybrid	15GGB3018C1178832	3/1/2012	12	500,000	211,537	FY24
1204	Gillig	2012	32	35	Yes	Hybrid	15GGB301XC1178833	3/1/2012	12	500,000	198,322	FY24
1701	New Flyer	2017	32	35	Yes	Diesel	5FYD8KV14HB051671	6/30/2017	12	500,000	1,280	FY29

¹Mileage as of June 30, 2017



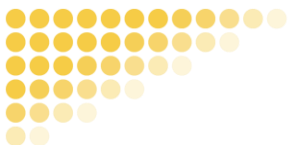


Table 3: Paratransit Fleet

Number	Manufacturer/ Model	Year	Seating Capacity	Length (feet)	Low Floor	Fuel Type	VIN	In Service Date	Useful Service Life		Mileage ¹	Replace
									Years	Miles		
Paratransit Fleet												
1107 ²	Ford Supreme	2011	14	19	No	Gasoline	1FDFE4FS0BDA19571	1/26/2011	4	150,000	126,098	FY18
1108 ²	Ford Supreme	2011	14	19	No	Gasoline	1FDFE4FS9BDA19570	1/26/2011	4	150,000	93,552	FY18
1301 ²	Chevy Supreme	2012	19	22	No	Gasoline	1GB6G5BG1C1185031	9/25/2012	4	150,000	123,419	FY18
1302 ²	Chevy Supreme	2012	14	22	No	Gasoline	1GB6G5BG9C1185309	9/26/2012	4	150,000	87,074	FY18
1303 ²	Chevy Supreme	2012	19	19	No	Gasoline	1GB6G5BG6C1183419	9/26/2012	4	150,000	89,785	FY18
1601	Ford Starcraft	2016	16	23	No	Gasoline	1FDFE4FS6GDC27252	9/29/2016	4	150,000	19,221	FY21
1602	Ford Starcraft	2016	16	23	No	Gasoline	1FDFE4FS8GDC27253	7/21/2016	4	150,000	21,809	FY21
1603	Ford Starcraft	2016	16	23	No	Gasoline	1FDFE4FSXGDC27254	9/28/2016	4	150,000	15,705	FY21
1604	Ford Starcraft	2016	16	23	No	Gasoline	1FDFE4FS1GDC27255	7/8/2016	4	150,000	20,039	FY21
1605	Ford Starcraft	2016	16	23	No	Gasoline	1FDFE4FS3GDC27256	7/4/2016	4	150,000	16,943	FY21
1606	Ford Starcraft	2016	16	23	No	Gasoline	1FDFE4FS5GDC27257	7/9/2016	4	150,000	1,825	FY21
1801	Ford Champion	2018	10	28	No	Gasoline	1FDFE4FS7HDC62237	7/1/2018	4	150,000	0	FY24
1802	Ford Champion	2018	10	28	No	Gasoline	1FDFE4FS9HDC62238	7/1/2018	4	150,000	0	FY24
1803	Ford Champion	2018	10	28	No	Gasoline	1FDFE4FS0HDC62239	7/1/2018	4	150,000	0	FY24
1804	Ford Champion	2018	10	28	No	Gasoline	1FDFE4FS7HDC62240	7/1/2018	4	150,000	0	FY24
1805	Ford Champion	2018	10	28	No	Gasoline	1FDFE4FS9HDC62241	7/1/2018	4	150,000	0	FY24
1806	Ford Champion	2018	10	28	No	Gasoline	1FDFE4FS0HDC62242	7/1/2018	4	150,000	0	FY24
1807	Ford Starcraft	2018	12	23	No	Gasoline	1FDFE4FS9JDC01655	7/1/2018	4	150,000	0	FY24

¹Mileage as of June 30, 2017

²Vehicles to be disposed of once 2018 vehicles are put into service



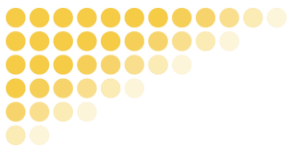


Table 4: Support Vehicle Fleet

Number	Manufacturer/ Model	Year	Seating Capacity	Length (feet)	Low Floor	Fuel Type	VIN	In Service Date	Useful Service Life		Mileage ¹	Replace
									Years	Miles		
Support Vehicle Fleet												
O-7	Ford Explorer AWD	2017	5			Gasoline	1FM5K8AR9HGB92903	5/8/2017	5	100,000	2,252	FY23
O-8	Ford Explorer AWD	2017	5			Gasoline	1FM5K8AR2HGB92905	5/8/2017	5	100,000	1,822	FY23
O-9	Ford Explorer AWD	2017	5			Gasoline	1FM5K8AR2HGB92904	5/8/2017	5	100,000	2,300	FY23
O-10	Ford Explorer AWD	2017	5			Gasoline	1FM5K8AR4HGB92906	5/8/2017	5	100,000	1,798	FY23
A-11	Ford Expedition	2017	8			Gasoline	1FMJU1GT1HEA50768	3/16/2017	5	100,000	1,704	FY23
A-12	Ford Expedition	2017	8			Gasoline	1FMJU1GTXHEA50767	4/11/2017	5	100,000	4,296	FY23
T-20	Chevy Express Van	2017	10			Gasoline	1GAWGEFF8H1204848	7/3/2017	5	100,000	438	FY23
T-21	Chevy Express Van	2017	10			Gasoline	1GAWGEFF2H1205266	7/3/2017	5	100,000	385	FY23
M-13	Ford F-250 Ext Cab 4X4	2017	4			Gasoline	1FD7X2B61HEC33998	3/29/2017	5	100,000	3,196	FY24
M-14	Ford F-250 Ext Cab 4X4	2017	4			Gasoline	1FT7X2B69HEC34000	3/16/2017	5	100,000	3,477	FY24
M-15	Ford F-250 Super Cab 4X4	2017	4			Gasoline	1FD7X2B63HEC33999	3/29/2017	5	100,000	2,476	FY24
S-11	Ford F-350 4X4	2005	3			Diesel	1FDWF37P65EC71437	3/1/2005	5	100,000	21,282	FY19

¹Mileage as of June 30, 2017

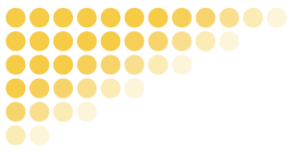




A.7 – Transit Security Program

Recognizing the importance of security and emergency preparedness in all aspects of the organization’s daily operation, GLTC is currently drafting a Public Transportation Agency Safety Plan (PTASP). In addition to onsite safety preparedness and awareness, the PTASP will outline the process to be used by GLTC to make informed decisions that are appropriate for operations, passengers, employees and communities regarding the development and implementation of a comprehensive security and emergency preparedness program.



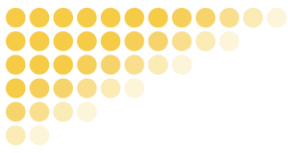


A.8 – Intelligent Transportation Systems (ITS) Program

GLTC has an intelligent transportation systems (ITS) program to improve efficiency of operations and provide information to customers. ITS applications used by GLTC include:

- *Automatic Vehicle Location System*: Vehicle tracking of all GLTC fixed route and Liberty University bus routes via Ride Systems. Ride Systems allows GLTC and the public to see bus locations in real-time on a map but it does not have dispatch functionalities.
- *Automatic Passenger Counters (APCs)*: APCs are installed on all of the fixed route bus fleet and GLTC is working to collect and decipher the data collected. APCs are side-fire infrared units provided by Urban Transportation Associates.
- *Electronic Registering Fareboxes (ERFs)*: ERFs are installed on all fixed route and paratransit buses. The farebox and data probing system are provided by Genfare (formerly GFI).
- *On-board Cameras*: GLTC has an on-board camera system installed on the entire fixed route and paratransit fleet. These systems are provided by Apollo Video Technology and AngelTrax.
- *Automated Vehicle Annunciation (AVA)*: GLTC has AVA installed on the entire fixed route fleet that makes audible announcements of the approaching bus stop. This system is provided by Clever Devices.
- *Fixed Route Scheduling Software*: GLTC uses the Remix software for fixed route scheduling, blocking, and run cutting.
- *Paratransit Scheduling Software and Mobile Data System*: GLTC uses RouteMatch paratransit scheduling software with in-vehicle mobile data terminals (MDTs) for each of its paratransit vehicles. This system assists with paratransit ride scheduling, dispatch, and data collection. Paper manifests generated by the system also are used.
- *Maintenance Management System*: GLTC uses RTA Fleet Management Software to track fleet maintenance activities. Zonar, a pre- and post-trip vehicle inspection system also is used that allows operators to use electronic devices to log data at predefined inspection zones of a bus.
- *Trip Planner*: GLTC uses Google Maps Transit trip planner. General Transit Feed Specification schedule data is provided to Google to allow customers to get transit directions on Google Maps applications.
- *Real-Time Bus Tracking*: Real-time bus tracking maps for GLTC and Liberty University services are available via mobile-friendly websites (<http://mybus.gltconline.com> and <http://liberty.prod.ridesystems.net/>). The maps provide real-time arrival information for route timepoints. Mobile applications for Android and iOS also are available from Ride Systems, which show the real-time map and next bus arrival times at time points.





A.9 – Data Collection and Ridership/Revenue Reporting

Data collection, processing, verification, and reporting processes are employed by GLTC for performance data reporting to its stakeholders and funding partners.

Fixed Route Bus Data Collection

Ridership data is collected from the farebox. Drivers classify riders by fare type on the farebox as they board unless they are scanning a farecard. Riders can either pay by cash, farecard, or visual display of ID for free or reduced fare customers. Liberty University, University of Lynchburg, and Central Virginia Community College riders are counted using farebox buttons. Fareboxes are manually probed at the yard daily to transfer data to a vendor database. Ridership reports are generated from the database several times a month and processed/formatted in a spreadsheet. System level ridership is compared month-to-month, and collected revenues are verified against ridership daily. Revenue miles and revenue hours data are collected from scheduling software, and is occasionally verified against manual drivers' logs.

Paratransit Data Collection

All data is collected using MDTs by the driver, but manual methods are recorded for back up. Manifests are obtained from the RouteMatch scheduling software and provided to drivers to record completed trips and revenue miles and hours for each trip. Manifests are submitted at the end of the shift and data is reviewed and entered into RouteMatch. Reports are generated from RouteMatch and summarized in a reporting spreadsheet.

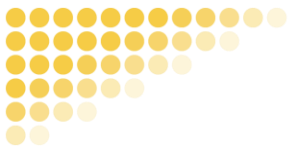
Data Reporting

At the end of each month, the assistant general manager compiles the final reporting spreadsheet. Data is submitted to the Virginia Department of Rail and Public Transportation monthly and annually through data entries to the On-Line Grant Administration system. GLTC reports annually to the National Transit Database by October 31st.

Accounting/Payroll

GLTC uses the accrual method for accounting and all procedures are overseen in-house by the Finance Manager. The certified public accountant firm, Brown Edwards, conducts an audit annually on GLTC's financials and has a contract to conduct audit services through 2021. Payroll is submitted to First Transit for review and is processed through an external vendor, Automatic Data Processing, Inc.





A.10 – Coordination with Other Transportation Service Providers

The following other transportation service providers, which GLTC currently has partnerships with, also serve the greater Lynchburg area:

- **Greyhound** – Intercity bus service to Lynchburg is provided at GLTC’s Transfer Center. GLTC also is an external ticket vendor for Greyhound, authorized to sell and print tickets on their behalf.
- **Central Virginia Alliance for Community Living (CVACL)** – The Agency on Aging in the greater Lynchburg area, which provides transportation for individuals without the appropriate means. CVACL utilizes GLTC’s paratransit service and pays fares for individuals within the paratransit service area who qualify.
- **Ride Solutions** – The ride matching and alternative transportation program housed at the Central Virginia Planning District Commission promotes GLTC service to individuals interested in alternate modes of transportation. The Central Virginia Planning District Commission also coordinates and assists with planning efforts in the region, including transit services.

The following transportation service providers serving the greater Lynchburg area do not currently have partnerships to coordinate services with GLTC:

- **Taxicab Services** – Multiple taxicab companies serve Lynchburg.
- **Transportation Network Companies** – Uber and Lyft provide service in and around Lynchburg.
- **Car Sharing** – Zipcar is located at Liberty University at Residential Commons One and East Campus Clubhouse.
- **University Shuttle Services** – Liberty University offers a reservation-based shuttle service for students to access locations such as Lynchburg Regional Airport, Roanoke Regional Airport, and Kemper Street Station. Randolph College has a shuttle service that runs on Friday and Saturday to retail locations on Wards Road.
- **Human Services Shuttles** – Centra operates its own medical service shuttles known as PACE and the Central Virginia Alliance for Community Living is the local Agency on Aging and provides Human Service Transportation.
- **Amtrak** – Passenger rail service is provided from the Kemper Street Station on Amtrak’s Crescent and Northeast Regional lines.

Collaboration Based Opportunities for Improvement

Opportunities for future collaboration exist with partners within the greater Lynchburg area and for connections to communities outside of Lynchburg. These opportunities include:

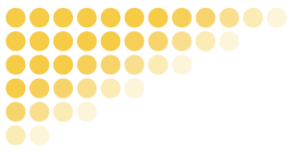
- **Ride Solutions** – Central Virginia Planning District Commission will be completing a study on the feasibility for deployment of vanpools throughout the greater Lynchburg area, following the completion of a statewide vanpool study being developed by DRPT. The local vanpool study has the potential to identify vanpool markets that are not currently served by transit, which could expand the number of area residents who will have access to transit services.
- **Virginia Breeze** – DRPT’s intercity bus transit service currently provides service along I-81 from Blacksburg to Washington, D.C., but has plans to expand to two new corridors in 2020. One corridor will connect Martinsville, Danville, Farmville, and Richmond along the US 360 and US 58





corridors. The other will provide service along the US 29 corridor from Danville to Washington, D.C., with stops in the GLTC service area in Lynchburg and Amherst.





A.11 – Public Outreach

GLTC Transit Development Plan



Help Us Plan Better Public Transit in Lynchburg

Greater Lynchburg Transit Company (GLTC) is creating a transit development plan for enhancing services over the next 10 years. We want your input whether you are a current rider, past rider, and even if you haven't ridden the bus yet!

- GLTC provides bus and paratransit service in Lynchburg, Madison Heights, and Liberty University
- Transit development plans help transit operators improve their efficiency and effectiveness
- All public transit agencies in Virginia prepare and adopt a transit development plan
- The results of this survey will influence changes made by GLTC

Please submit your survey by October 31, 2017. See page 5 for submission options.

After completing the survey, you may enter a raffle for a chance to win a \$5 Walmart or Starbucks gift card.

PRIORITIES *Tell Us What You Value*

While there are many great ideas to improve the service, GLTC operates on a limited budget. If you had \$100 to invest in transit in Lynchburg, how would you do it?

Add tally marks to invest in the categories you prefer.

One tally mark equals \$10 (please limit your responses to a maximum of 10 tally marks).

More frequent service

i More frequent service Running more buses per hour on existing routes

Tally: _____

Stop and station amenities

i Stop and station amenities Bus stop or station amenities, such as shelters, benches, trash cans, and route information

Tally: _____

Extended weekday hours

i Extended weekday hours Bus service earlier or later in the day during the week than what currently exists

Tally: _____

Real-time info on bus arrival

i Real-time info on bus arrival Real-time information on when your bus will arrive via mobile apps, mobile web page, or information displays at stops/stations.

Tally: _____

Extended weekend hours

i Extended weekend hours Bus service earlier or later in the day during the weekends than what currently exists

Tally: _____

Bicycle and pedestrian enhancements

i Bicycle and pedestrian enhancements Improvements to make accessing the bus via walking or biking more safe and comfortable (bike racks at stops, bike racks on buses, crosswalks near stops)

Tally: _____

More direct bus service

i More direct bus service Bus service that allows you to access local or regional destinations using a shorter route or route with fewer stops

Tally: _____

Lower fares

i Lower fares More subsidized fares to reduce the cost to the users

Tally: _____





TYPICAL TRAVEL

Tell Us About Your Trips

Please tell us about the trips you make most frequently. Fill in the address, nearest intersection, or name of a business in the boxes that apply to you, and leave a check mark next to the answers of the additional questions.

Home

 List the address below

School

 List the address or school below

What is your primary travel mode?

- Bus Bike
 Drive Taxi
 I Get Dropped Off Uber/Lyft
 Walk

If GLTC improved service here:

- I would make this trip by bus I would **not** make this trip by bus

Shopping

 List the address or business below

What is your primary travel mode?

- Bus Bike
 Drive Taxi
 I Get Dropped Off Uber/Lyft
 Walk

If GLTC improved service here:

- I would make this trip by bus I would **not** make this trip by bus

Work

 List the address or business below

What is your primary travel mode?

- Bus Bike
 Drive Taxi
 I Get Dropped Off Uber/Lyft
 Walk

If GLTC improved service here:

- I would make this trip by bus I would **not** make this trip by bus

Medical

 List the address or business below

What is your primary travel mode?

- Bus Bike
 Drive Taxi
 I Get Dropped Off Uber/Lyft
 Walk

If GLTC improved service here:

- I would make this trip by bus I would **not** make this trip by bus

Other

 List the address or business below

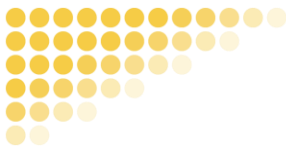
What is your primary travel mode?

- Bus Bike
 Drive Taxi
 I Get Dropped Off Uber/Lyft
 Walk

If GLTC improved service here:

- I would make this trip by bus I would **not** make this trip by bus





GLTC EXPERIENCE *Tell Us About Your Experience*

Tell us about your experience with GLTC—whether you ride the bus often, ride the bus less often, or do not use the service.

Please fill in the following section(s) that you most closely identify with.

- I Ride the Bus Often – please answer the questions below
- I Ride the Bus Less Often – please skip to page 4
- I Don't Ride the Bus – please skip to page 4

Complete This Section if You Ride the Bus Often

How frequently do you ride the bus? (Choose one.)

- | | |
|--|---|
| <input type="checkbox"/> 4 or more days a week | <input type="checkbox"/> Once or twice a month |
| <input type="checkbox"/> 2-3 days a week | <input type="checkbox"/> Less than once a month |
| <input type="checkbox"/> 1 day a week | |

Why do you ride the bus? (Check all that apply.)

- | | |
|---|---|
| <input type="checkbox"/> To save money | <input type="checkbox"/> I don't have a car |
| <input type="checkbox"/> To save or better utilize time | <input type="checkbox"/> Difficult or expensive to park |
| <input type="checkbox"/> It's a safer way to travel | <input type="checkbox"/> Disabled/unable to drive |
| <input type="checkbox"/> Less stressful | |

Thinking about your most frequent trip using the bus, which route do you take? (Choose one.)

- | | | | |
|--------------------------------|-----------------------------|-------------------------------------|--|
| <input type="checkbox"/> 1A/1B | <input type="checkbox"/> 4B | <input type="checkbox"/> 6/7 | <input type="checkbox"/> Paratransit Service |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 4X | <input type="checkbox"/> 8A/8B | <input type="checkbox"/> Liberty Service |
| <input type="checkbox"/> 3A | <input type="checkbox"/> 5X | <input type="checkbox"/> 9 | |
| <input type="checkbox"/> 3B | <input type="checkbox"/> 6 | <input type="checkbox"/> 10 | |
| <input type="checkbox"/> 4A | <input type="checkbox"/> 7 | <input type="checkbox"/> The Hopper | |

How do you get to the bus? (Choose one.)

- | | | | |
|-------------------------------|--|-------------------------------|--------------------------------|
| <input type="checkbox"/> Walk | <input type="checkbox"/> I Get Dropped Off | <input type="checkbox"/> Bike | <input type="checkbox"/> Drive |
|-------------------------------|--|-------------------------------|--------------------------------|

Where do you typically begin your trip? (Choose one.)

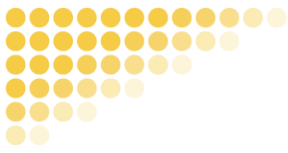
- | | | | |
|-----------------------------------|---|--|--------------------------------------|
| <input type="checkbox"/> Home | <input type="checkbox"/> School (K-12) | <input type="checkbox"/> Service Agency | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Work | <input type="checkbox"/> College/University | <input type="checkbox"/> Social/Recreation | _____ |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Medical | | _____ |

Where do you typically end the trip? (Choose one.)

- | | | | |
|-----------------------------------|---|--|--------------------------------------|
| <input type="checkbox"/> Home | <input type="checkbox"/> School (K-12) | <input type="checkbox"/> Service Agency | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Work | <input type="checkbox"/> College/University | <input type="checkbox"/> Social/Recreation | _____ |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Medical | | _____ |

If you ride the bus less often than you used to, skip to page 4, otherwise skip to page 5 to complete the wrap-up section.





Complete This Section if You Ride the Bus Less Often Than You Used To

If you ride the bus less often than you used to, why is this? (Select all that apply.)

- Gas has become cheaper
- I prefer to drive
- I get a ride from a friend
- I use other travel modes (walking, biking, Uber/Lyft, taxi)
- Transfer Center was relocated
- Fare changes
- Weekend service reduced
- Evening service reduced
- Other _____
- Not applicable

What could GLTC do to encourage you to ride the bus more often?

Please skip to page 5 to complete the wrap-up section.

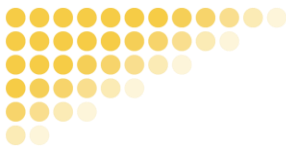
Complete This Section if You Do Not Ride the Bus

Why do you currently not ride the bus? (Select all that apply.)

- It doesn't go where I need it to
- It takes too long or isn't frequent enough
- I didn't know the service existed
- I don't know how to use the service
- I need a car because my schedule varies a lot
- I prefer to drive
- I prefer to use other travel modes (walking, biking, Uber/Lyft, taxi)
- Cost
- Other _____
- Not applicable

What could GLTC do to attract you to use public transit?





WRAP UP *Tell Us About Yourself*

Thank you for your input! Please answer a few optional questions below to help us understand your input better. Your private information will be kept private, and you will automatically enter you into our drawing for a \$5 Walmart or Starbucks gift card.

Are you a student?

- No
- Yes - Liberty University
- Yes - Lynchburg College
- Yes - Randolph College
- Yes - Central Virginia Community College
- Yes - K-12
- Yes - Other _____

What is your gender?

- Male
- Female
- Other
- Prefer not to say

What is your age?

- 19 or under
- 20-29
- 30-39
- 40-49
- 50-59
- 60 or older
- Prefer not to say

What is your household's total annual income?

- Under \$15,000
- \$15,001-\$30,000
- \$30,001-\$45,000
- \$45,001-\$60,000
- \$60,001-\$75,000
- Over \$75,000
- Prefer not to say

How many vehicles are available in your household? (If you are a student living away from home, answer for yourself only.)

- 0
- 1
- 2
- 3
- 4 or more

Please provide your email address

(to be entered into the raffle for a \$5 Walmart or Starbucks gift card)

Please submit your completed survey by October 31, 2017.

Drop-Off Locations:

GLTC Transfer Station
800 Kemper Street
Lynchburg, VA 24501

Lynchburg Public Library
2315 Memorial Avenue
Lynchburg, VA 24501

By Mail:

GLTC – Marketing Department
P.O. Box 11286
Lynchburg, VA 24506





Detailed Survey Results

Rider Experience

Additional data on riders who identified as frequent users of the system are included in the tables below. Results are segmented by overall responses, those that frequently use Liberty University routes, and those that use City of Lynchburg routes.

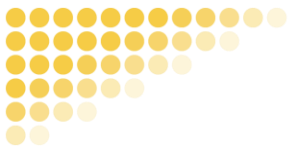
Which route do you frequently take?

Response	Count	%
Liberty University Service	261	52.52%
1A/1B	51	10.26%
4A	28	5.63%
3B	27	5.43%
4B	24	4.83%
3A	20	4.02%
2	19	3.82%
8A/8B	19	3.82%
6/7 Loop	16	3.22%
6	7	1.41%
The Hopper	6	1.21%
7	5	1.01%
4X	4	0.80%
5X	4	0.80%
Paratransit Service	3	0.60%
10	2	0.40%
9	1	0.20%

How frequently do you ride the bus?

Response	Overall	City Routes	LU Routes
4 or more days a week	61%	59%	64%
2-3 days a week	21%	18%	25%
Less than once a month	8%	11%	4%
1 day a week	5%	5%	5%
Once or twice a month	5%	7%	2%





Why do you ride the bus?

Response	Overall	City Routes	LU Routes
I don't have a car	33%	40%	26%
To save or better utilize time	20%	10%	30%
To save money	13%	18%	8%
It's difficult or expensive to park	11%	6%	16%
It's less stressful	10%	10%	10%
It's a safer way to travel	9%	9%	9%
I'm disabled or unable to drive	4%	7%	1%

How do you get to the bus?

Access Mode	Overall	City Routes	LU Routes
Walk	91%	94%	88%
Drive	6%	2%	11%
I Get Dropped Off	2%	3%	1%
Bike	1%	1%	0%

Typical Origin

Response	Overall	City Routes	LU Routes
Home	51%	76%	25%
College/University	41%	12%	72%
Work	3%	6%	1%
Other	2%	2%	1%
School (K-12)	1%	1%	1%
Medical	1%	1%	0%
Shopping	1%	1%	0%
Social/Recreation	0%	1%	0%
Service Agency	0%	0%	0%

Typical Destination

Response	Overall	City Routes	LU Routes
College/University	48%	18%	80%
Home	19%	28%	9%
Work	17%	30%	4%
Shopping	7%	13%	1%
Other	5%	7%	2%
Social/Recreation	2%	2%	3%
Medical	1%	2%	0%
School (K-12)	1%	1%	1%
Service Agency	0%	1%	0%





Travel Patterns

The survey identified respondents' travel patterns including home and frequent destination locations. This also included information on the purpose and mode of the trip. For trips that are frequently made on modes other than bus, respondents were asked if they would consider taking the bus for that trip if service was improved to that area.

Home and destination locations were clustered to block groups, and frequent origin-destination pairs were identified. The following maps are provided below:

- Frequent bus trips (all respondents)
- Frequent bus trips (excluding Liberty University respondents)
- Potential bus trips (all respondents) – would consider taking the bus for trip if service was improved





Figure 18: Frequent Trips by Bus

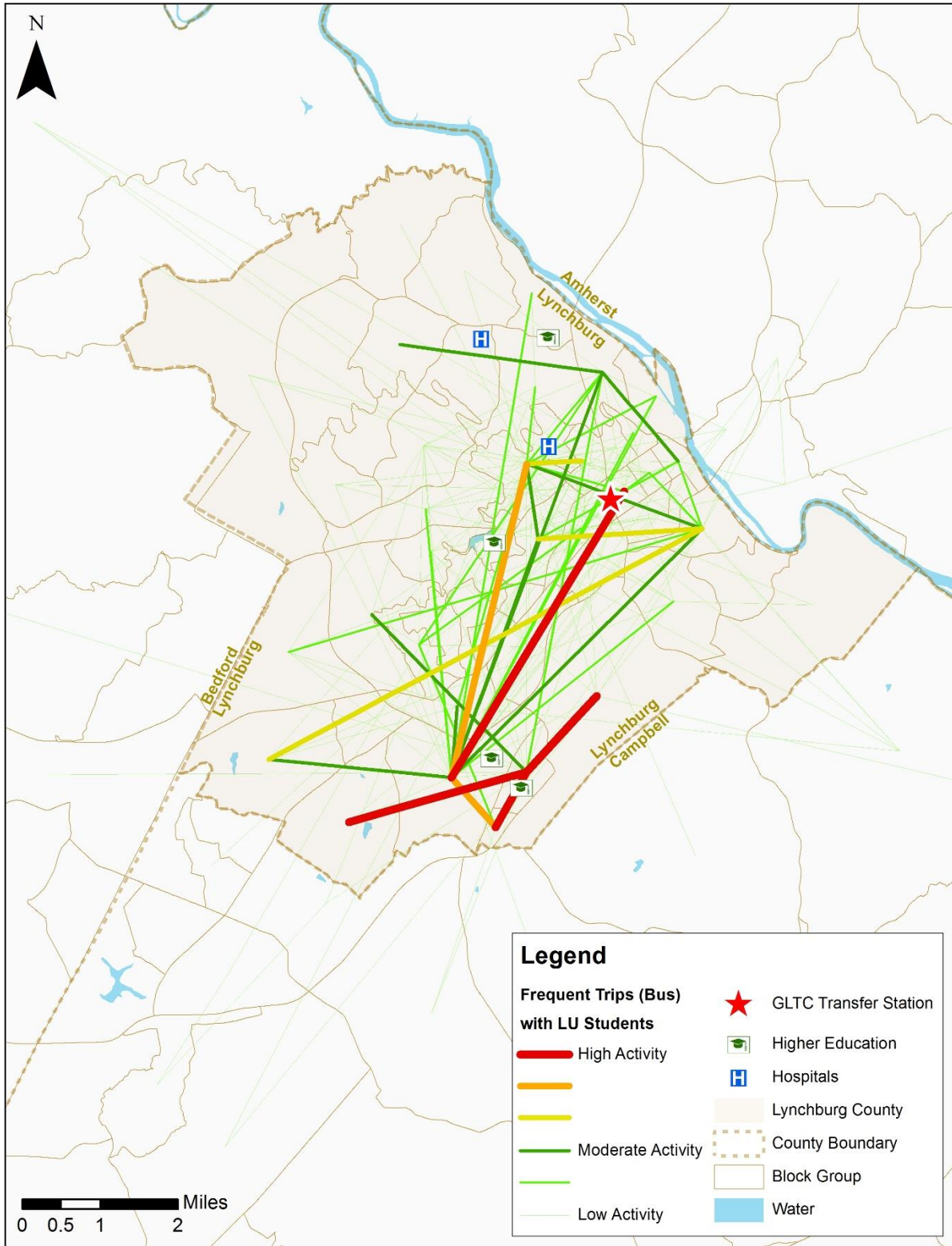
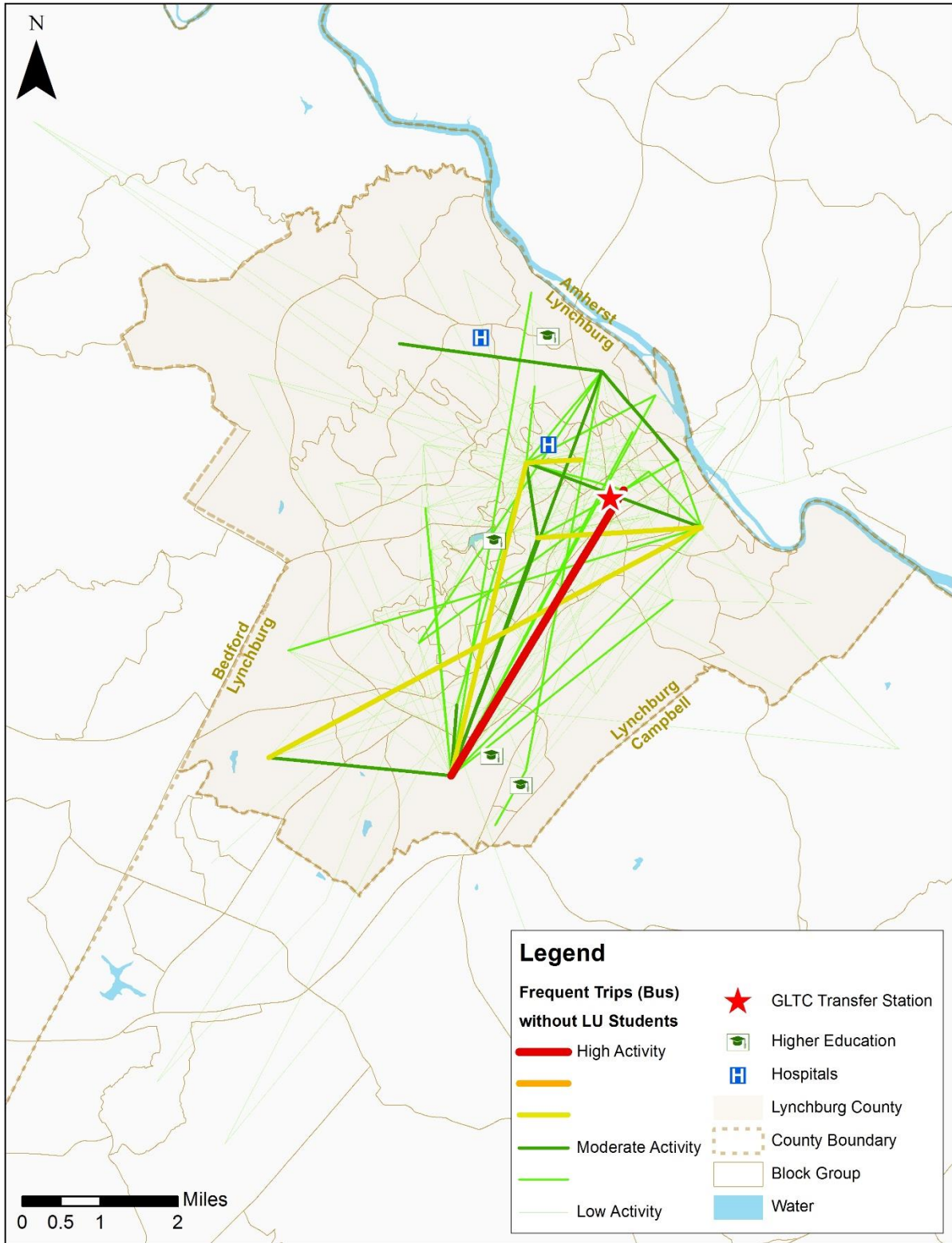


Figure 19: Frequent Trips by Bus (Liberty University Trips Excluded)



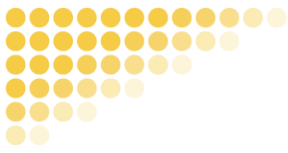
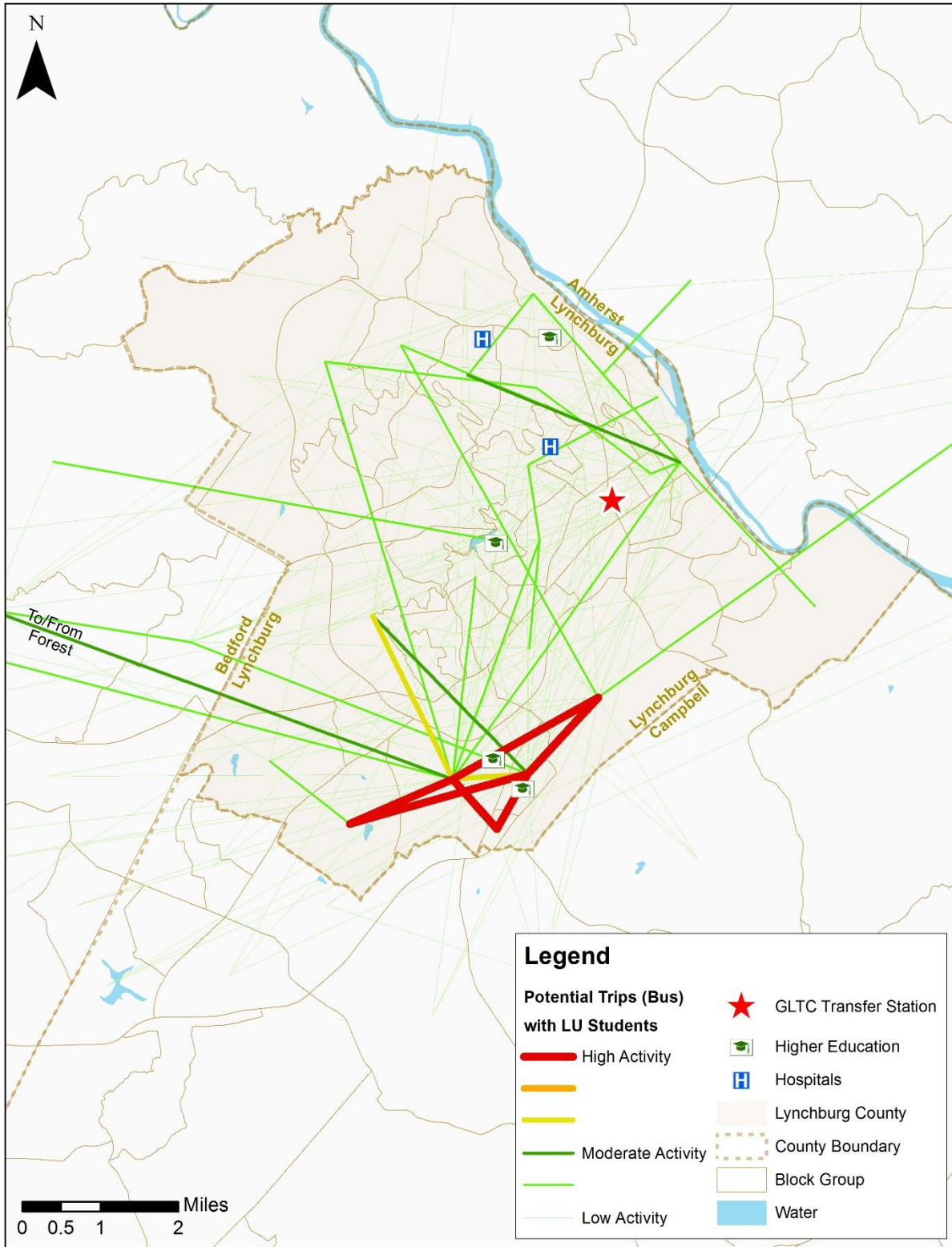
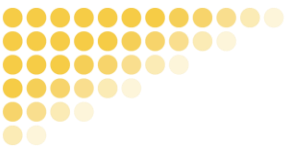


Figure 20: Potential Bus Trips with Service Improvements





Improvements

Survey participants were instructed to allocate a \$100 budget into eight different spending categories for making improvements to the service. This question recognized that GLTC works with a limited budget and collected feedback on the priorities of the respondent. Allocated budgets were totaled for each category to generate tables below. Results are segmented into different respondent types (frequency of use, student status, etc.)

All Survey Respondents

Improvement	Allocation
More frequent service	21%
Extended weekend hours	19%
More direct bus service	16%
Extended weekday hours	13%
Real-time info	13%
Stop and station amenities	7%
Lower fares	7%
Bicycle and pedestrian enhancements	4%

All Survey Respondents - Non-Liberty University

Improvement	Allocation
More frequent service	20%
Extended weekend hours	19%
More direct bus service	16%
Extended weekday hours	14%
Real-time info	12%
Lower fares	8%
Stop and station amenities	7%
Bicycle and pedestrian enhancements	5%

Frequent Riders

Improvement	Allocation
Extended weekend hours	21%
More frequent service	21%
More direct bus service	15%
Extended weekday hours	15%
Real-time info	12%
Stop and station amenities	7%
Lower fares	6%
Bicycle and pedestrian enhancements	3%





Non-Riders

Improvement	Allocation
More frequent service	21%
More direct bus service	18%
Real-time info	16%
Extended weekend hours	13%
Lower fares	11%
Extended weekday hours	9%
Bicycle and pedestrian enhancements	7%
Stop and station amenities	6%

Less Frequent Riders*

Improvement	Allocation
More frequent service	21%
Extended weekend hours	19%
More direct bus service	18%
Real-time info	13%
Extended weekday hours	11%
Stop and station amenities	8%
Lower fares	6%
Bicycle and pedestrian enhancements	4%

*Respondent who indicated they ride the bus less frequently than they used to

Transit Dependent Riders*

Improvement	Allocation
Extended weekend hours	23%
More frequent service	19%
Extended weekday hours	15%
More direct bus service	12%
Lower fares	10%
Real-time info	9%
Stop and station amenities	7%
Bicycle and pedestrian enhancements	4%

*Zero car households





Students

Improvement	Allocation
More frequent service	22%
Extended weekend hours	18%
More direct bus service	17%
Real-time info	15%
Extended weekday hours	12%
Stop and station amenities	7%
Lower fares	6%
Bicycle and pedestrian enhancements	3%

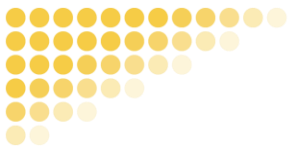
Students - Liberty University

Improvement	Allocation
More frequent service	24%
Extended weekend hours	18%
More direct bus service	18%
Real-time info	14%
Extended weekday hours	12%
Stop and station amenities	7%
Lower fares	4%
Bicycle and pedestrian enhancements	3%

Students - CVCC

Improvement	Allocation
More frequent service	21%
More direct bus service	17%
Extended weekend hours	14%
Real-time info	14%
Extended weekday hours	13%
Lower fares	9%
Stop and station amenities	8%
Bicycle and pedestrian enhancements	5%





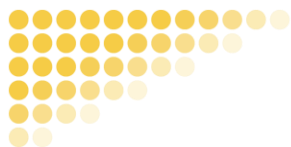
Students – University of Lynchburg

Improvement	Allocation
Extended weekend hours	22%
Real-time info	18%
More frequent service	14%
Extended weekday hours	13%
Lower fares	11%
More direct bus service	10%
Stop and station amenities	8%
Bicycle and pedestrian enhancements	5%

Students - Randolph College

Improvement	Allocation
Real-time info	19%
Extended weekend hours	16%
Lower fares	16%
More direct bus service	15%
More frequent service	14%
Extended weekday hours	8%
Bicycle and pedestrian enhancements	7%
Stop and station amenities	5%





Demographics

Are you a student	Frequent Riders	City Routes	LU Routes	Non-Riders	All Respondents
No	32%	57%	0%	28%	31%
Yes - Liberty University	56%	22%	99%	52%	55%
Yes - Central Virginia Community College	6%	10%	0%	5%	6%
Yes - Randolph College	2%	3%	0%	8%	4%
Yes - Lynchburg	2%	4%	0%	2%	2%
Yes - Other	2%	4%	0%	5%	3%
Yes - K12	0%	0%	0%	0%	0%

How many vehicles are in your household	Frequent Riders	City Routes	LU Routes	Non-Riders	All Respondents
0	37%	57%	12%	12%	29%
1	25%	21%	29%	38%	29%
2	15%	11%	20%	24%	18%
3	12%	5%	20%	14%	13%
4 or more	11%	5%	19%	12%	11%

What is your age	Frequent Riders	City Routes	LU Routes	Non-Riders	All Respondents
19 and under	31%	14%	53%	30%	31%
20-29	38%	32%	45%	39%	38%
30-39	5%	10%	0%	10%	7%
40-49	6%	11%	1%	7%	7%
50-59	9%	15%	1%	9%	9%
60 or older	11%	19%	1%	5%	9%

What is your gender	Frequent Riders	City Routes	LU Routes	Non-Riders	All Respondents
Female	66%	60%	73%	65%	66%
Male	34%	40%	26%	34%	34%
Other	0%	0%	1%	0%	0%

What is your households total annual income	Frequent Riders	City Routes	LU Routes	Non-Riders	All Respondents
Under \$15,000	49%	55%	40%	31%	43%
\$15,001-\$30,000	19%	25%	10%	19%	19%
\$30,001-\$45,000	9%	9%	10%	10%	9%
\$45,001-\$60,000	7%	3%	14%	9%	8%
\$60,001-\$75,000	7%	4%	11%	8%	7%
Over \$75,000	8%	3%	17%	24%	13%





Summary of Stakeholder Interviews

Common Takeaways

- Need for more direct service between major activity centers (Downtown, shopping areas, colleges/universities, train station, airport)
- Need for a targeted marketing campaign to increase awareness of the service
- Need for more user-friendly information on how to use the service and when the bus will arrive
- Need for frequent and evening bus service to downtown
- Need for increased communication and partnership between GLTC and the business community
- Identify underserved areas and target service to these areas

Higher Education Organizations

Liberty University

- Long-term vision
 - Reduce or eliminate most on-campus bus routes – service reductions will begin Spring 2018
 - Off-campus routes or a route circulating the exterior of campus will likely remain
 - Enrollment has been capped for a few years, and a large increase in off-campus housing is not anticipated unless this cap is lifted
 - Freshman will continue to be able to bring a car to campus, so parking will continue to be a challenge; Liberty will be adding new parking decks in the future
- UPASS agreement
 - Liberty University desires more data on usage and will need to reevaluate this partnership if there is not significant usage
- Strengths of GLTC
 - Providing a lot of transportation capacity to the University
 - High quality of service provided by the bus operators
 - Great working relationship between GLTC managers and Liberty University
 - New operations and maintenance facility
- Important factors for student population are frequency, direct service/express routes, and longer service hours
- Major destinations for students
 - Apartments behind Walmart
 - Shopping areas
 - Restaurants
 - Downtown
- Liberty has had little success in forming funding partnership for transit to apartments
- Liberty has two Zipcars on campus and runs a demand response shuttle service for students
- Students perceive the GLTC city routes as an extension of the Liberty transit service – quality of service is important
- Opportunities for improvements
 - Media campaign – share customer stories to show the benefit of the service; provide different messages for different targeted population groups
 - Integrating with city bus routes





- Reevaluate the hub-and-spoke system

University of Lynchburg

- UPASS agreement
 - University of Lynchburg desires more robustness in the ridership data they receive to get a better understanding of usage (students, staff, and faculty)
 - Students are very aware that they can ride the bus for free with ID
- Most undergraduate student live on-campus
- Downtown may not be a large attractor of students because of the lack of low-cost food options and activities for the population under 21
- Overall perception of public transit (not GLTC in particular) is that it is for the low-income population
- Common destinations for students
 - Wards Road
 - Mall
 - Liberty University (for extra-curricular activities)
 - Walmart on Old Forest Road
 - Movie Theater
- Opportunities for improvements
 - Marketing and awareness that the service is an option for everyone
 - Technology to help with awareness and making the service easier to use
 - More granularity in the ridership data provided to college/universities on the UPASS usage

Central Virginia Community College

- UPASS agreement
 - CVCC sees this being a significant benefit to students
 - Students are very aware that they can ride the bus for free with ID
- Students reside throughout Lynchburg and the surrounding counties; CVCC is entirely a commuter campus
- CVCC has articulation agreements with other colleges/universities in Lynchburg, so some students need to travel between campuses for courses
- Students have a variety of transportation needs (home to school; school to work; work to school; evening classes)
- Evening classes have lower enrollment because of lack of transportation options – buses stop running before classes
- There is perception that students wait longer for the bus on Fridays
- Overall, parking is widely available in Lynchburg so driving is an attractive option; most transit users are those that absolutely need it
- Opportunities for improvements
 - Providing direct service to other colleges and universities in Lynchburg
 - Identify areas with disadvantaged populations and target service to these areas
 - Shorter travel times would make transit a more attractive option





Randolph College

- Trends
 - Deep passion for sustainable living on campus
 - Randolph College would like to grow enrollment from 700 to 900 but the overall college-going population is declining; a parking deck would need to be added
 - Most social life occurs on-campus but downtown activities are growing
- Perception and use of existing service
 - Student perceive it being valuable but through experience they may see it being not as convenient
 - A common student complaint is that it takes too long to get where they want to go
 - 21+ students going downtown are taking Uber – transit is not a feasible option given frequency and service hours
 - Students perceive the bus being for low-income populations or may not be fully aware of the service
- Downtown
 - Common complaint is parking availability or having to walk from parking areas
 - Movement up and down the hill with transit would be beneficial
- Existing Randolph College shuttle service
 - Friday and Saturday shuttle service to Walmart, the Mall, and Wards Crossing
 - Hourly frequency
 - 6-10 PM on Friday and 2-7 PM on Saturday
 - Randolph College would be interested in not having to run their own shuttle; if service is convenient enough for students and there would be a cost savings to the College, there may be interest in a GLTC partnership
- Opportunities for improvements
 - More direct service to other transportation hubs and major destinations (Amtrak Station, Airport)
 - Getting the routes and frequency right, then target marketing to message that the service is for everyone
 - Evening bus service to downtown
 - User-friendly trip planner and bus arrival information

Economic Development Organizations

Lynchburg Regional Business Alliance

- Business recruitment
 - Having transit is usually a “checkbox requirement”; having GLTC is an asset to business recruitment
 - Most available land is in the counties, and this is where many companies will locate
- Biggest need heard from manufacturers and companies with three shifts is that employees that rely on transit have difficulty working late shifts
- Perception of transit in Lynchburg is that it is the option for the low-income population
- GLTC provides great service to those with disabilities
- Key locations for service
 - Wyndhurst (J Crew) – need for extended hours





- STARTEK
- New Walmart on Timberlake Road
- Cornerstone
- New development at intersection of 501 and 221
- Opportunities for improvement
 - Outreach to companies in the greater Lynchburg vicinity to determine where there is enough demand to warrant extended service hours – potential partnerships
 - Hopper service during nighttime hours and feeder routes into downtown
 - Updated website that is mobile-friendly
 - Targeted marketing
 - Make it easy to use the service through fare payment and getting real-time information

Downtown Lynchburg Association

- Historically have worked with GLTC to provide shuttle service for downtown events
- The Association will be implementing wayfinding downtown
- Downtown Master Plan is in rough draft
- Top reasons for coming downtown: food, community market, trails and recreation
- The terrain is a challenge for all people
- Parking
 - City-owned parking is limited and not located in ideal locations
 - 80-90% of downtown parking is privately owned
 - On-street parking is only enforced 9 AM – 5 PM on weekdays, so residents are parking in evening and weekends when there are also more people coming to downtown
- The Hopper
 - May still be an awareness issue – there are still businesses downtown that are not aware of the service
 - Downtown developers want a nighttime shuttle
 - Cannot operate on cobblestone streets
- Desired connections: college/universities to downtown, and train station to downtown
- Opportunities for improvement
 - Nighttime options to get to and around downtown
 - Targeted marketing effort to specific populations and businesses

Economic Development Authority

- The City is trying to be more bicycle and pedestrian friendly, but driving is still the popular choice
- Most employees are coming into Lynchburg from the counties every day (~70% of workforce)
- Recently attracted businesses are Pacific Life and Convergys
- Two state designated enterprise zones in Lynchburg allow private entities to take advantage of real property improvement grants or job creation grants – one way of encouraging economic development
- Opportunities for improvement
 - EDA and GLTC meeting once a year to talk about the service, opportunities for improvement, and outreach to businesses





Local Governments

Amherst County

- People that ride the bus in Amherst County generally do not have another transportation option—in other words, they really need the service.
- The department of social services has not received an inquiry regarding free GLTC bus passes (of which they have an allotment to give) since 2015. This being said, DSS has money in their budget to provide bus passes to qualified individuals. It is not well known in the community that this service is available.
- Service was extended down Phelps Rd. as a requirement by the developer of a 22-unit apartment complex. This is a case where a developer contacted the Planning and Zoning Department and GLTC in order to increase public transit accessibility to the complex.
- Opportunities for improvement
 - Raise awareness and visibility of services offered through public meetings

City of Lynchburg

- The Community Development Department provides information on transit accessibility in the reports they provide to the Planning Commission regarding new developments and site plans.
 - They offer reduced parking requirements to developers that install a bus stop or shelter within 1000 ft. of the development.
- Transportation Engineering requires that bus stops be located more than 50 ft. away of any intersection. Bus stops placed within 50 ft. of an intersection (which happens quite often according to Lynchburg City Traffic Engineer) cause a loss of sight distance and increase safety concerns.
- Pedestrian improvements to Old Forest Rd. could greatly increase accessibility to bus stops along that corridor. Currently, Old Forest Rd. is one of the busiest commercial corridors in Lynchburg City, but has very spotty pedestrian accommodations.
- Pedestrian improvements to Florida Ave. have been proposed in the City's Capital Improvements plan for FY19. These improvements would include a road grade adjustment (lowering) at the overhead rail crossing on Florida Ave. which is currently the prohibitive factor for connecting Florida Ave. (Route 2, James Crossing Apartments (Greenview Drive), Campbell Ave.) to Downtown Lynchburg. Currently, buses don't have clearance under the rail crossing, therefore creating a major time constraint to customers in the aforementioned areas (James Crossing Apartments (Greenview Drive), Campbell Ave.) to get to downtown.
- Upgrades to pedestrian facilities along Campbell Ave. have been proposed to eliminate problems with ADA accessibility concerns. There are several intersections and sidewalk segments that don't have curb cuts—making it a major obstacle for the mobility impaired.
- Downtown Master Plan will call for increased frequency of bus service due to parking concerns in downtown. The continued growth and expansion of Downtown Lynchburg hinges on better transit service. This means more frequent fixed route service.
- Traffic coming in to Lynchburg has increased significantly over the years—with a major bottleneck being the Lakeside/221 intersection.
- Opportunities for improvement





- Increased communication between GLTC Operations and Maintenance staff and the City Traffic Engineering Dept. to avoid stops having to be removed or relocated due to not following the 50 ft. rule.
- More frequent service to downtown
- Express routes to major employment centers (Downtown, Centra General Hospital, Lakeside/221) in Lynchburg

GLTC Board of Directors

- Board members expressed their concerns and areas they would like the plan to consider:
 - How downtown revitalization will impact GLTC
 - Desire for high frequency service between downtown and transfer center
 - EDA has difficulty getting corporations to come to Lynchburg – transit should support this
 - Need for system to be more robust in responding to demand in high density areas
 - Providing service to large employer centers like the hospital
 - Consider concentrating higher quality service on key corridors, less transfers, and more direct routes in a condensed service area
 - Focus should be on quality of service in Lynchburg before looking at intercity connections
 - In general, the City Council does not think the hub-and-spoke system works
 - Look for areas with the most ridership potential and provide direct connections
 - Cannot operate with very frequent service with existing assets (39 buses) - need creative solutions
- Strengths of GLTC
 - Excellent equipment and wonderful employees
 - Very good relationship between GLTC and the City of Lynchburg
 - Real-time map and bus stop signs
 - Transfer Center is multimodal
- Opportunities for Improvement
 - Outreach and partnership with the business community
 - Use of Region 2000 and Ride Solution tools (e.g., corporations offering discounted fares for employees, etc.)
 - Employer partnerships
 - Awareness of real-time information – many customers do not know about it
 - Resource allocation – GLTC is spread thin and would like to focus on areas that provide the “biggest bang for the buck”
 - Marketing awareness – how to use the system, benefits of the service, how to purchase a bus pass, need for a comprehensive and targeted marketing plan
 - Headways are a barrier, travel time is too long, and many people don't have time to ride the bus
 - Capturing riders of choice, especially as parking downtown becomes more challenging





A.12 – Three Year Retrospective Financials

Three-Year Retrospective of Operating Revenues

Fiscal Year	Farebox/ Contracted	Federal	State	Local	Other	TOTAL
FY16	\$2,182,715	\$2,214,899	\$1,442,121	\$1,451,676	\$112,922	\$7,404,333
FY17	\$3,077,550	\$2,115,666	\$951,481	\$1,782,970	\$107,168	\$8,034,835
FY18	\$2,570,706	\$2,508,565	\$1,729,674	\$1,522,056	-	\$8,331,001

Source: National Transit Database

Three-Year Retrospective of Capital Revenues

Fiscal Year	Federal	State	Local	TOTAL
FY16	\$6,904,629	\$3,966,410	\$1,181,941	\$12,052,980
FY17	\$5,987,475	\$3,692,334	\$974,151	\$10,653,960
FY18	\$1,051,218	\$267,524	\$61,941	\$1,380,683

Source: National Transit Database

Three-Year Retrospective of Operating and Capital Expenses

Fiscal Year	Operating	Capital
FY16	\$7,404,333	\$12,052,980
FY17	\$8,034,835	\$10,653,960
FY18	\$8,331,001	\$1,380,683

Source: National Transit Database





A.13 – Audited Financial Report

