

Greenville-Emporia Transit Transit Development Plan

Final Report – February 2023



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Chapter 1

Overview of Public Transportation in the Region

Introduction

A transit development plan (TDP) is a multi-year planning document that is intended to provide direction for a transit system and its community partners. The planning process identifies transit needs, develops potential improvements to meet the needs, prioritizes these potential improvements, and identifies the resources needed to implement the chosen improvements.

The planning process for a TDP is typically guided by transit program staff, with input from an advisory committee made up of transit program stakeholders and community partners. Public and rider input is also sought during the process to ensure the plan reflects the needs of the community.

In Virginia, the Virginia Department of Rail and Public Transportation (DRPT) requires that each local transit program complete a TDP once every six years. DRPT uses the information compiled within the TDPs for programming, planning, and budget activities. DRPT provides financial resources so that local transit programs can access consultant assistance to complete the plans. Once completed, the Greenville-Emporia Transit (GET) TDP will provide a basis for inclusion of GET's operating and capital program in the Commonwealth's Six Year Improvement Plan (SYIP) and Statewide Transportation Improvement Program (STIP). The TDP planning process follows a set of requirements and a report format outlined by DRPT. The current planning horizon for TDPs in Virginia is ten years.

This is the first transit development plan for GET, as service was initiated in 2017 following a feasibility study that was completed in 2016. The TDP planning process was initiated in September 2021 at the September 29, 2021, meeting of the Greenville-Emporia Transit Advisory Board (GETAB).

This first chapter of the TDP provides an overview of the transit program and provides background information and data that was used for the subsequent data collection, analysis, and eventual recommendations for the ten-year plan.

Background

Greensville County and the City of Emporia are in southeastern Virginia at the crossroads of the I-95 and U.S. 58 travel corridors. The presence of these two major roadways has a big impact on the local economy, with a number of hotels and travel services located within the City of Emporia and Greensville County.

The county and city are rural in nature, with a combined population of fewer than 20,000 residents. The 2020 Census data indicates that Greensville County has a total population of 11,391 and the City of Emporia has a population of 5,766. These figures are lower than the 2010 Census population of 12,243 for the county and 5,927 for the city. The city is the smallest independent city in the Commonwealth of Virginia and serves as the county seat for Greensville County. A map of the county and city is provided in Figure 1-1.

The county and city work together on several projects, including public transportation. The Greensville Emporia Transit (GET) system was initiated in October 2017, after the completion of a Transit Feasibility Study and the successful award of grant funds through the Virginia Department of Rail and Public Transportation (DRPT). Greensville County serves as the grant subrecipient for federal and state transit funds for public transportation in Greensville County and the City of Emporia.

Currently GET offers one fixed route that operates on hourly headways in Emporia and nearby areas of Greensville County. The focus of the route is to connect residents with employment, education, healthcare, essential government services, shopping, and recreation opportunities in the area. There are seventeen assigned stops along the route. A paratransit vehicle is available for riders who cannot access the fixed route.

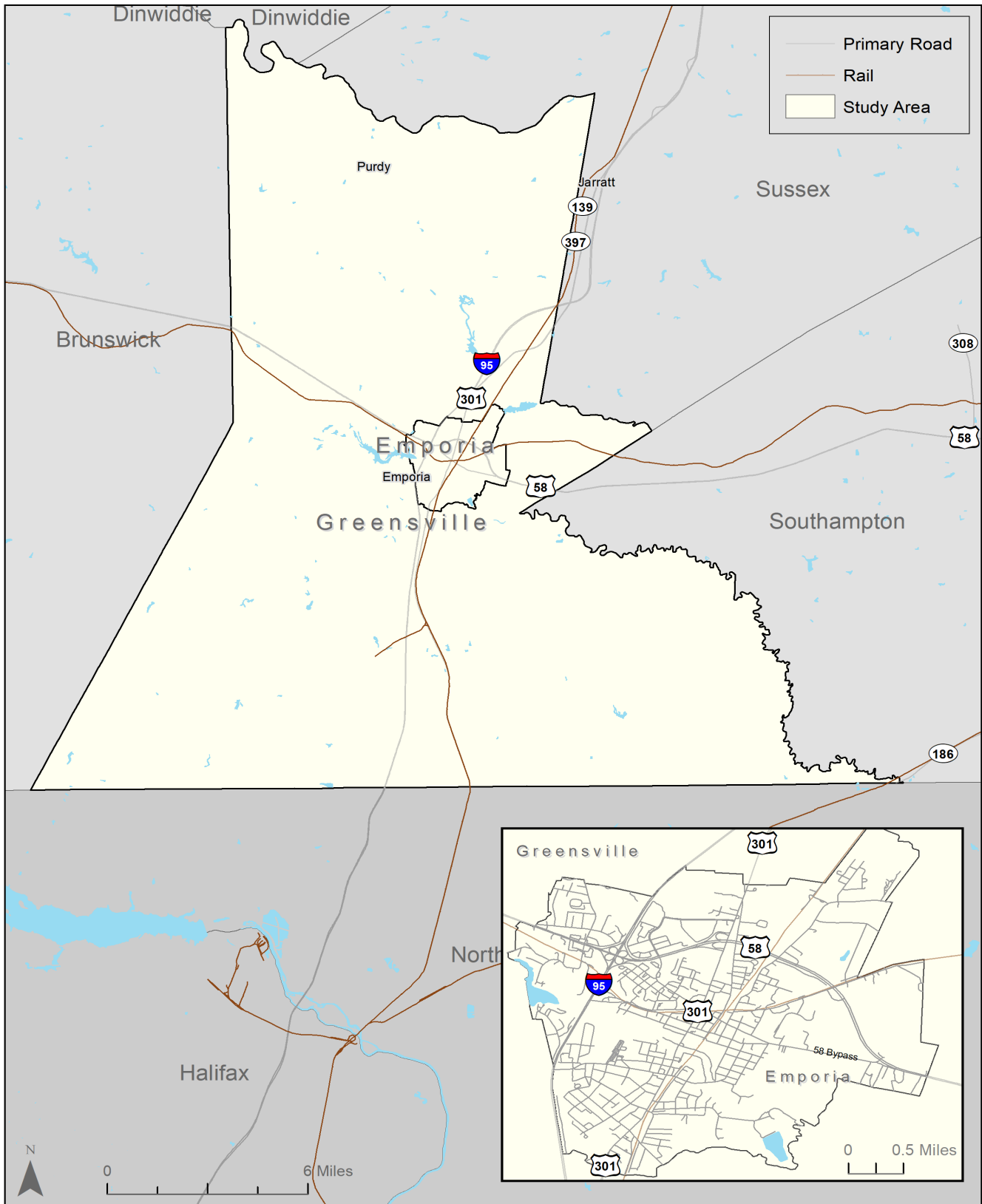
History

There is little to be found concerning the early history of public transportation in Greensville County and the City of Emporia. There are historic references to the Petersburg Railroad, which operated between Petersburg and Weldon, North Carolina, with stops in Stony Creek, Jarratt, Hicksford (now Emporia), Pleasant Hill, Garysburg, and Weldon. This railroad operated between 1833 and 1898 and was purchased by the Atlantic Coast Line Railroad, and later by the Seaboard System (CSX).¹ Amtrak currently runs through Emporia but does not stop. Intercity bus service was previously offered by Greyhound, but this service has also been consolidated to serve larger markets only.

The current GET public transportation service was developed by the county as a partnership with the city, recognizing that important governmental, educational, and social services had moved out of downtown Emporia and were difficult to access for the population base that needed access to these services. Local stakeholders also saw a need to implement a public transportation program so that residents could access work, education, shopping, and medical destinations.

¹ Emporia Railroad History Marker, Marker Number UM-44, Virginia Department of Historic Resources.

Figure 1-1: Greenville County and the City of Emporia, Virginia



Governance

As a county-based program, the Greenville County Board of Supervisors serves as the governing board for GET. The Board is comprised of four members, each of whom represents an electoral district. Board members are elected for four-year terms. The current Board of Supervisors is listed in Table 1-1.

Table 1-1: Greenville County Board of Supervisors

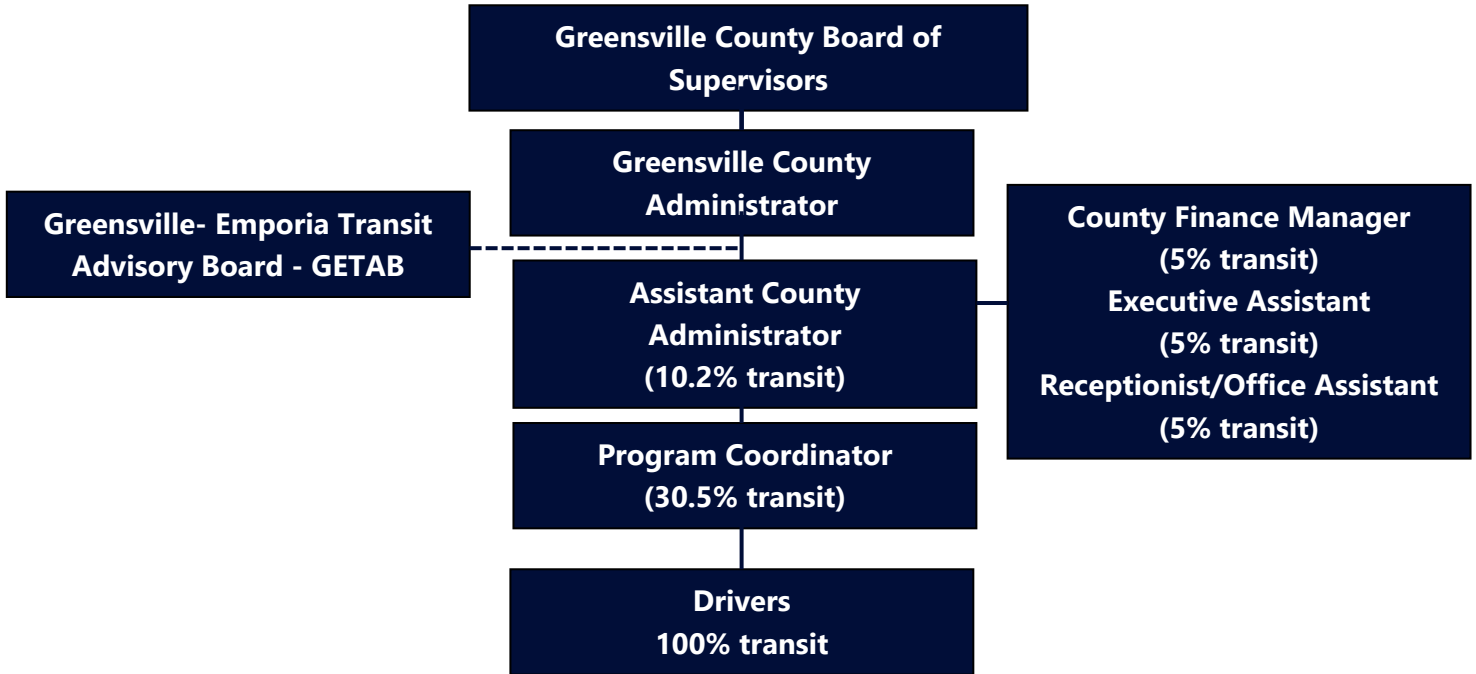
Name	Election District	Position
Belinda D. Astrop	Election District 1	Vice-Chair
James R. Brown	Election District 2	Member
William B. Cain	Election District 3	Member
Tony M. Conwell	Election District 4	Chair

The Greenville- Emporia Transit Advisory Board (GETAB) is comprised of local transit stakeholders and serves in an advisory capacity for the program. GETAB meets every other month on the last Tuesday of the month. The GETAB members are listed in Appendix A.

Organizational Structure

The organizational structure of GET is provided as Figure 1-2. Primary oversight for the transit program is provided by the Assistant County Administrator and a Supervisor within the Solid Waste and Transportation Department. Other key County staff members provide assistance for the program, which is operated by county employees.

Figure 1-2: Greenville- Emporia Transit Organizational Chart



Transit Services Provided and Areas Served

The current route serves the City of Emporia and parts of Greenville County and includes stops at the following locations:

- The Greenville County Complex, including the Southside Virginia Education Center, the Virginia Employment Commission, District 19 Community Services Board, and the Department of Social Services
- Trinity Woods (senior apartment complex)
- Halifax Street
- Low Ground Road
- Easter Street
- School Street
- Richardson Memorial Library
- Emporia Police Department
- Southside Surgical Specialties
- Bon Secours - Southern Virginia Regional Medical Center
- Goodwill
- Carriage Run Apartments
- Food Lion
- Walmart



The route is shown in Exhibit 1-1.

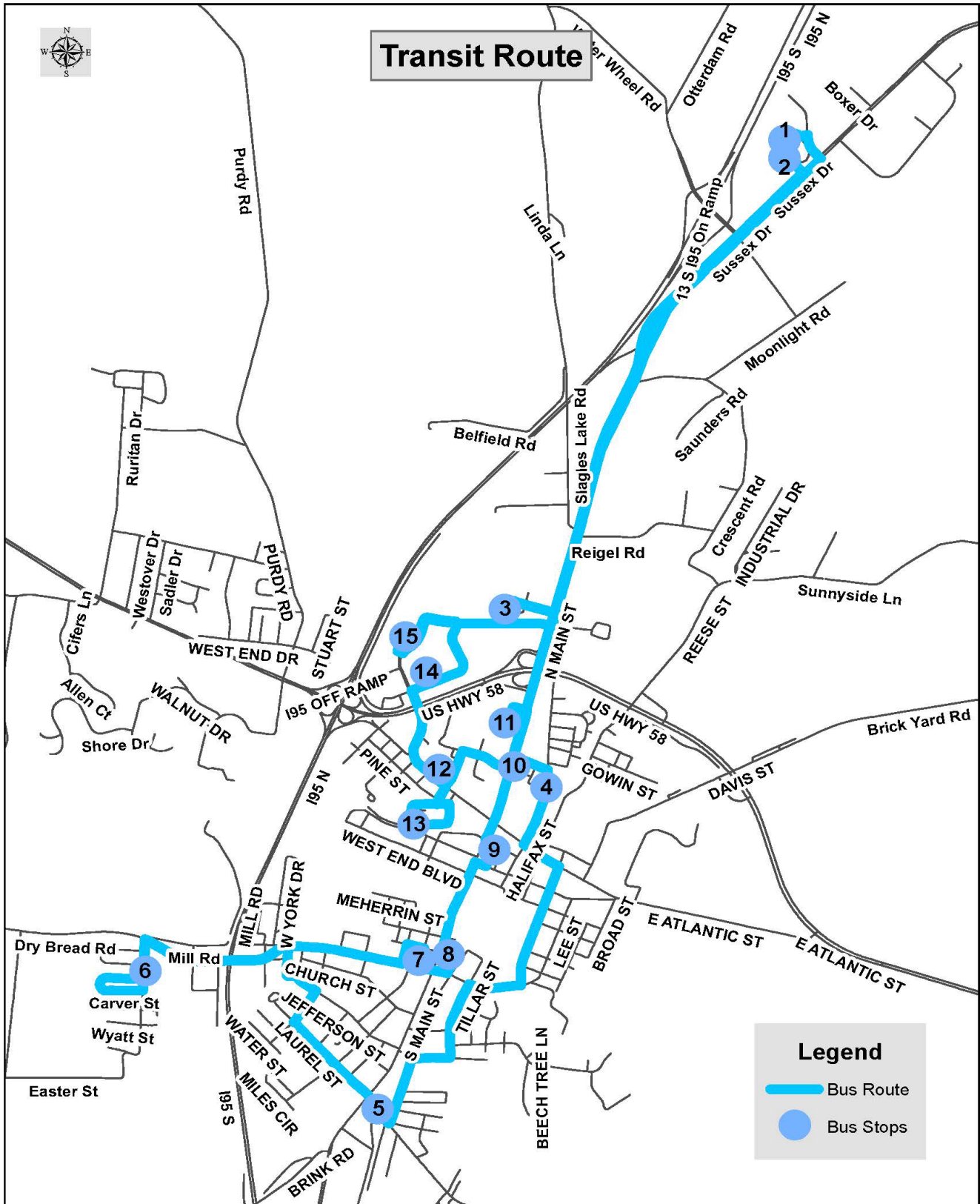
Fare Structure

GET's fare is \$1.00 per ride. The ADA paratransit fare is \$2.00 per ride. Tokens are also sold and can be purchased by riders and by local agencies that subsidize transportation for their clients. A photo of a token is provided as Figure 1-3.

Figure 1-3: GET Token



Exhibit 1-1: Greenville- Emporia Transit Route



Fleet

GET uses a fleet of three vehicles to provide service for the route. One vehicle operates during the morning shift, the second operates during the afternoon shift and the third is a spare vehicle. Drivers use a county card to purchase fuel at a local Shell station. Vehicle maintenance is provided by a local vendor. The fleet details are shown in Table 1-2. A photo of vehicle #3 in front of the Golden Leaf Commons is provided in Figure 1-4.

Table 1-2: GET Fleet

Vehicle Description	Vehicle #	Model Year	Engine Type	Wheelchair Accessible	Odometer December 2022
Ford Allstar	1	2017	Gas	Yes	123,662
Ford Allstar	2	2017	Gas	Yes	100,085
Ford Starcraft Allstar	3	2018	Gas	Yes	49,313

Figure 1-4: GET Vehicle #3



Existing Facilities

The program operates out of the county's Golden Leaf Commons facility, which is co-located with the Greenville County Complex. Drivers report to work at the facility and a driver break room is provided. Vehicles are parked at the facility.

Transit Security Program

Elements of GET's transit security program include the following:

- Each bus has a designated county cell phone.
- Vehicles are equipped with cameras that provide multiple viewing angles to provide a 360-degree of the interior of the bus. This also includes audio.

Intelligent Transportation Systems (ITS) Program

ITS programs in public transportation programs encompass a broad range of communication-based information and electronics technologies that serve to improve safety, efficiency, and service, through the use of real-time information. Currently GET does not use any ITS systems, though the bus stops are visible in Google maps. GET management reported that in the future the county would like to include ITS solutions to benefit riders and drivers.

Data Collection and Ridership/Revenue Reporting

Ridership and Fares

Each time a passenger gets on the vehicle the driver indicates using a manual counter whether they boarded at a county stop, or a city stop. There are two separate counters in each vehicle – one to record county ridership and one to record city ridership. This is tracked, as the county and city have a local share agreement based on whether the riders board at county or city stops. The driver records the ridership tallies, fares, and tokens using a paper driver's log.

The locked money boxes are pulled from the vehicles daily and taken to the County Treasurer's office, along with the drivers' logs. Staff from the Treasurer's Office count the fares and reconcile them with the driver's logs. The Treasurer's Office then deposits the fare revenue at the bank and records it into the transit account. Once this process is complete, the drivers' logs are returned to the Assistant County Administrator's office. The administrative assistant then enters the information into a Microsoft Excel spreadsheet and reports the information to DRPT's OLGA system monthly.

Revenue Miles and Hours

The revenue miles are also recorded on the driver's logs and entered into GET's tracking spreadsheet by the administrative assistant. Hours are calculated based on the schedule, with adjustments made for inclement weather. Hours are not recorded on the driver's logs. This information is also entered into DRPT's OLGA system monthly.

Coordination with Other Transportation Service Providers

GET is the only public transportation service that operates in the Greenville-Emporia area. There is not currently an intercity bus stop in Emporia.

Petersburg Area Transit

Petersburg Area Transit has been awarded grant funding through DRPT through the Transit Ridership Incentive Program (TRIP) for a regional route that will connect Emporia and Petersburg. The proposed stop for Emporia is at the Food Lion. Three daily round-trips are proposed. This route is expected to begin service in FY2023. Additional details will be provided once they are made available. It will be important for GET to coordinate with this new service to ensure that GET riders can access the route.

Specialized Transportation Providers

Limited specialized transportation for particular client groups is provided in the area. These programs are listed below.

- In Virginia **LogistiCare** serves as the statewide coordinator for non-emergency Medicaid transportation (NEMT) for those enrolled in the Fee for Service program (FFS). NEMT may be arranged via mileage reimbursement to a family member or friend, public transportation if available, or private contractor. The FFS NEMT program is called "Ride Assist" and the Greenville/Emporia area is in Region 3, which is based in Richmond. For those enrolled in a Managed Care Organization (MCO), participants call the MCO directly for NEMT arrangements. Many of the NEMT providers are taxicab companies.
- **The Crater District Agency on Aging** provides a number of services for senior adults in the City of Colonial Heights, Emporia, Hopewell and Petersburg, and the counties of Dinwiddie, Greenville, Prince George, Surry, and Sussex. Prior to the pandemic, services included transportation, congregate meals, home delivered meals, homemaker services, weatherization, foster grandparent, RSVP, and senior employment opportunities. Currently the agency is offering home delivered meals, legal services, and medical transportation. The transportation program operates Monday through Friday from 9:00 a.m. to 4:00 p.m. and eligibility is income based. The program uses agency vehicles, some of which are accessible for people with disabilities.

- **The District 19 Community Services Board (CSB)** is “a multi-jurisdictional, community based organization whose mission is to improve the quality and productivity of the lives of individuals who experience, or are at risk of experiencing, mental disabilities and/or substance abuse.”² The CSB is licensed by the Virginia Department of Behavioral Health and Developmental Services to provide mental health, intellectual disability, substance abuse and prevention services to the citizens of the cities of Colonial Heights, Emporia, Hopewell and Petersburg, and the counties of Dinwiddie, Greensville, Prince George, Surry and Sussex. The CSB operates a clinic that is located in the Greensville County complex. Clients attend the clinic at specific times for substance abuse programs. Clients participating in other agency programs also attend the clinic at various days and times, generally Monday through Friday during business hours. CSB clients typically need transportation to get to medical appointments that are often located at 6 Doctor’s Drive, Emporia, behind the hospital. If a client is eligible for Medicaid and the trip is medically necessary, the CSB arranges transportation with LogistiCare. To accommodate clients who are not Medicaid eligible and do not have access to another source of transportation, the CSB will provide transportation using a CSB vehicle. The CSB has two vans that are driven by program staff to provide transportation when necessary.

Private Transportation Providers

Taxicabs

- Cabbies Transportation - Emporia
- Halifax Cab – Emporia
- Robinson’s Cab - Emporia

Transportation Network Companies (TNCs)

Uber and Lyft provide on-demand, ride-hailing transportation service in the region. Service is available 24 hours a day, 7 days a week though the supply of vehicles varies by time of day and geographic area. Customers are required to set up an account with Uber or Lyft and link a debit/credit card to their account. No cash is exchanged between drivers and passengers, and two or more passengers can split payments. Both Uber and Lyft offer several classes of service at different costs, which vary by the vehicle used and whether the ride is shared with other passengers.

To reserve a trip, customers are required to use a smartphone to request a vehicle, indicating their pickup location and destination. Passengers are sent the vehicle type, color, and license plate number of the vehicle coming to pick them up. Upon arrival at the requested origin, drivers wait two minutes for passengers. After two minutes, the driver cancels the trip and charges the passenger a cancellation fee. Stakeholders have indicated that the availability of TNCs in Greensville County and the City of Emporia is limited.

² District 19 website

Public Outreach

As a relatively new transit program, GET is exploring new opportunities and avenues for publicizing the service. Currently GET uses the following mechanisms to provide information to the public about the program:

- Proposed route changes and other GET information are advertised in the local newspaper, are shared on the County and City's websites, and are posted on the County and City's Facebook pages. Information is also shared with the Sheriff's Office and Chamber of Commerce, and these agencies are asked to share it on any social media and/or email distribution lists.
- Printed brochures are available at the following locations:
 - Greenville County administrative building
 - City of Emporia municipal building
 - Southside Virginia Community College (SVCC) – Southside Virginia Education Center
 - Department of Social Services

GET's budget is also part of Greenville County's annual budget process, which is publicly discussed during regular meetings of the Board of Supervisors.

Greenville Emporia Transit Transit Development Plan Chapter 2: Goals, Objectives, and Standards

Introduction

This chapter of the Transit Development Plan (TDP) presents the mission and draft goals for Greenville Emporia Transit (GET); documents unmet community mobility needs in the area as discussed by GETAB members; and presents draft service standards.

The TDP kick-off meeting was held during GETAB's regularly scheduled meeting on September 29, 2021. Some members of the committee participated in person, while others participated virtually.

The TDP discussion focused on the following topics:

1. Overview of the TDP process
2. A discussion of unmet public transportation needs within the community

GET's Mission and Goals

Mission Statement

The mission statement for GET is:

"Providing safe, reliable, and affordable public transportation serving the Greenville Emporia area."

System Goals

Prior to the TDP process, GET did not have adopted goals for the system. The following goals were developed to help provide direction for the future growth and development of the system. Most transit agency goals attempt to incorporate basic broad areas of importance for a transit program such as safety, financial viability, and customer service. Objectives were developed for each goal to help GET and GETAB evaluate the extent to which the system is meeting these goals and fulfilling its mission. Some of the objectives are time sensitive and will need to be updated annually.

Goal 1: Manage, maintain, and enhance the existing public transportation system.

Objective 1.1 – Ensure the system is compliant with DRPT and FTA requirements.

Objective 1.2 – Install bus shelters at key locations to improve passenger comfort.

Objective 1.3 – Identify opportunities to better serve existing markets, such as providing service on additional days or extending hours of service.

Goal 2: Continue to work in partnership with the City of Emporia and other local partners to ensure system viability.

Objective 2.1 – Continue to expand the advertising program to build local revenue.

Objective 2.2 – Explore additional partnership opportunities with local businesses, employers, educational institutions, and other community stakeholders to maximize financial support for transit.

Objective 2.3 – Continue to meet regularly with GETAB to remain responsive to community transportation needs.

Objective 2.4 - Review the fare structure annually to determine if fares are both affordable for riders and economical for the operations of the system.

Goal 3: Provide public transportation services in a cost-effective manner.

Objective 3.1 – Monitor the system’s performance measures, with the goal of improving them. These measures are discussed on page 2-5.

Objective 3.2 – Evaluate service design if performance measures do not continue to improve as the community recovers from the effects of the Covid-19 pandemic.

Goal 4: Ensure that vehicles are clean, well maintained, and safely operated.

Objective 4.1 – Monitor vehicle maintenance and cleaning to ensure that preventive maintenance services and vehicle cleaning are completed on time.

Objective 4.2 – Monitor driver performance through periodic ride-alongs and spot checks via the camera system.

Goal 5: Offer connections between housing areas and medical facilities, employment areas, shopping centers, schools, and community agencies.

Objective 5.1- Implement the second GET route to serve additional important transit origins and destinations in Emporia and Greensville County.

Objective 5.2 - Explore future connections to other areas, including the Town of Jarratt

Unmet Community Mobility Needs

An important purpose of the kick-off meeting was to solicit information from GETAB and Greenville County staff concerning unmet public transportation needs within the community, as well as to provide an opportunity for members and staff to discuss any transit initiatives they would like to see implemented over the next several years. The following transit needs and issues were discussed:

- There is a need to expand transit service to the western side of I-95 along the U.S. 58 corridor. There are several employers located just west of I-95, including five hotels and several fast food restaurants and gas stations.
- Service to Brook Ridge Apartments has been requested. These apartments are located on the west side of U.S. 301, south of the City of Emporia and north of the U.S. 301/I-95 interchange.
- If the system is expanded to include bus shelters and additional vehicles, what will the plan be for maintaining these facilities and equipment? How will additional personnel be accommodated? What are the financial implications of expanding service?
- There is a critical need for public transit services.
- Could there be evening hours for students to access Southside Virginia Community College (SVCC)? When the route was first implemented it served this market, but the usage was too low to justify the additional hours. If attendance increases at SVCC, later hours of transit service would be helpful.
- Later hours of service would also be helpful for Greenville/Emporia Department of Health clients who attend programs that are held between 5:00 p.m. and 8:00 p.m. The Department of Health is located within the Greenville County Government Office Park.
- There is a need for additional stops on the east side of U.S. 301: in the area of Halifax Street, Lee Street, and Atlantic Street.
- Public transit service between Emporia and Boar's Head Brand (located west of Jarratt) would provide access to job opportunities. Boar's Head operates four shifts, which start at: 1:00 a.m.; 6:00 a.m.; 1:00 p.m.; and 4:00 p.m. The shifts do not have specific end times and are typically between 10 and 12 hours.
- Service to Jarratt and the Greenville Correctional Center would provide access to job opportunities.
- The City of Emporia is concerned about the cost sharing arrangement. The City Manager is hoping that advertising revenue and increased ridership can lower the city's annual contribution to the system.
- GETAB members are interested in increasing ridership to employment centers and extending the hours to accommodate employee hours as well as classes at SVCC. There is concern about paying for additional service.

Petersburg Discussion

GETAB was asked by the City of Petersburg to provide a letter of support for Petersburg Area Transit's (PAT) proposed transit service between Emporia and Petersburg. The city applied for a \$2.6 million grant from DRPT for the service. GETAB members recognize a need for this public transit linkage but are concerned about the following issues:

- Will local match be required from either the City of Emporia or Greensville County? GETAB members indicated that they would prefer to prioritize local community public transportation improvements.
- Would this type of service result in Emporia and Greensville County residents spending their money in Petersburg and Colonial Heights, rather than locally?
- There were concerns about the specific schedule that was provided for review.

Given these concerns, GETAB was not ready to provide a letter of support for the proposed service.

Follow-Up

Subsequent to the GETAB discussion concerning the project, PAT was awarded grant funding from DRPT through the Transit Ridership Incentive Program (TRIP) to implement the route. The TRIP is a new program that focuses on providing regional connectivity for urbanized areas (over 100,000 population) and increasing statewide ridership by supporting fare-free and subsidized fare pilot programs to assist low-income riders. The program is similar to the Demonstration Program, in that the matching ratio is 80% state and 20% local.

The service is expected to begin in FY2024. Limited service details are provided within Chapter 1 – "Coordination with Other Transportation Service Providers." It will be important for PAT and GET services to be coordinated so that GET riders have access to the new route, which will open up regional mobility options for residents of Greensville County and the City of Emporia. Preliminary route information indicates that the service will stop in Emporia at the Food Lion bus stop.

Service and Performance Standards

Service standards are benchmarks by which service performance is evaluated. Service standards are typically developed in several categories, such as service coverage, passenger convenience, safety, fiscal condition, productivity, and passenger comfort. The most effective service standards are straightforward and relatively easy to calculate and understand.

Service standards are used as a measure of compliance with Title VI of the Civil Rights Act of 1964, to ensure that services are provided equitably to all persons in the service area, regardless of race, color, or national origin.

GET's Title VI Plan details the systemwide service standards meant to ensure this equity, including standards on vehicle load, vehicle headways, on-time performance, and service availability.

The following standards are included in GET's Title VI Plan:

- **Vehicle Load** – The GET standard for maximum vehicle load is 18 passengers without a wheelchair and 14 passengers with a wheelchair.
- **Vehicle Headways** – GET's standard for vehicle headways is one hour round trip.
- **On-Time Performance** – GET's standard for on-time performance is as follows: 90% of all runs completed will be within three minutes of the scheduled stop time.
- **Service Availability** – GET service will be available from 7:00 a.m. to 7:00 p.m., Monday through Friday.

DRPT Performance-Based Allocation Metrics

In FY2020 DRPT implemented a new performance-based methodology for allocating operating assistance funding pursuant to the Code of Virginia and Commonwealth Transportation Board (CTB) policy. The methodology was developed through coordination with Virginia's Transit Service Delivery Advisory Committee (TSDAC) and the CTB, which resulted from a 2018 legislative mandate to base grant amounts on agency performance.¹ The methodology developed considers sizing and performance metrics.

The sizing metrics and weights for FY2021 and beyond are:

Operating cost	50%
Ridership	30%
Revenue vehicle hours	10%
Revenue vehicle miles	10%

The five performance metrics and weights are:

- Passengers per revenue vehicle hour (20%)
- Passengers per revenue vehicle mile (20%)
- Operating cost per revenue vehicle hour (20%)
- Operating cost per revenue vehicle mile (20%)
- Operating cost per passenger trip (20%)

¹ DRPT, Development of Performance-Based Operating Assistance Methodology, Fiscal Year 2020.

GET Performance Metrics

Table 2-1 provides the GET values for these metrics for fiscal years 2017 through 2021. The effect of the Covid-19 pandemic can be seen most prominently within the FY2021 metrics, as the pandemic affected the entire year.

Table 2-1: GET Performance Metrics: FY2018 - FY2021

Metric	FY2018 ⁽¹⁾	FY2019	FY2020 ⁽²⁾	FY2021 ⁽³⁾
Passenger Trips per Revenue Hour (4)	1.48	2.57	3.51	1.54
Passenger Trips per Revenue Mile	0.10	0.15	0.20	0.09
Cost per Revenue Hour (4)	\$55.26	\$45.59	\$67.02	\$52.88
Cost per Revenue Mile	\$3.87	\$2.61	\$3.87	\$3.03
Cost per Passenger Trip	\$37.22	\$17.72	\$19.09	\$34.43

(1) Partial year - service started in October, 2017

(2) Includes two-month Covid shutdown

(3) Includes a full year of Covid effects

(4) Estimate for FY2021

Given that these five metrics are being used by DRPT to allocate funding, it is recommended that GET adopt these metrics internally when reviewing performance.

Process for Updating Goals, Objectives, and Standards

As part of the TDP process, the proposed performance and service standards will be reviewed and adjusted as needed to reflect what is feasible for GET to monitor through appropriate data collection efforts. Once refined, it is recommended that GET use these standards to gauge service performance and adjust services as warranted and feasible. It is also recommended that an annual review of service standards take place as part of the grant preparation cycle, as these measures have taken on greater importance for GET's annual funding allocation through DRPT. Any changes for these measurement tools can be included in the annual TDP update.

Chapter 3

Service and System Evaluation

Introduction

This chapter of the TDP focuses on two primary analyses. The first focus is a description and analysis of the recent performance of Greenville-Emporia Transit (GET), including analyses of trends, peers, recent ridership, a passenger survey, and a community survey. The second area of focus provides an analysis of transit needs, including a demographic and land use analysis and a review of relevant studies and plans.

Overall, this chapter includes 11 major components that are presented in the following order:

1. System Evaluation
2. Financial Information
3. Peer Analysis
4. GET Passenger Surveys
5. Public Survey
6. Population Analysis
7. Transit Dependent Populations
8. Title VI Demographic Analysis
9. Land Use Profile
10. Travel Patterns
11. Review of Previous Plans and Studies

System Evaluation

Trend Data

GET began operation in October 2017, which was the beginning of the second quarter of FY2018. The current service is comprised of one fixed route that serves the City of Emporia and parts of Greenville County. Ridership on the route almost doubled between FY2018 and FY2019, and increased another 7.9% between FY2019 and FY2020, even with the pandemic-related three-month shut down at the end of FY2020. Ridership in FY2021 dropped significantly, which is in keeping with the pandemic experience of most transit systems in the U.S. Data for the first 11 months of FY2022 indicate that ridership is starting to come back slowly. The focus of the TDP recommendations is to help GET recover and continue on its pre-pandemic ridership growth trend. The transit program trend data are shown Table 3-1.

Table 3-1: Transit Program Trend Data

Metric	FY2018 (1)	FY2019	FY2020 (2)	FY2021 (3)	FY2022 - 1st 11 months
Passenger Trips	3,946	7,840	8,462	4,382	4,346
Revenue Hours (4)	2,658	3,048	2,410	2,853	2,828
Revenue Miles	37,909	53,147	41,782	49,755	47,761
Total Operating Costs	\$146,888	\$138,958	\$161,517	\$150,878	\$156,365
Passenger Trips per Revenue Hour	1.48	2.57	3.51	1.54	1.54
Passenger Trips per Revenue Mile	0.10	0.15	0.20	0.09	0.09
Cost per Revenue Hour	\$55.26	\$45.59	\$67.02	\$52.88	\$55.29
Cost per Revenue Mile	\$3.87	\$2.61	\$3.87	\$3.03	\$3.27
Cost per Passenger Trip	\$37.22	\$17.72	\$19.09	\$34.43	\$35.98
Miles per Hour	14.3	17.4	17.3	17.4	16.9

(1) Partial year - service started in October, 2017

(2) Includes two-month Covid shutdown

(3) Includes a full year of Covid effects

(4) Estimate for FY2021

Route and Service Information

The GET route operates Monday through Friday from 7:00 a.m. to 7:00 p.m. The fixed stops and schedule are provided in Table 3-2. The route map is provided in Chapter 1. Typically, this section of the TDP would describe each route, including an analysis of the operating data for each. For GET, the analysis is focused on the single route. ADA complementary paratransit is offered as well for riders who cannot access a fixed stop, with infrequent demand for service.

Table 3-2: GET Schedule

Location	Stop Past the Hour
VEC/SVEC	:00
DSS	:02
Trinity Woods	:06
Halifax Street	:10
Low Ground Road	:17
Easter Street	:23
School Street	:27
Richardson Memorial Library	:30
Emporia Police Department	:32
Southside Surgical Specialties	:34
SVRMC - Front Door	:36
Goodwill	:40
Carriage Run Apartments	:44
Food Lion Parking Lot	:50
Wal-Mart Parking Lot	:53

Financial Information

The FY2022 transit budget for GET was \$160,804. The budget details are provided in Tables 3-3 and 3-4. The actual expenses for FY2021 were \$150,878. These expenses were about \$4,000 under budget, due to a three-month Covid-related shut down. The direct Covid-19 expenses recorded in FY2021 were \$8,354. As would be expected, the largest expense category for the program is personnel.

The largest single source of funding assistance for the transit program comes from the Federal Section 5311 rural transit program. For FY2022, GET also had a significant level of CARES and ARPA funding from the Federal government.

The current year operating budget (FY2023) is \$200,232.

Table 3-3: GET Budget, Transit Program Expenses, FY2022

Category	Expense
Personnel Expenses	
Program Manager	\$7,939
Administrative Assistant	\$8,341
Daily Operations Manager	\$15,270
Drivers	
1 Full Time	\$33,455
3 Part Time	\$21,650
Total Salaries and Wages	\$86,655
Holiday	\$3,000
Fringe Benefits	\$28,049
Total Salaries and Fringes	\$117,704
Other Operating Expenses	
Cleaning supplies/services	\$3,500
Education and training	\$500
(CPR) education and first aid supplies	\$400
Vehicle supplies and materials	\$750
Motor fuels and lubricants	\$15,000
Tires and tubes	\$4,050
Postal Services (rental of equipment)	\$25
Travel	\$250
Communication services	\$1,000
Printing and reproduction	\$2,500
Contracted repair and maintenance	\$6,200
Advertising and promotion media	\$1,500
Dues & subscriptions	\$125
Drug testing supplies	\$1,600
Insurance and bonding	\$1,900
Other - uniforms	\$300
Professional Services	\$3,500
Subtotal, Other Operating Expenses	\$43,100
Total Operating and Salaries	\$160,804

Table 3-4: GET Budget, Transit Program Revenue and Funding, FY2022 and FY2023

Source	FY2022	FY2023
Revenue	\$6,000	\$7,000
Federal - FTA Section 5311	\$56,367	\$98,366
Federal - CARES/ARPA	\$44,569	\$0
DRPT Operating Assistance	\$31,766	\$45,263
Local Funding	\$22,102	\$49,603
Total	\$160,804	\$200,232

Peer Analysis

While it is most relevant for a transit agency to examine its own performance over time, it is valuable to know the operating statistics for transit programs that could be considered “peers,” either by virtue of location, service area characteristics, or size to see if local transit data is “in the ballpark” of typical peer operating data. In addition, GET is a relatively new program as compared to the peer agencies.

In light of the ongoing pandemic, we have included peer data from the National Transit Database for FY2019 and FY2020. This allows a comparison of pre-pandemic as well as more current data. The FY2021 National Transit Database information is not yet available.

The following programs were used as peers:

- The Town of Altavista, VA
- Lake Area Bus (Halifax/South Boston and South Hill)
- Graham Transit (Bluefield, VA)

The peer data compiled show the following:

- GET operates the fewest number of vehicles among the peer systems.
- GET’s program in FY2019 was of similar size to the Town of Altavista in terms of miles and hours but had fewer passenger trips. In FY2020, GET’s program was smaller than Altavista’s in terms of miles and hours.
- In FY2020 GET’s expenses were higher than those of the Town of Altavista and Lake Area Bus.
- GET’s productivity improved significantly between FY2019 and FY2020, which brought its productivity closer to the mean.
- GET’s cost per trip was the highest among the systems but should come down as ridership increases over time.

The complete peer data are presented in Tables 3-5 and 3-6.

Table 3-5: Selected Peer Comparison – FY2019 National Transit Database

System	Vehicles Operated in Max. Service	Approx. Service Area Population	Annual Passenger Trips	Total Operating Expenses	Vehicle Rev. Hours	Vehicle Rev. Miles
Town of Altavista	2	3,439	17,939	\$ 99,409	3,012	48,396
Lake Area Bus (D/R)	2	14,488	13,588	\$ 142,762	5,127	61,016
Graham Transit	3	4,832	45,092	\$ 306,544	8,115	133,672
GET	1	5,408	7,825	\$ 138,958	3,048	53,147
Mean	2	7,042	21,111	\$171,918	4,826	74,058

System	Trips Per Hour	Trips Per Mile	Cost Per Trip	Cost Per Hour	Cost Per Mile	MPH
Town of Altavista	5.96	0.37	\$ 5.54	\$ 33.00	\$ 2.05	16.1
Lake Area Bus (D/R)	2.65	0.22	\$ 10.51	\$ 27.85	\$ 2.34	11.9
Graham Transit	5.56	0.34	\$ 6.80	\$ 37.77	\$ 2.29	16.5
GET	2.57	0.15	\$ 17.76	\$ 45.59	\$ 2.61	17.4
Mean	4.18	0.27	\$ 10.15	\$ 36.05	\$ 2.33	15.47

SOURCE: 2019 NATIONAL TRANSIT DATABASE

Table 3-6 Selected Peer Comparison – FY2020 National Transit Database

System	Vehicles in Max. Service	Approx. Service Area Population	Annual Passenger Trips	Total Operating Expenses	Vehicle Rev. Hours	Vehicle Rev. Miles
Town of Altavista	2	3,439	16,967	\$ 93,631	3,021	49,667
Lake Area Bus (D/R)	2	14,488	11,634	\$ 128,642	5,208	53,874
Graham Transit	3	4,832	43,414	\$ 320,705	7,813	131,091
GET	1	5,408	8,462	\$ 161,517	2,410	41,782
Mean	2	7,042	20,119	\$ 176,124	4,613	69,104

System	Trips Per Hour	Trips Per Mile	Cost Per Trip	Cost Per Hour	Cost Per Mile	MPH
Town of Altavista	5.62	0.34	\$ 5.52	\$ 30.99	\$ 1.89	16.4
Lake Area Bus (D/R)	2.23	0.22	\$ 11.06	\$ 24.70	\$ 2.39	10.3
Graham Transit	5.56	0.33	\$ 7.39	\$ 41.05	\$ 2.45	16.8
GET	3.51	0.20	\$ 19.09	\$ 67.02	\$ 3.87	17.3
Mean	4.23	0.27	\$ 10.76	\$ 40.94	\$ 2.65	15.23

SOURCE: 2020 NATIONAL TRANSIT DATABASE

GET Passenger Surveys

In order to find out more about the satisfaction levels of GET's current riders, as well as to solicit input concerning potential transit improvements, a passenger survey was conducted on board the GET vehicles. The survey was distributed and collected by GET drivers during the fall of 2021. The Covid-19 pandemic was ongoing during the survey time period, which affected the number of surveys received. A copy of the survey is provided in Appendix B.

Passenger Survey Results

Eight passenger surveys were received from GET riders. The responses provided via the survey are provided below.

Primary Mode of Transportation and Access

When asked about their primary mode of transportation, four of the riders responded that public transit was their primary mode, followed by walking, and driving. The majority of the riders indicated that they walked to their bus stop, with one passenger indicating that they had ridden their bike to their stop that day.

Trip Purpose and Frequency of Use

The survey participants reported their trip purposes as follows: shopping/errands (3); work (2); other (2) and medical (1). The survey participants are frequent riders, with four people indicating that they ride five days per week and another two reporting that they ride 3-4 days per week.

Mobility Alternatives

The most commonly reported mobility alternative was walking/biking, followed by taxi, driving, and getting a ride with family and friends.

Potential Service Improvements

More frequent service, bus shelters and benches at stops, and service to additional locations within the City of Emporia were the three most requested improvements listed by the eight survey participants. The full responses are shown in Table 3-7.

Table 3-7: Rider Survey - Potential Service Improvements

Potential Improvement	# Requesting
More Frequent Service	5
Bus shelters and benches at stops	5
Service to additional locations within the City of Emporia	4
Saturday Service	3
Service to additional locations within Greenville County	3
Other	3
Service on Sundays	2
Service later in the evenings	1
Service earlier in the mornings	1
Faster, more direct routes	1
Better timeliness	1
Service to additional locations outside of Greenville County	1
On-demand service using my smartphone	0

Satisfactory Ratings

Riders were asked to rate GET's services in a number of categories. These results showed high satisfaction ratings, particularly with the bus drivers, the cleanliness of the buses, the sense of security, and the cost of the bus fare. The only dissatisfaction scores were associated with the hours of service, the frequency of service, and the quality of the bus stops.

Rider Demographics

The rider demographics for the survey participants are provided in Table 3-8.

Table 3-8: Rider Survey - Rider Demographics

Age	%	#
Under 18		0
18-24		0
25-34		0
35-54	29%	2
55-64	29%	2
65+	43%	3
Smart Phone	%	#
Yes	50%	3
No	50%	3
Driver's License	%	#
Yes	29%	2
No	71%	5
Access to a Vehicle	%	#
Yes	14%	1
No	86%	6

Hispanic/Latino	%	#
Yes		0
No	100%	7
Race	%	#
Caucasian/White		0
African American/Black	86%	6
Asian		0
American Indian/Alaska Native	14%	1
Native Hawaiian/Other Pacific Islander		0
Prefer not to answer		0
Employment Status	%	#
Employed (Full-time)	14%	1
Employed (Part-time)	43%	3
Student (Full-time)		0
Student (part-time)		0
Retired	14%	1
Homemaker		0
Unemployed	29%	2
Other		0
Household Income	%	#
\$14,999 or less	100%	6
\$15,000 - \$29,999		0
\$30,000 - \$44,999		0
\$45,000 - \$59,999		0
\$60,000 - \$74,999		0
\$75,000 or higher		0

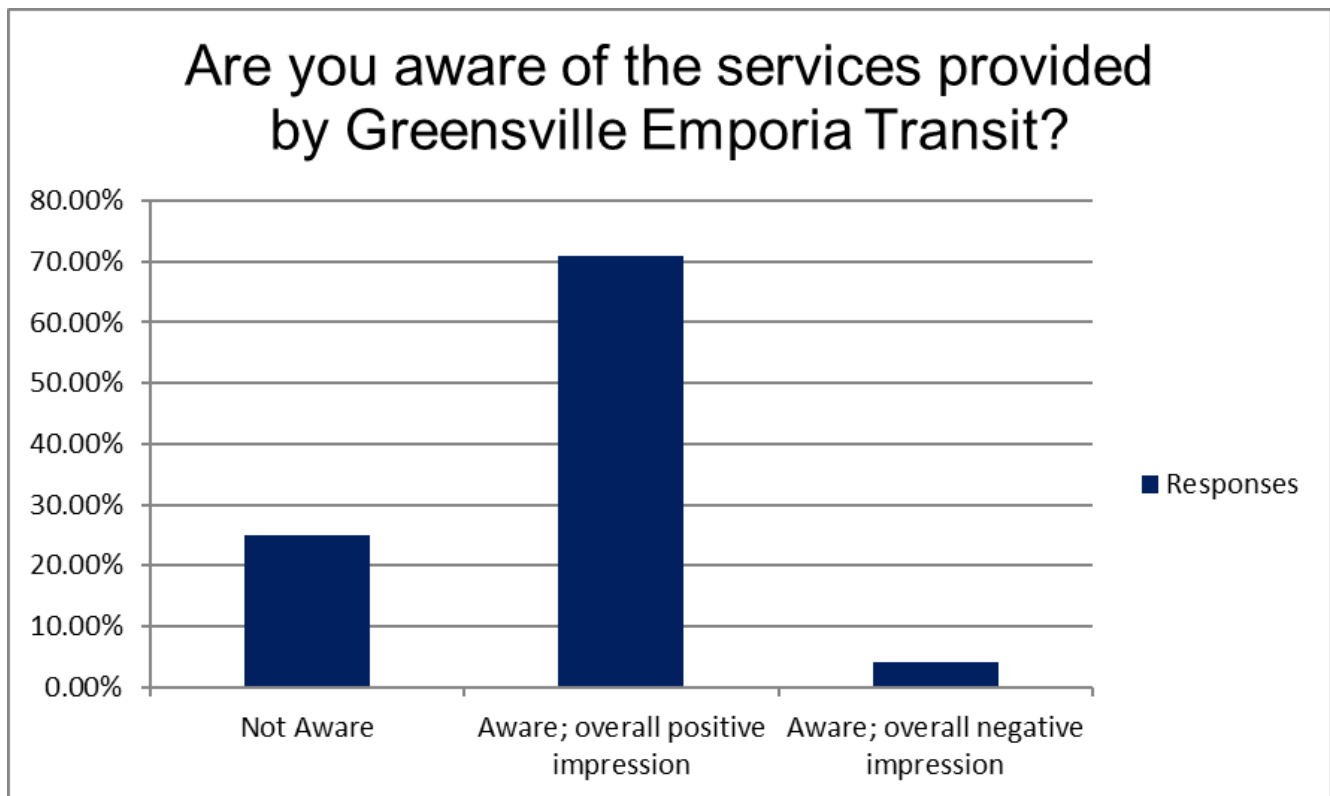
Public Survey

In order to gather opinions concerning public transportation from the broader community, a public survey was also developed. Once finalized, the survey was entered into Survey Monkey and the link was publicized via a media release. In addition to the electronic survey option, paper copies were available at the Greenville County Administrative Building for people who do not have access to the Internet. The survey effort occurred between December 2021 and January 2022. A copy of the survey is provided within Appendix C.

Public Survey Results

A total of 24 people took the public survey. The first question on the survey asked participants to indicate if they were aware of the public transportation services provided by GET, and if so to indicate their impression of the services – either positive or negative. About 75% were aware of these services, with 71% of these respondents having an overall positive impression. Twenty-five percent of respondents were not aware of the service. The full results are shown in Figure 3-1.

Figure 3-1: Awareness and Impression



Travel Characteristics

Respondents were asked to indicate their primary mode of transportation. The majority of respondents use their car as their primary mode of transportation, while 17.4% use public transportation. The full results to this question are provided in Table 3-9.

Table 3-9: Primary Mode of Transportation

Answer Choices	Responses	
	%	#
I drive	56.5%	13
I use public transportation	17.4%	4
Friends/family drive me	8.7%	2
I walk	8.7%	2
I take a taxi	8.7%	2
I ride a bicycle	0.0%	0
I take an Uber/Lyft	0.0%	0
I use a medical transport service	0.0%	0
	Answered	23
	Skipped	1

Respondents were also asked to indicate if they used any of a number of different transportation services. The results show that while over half indicated that they do not, the other half use a variety of services, including GET. These results are shown in Table 3-10.

Table 3-10: Transportation Services Used by Survey Respondents

Answer Choices	Responses	
	%	#
I do not currently use public transportation	58.3%	14
Greenville Emporia Transit (GET)	20.8%	5
Taxis	20.8%	5
A medical transport service	16.7%	4
Petersburg Area Transit	0.0%	0
Crater District Area Agency on Aging	0.0%	0
Vanpools or carpools	0.0%	0
Uber/Lyft	0.0%	0
	Answered	24
	Skipped	0

Reasons for Using Public Transportation

When asked their primary reasons for choosing public transportation (checking all that applied), nine respondents (56.3%) indicated that they do not have access to a vehicle. The next most common responses were not having a driver's license (25%) and for environmental reasons (18.8%). These results are shown in Table 3-11.

Table 3-11: Reasons for Using Public Transportation

Answer Choices	Responses	
	%	#
I do not have access to a vehicle	56.3%	9
I do not have a driver's license	25.0%	4
For environmental reasons	18.8%	3
I am unable to drive	12.5%	2
It saves me money	12.5%	2
I do not like to drive	12.5%	2
Public transit is more convenient than other modes	6.3%	1
Other (please specify)	6.3%	1
It saves me time	0.0%	0
Public transit is safer	0.0%	0
	Answered	16
	Skipped	8

Why Not Public Transit?

Those that do not use public transportation on a regular basis currently were asked to identify what types of service improvements would be needed for them to choose to ride public transit more frequently. The top responses were "improved access to transit information" (26%), "bus stop/shelter improvements" (26%), and "weekend service" (21%). Eighty-eight percent of the respondents indicated that they would use public transportation if there was a service that met their needs.

Need for Additional Improvements and Support for Funding

The majority of respondents (74%) said that they do believe that there is need for either additional or improved public transportation in Greenville County and/or the City of Emporia. Given a list of potential improvements, service later in the evenings was the top choice, followed by service earlier in the mornings, and expanded service to other areas within Greenville County. Write-in requests included additional bus stops and bus stop/shelter improvements. Eighty-two percent of the respondents indicated support for additional funding to expand public transportation in the future.

Additional Service Areas

While the survey touched on the need to serve additional areas within the question regarding why people do not use public transportation, there was also a specific open-ended question asking respondents to indicate geographic areas that are not currently served but should be served by public transportation in the future. The following areas were listed by respondents:

- Simmons Travel Center/Huddle House
- Brookridge Apartments
- Areas west of I-95
- All county and city areas

Walmart, the YMCA, and CVS were also listed, though they are already served by the route.

Open-Ended Comments

Survey participants were afforded an opportunity to provide open-ended comments regarding public transportation in Greenville County and the City of Emporia. The only comments were: "It's great so far," and "Nice."

Demographics

The most surveys were received from zip codes in the Emporia Area (23847 – 20 surveys), with one survey received from Jarratt (23867). Additional respondent demographics are provided in Table 3-12.

Table 3-12: Public Survey Respondent Demographics

Age	%	#
Under 18		0
18-24		0
25-34	17.4%	4
35-54	34.8%	8
55-64	21.7%	5
65+	26%	6
Smart Phone	%	#
Yes	78.3%	18
No	21.7%	5
Driver's License	%	#
Yes	60.9%	14
No	39.1%	9
Access to a Vehicle	%	#
Yes	60.9%	14
No	39.1%	9

Hispanic/Latino	%	#
Yes		0
No	100%	23
Race	%	#
Caucasian/White	17.4%	4
African American/Black	69.6%	16
Asian		0
American Indian/Alaska Native	4.4%	1
Native Hawaiian/Other Pacific Islander		0
Prefer not to answer	8.7%	2
Employment Status	%	#
Employed (Full-time)	27.3%	6
Employed (Part-time)	9.1%	2
Student (Full-time)		0
Student (part-time)		0
Retired	18.2%	4
Homemaker		0
Unemployed	36.4%	8
Other		2
Household Income	%	#
\$14,999 or less	54.6%	12
\$15,000 - \$29,999	18.2%	4
\$30,000 - \$44,999	4.6%	1
\$45,000 - \$59,999	4.6%	1
\$60,000 - \$74,999	4.6%	1
\$75,000 or higher	13.6%	3

Population Analysis

The following section provides a general population profile for Greenville County and the City of Emporia, identifies and evaluates underserved population subgroups, and reviews the demographic characteristics pertinent to a Title VI analysis.

Historical and Recent Population Trends

As of the 2020 Census, the total population in Greenville County was 11,391, which is about seven percent lower than it was in 2010. This is in contrast to the statewide growth rate of about eight percent during the same period. The City of Emporia also lost population between the 2010 and 2020 Census counts, but at a slower rate (3%). The longer-term trend, between the 2000 Census and the 2020 Census, shows a one percent decline for the County and a two percent increase for the city. The historical population and recent population trends are depicted in Table 3-13.

Table 3-13: Historical Populations for Greenville County and the City of Emporia

	Greenville County	Emporia City	Virginia
2000	11,560	5,665	7,078,515
2010	12,243	5,927	8,001,024
2020	11,391	5,766	8,631,393
% Change 2010 - 2020	-7%	-3%	8%
% Change 2000-2020	-1%	2%	22%

SOURCE: U.S. CENSUS BUREAU, 2020 CENSUS OF POPULATION AND HOUSING (APRIL 1, 2020)

Population Projections

Projections developed by the **University of Virginia Weldon Cooper Center** shown in Table 3-14, estimate that between 2025 and 2035 the population of Greenville County will decrease by about 2.3% and the population of the City of Emporia will decrease by about 3.3%. This is in contrast to the 6.8% growth in population expected for the Commonwealth of Virginia.

Table 3-15 shows the population forecast for Greenville County, the City of Emporia, and the Commonwealth displayed by age group. In Greenville County, those aged 0-19 are expected to remain at about 17-18% of the population over the next twenty years, while those aged 20-64 are expected to decline slightly from about 64% to 61%, and those aged 65 and older are expected to increase from 19% to 21% of the population. The population of the City of Emporia shows a much higher percentage of people ages 0-19 (28%), both currently and into the future and a smaller proportion of the population between the ages of 20-64.

Table 3-14: Future Population Projections for Greenville County and the City of Emporia

	Greenville County	City of Emporia	Virginia
2025	11,242	5,390	8,993,343
2035	10,981	5,214	9,604,197
2045	10,654	5,008	10,149,260
% Change 2025-2035	-2.3%	-3.3%	6.8%
% Change 2035-2045	-3.0%	-4.0%	5.7%
% Change 2025-2045	-5.2%	-7.1%	12.9%

SOURCE: UNIVERSITY OF VIRGINIA WELDON COOPER CENTER, DEMOGRAPHICS RESEARCH GROUP. (2019). VIRGINIA POPULATION PROJECTIONS.

Table 3-15: Population Forecast – Greenville County and the City of Emporia by Age Group

Age Group	2020 Population Projection		2030 Population Projection		2040 Population Projection	
	#	%	#	%	#	%
Virginia	8,655,021		9,331,666		9,876,728	
0-19	2,152,495	25%	2,298,450	25%	2,452,625	25%
20-64	5,150,078	60%	5,309,834	57%	5,614,317	57%
65+	1,352,448	16%	1,723,382	18%	1,809,787	18%
Greenville County	11,340		11,144		10,817	
0-19	1,990	18%	1,916	17%	1,891	17%
20-64	7,251	64%	6,791	61%	6,648	61%
65+	2,099	19%	2,437	22%	2,278	21%
City of Emporia	5,462		5,317		5,111	
0-19	1,556	28%	1,515	28%	1,482	29%
20-64	2,846	52%	2,670	50%	2,612	51%
65+	1,057	19%	1,133	21%	1,015	20%

SOURCE: UNIVERSITY OF VIRGINIA WELDON COOPER CENTER, DEMOGRAPHICS RESEARCH GROUP. (2019). VIRGINIA POPULATION PROJECTIONS.

Population Density

Population density is often an effective indicator of the types of public transit services that are most feasible within a study area. While exceptions always exist, an area with a density of 2,000 persons per square mile will generally be able to sustain frequent, daily fixed-route transit service. Conversely, an area with a population density below this threshold but above 1,000 persons per square mile may be better suited for flex route or microtransit services.

The Census block groups in Greenville County and the City of Emporia are displayed by population density in Figure 3-2. This map indicates that the only areas within the City and County that approach the density thresholds for fixed route transit service are in the City of Emporia.

Transit Dependent Populations

Public transportation needs are defined in part by identifying the relative size and location of those segments within the general population that are most likely to use transit services. These transit dependent populations include individuals who may not have access to a personal vehicle or are unable to drive themselves due to age or disability. Determining the location of these populations assists in the evaluation of current transit services and the extent to which the services meet community needs.

The Transit Dependence Index (TDI) is an aggregate measure displaying relative concentrations of transit dependent populations. Five factors make up the TDI calculation: population density, autoless households, elderly populations (ages 65 and over), youth populations (ages 10-17), and below poverty populations.

The factors above represent specific socioeconomic characteristics of area residents. For each factor, individual block groups were classified according to the prevalence of the vulnerable population relative to each county's average, as well as to the regional average. The factors were then put into the TDI equation to determine the relative transit dependence of each block group.

As illustrated in Figure 3-3, the relative classification system utilizes averages in ranking populations. For example, areas with less than the average transit dependent population fall into the "very low" classification, where areas that are more than twice the average will be classified as "very high." The classifications "low, moderate, and high" all fall between the average and twice the average; these classifications are divided into thirds.

Figure 3-2: Population Density for Greenville County and the City of Emporia

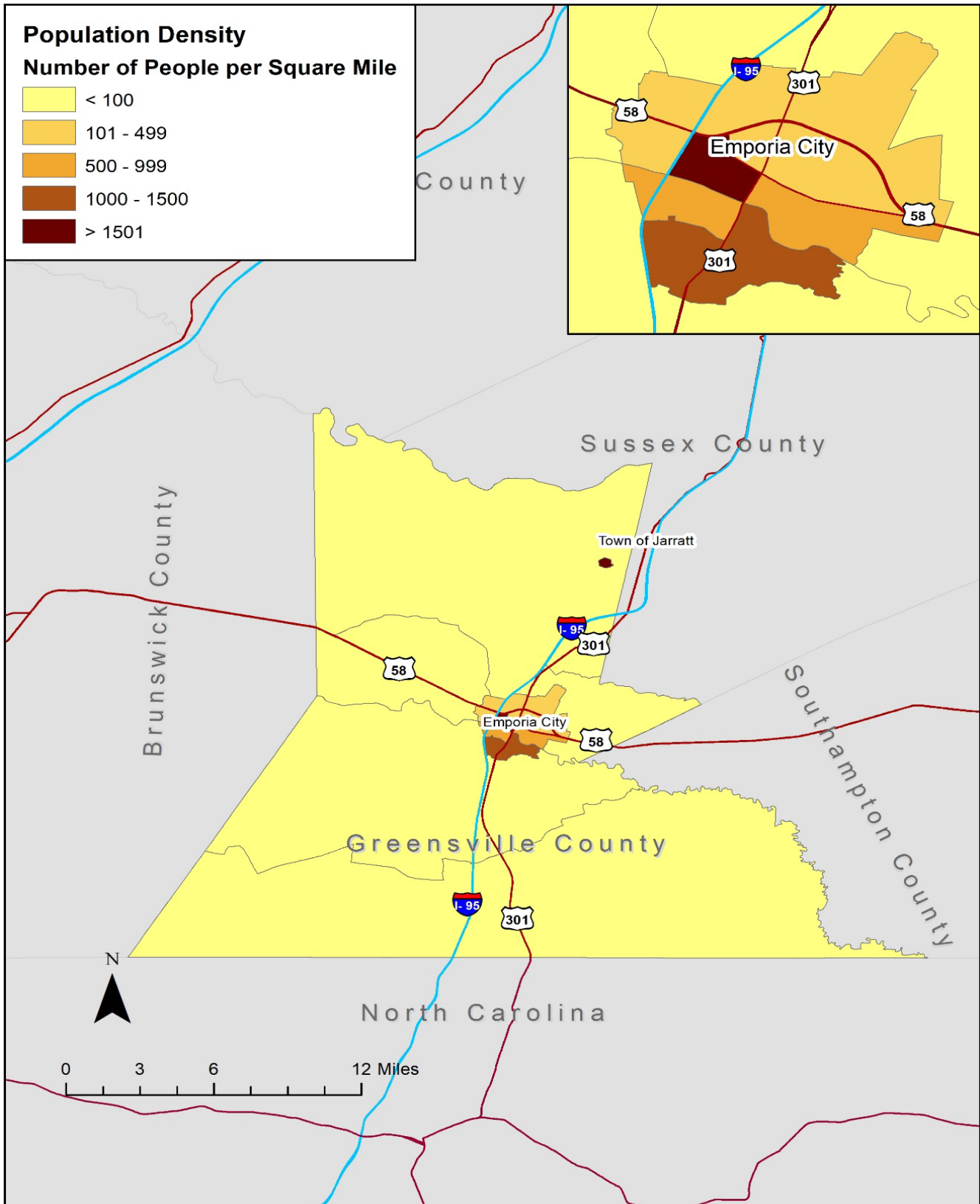
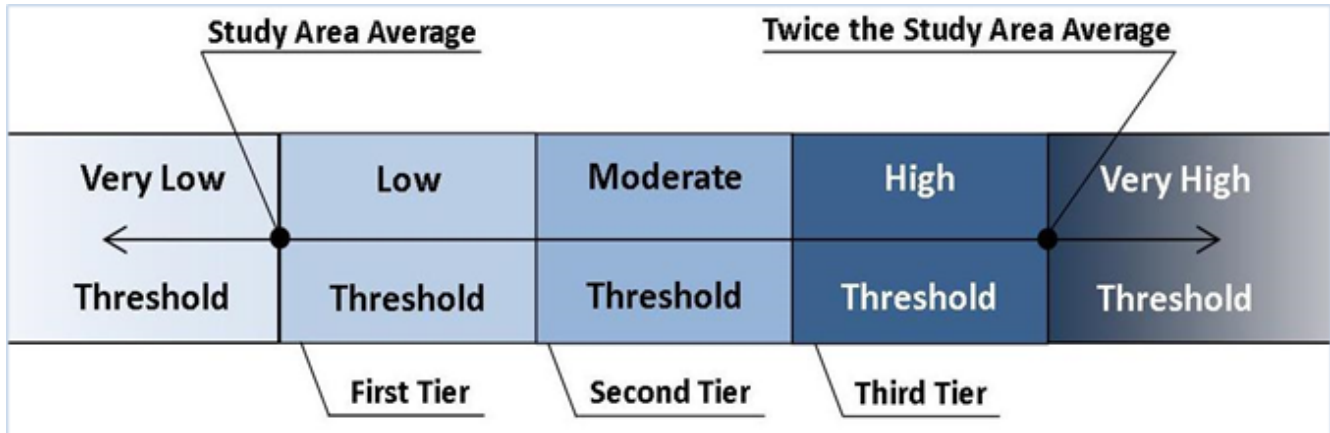
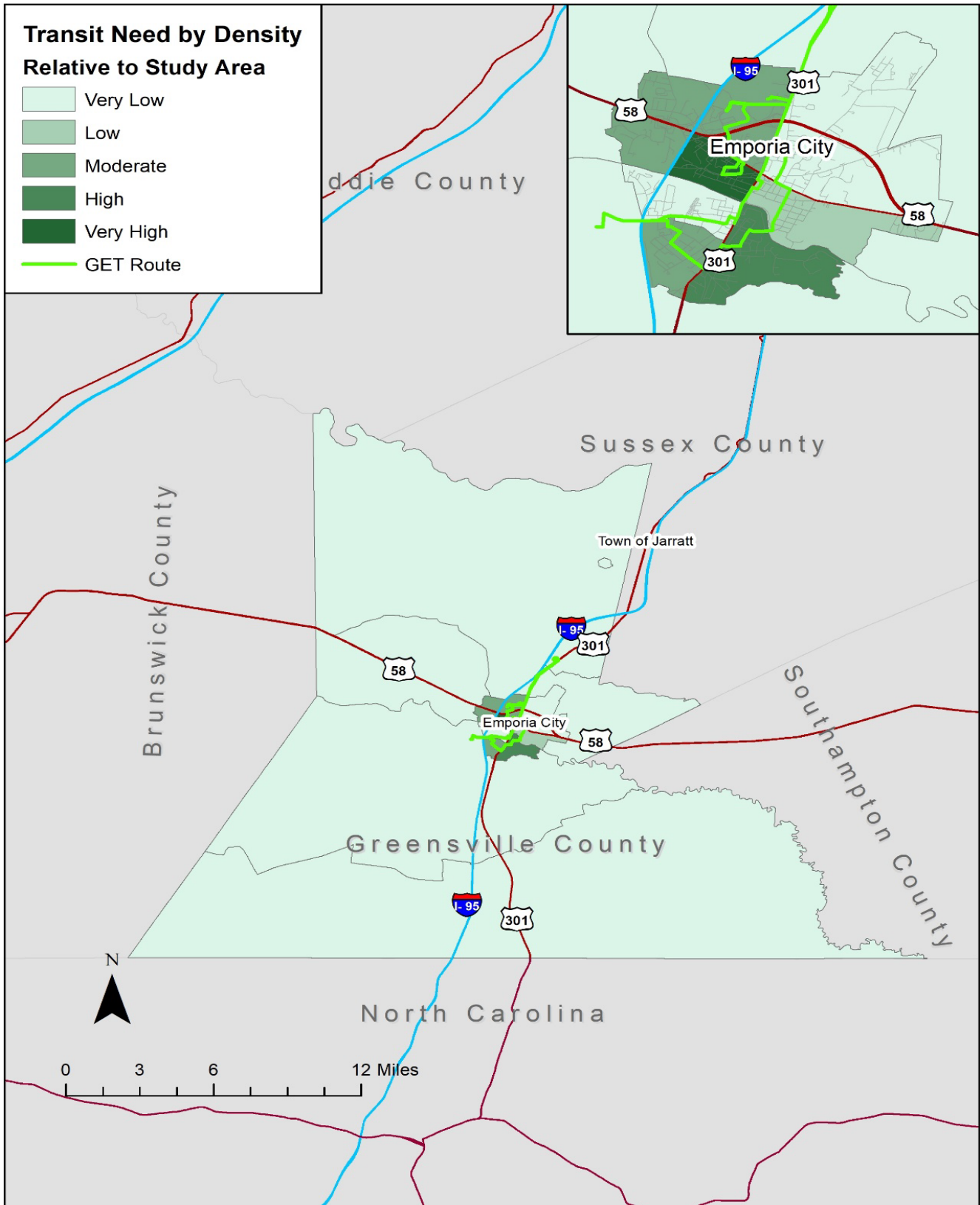


Figure 3-3: Transit Dependent Populations Classification System



TDI rankings for the region are represented in Figure 3-4. The block groups with the highest TDI score are within the City of Emporia, south of U.S. 58 and between I-95 and U.S. 301. There is a high need block group located in the southeast quadrant of the city.

Figure 3-4: Transit Dependence Index for the Study Area



Transit Dependence Index Percentage

The Transit Dependence Index Percent (TDIP) provides a complementary analysis to the TDI measure. It is nearly identical to the TDI measure except for the exclusion of population density. Block groups with a moderate to high TDIP score are in the following areas: the west and north sides of the City of Emporia (west of U.S. 301 and extending to the west of I-95).

TDIP rankings for the county and the city are represented in Figure 3-5.

Autoless Households

Households without at least one personal vehicle are more likely to depend on the mobility offered by public transit than those households with access to a car. Figure 3-6 displays the relative number of autoless households for the study area. Block groups with a higher concentration of autoless households are in the following areas: the west side of the City of Emporia and the block groups in Greensville County that are south of the City of Emporia – both west and east of I-95.

Older Adult Population

Individuals ages 65 and older may scale back their use of personal vehicles as they age, leading to greater reliance on public transportation compared to those in other age brackets. Block groups with a higher concentration of older adults are located in the following areas: the west side of the City of Emporia. A map of the older adults per Census block group is shown in Figure 3-7.

Youth Population

Youths and teenagers, ages 10 to 17 years, who cannot drive or are just beginning to drive but do not have an automobile available, appreciate the continued mobility from public transportation. Block groups with high levels of the youth population are located in the following areas: the southern edge of the City of Emporia. A map of the youth population by Census block group is shown in Figure 3-8.

Individuals with Disabilities

Individuals with disabilities may be unable to operate a personal vehicle and consequently more likely to rely on public transportation. Block groups with higher concentrations of individuals with disabilities are located in the following places: the northern block group of the City of Emporia, as well as the eastern portion of the city. A map of individuals with disabilities by Census block group is shown in Figure 3-9.

Figure 3-5: Transit Dependence Index Percentage for the Study Area

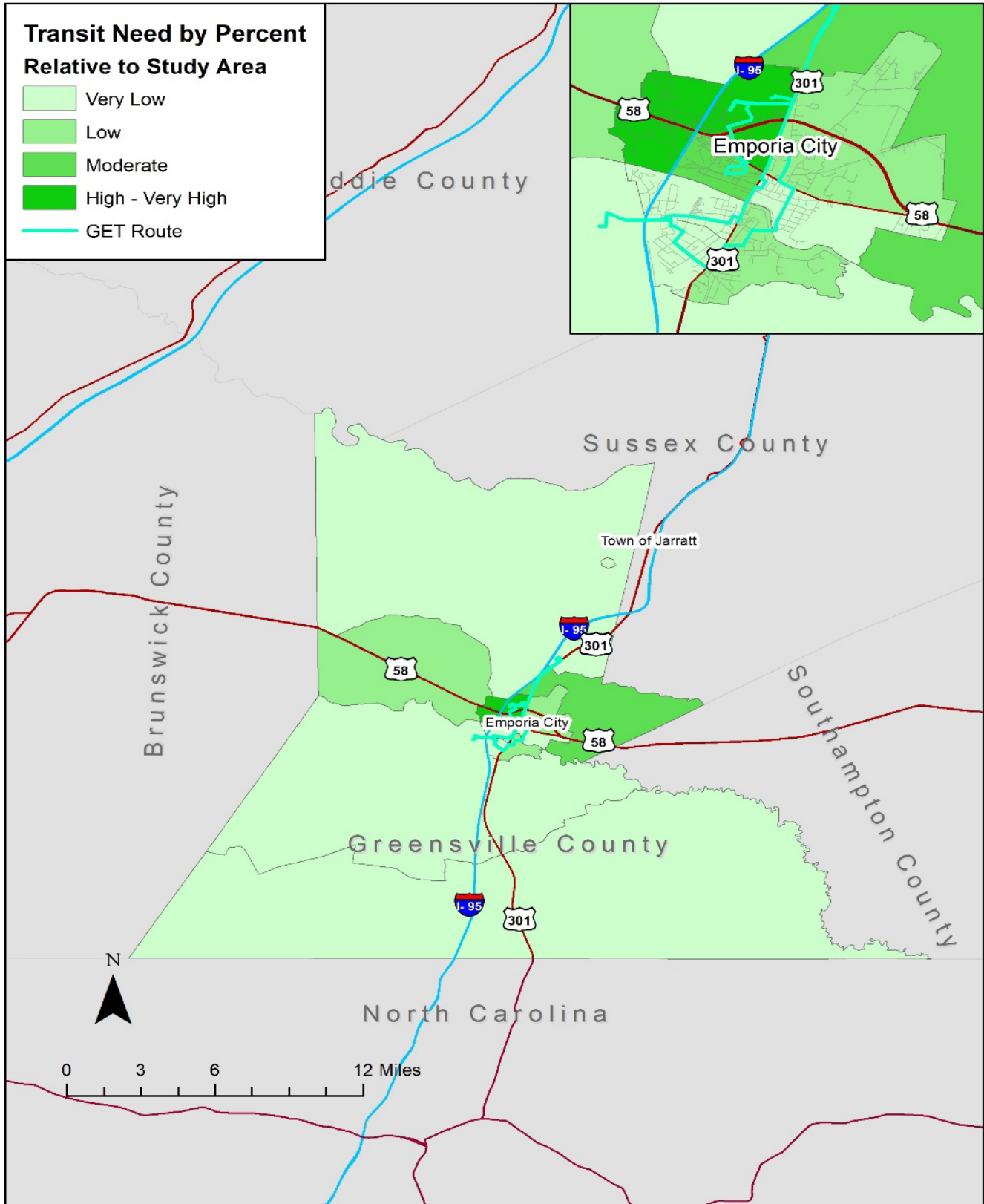


Figure 3-6: Autoless Households in the Study Area

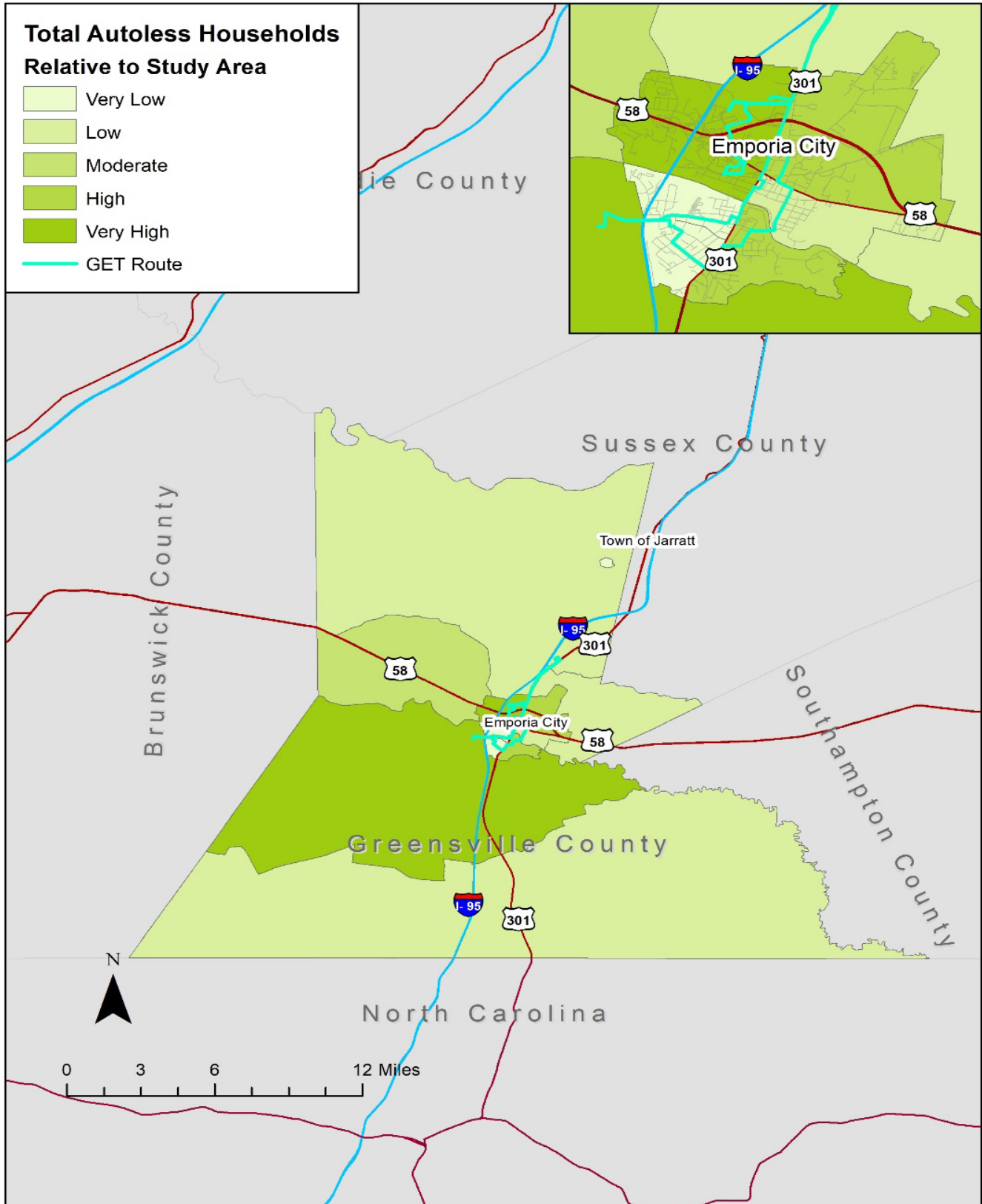


Figure 3-7: Older Adults in the Study Area

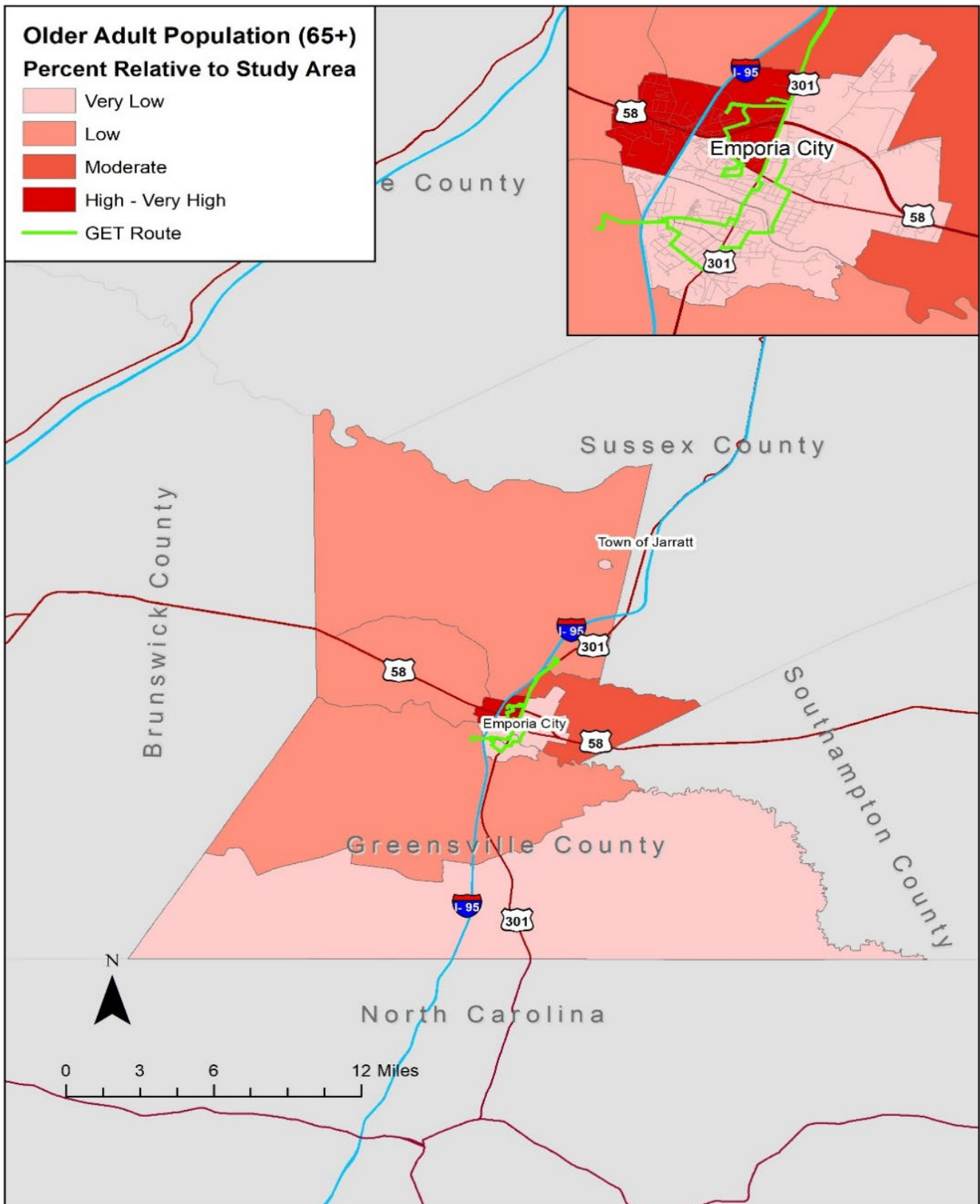


Figure 3-8: Youth Population in the Study Area

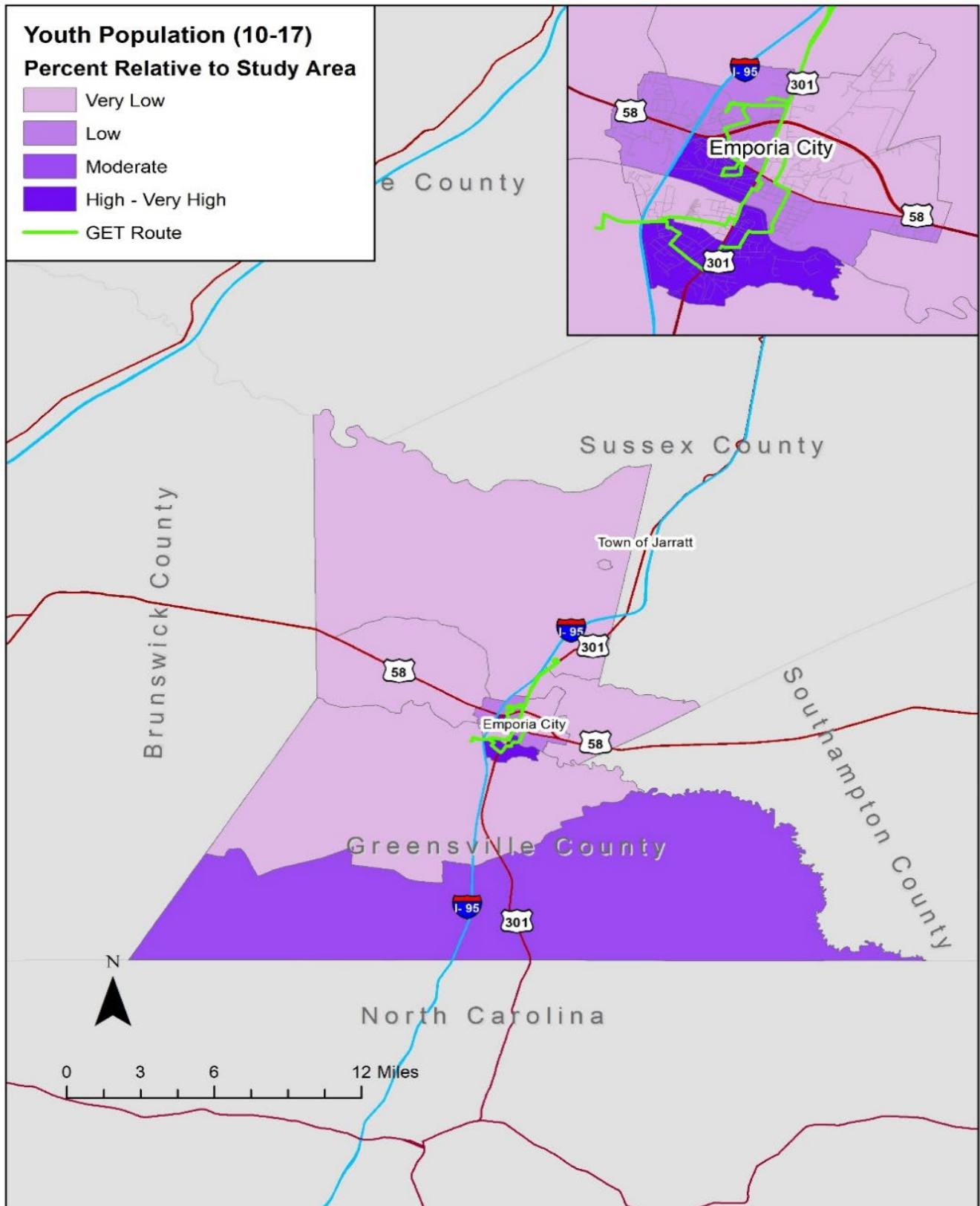
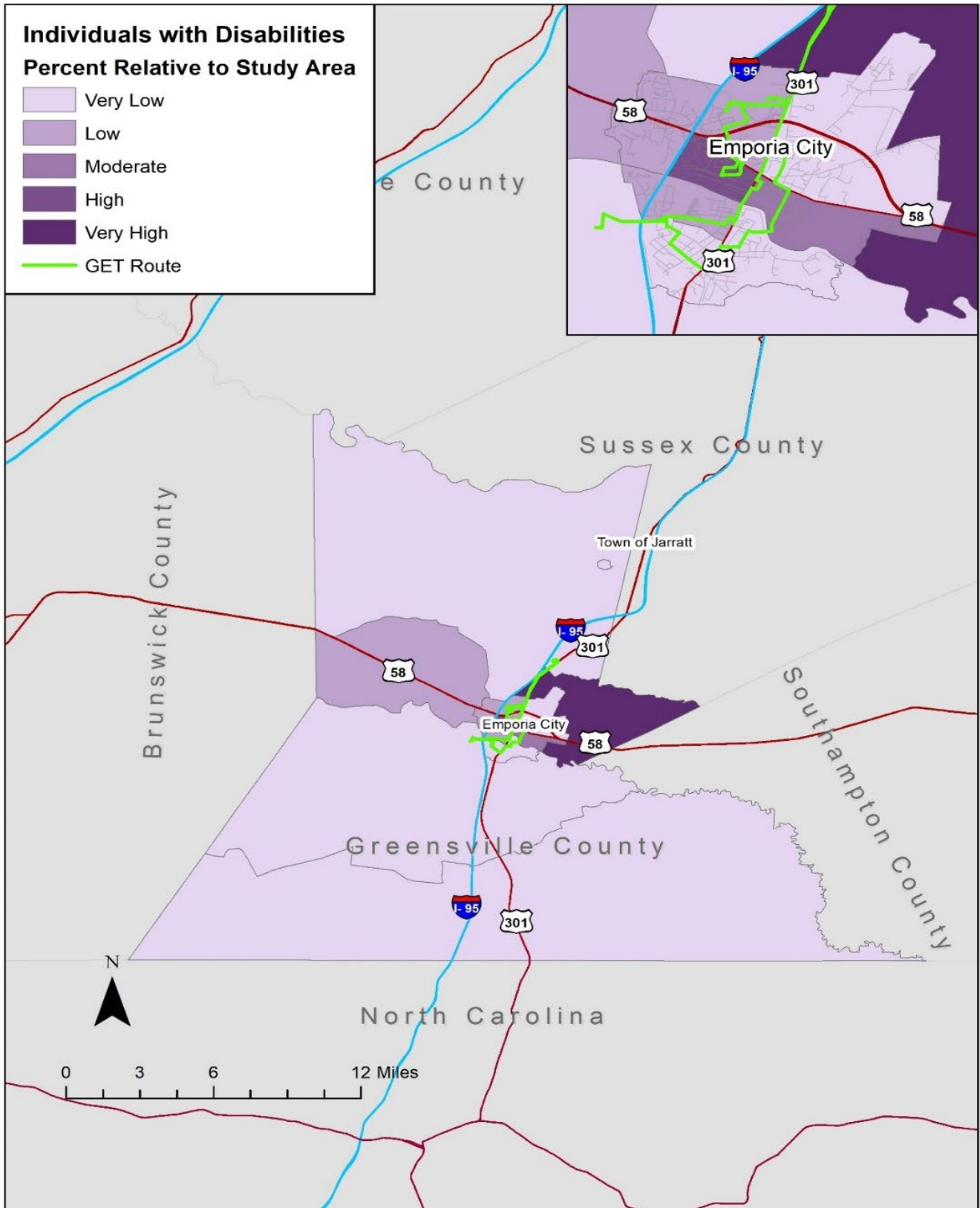


Figure 3-9: Individuals with Disabilities in the Study Area



Title VI Demographics Analysis

As part of the Civil Rights Act of 1964, Title VI prohibits discrimination based on race, color, or national origin in programs and activities receiving federal subsidies. This includes agencies providing federally funded public transportation. The following section examines the minority and below poverty populations of Greenville County and the City of Emporia. It then summarizes the prevalence of residents with Limited-English Proficiency (LEP).

GET is not required to evaluate its service and fare changes under Title VI because it does not meet the FTA thresholds regarding urbanized area (UZA) population and the number of vehicles operated in peak service. However, it should still consider the following analysis before implementing any changes as a part of this TDP.

Minority Population

It is important to ensure that areas with an above average percentage of racial and/or ethnic minorities are not disproportionately impacted by any proposed alterations to existing public transportation services. Figure 3-10 depicts the approximate number of minority persons per block group in the study area. The average percentage of minority persons per block group is 67.4%.

Low-Income Population

The second socioeconomic group included in the Title VI analysis represents those individuals who earn less than the federal poverty level. These individuals face financial hardships that may make the ownership and maintenance of a personal vehicle difficult. In such cases, they may be more likely to depend on public transportation. The average percentage of low-income persons per block group is 19.2%. These data are mapped in Figure 3-11.

Figure 3-10: Minority Population in the Study Area

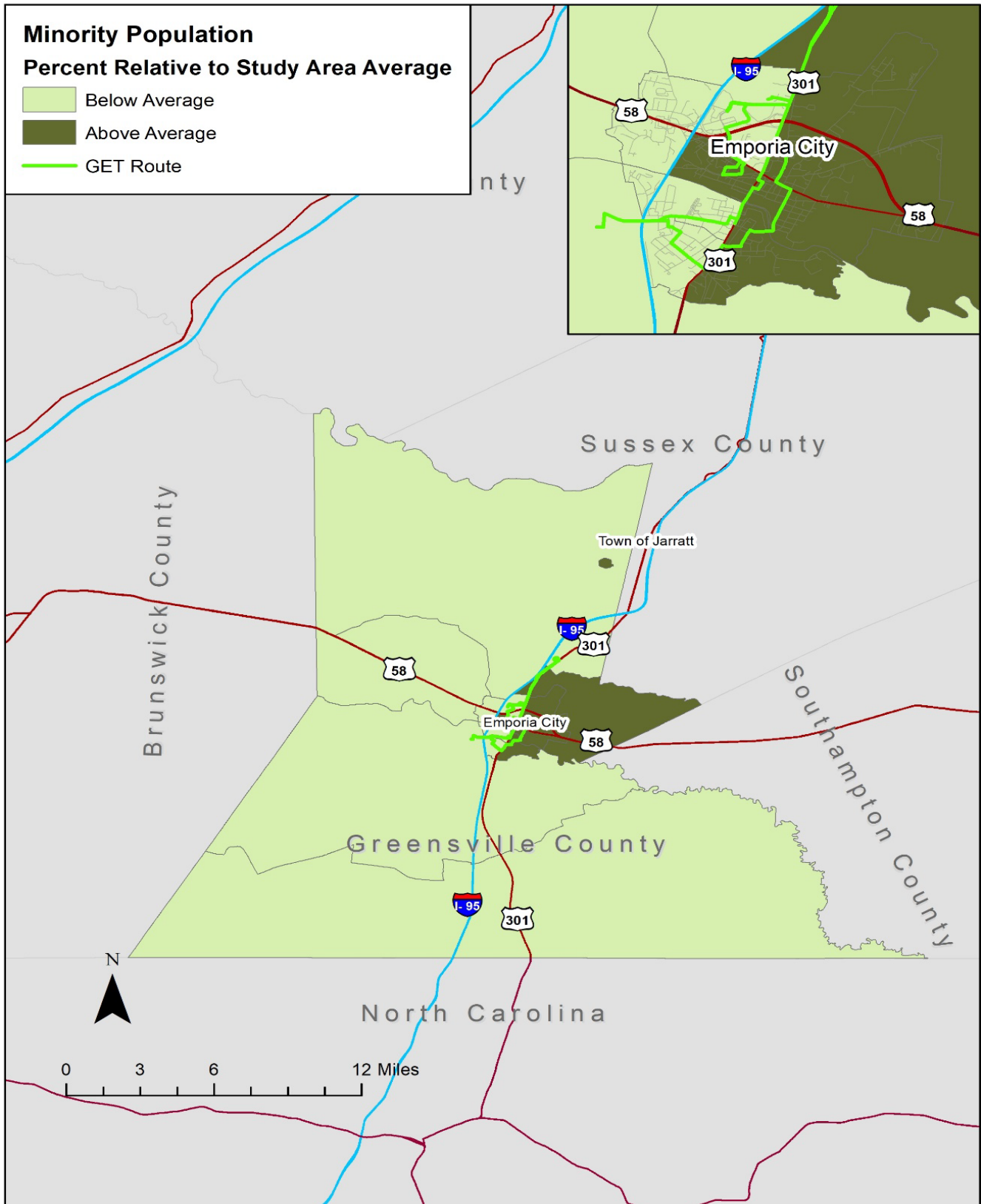
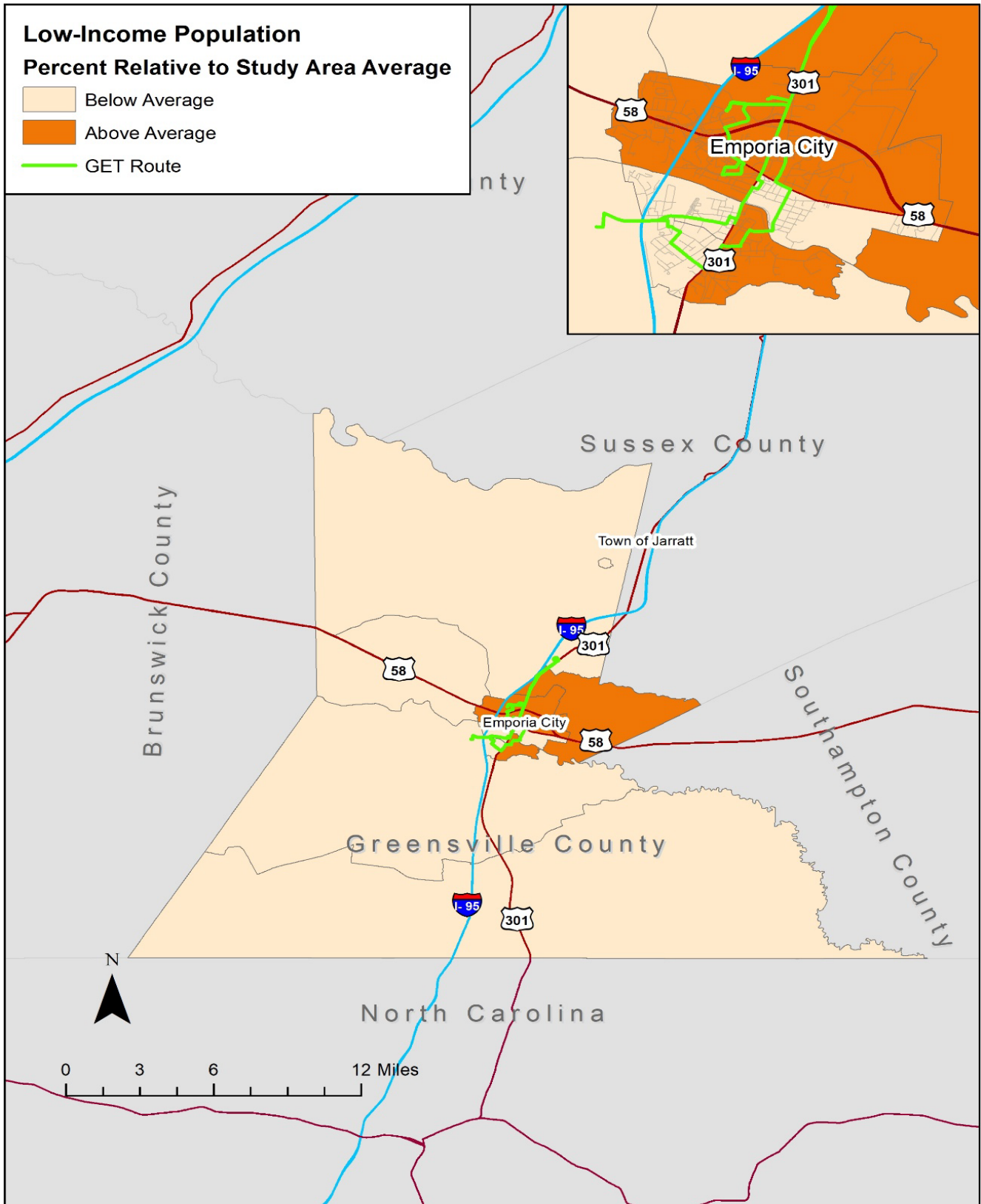


Figure 3-11: Low-Income Population in the Study Area



Limited English Proficiency

In addition to providing public transportation for a diversity of socioeconomic groups, it is also important to serve and disseminate information to those of different linguistic backgrounds. As documented in GET's Title VI Plan and in Table 3-16, residents in the service area predominately speak English (94-95% of the five and older population). Spanish is the largest LEP group. Most of these residents are also able to speak English only or "very well." Less than one percent of the population ages five and above in Greenville County speaks English less than "very well," and just over two percent of the population ages five and above in the City of Emporia speaks English less than "very well," making the need for resources to address the LEP population relatively low.

Table 3-16: Limited English Proficiency in Service Area

Service Area	Greenville County		Emporia City	
Population (Age 5+)	10,903		5,041	
Language Spoken at Home:				
English	10,386	95%	4,747	94%
Spanish	260	2%	287	6%
Other Indo-European languages	n.a.		n.a.	
Asian/Pacific Island languages	n.a.		n.a.	
Other languages	n.a.		n.a.	
Speak non-English at home	260	2%	260	5%
Ability to Speak English (18+)	Greenville County		Emporia City	
English only or "Very Well"	10,801	99.06%	4,932	97.84%
Less than "Very Well"	102	0.94%	109	2.16%

SOURCE: U.S. CENSUS, 2020 ACS 5-YEAR ESTIMATES

Land Use Profile

Identifying major trip generators in the service area complements the above demographic analysis by indicating where transit services may be most needed. Trip generators attract transit demand and include common origins and destinations like multi-unit housing, major employers, medical facilities, educational facilities, non-profit and governmental agencies, and shopping centers. Trip generators are mapped in Figure 3-12.

As is shown on the trip generator map, most of the significant trip generators in the service area are clustered in or near the City of Emporia. There are some notable exceptions, including the Greensville Correctional Center (Jarratt), Boar's Head (near Jarratt), and the Jackson-Feild Behavioral Health Center (northwest of Jarratt). These trip generators are not currently served by public transportation.

Most of the major trip generators in the Emporia area are served by GET, with the exception of those located west of I-95, south of the city, and northeastern sector of the City of Emporia.

Major employers in the service area are listed in Table 3-17. Note that not all of these employers represent geographic employment clusters, as some have dispersed employment, such as the home health and other staffing agencies.

Figure 3-12: Major Trip Generators in the Service Area

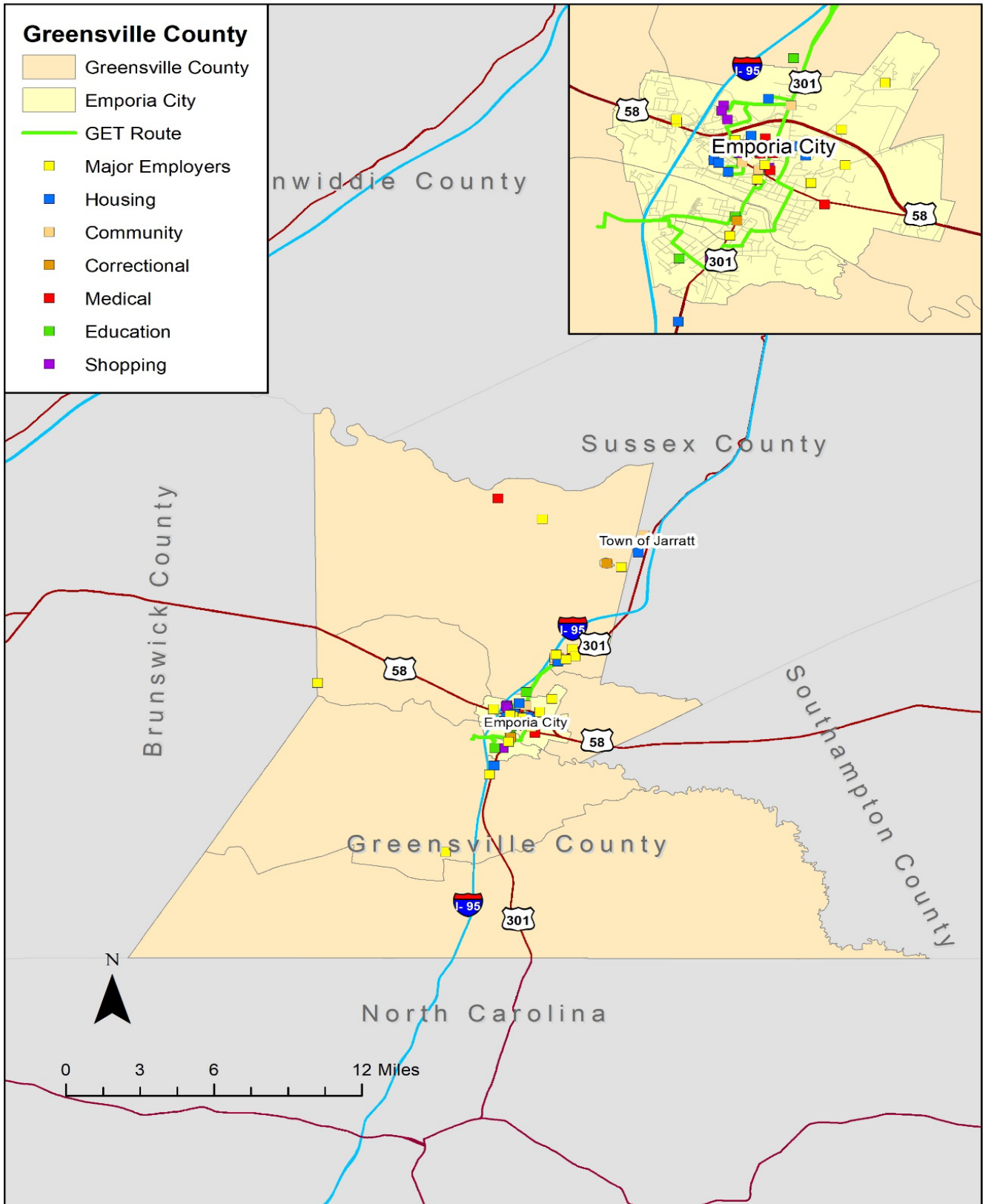


Table 3-17: Largest Employers in Service Area

City of Emporia	
Employer	Address
Georgia Pacific Wood Products	634 Davis Street
Walmart	303 Market Drive
Bon Secours Health System	727 N. Main Street
City of Emporia	201 South Main Street
Pro Labor Temps	508 Belfield
Sadler Brothers Oil Company	517 North Main Street
Care Advantage	317 North Main Street
Greenville Manor, LLC	214 Weaver Avenue
Food Lion	216 Market Drive
Cracker Barrel Old Country Store	103 Sadler
Franklin Braid Manufacturing	620 Davis Street
Virginia Staffing Group	441 South Main Street
Sussex, Surry, Greenville Improvement Association	1750 East Atlantic Street
Emporia, VA Opco, LLC	200 Weaver Avenue
McDonalds	905 Market Drive
Boyd of Emporia	240 East Cloverleaf Drive
Creative Playthings	861 Industrial Drive
Firstchoicesouthhome Health Care	425 South Main Street
Wendy's of Virginia	900 Market Drive
Family YMCA of Emporia	212 Weaver Avenue

Greenville County	
Employer	Address
Boar's Head Provisions Company	2230 Wyatts Mill Road, Jarratt
Greenville Correctional Center	901 Corrections Way, Jarratt
Greenville County Schools	105 Ruffin Street, Emporia
Beach Mold and Tool of Virginia	300 Industrial Parkway, Emporia
Western Express	2296 Sussex Drive, Emporia
County of Greenville Administration	1701 Greenville County Circle
Jackson Feild Homes	546 Walnut Grove Drive, Jarratt
Steelfab	1510 Reese Street, Emporia
Oran Safety Glass Inc.	48 Industrial Parkway, Emporia
Georgia Pacific Wood Products	234 Forest Road, Skippers
Armor Correctional Health	901 Corrections Way, Jarratt
Southside Regional Jail	244 Uriah Branch Way, Emporia
HH of Emporia, LLC	1589 Skippers Road, Emporia
Vulcan Materials Company	1459 Quarry Road, Skippers
Greenville-Emporia Social Services	1100 Greenville County Circle, Emporia

SOURCE: VIRGINIA EMPLOYMENT COMMISSION, ECONOMIC INFORMATION & ANALYTICS, QUARTERLY CENSUS OF EMPLOYMENT AND WAGES (QCEW), 3RD QUARTER (JULY, AUGUST, SEPTEMBER) 2021 AND THE GREENVILLE COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT.

Travel Patterns

In addition to considering the region’s major employers, it is also important to consider the commuting patterns of residents and workers. A source of data that provides an understanding of employee travel patterns is the United States Census Bureau’s Longitudinal Employer-Household Dynamics (LEHD) 2019 dataset. LEHD draws on federal and state administrative data from the Census, surveys, and administrative records. Table 3-18 shows that for Greenville County residents, Emporia, Richmond, and Newport News are the top three destinations, with Petersburg and Chesapeake a close fourth. For Emporia residents, more than 30% stay within Emporia, while about 2.7% go to Richmond. The next most common destinations are Newport News and Petersburg, each with about 1.9% of the commute market. While not shown in this table, about 14.4% of Greenville County workers 16 years or stay within Greenville County for employment.¹

Table 3-18: Top 10 Work Destinations (Places), by Percentage of Resident Workers

Greenville County Residents			Emporia City Residents		
Destination	#	%	Destination	#	%
Emporia	995	22.30%	Emporia	858	30.80%
Richmond	141	3.20%	Richmond	76	2.70%
Newport News	112	2.50%	Newport News	54	1.90%
Petersburg	107	2.40%	Petersburg	52	1.90%
Chesapeake	100	2.20%	South Hill	37	1.30%
Roanoke Rapids, NC	85	1.90%	Chesapeake	35	1.30%
Norfolk	68	1.50%	Franklin	35	1.30%
South Hill	53	1.20%	Norfolk	34	1.20%
Virginia Beach	44	1.00%	Roanoke Rapids, NC	31	1.10%
Suffolk	42	0.90%	Virginia Beach	18	0.60%
All other locations	2718	60.90%	All other locations	1,554	55.80%

SOURCE: US CENSUS, ONTHEMAP APPLICATION AND LEHD ORIGIN-DESTINATION EMPLOYMENT STATISTICS (2019)

According to the ACS 2020 five-year estimates, most residents of both Greenville County and the City of Emporia drive alone to work. A higher percentage of Emporia workers carpool (13.5%) as compared to Greenville County workers (7.2%). A higher percentage of Emporia workers also walk to work (2.7%) and take taxis to work (2.1%). Very few use public transportation to get to work. Note that the data survey period includes 2015 and 2016 when public transportation was not available in Greenville County. These data are shown in Table 3-19.

¹ U.S. Census, 2019 ACS 5-year estimates

Table 3-19: Journey to Work – Means of Transportation to Work

Means of Transportation to Work	Greenville County		City of Emporia	
	#	%	#	%
Car, Truck, or Van- drove alone	2,903	79.64%	1,897	76.55%
Car, Truck, or Van- carpooled	264	7.24%	335	13.52%
Public Transportation	10	0.27%	12	0.48%
Taxicab	10	0.27%	53	2.14%
Walked	3	0.08%	67	2.70%
Motorcycle	0	0.00%	0	0.00%
Bicycle	0	0.00%	0	0.00%
Other	328	9.00%	84	3.39%
Worked from home	127	3.48%	30	1.21%

SOURCE: U.S. CENSUS BUREAU, TABLE B08301, ACS 2020 5-YEAR ESTIMATES

Review of Previous Plans and Studies

This section reviews plans and studies that are relevant either to GET or to the provision of public transportation in the region and have been completed within the last few years.

Greenville 2040 – Greenville County Comprehensive Plan – June 7, 2022, Draft

The Greenville County Comprehensive Plan is currently in draft form. The plan, once approved, will serve as a policy guide to help the community make important planning and implementation decisions in the following areas: the natural environment; housing; quality of life; infrastructure; the economy; transportation; and land use. The Plan describes the community's vision for the future and provides strategies to help achieve community goals.

Greenville County's vision statement is:

"As a forward-thinking community with strong family values, Greenville County will support job creation, education, and high quality of life that strengthens our economy and supports strategic growth, while becoming a closer bound community sensitive to the needs of all our citizens."

For each topic area discussed within the plan there is a primary goal. The focus of the plan review for the TDP is the Transportation section of the plan, which has the following goal:

"Fully utilize and maintain current road and rail networks while expanding public transportation opportunities and upgrading pedestrian infrastructure to ensure safe and efficient movement of goods, services, and citizens throughout Greenville County and beyond."

The Transportation section includes 23 specific strategies recommended to improve and expand mobility in the County. Three of the strategies target bicycle and pedestrian improvements and the following three directly address public transportation:

“Strategy 20: *Promote and encourage commuting alternatives such as transit, carpooling, rideshares, telecommuting, and other options.*

Strategy 21: *Coordinate with the DRPT and the City of Emporia to expand public transit services in the county. This should include increased fixed-route transit connecting more neighborhoods in Greensville County and additional on-demand transit services in the more rural areas.*

Strategy 22: *Publish a system-wide bus route map online and in print for public access.”*

City of Emporia – Comprehensive Plan

The City of Emporia’s most recent Comprehensive Plan, completed in 2015, includes goals, objectives, and implementation strategies for the following broad planning areas: land use; community facilities; transportation; housing and neighborhoods; and economic development. The overall transportation goal highlighted in the plan is:

“Provide for a system of streets, sidewalks, parking areas, traffic controls, and other related facilities which will provide for safe, convenient, and reliable movement of people and goods.”

While many of the specific projects that are listed in the transportation section of the plan are those related to the road and highway network, one of the three specific transportation objectives listed is “promote the creation of a city-wide or regional public transportation system, if adequate demand exists and is deemed economically feasible.”

The plan indicates that future development will most likely occur along the US 58 Bypass Corridor, including areas identified for industrial and regional commercial uses. Preservation of the city’s natural resources, specifically the land surrounding the Meherrin River, is discussed as a priority. Preserving the historic character of the city and working to improve the city’s housing stock are also important priorities.

Greensville County Public Transit Feasibility Study

Recognizing that there may be a need for public transportation in the region, Greensville County and the City of Emporia partnered with the Virginia Department of Rail and Public Transportation (DRPT) to conduct a Public Transportation Feasibility Study (Study) to encompass the Counties of Greensville and Sussex, and the City of Emporia. A Public Transportation Management Team (Team) was formed to offer guidance in the development of a transit service plan to provide the localities with a plan to implement an efficient and effective “starter transit system” to connect residents with employment, education, healthcare, essential governmental services, shopping, and recreation.

The Greenville Emporia Transit Service Plan examined existing and future land use patterns, population densities, and trip generators that typically support public transportation services. Local stakeholders were contacted to solicit qualitative information concerning the need for transit in the region. A public meeting was held to discuss the plan.

An inventory of existing transportation services in the region was developed and examples from peer transit programs were documented. Based on the data and information collected for the needs analysis and inventory, a series of service alternatives were developed. These alternatives were presented to the study committee in December 2015. Two primary organizational alternatives were also developed. Greenville County, with guidance from the Team, chose to move forward with the implementation of the Greenville Emporia Transit Circulator alternative, which was implemented in October 2017 as Greenville Emporia Transit (GET).

Virginia Department of Rail and Public Transportation – Coordinated Human Service Transportation Mobility Plan Update – 2019

In 2019 DRPT updated the statewide Coordinated Human Service Transportation Mobility (CHSM) Plan. The purpose of the plan was to fulfill the Federal Transit Administration’s (FTA) coordinated planning requirement under the Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Program. The focus of the plan was to assess the current transportation services and needs of seniors and people with disabilities; identify strategies to address service gaps; and set priorities for project implementation.

The CHSM plan included statewide and regional components. Greenville County and the City of Emporia were included in the Central Region. One of the major gaps noted in the CHSM for the region was insufficient rural transportation services. Potential strategies for addressing the rural service gaps included the need for regional communication, advocacy, public education, and inclusion of human service transportation planning at the local level. The CHSM Plan for the central region includes specific action items to fill transportation gaps in the areas of education and opportunities; trip eligibility; funding; and service availability.

Chapter 4

Service and Capital Improvement Plan

Introduction

The purpose of this chapter is to present a series of service and capital improvements for Greenville Emporia Transit (GET) to consider for implementation during the ten-year planning horizon covered by the TDP. These potential improvements were developed based on the data compiled and analyzed in Chapters 1-3, together with input from GET, the Greenville Emporia Transit Advisory Board (GETAB), and DRPT staff. The potential service improvements are presented first, followed by the capital projects. This chapter has been revised based on comments received from GETAB members at their October 5th, 2022, meeting.

Service Improvements

The following potential service improvements were developed through a review of the gaps in current services identified through input from riders and area stakeholders. Each of the service concepts is detailed in this section, and includes:

- A summary of the service concept
- Potential advantages and disadvantages
- An estimate of the operating and capital costs
- Ridership estimates

The cost information for these proposals is expressed as the fully allocated costs, which means all program costs on a per unit basis are considered when contemplating expansions. This overstates the incremental cost of minor service expansions, as there are likely to be some administrative expenses that would not be increased with the addition of a few service hours. These cost estimates were based on FY2022 operating expenses. Note that capital costs have increased significantly within the last year.

The proposed service improvements include:

1. Adding a second route to serve additional locations
2. Providing Saturday service
3. Starting service earlier in the morning to accommodate early morning work shifts

Add a Second Route to Serve Additional Locations

The GET route serves a number of significant origins and destinations in the Emporia-Greenville County area within its hour-long route. It is not possible for the current route to add any additional areas and still maintain an hourly schedule.

There are transit origins and destinations near the current route that have been identified as needing transit services. These areas include:

- Simmons Travel Center/Huddle House
- Brook Ridge Apartments
- Areas west of I-95 – Pilot Travel Center and a number of hotels
- The Greenville County Industrial Park

This service improvement proposes to add these areas to the transit service network and provide service using two routes that meet for timed connections. The development of the two-route concept will take some finessing to accomplish the right balance of mileage and passenger stops between the two routes. Note that it may not be necessary to serve the Greenville County Industrial Park on each run, depending upon the shift times of the workers who use the service.

The study team has drafted a few options for discussion. There are two sets of routes:

1. East-West Emporia and North-South Emporia – meeting for transfers at the Walmart
2. South-West Emporia and North-East Emporia – meeting for transfers at the Walmart

The roundtrip route lengths are as follows:

- East- West (EW) Emporia – 14.7 miles
- North-South (NS) Emporia – 16.5 miles, including industrial park loop
- South-West (SW) Emporia – 18.2 miles
- North - East (NE) Emporia – 17.5 miles, including industrial park loop

Note that each route is designed to serve major locations in both directions so that riders do not have circuitous trips. This routing concept adds mileage to each of the routes. These routes are shown in Figures 4-1 through 4-6.

The advantages and disadvantages of adding a second route are discussed in Table 4-1. Note that this discussion does not consider which of the route options are chosen. It should also be noted that the current level of demand does not necessarily warrant a second route, however, it could be that once the additional locations are served, the system will be more convenient for passengers thus encouraging more riders.

Figure 4-1: Proposed Route - East-West Emporia

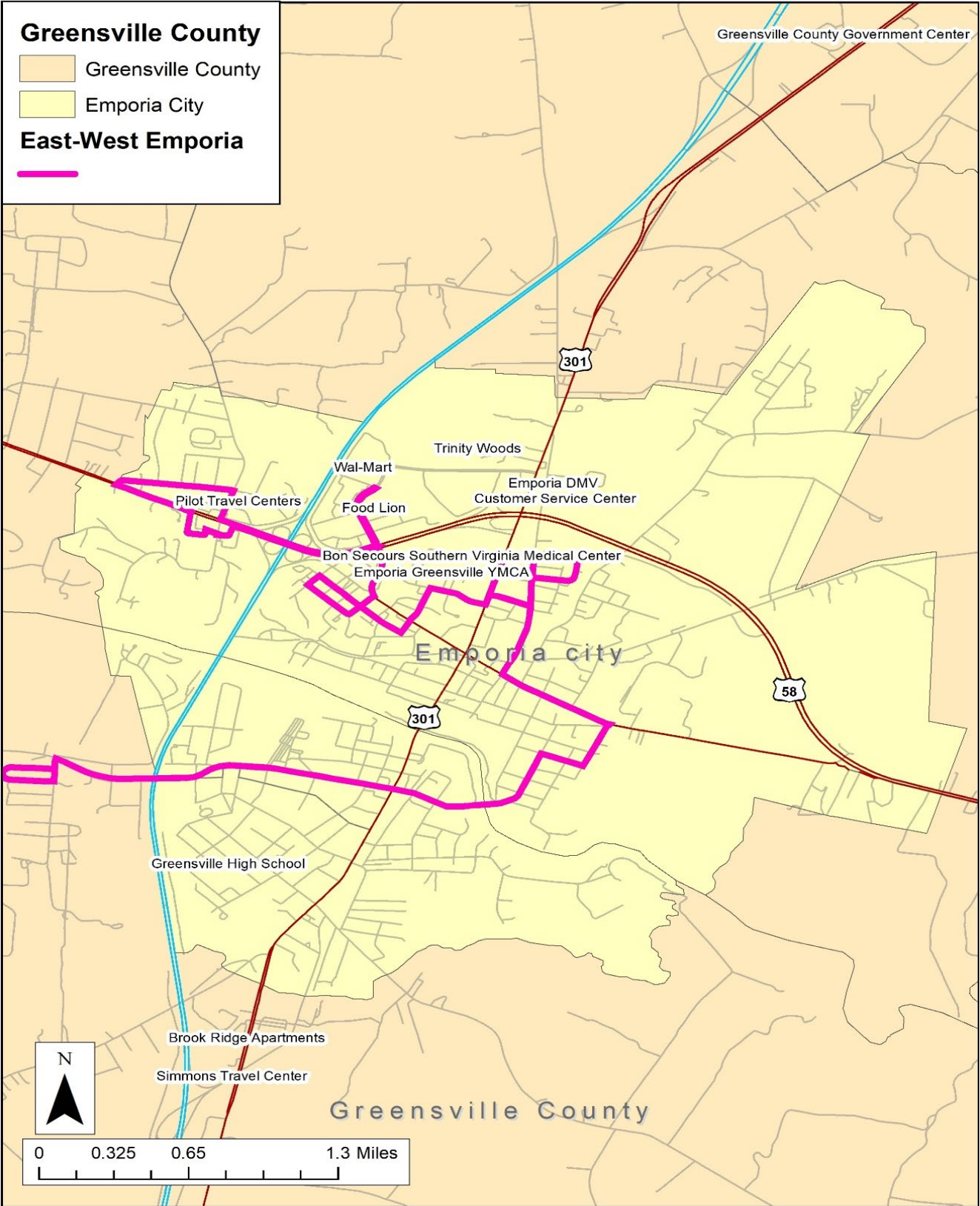


Figure 4-2: Proposed Route - North-South Emporia

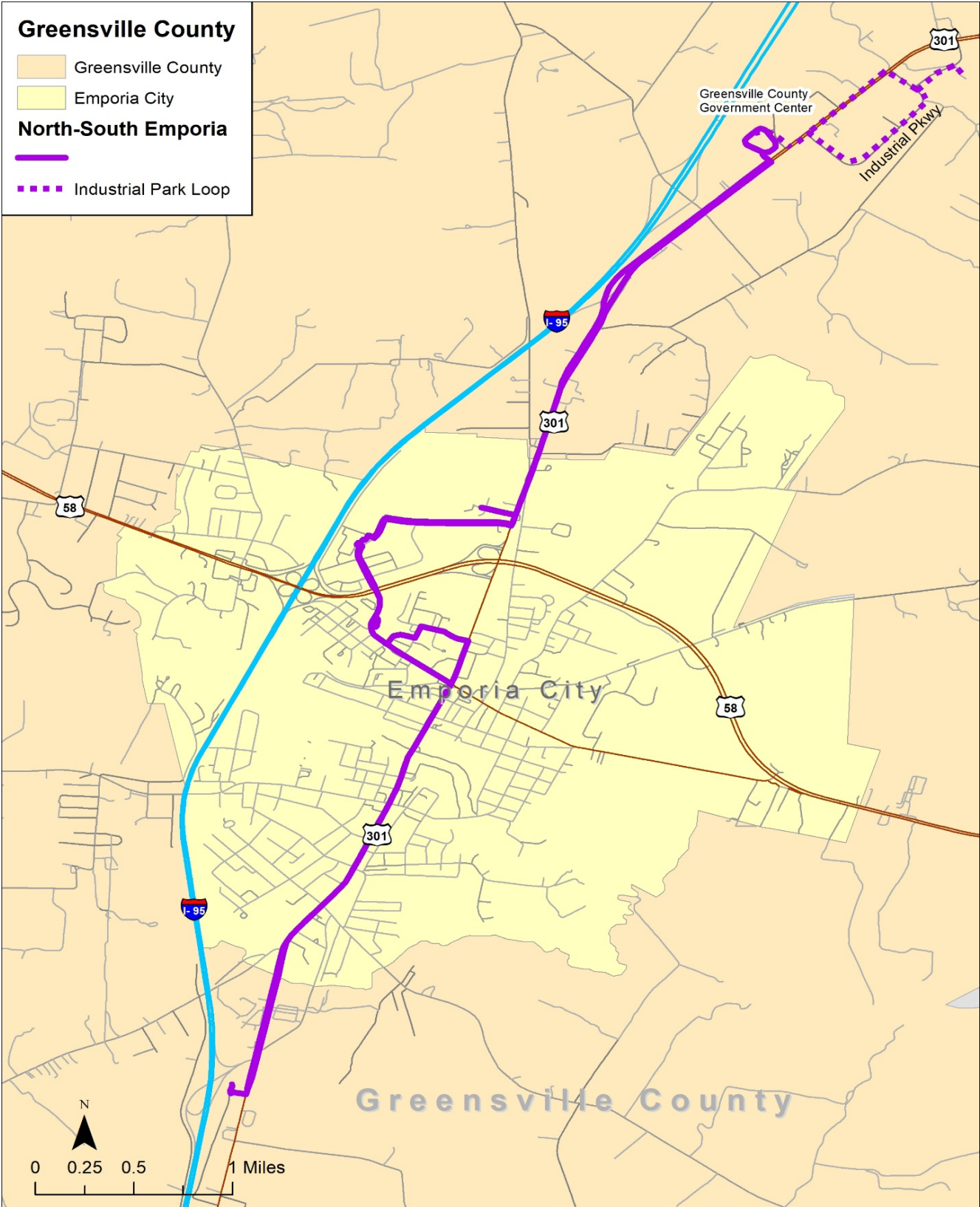


Figure 4-3: Proposed EW and NS Emporia Routes Together

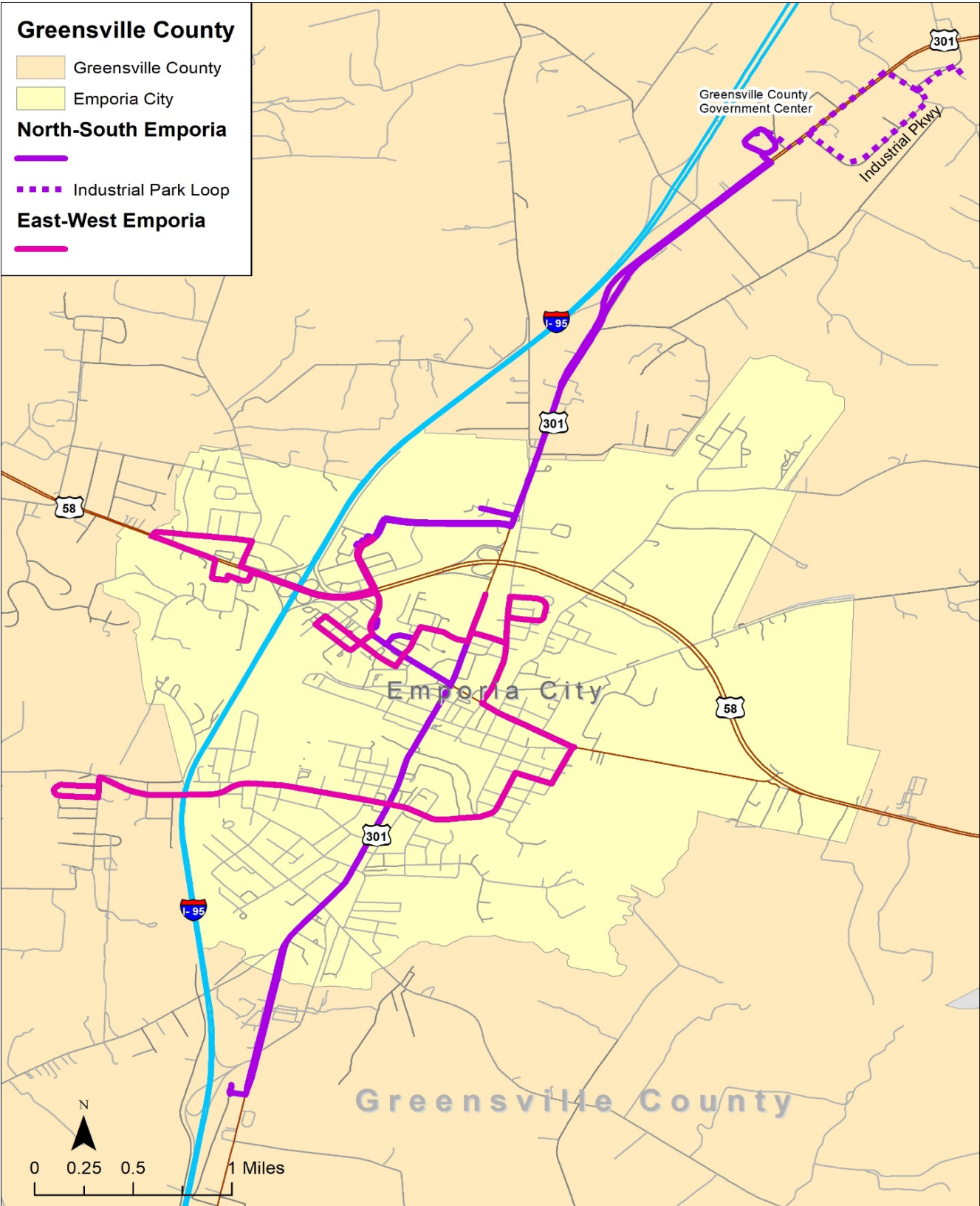


Figure 4-4: Proposed Route - SW Emporia Route

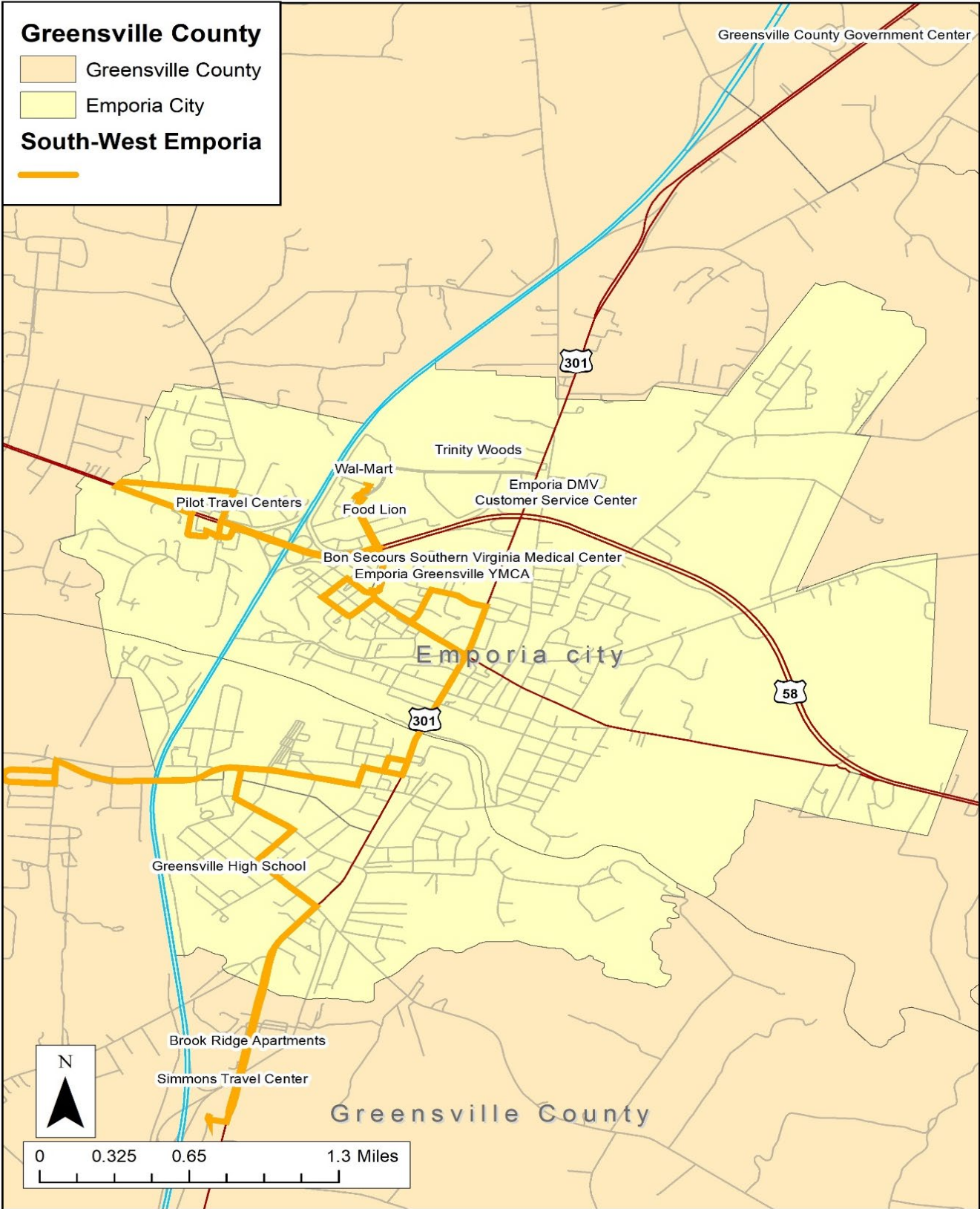


Figure 4-5: Proposed Route - NE Emporia Route

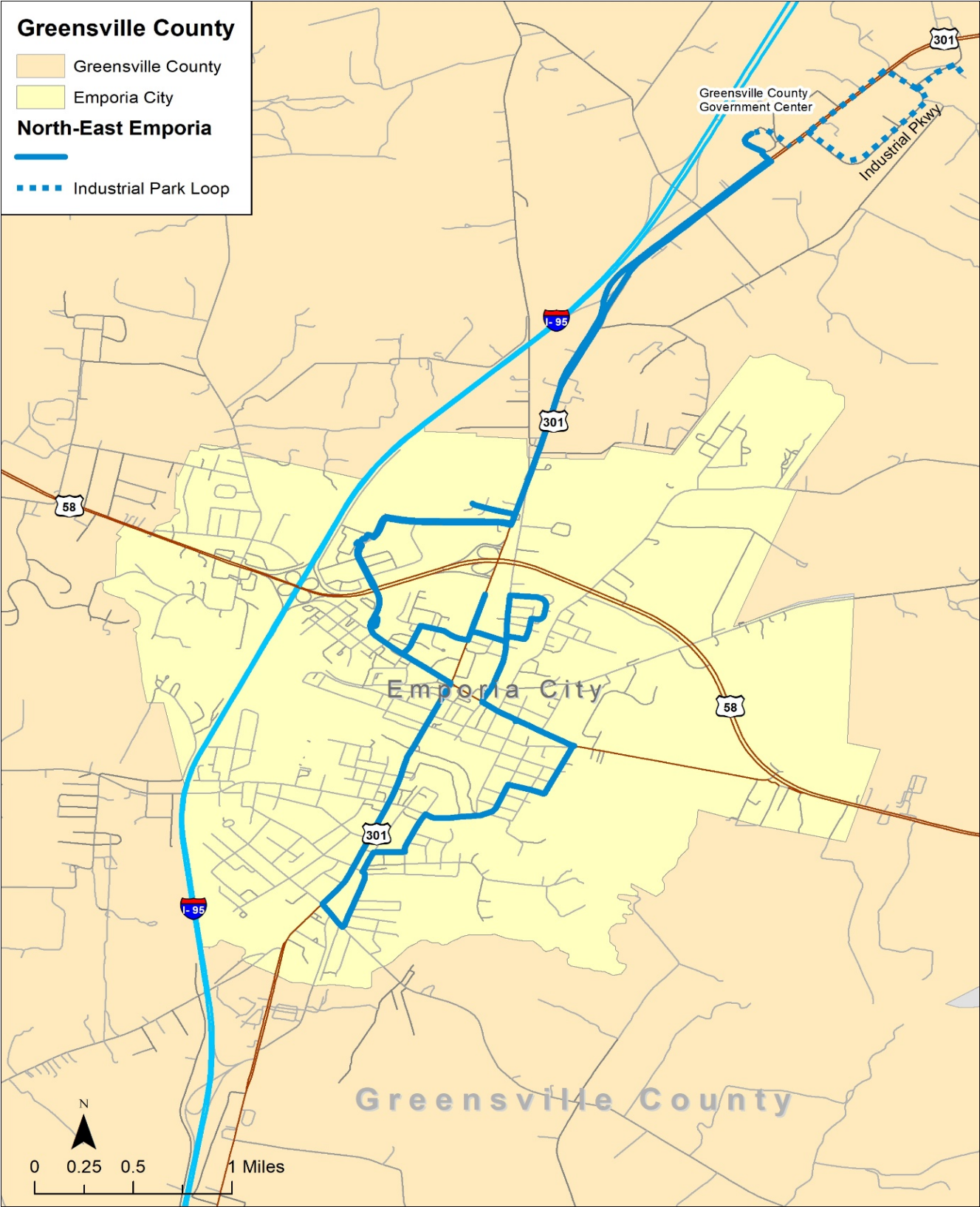


Figure 4-6: Proposed SW and NE Emporia Routes Together

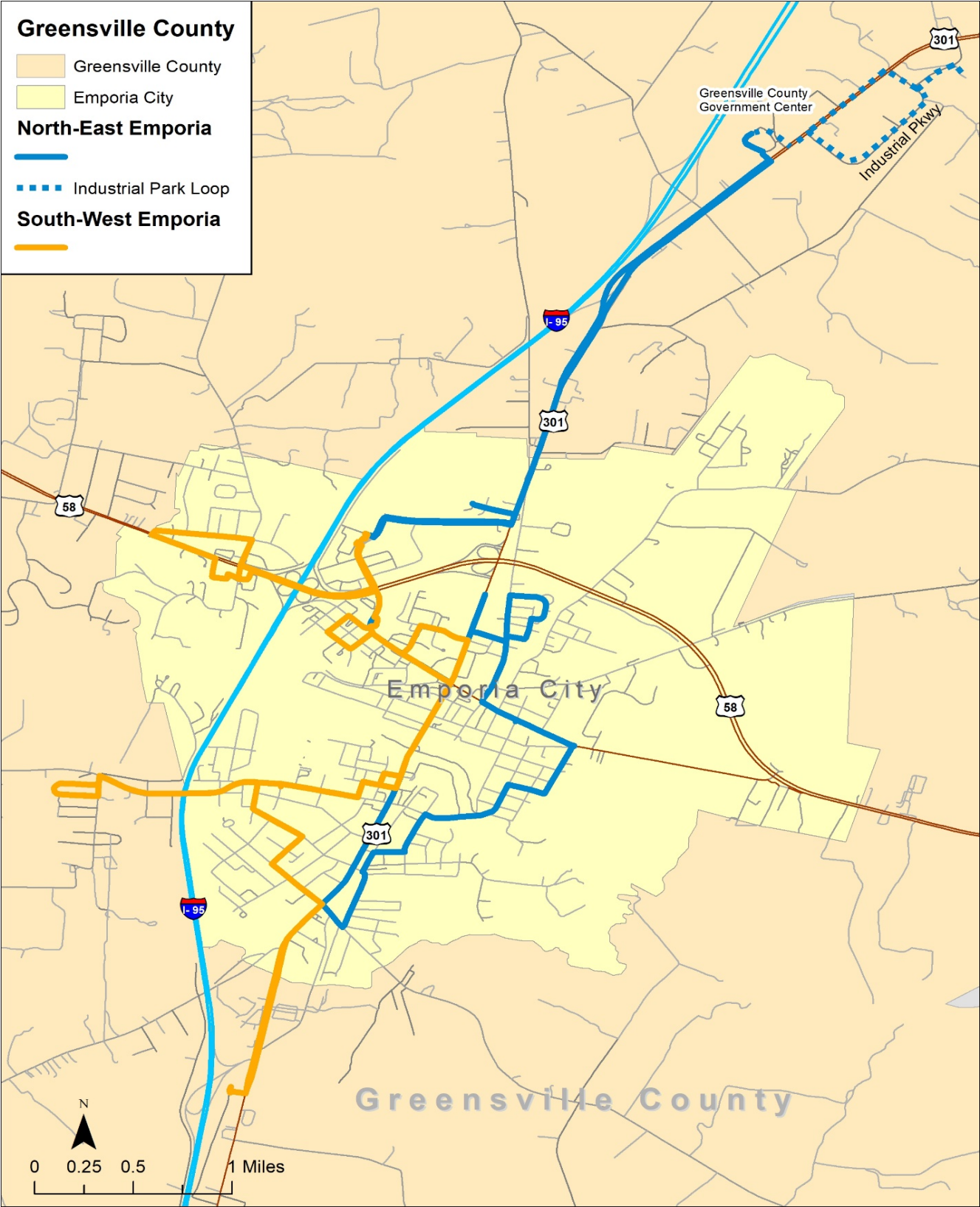


Table 4-1: Potential Impacts of a Second Transit Route

Advantages	Disadvantages
<ul style="list-style-type: none"> • Responds to a need that has been identified by stakeholders and survey respondents. • Adds the employment destinations that are located on the west side of I-95 as well as the Simmons Travel Plaza. • Adds multi-family residential transit origins (Brook Ridge Apartments). • Adds the Greenville County Industrial Park. • The two route concept allows each route to have a bit more time to ensure schedule adherence. 	<ul style="list-style-type: none"> • Adds significant operating costs for a transit service area that has relatively low ridership.
Operating Hours and Cost Estimates	Ridership Impacts
<ul style="list-style-type: none"> • Using the fully allocated cost per hour of \$55.29, and assuming about 3,060 annual service hours, the total cost is estimated to be about \$169,200 annually. • One additional vehicle would be needed at a cost of about \$115,000. Note that the cost of vehicles has risen considerably over the past year. 	<ul style="list-style-type: none"> • Assuming that ridership on the service will rebound to near its pre-pandemic level, the additional ridership is expected to be about 7,000 annual passenger trips.

Provide Saturday Service

In addition to more frequent service and service to additional destinations, Saturday service was also requested via the passenger survey. For this potential improvement, the discussion considers providing Saturday service using the current one-vehicle operation, as well as a two-vehicle operation. The proposed service span would be shorter for Saturday service, which is typical for rural and small urban transit providers. A nine-hour span of service is proposed. The route may also need to be different, depending upon the level of demand to serve the Greenville County Complex area on Saturdays. The potential impacts of providing Saturday service are listed in Table 4-2.

Table 4-2: Potential Impacts of Saturday Service

Advantages	Disadvantages
<ul style="list-style-type: none"> • Responds to a need that has been identified by stakeholders and survey respondents. • Provides mobility on Saturdays for people who depend on GET. 	<ul style="list-style-type: none"> • Adds operations on a non-traditional workday for the County. • Will result in additional expenses.
Operating Hours and Cost Estimates	Ridership Impacts
<ul style="list-style-type: none"> • One vehicle - using the fully allocated cost per hour of \$55.29, and assuming about 468 annual service hours, the total cost is estimated to be about \$28,875 annually. • Two vehicles - using the fully allocated cost per hour of \$55.29, and assuming about 936 annual service hours, the total cost is estimated to be about \$51,750 annually. • No additional vehicles would be needed. 	<ul style="list-style-type: none"> • Assuming that ridership on the service will rebound to near its pre-pandemic level, the additional ridership is expected to be between 1,170 and 1,872 annual passenger trips.

Start Service Earlier in the Morning

Within the discussion of extending GET service to the Greenville Industrial Park, it was brought up that the service does not start early enough in the morning to accommodate the first shift for some of the larger employers located in the industrial park. Feedback from a sample of these employers indicated the following shift times:

<p>Heyco – 3 shifts:</p> <p>7:00 a.m.- 3:00 p.m. 3:00 p.m. -11:00 p.m. 11:00 p.m. -7:00 a.m.</p>	<p>CIE</p> <p>6:00 a.m. – 2:30 p.m. Some overtime and some Saturdays</p>	<p>OSG – 2 shifts:</p> <p>6:00 a.m.- 2:30 p.m. 3:00 p.m. -11:00 p.m.</p>	<p>FedEx</p> <p>5:30 a.m. – 3-4 hours 5:30 p.m. Mondays 6:00 p.m. Tues - Fri</p>
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Given these hours, GET would need to start operating two hours earlier than it does currently to meet the needs of three of the four employers that provided the information concerning shift times. The hours of operation would begin at 5:00 a.m. in order to get people to work by 6:00 a.m.

Note that these added hours would also benefit other work locations served by GET including the hospital, Walmart, and the hotel areas west of I-95 (if the route extended to serve this area).

The potential impacts of starting service two hours earlier are listed in Table 4-3.

Table 4-3: Potential Impacts of Adding Early Morning Service

Advantages	Disadvantages
<ul style="list-style-type: none"> • Responds to a need that has been identified by stakeholders and survey respondents. • Provides additional access to work opportunities within the community. • Assists tenants within the Greenville County Industrial Park 	<ul style="list-style-type: none"> • Adds significant operating costs to serve an unknown transit market.

Operating Hours and Cost Estimates	Ridership Impacts
<ul style="list-style-type: none"> • Adding two hours per weekday would add about 510 annual hours for one vehicle and 1020 annual hours for two vehicles. • Using the fully allocated cost per hour of \$55.29, the cost range is estimated to be between \$28,198 for one vehicle and \$56,395 for two vehicles. 	<ul style="list-style-type: none"> • The ridership impact is likely to be between 1,530 and 3,000 annual passenger trips, depending upon the level of service added.

Capital Improvements

Bus Shelters and Benches

The current transit service provided by GET is important for many transit-dependent residents in the area. Service for these transit-dependent residents would be improved with additional shelters or benches for riders when waiting for a bus to arrive. Shelters and benches increase the safety and comfort of riders while they are waiting for a bus. In addition, installing more bus stop amenities can serve as a marketing tool for the agency by increasing the visibility of GET services. The survey results also indicated a desire for additional shelters.

This project focuses on providing shelters and benches at the most highly used stops where no shelter is available, adding one shelter per year for the first four years of the planning period. The study team will consult with GET staff to recommend these locations for the draft plan.

The potential impacts of providing additional amenities at bus stops are shown in Table 4-4.

Table 4-4: Potential Impacts of Providing Additional Shelters and Benches

Advantages	Disadvantages
<ul style="list-style-type: none"> Improves service for transit dependent riders, particularly seniors and people with disabilities. Encourages ridership by improving rider amenities at key bus stop locations. Improves visibility of the transit system and offers marketing and partnership opportunities. 	<ul style="list-style-type: none"> Staff time is needed to assess locations and coordinate shelter/bench installation. Capital costs are needed to purchase additional shelters and benches.
Cost Estimates	Ridership Impacts
<ul style="list-style-type: none"> Cost estimates for a shelter vary by the type of shelter and have risen significantly over the past few years, as the cost of concrete and other construction materials have increased. An updated cost estimate is between \$15,000 and \$20,000, depending upon the site. 	<ul style="list-style-type: none"> Ridership may improve somewhat with new shelters/benches, particularly as they serve a marketing role for the transit service. But such increases from new passenger amenities at stops are not likely to be significant.

Technology Improvements

There are two technology improvements that have been included as capital proposals. These are:

- Mobile Data Collection
- Mobile Ticketing

Mobile Data Collection

Mobile data collection refers to automating the manner in which operating data is collected. Rather than the drivers writing down pertinent operating data on paper, the drivers would instead enter the data into tablets on board the vehicles. The tablets could also allow for GPS tracking of the vehicles. The potential impacts of implementing mobile data collection are highlighted in Table 4-5.

Table 4-5: Potential Impacts of Mobile Data Collection

Advantages	Disadvantages
<ul style="list-style-type: none"> Eliminates the need to enter data twice. Currently drivers write down pertinent information that then needs to be entered into a series of spreadsheets. This would save on administrative staff time. May result in more accurate data collection. Provides for GPS tracking of vehicles 	<ul style="list-style-type: none"> Add expenses without adding service.
Cost Estimates	Ridership Impacts
<ul style="list-style-type: none"> Cost estimates include the software cost for the data management program, as well as tablets and associated hardware. A preliminary estimate for three vehicles is \$65,000. There are also ongoing data fees. 	<ul style="list-style-type: none"> This improvement does not impact ridership.

Mobile Ticketing

Mobile ticketing refers to a system whereby the rider can purchase their trip via their mobile phones. The rider then shows the purchased ticket on their phone to the driver. Some systems use a simple visual validation, while others purchase scanning devices to read the mobile ticket. Many systems have implemented mobile ticketing as a way to accommodate cashless payment without investing in expensive fareboxes, as well as to replace tokens or tickets.

If GET uses a company like Token Transit, there are no up front fees. Token Transit gets paid by taking 10% of the fares that are purchased through the application. The potential impacts of implementing mobile ticketing are highlighted in Table 4-6.

Table 4-6: Potential Impacts of Mobile Ticketing

Advantages	Disadvantages
<ul style="list-style-type: none"> • Provides a cashless way for riders to pay for their trips. • Provides a mechanism for agency users to pay for client trips, replacing tokens. • Reduces the need to count, reconcile, and deposit cash. 	<ul style="list-style-type: none"> • Reduces fare revenue.
Cost Estimates	Ridership Impacts
<ul style="list-style-type: none"> • If Token Transit used, there are not upfront fees. The cost to use the service is 10% of the fares purchased through the service. • If a company is used that has a custom app for GET, the up front cost is likely to be about \$25,000, plus on-going fees. 	<ul style="list-style-type: none"> • May result in additional riders who like the convenience of cashless payment.

Summary of TDP Proposals

A summary of the TDP proposals is provided in Table 4-7.

Table 4-7: Summary of TDP Proposals

Service and Capital Improvement Proposals	Total Fully Allocated Annual Costs FY23 Dollars	Capital Costs
Operating:		
Second Route	\$169,200	\$115,000
Saturday Service - Two Vehicles	\$51,750	\$0
Early Morning Hours - Two Vehicles	\$56,395	\$0
Subtotal Operating	\$277,345	\$115,000
Capital/Infrastructure/Technology:		
Additional Shelters and Benches (5)		\$75,000
Mobile Data Collection	TBD	\$65,000
Mobile Ticketing	TBD	TBD
Subtotal Capital/Infrastructure/Technology	\$0	\$140,000
Total Cost of All Potential TDP Proposals	\$277,345	\$255,000

NOTE: THESE ESTIMATES ARE FURTHER REFINED IN THE FINANCIAL PLAN

Funding Sources

As described in Chapter 3, funding sources for GET currently include: farebox revenue; advertising; local match from the City of Emporia and Greensville County; federal funding from FTA's S.5311 rural program, and state transit assistance. GET also received federal COVID-19 relief funds in FY2020, FY2021, and FY2022, but these will not continue into future years.

The funding scenario for operating expenses typically involves first calculating the net deficit, which is defined as the difference between the sum of all allowable expenses minus all operating revenues (fares, advertising, any others). The net deficit is then usually eligible to be funded through FTA's Section 5311 program (50% of the net deficit); DRPT's state assistance program (25%), with the remaining 25% coming from local funds. In this case the local funds are provided by Greensville County and the City of Emporia.

Capital costs in Virginia are typically funded using the following formula: 80% federal; 16% state; 4% local. It is anticipated that any new services proposed for implementation will be funded through these same programs, with the local match required being provided by the County and the City based on their previously agreed-upon formula.

Chapter 5

Implementation Plan

Introduction

The Implementation Plan provides a general outline of the steps required to implement the Service and Capital Improvement Plan described in Chapter 4. This first section includes a discussion of the major activities for each year of the plan, followed by a capital replacement plan for vehicles, passenger amenities and technology systems.

Transit Development Plan Initiatives by Year

Each planning year covered by the GET 2023 TDP is listed below, followed by the list of improvements scheduled for the year, along with some general implementation steps. Greater detail is provided for the short-term projects than for the longer- term projects. It should be noted that this schedule has been constructed using currently available information with regard to service priorities and funding constraints. Additional resources or shifting priorities may change this schedule and GET can address these changes through the annual TDP update process.

Remainder of FY2023

- Complete any necessary tasks associated with the recent DRPT Compliance Review.
- Install a shelter and bench at the Walmart stop.
- Reach out to the City of Petersburg to stay up to date regarding the planned service between the cities of Petersburg and Emporia.

FY2024

- Decide which route configuration works the most effectively for the two-route option.
- Reach out to property owners and tenants of the Greenville County Industrial Park to site potential bus stops and settle on a new earlier start time to accommodate employment trips to the Industrial Park, based anticipated need.

- Update public information materials to introduce the two-route concept during the last quarter of FY2024.
- Adjust the routes to provide two fixed routes, covering the following additional key locations: the Greenville County Industrial Park; areas west of I-95 that include a number of hospitality employers; Brook Ridge Apartments; and the Simmons Travel Center.
- Start service earlier each morning to accommodate additional work trips, based on outreach conducted earlier in the year.
- Monitor the new routing configuration to ensure that the routes can stay on schedule and that the new stops are being used.
- Install two bus shelters and benches.
- Continue to communicate with the City of Petersburg regarding the planned service between the Cities of Petersburg and Emporia.

FY2025

- Continue to monitor the new routes and earlier service to ensure that they are being used. Adjust routes/hours if needed to reflect ridership.
- Start providing service on the first Saturday of the month.
- Explore the concept of providing service for Jarratt – to/from existing route.
- Install a bus shelter and bench.

FY2026

- If once a month Saturday service successful, begin offering Saturday service on every Saturday.
- Investigate the concept of mobile ticketing to see if it would be a viable option for GET.
- Purchase tablets for the drivers to use to record operating data
- Install a bus shelter and bench.

FY2027

- Implement mobile ticketing, if deemed feasible.
- Continue to monitor ridership and services.
- Install a bus shelter and bench.

FY2028

- Monitor services, staffing, equipment, hours, infrastructure, and technology to prepare for a full TDP update.

FY2029

- Conduct a full TDP Update

FY2030-FY2032

- Begin implementing projects recommended within the FY2030 TDP

Capital Needs

Vehicle Replacement and Expansion Plan

This section presents the details of the vehicle replacement and expansion plan, including vehicle useful life standards and estimated costs. A vehicle replacement and expansion plan is necessary to maintain a high-quality fleet and to dispose of vehicles that have reached their useful life. The capital program for vehicles was developed by applying FTA/DRPT vehicle replacement standards to the current vehicle fleet which was presented in Chapter 1.

Useful Life Standards

The useful life standards used by the FTA were developed based on the manufacturer's designated vehicle life-cycle and the results of independent FTA testing. The standards indicate the expected lifespans for different vehicle types. If vehicles are allowed to exceed their useful life they become much more susceptible to break-downs, which may increase operating costs and decrease the reliability of scheduled service. With some exceptions for defective vehicles, DRPT/FTA funds are not typically available to replace vehicles that have not yet met the useful life criteria. The FTA's vehicle useful life policy for a number of different vehicle types is shown in Table 5-1. DRPT's useful life policy mirrors the FTA's useful life policy.

Table 5-1: FTA’s Rolling Stock Useful Life Policy

Vehicle Type	Useful Life
Light Duty Vans, Sedans, Light Duty Buses and All Bus Models Exempt from Testing Under 49 CFR, part 665	Minimum of 4 Years or 100,000 Miles
Medium, Light Duty Transit Bus	Minimum of 5 Years or 150,000 Miles
Medium, Medium Duty Bus	Minimum of 7 Years or 200,000 Miles
Small, Heavy Duty Transit Bus	Minimum of 10 Years or 350,000 Miles
Large, Heavy Duty Transit Bus, including over the road coaches	Minimum of 12 Years or 500,000 Miles

SOURCE: FTA CIRCULAR 5100.1: BUS AND BUS FACILITIES FORMULA PROGRAM GUIDANCE

Vehicle Replacement Plan – Baseline Estimate

GET currently operates three cutaway vehicles, two of which have a minimum useful life of five years, and one of which has a minimum useful life of four years. These vehicles have gasoline engines. Table 5-2 provides the existing fleet inventory with the estimated calendar year that each vehicle is eligible for replacement. The operating condition of the vehicles and the availability of funding will dictate the actual replacement year. Note that one vehicle was eligible for replacement in FY2023 and GET has applied to DRPT to replace this vehicle. A second vehicle will be eligible for replacement in FY2024.

In addition to helping GET and DRPT plan future fleet needs, this vehicle replacement plan will also feed DRPT’s transit asset management plan (TAM), which is an FTA-required plan that must include an asset inventory; condition assessments of inventoried assets; and a prioritized list of investments to improve the state of good repair of its capital assets.¹ The TAM requirements establish state of good repair standards and four state of good repair performance measures.

Table 5-2: GET Fleet Inventory and Estimated Replacement Years

Vehicle Description	Vehicle #	Model Year	Engine Type	Wheelchair Accessible	Odometer December 2022	Estimated Replacement Year
Ford Allstar Cutaway	1	2017	Gas	Yes	123,662	2023
Ford Allstar Cutaway	2	2017	Gas	Yes	100,085	2024
Ford Starcraft Allstar Cutaway	3	2018	Gas	Yes	49,313	2026

¹ Federal Register, Volume 81, No. 143, Tuesday July 26, 2016, Rules and Regulations, DOT, FTA, 49 CFR Parts 625 and 630, Transit Asset Management; National Transit Database.

Vehicle Replacement and Expansion Plan

The annual schedule for vehicle replacement and expansion, based on the implementation schedule provided in this chapter and the FTA's vehicle useful life standards, is shown in Table 5-3. Two expansion vehicles were awarded with the FY2023 grant but have not yet been received.

This vehicle replacement schedule is based on estimates; actual vehicle purchases may vary depending upon service changes, funding availability, and unexpected economic shifts. Changes to this vehicle replacement schedule can be made by GET within its annual TDP update letter to DRPT, if needed.

Table 5-3: GET Transit Vehicle Replacement and Expansion Schedule

Number of Vehicles	FY2023	FY2024	FY2025	FY2026	FY2027	FY2028	FY2029	FY2030	FY2031	FY2032	FY2033
Replacement	1	1		1		3	1		1		
Expansion	2										
Total Vehicles	3	1	0	1	0	3	1	0	1	0	0

Estimated Vehicle Costs

The estimated vehicle replacement costs are presented in Table 5-4. These costs are based on the FY2022-FY2023 DRPT vehicle contract with Sonny Merryman, with an estimate of 10% for vehicle options added. Vehicle costs have risen significantly over the past year. For future years a 4% inflationary factor was applied each year. These cost estimates were used to develop the capital budget, which is included with the Financial Plan in Chapter 6. The plan includes the replacement of six revenue vehicles (two of them twice, given the life cycle of the vehicles). Potential funding programs for the replacement vehicles include DRPT's Capital Assistance Program, which is a mix of federal and state funds, and local funds. All service vehicles purchased will be lift- or ramp-equipped.

Table 5-4: Estimated Costs of New Vehicles

Fiscal Year	15 Passenger Body on Chassis Base Price	Added Features Estimate	Total Cost Estimate
2024	\$104,663	\$10,466	\$115,129
2025	\$108,850	\$10,885	\$119,734
2026	\$113,204	\$11,320	\$124,524
2027	\$117,732	\$11,773	\$129,505
2028	\$122,441	\$12,244	\$134,685
2029	\$127,339	\$12,734	\$140,072
2030	\$132,432	\$13,243	\$145,675
2031	\$137,729	\$13,773	\$151,502
2032	\$143,239	\$14,324	\$157,562
2033	\$148,968	\$14,897	\$163,865

Passenger Amenities

Passenger Shelters

GET was awarded three shelters for FY2023. The tentative locations for these shelters are:

- Walmart
- Washington Park
- School Street, pending re-development of the former Piggly Wiggly store

The TDP includes the addition of four more shelters that are to be funded through GET's traditional funding sources. These are included within GET's ten-year TDP capital budget (Chapter 6). The tentative locations for these shelters are:

- Carriage Run Apartments
- Brook Ridge Apartments, once service is established
- Two locations within the Greenville County Industrial Park, to be determined

Technology and Equipment

As a small program, GET does not use on-board technology currently. In the future, it may be helpful to invest in a software program that uses tablets for the drivers to automate data collection functions. On-board tablets can also be used in the development of real-time bus information for passengers. Tablets and the associated fees have been added as a mid-term project for GET.

Another technology project that may be helpful is the implementation of a mobile ticketing program. This type of program could be used to eliminate the need for tokens, as sponsoring agencies and riders could use a mobile phone application, rather than a token. This project has also been added as a mid-term project for GET, pending further investigation.

Chapter 6

Financial Plan

Introduction

This chapter provides a financial plan for funding existing and proposed Greenville-Emporia Transit (GET) services for the TDP's ten-year planning period. The projects indicated in Years 1-3 should be considered short-term, those in Years 4-7 are considered mid-term, and those planned for years 8 through 10 should be considered long-term projects. The financial plan addresses both operations and capital budgets, focusing on the project and capital recommendations that were highlighted in Chapter 4 and the implementation schedule and capital needs highlighted in Chapter 5.

The budgets assume that the transit program will continue to focus on the City of Emporia and areas of Greenville County close to the City of Emporia. There are transit needs in other areas of Greenville County, and these may be considered for service in the future.

It should be noted that over the course of the ten-year period there are a number of unknown factors that could affect transit finance, including: the future economic condition of the region and the local funding partners; the availability of funding from the Federal Transit Administration; and the availability of funding from the Commonwealth Transportation Fund.

Operating Expenses and Funding Sources

Tables 6-1 and 6-2 provide a financial plan for the operation of GET's transit services under the ten-year plan. Table 6-1 provides operating cost estimates, and Table 6-2 identifies the funding sources associated with these service projects. A number of assumptions used in developing the operating cost estimates are described below.

For FY2023, the current year, the expenses and revenues are based on GET's adopted budget for the fiscal year. The FY2024 budget is based on the projects that are scheduled for implementation in the first full year of the updated TDP. The projected cost per revenue hour and the operating costs to maintain the current level of service between FY2025 and FY2032 assume a 3% annual inflation rate. Note that the current inflation rate is higher than this, so this factor may need adjustment depending upon how the economy continues its recovery from the pandemic.

For the revenue and funding portion of the budget, it is understood that neither the County nor the City of Emporia are committing to these operating funding levels, but that they are planning estimates. The current farebox recover for the GET system is about 1.7% and this was raised to 2% beginning in FY2024 to reflect pandemic recovery. GET is also actively soliciting additional advertising revenue, which will

also help reduce the local match needed from the County and the City of Emporia. Advertising revenue projections were increased to reflect this effort.

The funding side of the budget was constructed by first deducting the passenger fares and advertising revenue from the total annual operating expenses to arrive at the net deficit. The current funding split to cover the net deficit (between federal, state, and local funding) is assumed to remain the same throughout the TDP period. This ratio is as follows:

- 50% federal; 23% state; and 27% local

The budgets prepared for the ten-year period covered through the TDP are planning estimates. Specific funding amounts for each year will be determined during the annual budget process and informed by the level of federal and state funds that are available.

Table 6-1: GET 10-Year Plan – Annual Operating Cost Estimates

Projects	FY2023	FY2024	FY2025	FY2026	FY2027	FY2028	FY2029	FY2030	FY2031	FY2032
Projected Operating Expenses										
Current Level of Service	\$200,232	\$206,239	\$212,426	\$218,799	\$225,363	\$232,124	\$239,087	\$246,260	\$253,648	\$261,257
TDP Improvements										
Implementation of Second Route		\$3,461	\$114,767	\$118,210	\$121,756	\$125,409	\$129,171	\$133,046	\$137,037	\$141,149
Start service earlier in the morning			\$29,835	\$30,730	\$31,652	\$32,602	\$33,580	\$34,587	\$35,625	\$36,693
Saturday Service - 1st Saturday of the month				\$7,713						
Saturday Service - Every Saturday					\$34,424	\$35,457	\$36,521	\$37,616	\$38,745	\$39,907
Mobile Data Collection Operating Costs					\$2,076	\$2,138	\$2,202	\$2,268	\$2,336	\$2,406
Mobile Ticketing - Operating Costs						\$428	\$440	\$454	\$468	\$482
Total Projected Operating Expenses	\$200,232	\$209,700	\$357,028	\$375,451	\$415,271	\$428,157	\$441,000	\$454,231	\$467,858	\$481,894
% Change Year by Year		5%	70%	5%	11%	3%	3%	3%	3%	3%

Table 6-2: GET Ten-Year Plan – Operating Revenue and Funding Source Estimates

Anticipated Revenue and Subsidies	FY2023	FY2024	FY2025	FY2026	FY2027	FY2028	FY2029	FY2030	FY2031	FY2032
Fares	\$3,500	\$4,194	\$7,141	\$7,509	\$8,305	\$8,563	\$8,820	\$9,085	\$9,357	\$9,638
Advertising	\$3,500	\$7,000	\$10,000	\$10,500	\$11,025	\$11,576	\$12,155	\$12,763	\$13,401	\$14,071
Subtotal, Revenue	\$7,000	\$11,194	\$17,141	\$18,009	\$19,330	\$20,139	\$20,975	\$21,847	\$22,758	\$23,709
Net Deficit	\$193,232	\$198,506	\$339,887	\$357,442	\$395,941	\$408,017	\$420,025	\$432,384	\$445,100	\$458,185
Federal Funds	\$98,366	\$99,253	\$169,944	\$178,721	\$197,970	\$204,009	\$210,013	\$216,192	\$222,550	\$229,092
State Funds	\$45,263	\$45,656	\$78,174	\$82,212	\$91,066	\$93,844	\$96,606	\$99,448	\$102,373	\$105,383
Local Funds	\$49,603	\$53,597	\$91,770	\$96,509	\$106,904	\$110,165	\$113,407	\$116,744	\$120,177	\$123,710
Subtotal, Subsidies	\$193,232	\$198,506	\$339,887	\$357,442	\$395,941	\$408,017	\$420,025	\$432,384	\$445,100	\$458,185
Total Projected Operating Revenue and Subsidies	\$200,232	\$209,700	\$357,028	\$375,451	\$415,271	\$428,157	\$441,000	\$454,231	\$467,858	\$481,894

Notes:

- 1) Fares shown for FY2023 are the budgeted amount (1.7%). for FY2024-FY2032, fares are assumed to be 2%.
- 2) The advertising revenue assumes that advertising revenue will increase with the higher rates and more vehicles available for advertising.

Capital Expenses and Funding Sources

DRPT has implemented a capital assistance prioritization process that allows DRPT to allocate and assign limited resources for projects that are deemed the most critical.¹ DRPT's capital program now classifies, scores, and prioritizes projects into the following categories:

- **State of Good Repair (SGR).** This category includes projects and programs that replace or rehabilitate existing assets. For GET, this category is focused on vehicle replacements.
- **Minor Enhancement (MIN).** This category includes projects and programs to add capacity, new technology, or a customer facility, and meet the following criteria:
 - Total project cost of less than \$2 million; or
 - Vehicle expansion of not more than 5 vehicles or 5% of the existing fleet size, whichever is greater.

For GET, this category includes the expansion vehicles that were already budgeted for FY2023, as well as bus shelters/benches, mobile data collection, and mobile ticketing.

- **Major Expansion (MAJ).** This category includes projects or programs that add, expand, or improve service with a cost exceeding \$2 million or, for expansion vehicles, and increase of greater than 5 vehicles or 5% of fleet size, whichever is greater. This category does not apply to GET at this time.

The following three types of projects are exempt from the prioritization scoring process:

- Capital projects that do not receive any state transit capital funding contribution.
- Debt service agreements approved in previous fiscal years.
- Track lease payments and capital cost of contracting requests.

State of Good Repair

Eligible activities for funding under State of Good Repair Include²:

Replacement/Rehabilitation of:

- Vehicles/rolling stock (buses, vans, rail cars, support vehicles, etc.)
- Administrative/maintenance facilities
- Customer amenities (parking facilities, bus shelters, benches, signage)
- Any other specific existing pieces of equipment and/or technology that **do not** fall into the Special Asset Categories**

¹ DRPT, Making Efficient Responsible Investments in Transit (MERIT), Capital Assistance – Program Prioritization, FY 23 Technical Documentation.

² Ibid

**** Special Asset Categories:**

- Tools: all tools needed to provide maintenance services (i.e., new/replacement tools, tool cabinets, etc.).
- Maintenance Equipment: all equipment needs to maintain vehicles, infrastructure, and/ or other assets (i.e., bus lift, tire mounting device, forklifts, etc.).
- Spare Vehicle/Rail Parts: all spare vehicle and rail parts that will be used to maintain assets in working order that are not part of a larger rehabilitation project (i.e. alternators, transmissions, engines, seats, windows, gas tanks, etc.).
- Building/Facility Items and Fixtures: all individual, small facility parts and fixtures that are being replaced outside of a larger rehabilitation project (i.e., concrete floors, stairs, escalators, hand dryers, fans, lighting systems, etc.).
- Grouped Assets/Programs of Projects (less than \$2 million): includes large groups of assets that cannot be broken down into subcomponents (i.e., general SGR purchase of parks or track). Does not include grouped or program of projects for vehicle rehab or replacement.
- Other Financial Tools: includes funds for needed capital investments that cannot be scored as a replacement/rehabilitation (i.e., capital cost of contracting, track lease payments, debt service on previously approved projects).

Federal and state matching ratios for SGR projects are currently as follows: federal – 80%; state – 16%. Technical assistance grants are 50% state and 50% local.

Minor Enhancements

Eligible investments under the Minor Enhancement (MIN) category include:

- Fleet expansion (fewer than 5 vehicles or 5% of fleet)
- New customer amenities (parking facilities, bus shelters, benches, accessibility improvements, signage)
- New equipment and technology
- New small real estate acquisition
- Capital project development less than \$2 million (engineering and design, construction management)
- All assets that fall in the Special Assets Categories (listed above)

Table 6-3 provides the ten-year TDP financial plan for SGR and Table 6-4 provides the ten-year budget for MIN. Table 6-5 combines SGR and MIN for the complete ten-year capital plan.

Table 6-3: GET Capital Budget – State of Good Repair – Vehicle Replacement

	FY2023	FY2024	FY2025	FY2026	FY2027	FY2028	FY2029	FY2030	FY2031	FY2032
Vehicle Replacements										
Body-on-Chassis, Medium Light Duty	\$100,000	\$115,129		\$124,524		\$404,055	\$140,072		\$151,502	
Sub-Total Replacement Vehicles	\$100,000	\$115,129	\$0	\$124,524	\$0	\$404,055	\$140,072	\$0	\$151,502	\$0
Total SGR Expenses	\$100,000	\$115,129	\$0	\$124,524	\$0	\$404,055	\$140,072	\$0	\$151,502	\$0
Anticipated Funding Sources - Current Federal/State/Local Matching Ratios										
Federal	\$80,000	\$92,103	\$0	\$99,619	\$0	\$323,244	\$112,058	\$0	\$121,202	\$0
State	\$16,000	\$18,421	\$0	\$19,924	\$0	\$64,649	\$22,412	\$0	\$24,240	\$0
Local	\$4,000	\$4,605	\$0	\$4,981	\$0	\$16,162	\$5,603	\$0	\$6,060	\$0
Total Funding	\$100,000	\$115,129	\$0	\$124,524	\$0	\$404,055	\$140,072	\$0	\$151,502	\$0

Notes:

- 1) Future vehicle replacement purchases are assumed to be funded as follows: 80% federal; 16% state; 4% local.
- 2) Vehicle prices include inflation and are based on the vehicles described in Chapter 5.

Table 6-4: GET Capital Budget – Minor Enhancements

Capital Need	FY2023	FY2024	FY2025	FY2026	FY2027	FY2028	FY2029	FY2030	FY2031	FY2032
Expansion Vehicles	\$200,000									
Passenger Shelters	\$37,000	\$15,450	\$15,914	\$16,391						
Mobile Data Collection					\$65,000					
Mobile Ticketing						TBD				
Total MIN Expenses	\$237,000	\$15,450	\$15,914	\$16,391	\$65,000	\$0	\$0	\$0	\$0	\$0
Anticipated Funding Sources- Current Federal/State/Local Matching Ratios										
Federal	\$189,600	\$12,360	\$12,731	\$13,113	\$52,000	\$0	\$0	\$0	\$0	\$0
State	\$37,920	\$2,472	\$2,546	\$2,623	\$10,400	\$0	\$0	\$0	\$0	\$0
Local	\$9,480	\$618	\$637	\$656	\$2,600	\$0	\$0	\$0	\$0	\$0
Total Funding	\$237,000	\$15,450	\$15,914	\$16,391	\$65,000	\$0	\$0	\$0	\$0	\$0

Table 6-5: GET Combined Capital Budget

Capital Need	FY2023	FY2024	FY2025	FY2026	FY2027	FY2028	FY2029	FY2030	FY2031	FY2032
SGR -Replacement Vehicles	\$100,000	\$115,129		\$124,524		\$404,055	\$140,072		\$151,502	
Total SGR Expenses	\$100,000	\$115,129	\$0	\$124,524	\$0	\$404,055	\$140,072	\$0	\$151,502	\$0
MIN										
Expansion Vehicles	\$200,000									
Passenger Shelters	\$37,000	\$15,450	\$15,914	\$16,391				\$0	\$0	\$0
Mobile Data Collection					\$65,000			\$0	\$0	\$0
Mobile Ticketing						TBD		\$0	\$0	\$0
Total MIN Expenses	\$237,000	\$15,450	\$15,914	\$16,391	\$65,000	\$0	\$0	\$0	\$0	\$0
TOTAL CAPITAL EXPENSES	\$337,000	\$130,579	\$15,914	\$140,915	\$65,000	\$404,055	\$140,072	\$0	\$151,502	\$0
Anticipated Funding Sources- Current Federal/State/Local Matching Ratios (1)										
Federal	\$269,600	\$104,463	\$12,731	\$112,732	\$52,000	\$323,244	\$112,058	\$0	\$121,202	\$0
State	\$53,920	\$20,893	\$2,546	\$22,546	\$10,400	\$64,649	\$22,412	\$0	\$24,240	\$0
Local	\$13,480	\$5,223	\$637	\$5,637	\$2,600	\$16,162	\$5,603	\$0	\$6,060	\$0
Total Funding	\$337,000	\$130,579	\$15,914	\$140,915	\$65,000	\$404,055	\$140,072	\$0	\$151,502	\$0

Note: Capital expenses assume to be funded as follows: 80% federal, 16% state, 4% local.

Appendix A

Greenville Emporia Transit Advisory Board Members (GETAB)

GREENSVILLE EMPORIA TRANSIT ADVISORY BOARD

Board Members

Dale Temple	City of Emporia
William Johnson, III	City of Emporia
Kathy Anderson	SPACE
Mary Vaughan	VEC
Kesha Collins	Boars Head
Nancy Rose	Chamber of Commerce
Thomas Slippy	County Resident
Kristin Vaughan	YMCA
Erica Randolph	SVCC
Christian Rodriguez	
Steven Hennessee	DRPT

County Staff

Kenny Parker	Greensville County
Denise Banks	Greensville County
Gary Cifers	Greensville County
Dr. Charlette T. Woolridge	Greensville County
Dr. Terrence Wood	Greensville County

Appendix B

Passenger Survey



How's your ride on the bus today?

1. What is your primary mode of transportation?

- Public Transit Drive alone Carpool
- Walk Bicycle Other: _____

2. How did you get to the bus stop from your home today?

- Walked Drove vehicle Caught a ride
- Rode Bicycle Other: _____

3. What is the purpose of your trip today?

- Work School Shopping/Errands Social/Recreation
- Medical Governmental/Social Service Other: _____

4. On average, how often do you use Greenville Emporia Transit (GET)?

- 5 days a week 3-4 days a week 1-2 days a week
- Less than once a week Less than once a month

5. If you were not taking the bus, how would you make this trip?

- Drive Walk/Bicycle Family/Friends Wouldn't make trip
- Taxi Other: _____

6. Which of the following potential transit service improvements would be the most helpful to you? Please indicate your top three by writing in 1, 2, or 3 next to your three top priorities.

- ___ More frequent service ___ Service later in the evenings
- ___ Saturday service ___ Service earlier in the mornings
- ___ Service on Sundays ___ Bus shelters and benches at stops
- ___ Faster, more direct route ___ Better timeliness
- ___ Service to additional locations within Greenville County (where?):






___ Service to additional locations within the City of Emporia (where?):

___ Service to additional locations outside of Greenville County (where?):

___ On-demand service using my smartphone

___ Other: _____

Please rate GET's service in the following areas by placing an "X":

	 Strongly Satisfied	 Satisfied	 Neutral	 Dissatisfied	 Strongly Dissatisfied
Overall service					
Days of service					
Hours of service					
Buses running on-time					
Frequency of buses					
Availability of information					
Quality of the bus stops					
Website					
Cost of bus fare					
Sense of security					
Cleanliness of buses					
Bus drivers					

Please answer a few questions about yourself. These are for reporting purposes only.

What is your zip code? _____

Do you live in Emporia or Greensville County? Emporia Greensville County Neither

How old are you?
 Under 18 18-24 25-34 35-54 55-64 65+

Do you have an internet enabled "smart" phone? Yes No

Do you have a valid driver's license? Yes No

Do you have access to a functioning vehicle? Yes No

Do you consider yourself Hispanic/Latino? Yes No

Which one of the following best describes your race? (check all that apply)

White/Caucasian African American/Black Asian Prefer not to answer

American Indian/Alaskan Native Native Hawaiian/Pacific Islander

What is your employment status? (check all that apply)

Employed (Full-time) Student (Full-time) Retired Unemployed

Employed (Part-time) Student (part-time) Homemaker Other

What is your annual household income? (optional)

\$14,999 or less \$15,000 - \$29,999 \$30,000 - \$44,999

\$45,000 - \$59,999 \$60,000 - \$74,999 \$75,000 or higher

Comments

Thank you! Visit GET's website:

<http://www.greensvillecountyva.gov/index.php/departments/transportation>

Appendix C

Public Survey

Public Transportation Survey



Greenville Emporia Transit (GET) is conducting a Public Transportation Survey. Please help us learn more about community transportation needs in Greenville County and the City of Emporia by completing this survey.

- Are you aware of the services provided by Greenville Emporia Transit?
 Not Aware Aware; overall positive impression Aware; overall negative impression
- How do you **usually** get to where you need to go within the community for work, school, shopping, errands, or medical appointments?
____ I drive ____ I use public transportation ____ I walk
____ Friends/family drive me ____ I ride a bicycle ____ I take a taxi
____ I use Uber or Lyft ____ I use a medical transport service
- Do you currently use any of the following transportation services?
 Greenville Emporia Transit (GET) Vanpools or carpools
 Petersburg Area Transit Taxis
 Crater District Area Agency on Aging Uber/Lyft
 A medical transport service Other: _____
 I do not currently use public transportation
- If you **DO** use public transportation, what are the primary reasons why you choose public transportation? *Please check all that apply*
 I do not have access to a vehicle It saves me money I do not like to drive
 I am unable to drive For environmental reasons Public transit is safer
 I do not have a driver's license Public transit is more convenient than other modes
 It saves me time Other: _____
- If you **DO NOT** use public transportation currently, **OR ARE ONLY ABLE TO USE IT FOR SOME TRIPS**, what transit service improvements would be needed for you to choose to ride public transportation more frequently? *Please check all that apply*
 Better service availability near my home/work/school- location: _____
 Improved access to transit information Shorter travel time
 More frequent buses Service earlier in the morning
 Service to areas outside the region Service later in the evening
 Guaranteed ride home for emergencies/overtime Less crowded vehicles
 Improved reliability Weekend service
 Better security on board the vehicles Other: _____
 Bus stop/shelter improvements I would not ride, I prefer to drive
- Would you use public transportation if there was a service that met your travel needs?
 Yes No
- Do you think there is a need for additional or improved public transportation in Greenville County and/or the City of Emporia? Yes No (*If you checked "No", skip to Question #10.*)

8. Please indicate what improvements you think are needed to improve public transportation in Greenville County and/or the City of Emporia. (Check your top three choices):
- Service later in the evenings
 - Saturday service
 - On-demand service using my smartphone
 - Expanded service to areas within Greenville County
 - Expanded service to areas within the City of Emporia
 - Expanded service to areas outside of Greenville County
 - Cleaner buses
 - Improved access to transit information
 - Bus tracker application for mobile phones
 - Bus stop/shelter improvements
 - Other: _____
 - Service earlier in the mornings
 - Sunday service
 - Safer buses
 - Improved on-time performance
 - Lower fares
 - No fares
 - On demand stops
9. Are there specific locations/services in the region that are not currently served by public transportation, but you feel should be in the future? Please be as specific as possible.
10. Would you support additional funding to expand public transportation in the future? Yes No
11. Please provide any comments you may have concerning public transportation in Greenville County and the City of Emporia.

Please answer a few questions about yourself

12. What is your zip code? _____
13. How old are you? Under 18 18-24 25-34 35-54 55-64 65+
14. Do you have an internet enabled "smart" phone? Yes No
15. Do you have a valid driver's license? Yes No
16. Do you have access to a functioning vehicle? Yes No
17. Do you consider yourself Hispanic/Latino? Yes No
18. Which one of the following best describes your race? (Check all that apply)
- White/Caucasian
 - African American/Black
 - Asian
 - Prefer not to answer
 - American Indian/Alaskan Native
 - Native Hawaiian/Pacific Islander
19. What is your employment status? (Check all that apply)
- Employed (Full-time)
 - Student (Full-time)
 - Retired
 - Unemployed
 - Employed (Part-time)
 - Student (part-time)
 - Homemaker
 - Other
20. What is your annual household income?
- \$14,999 or less
 - \$15,000 - \$29,999
 - \$30,000 - \$44,999
 - \$45,000 - \$59,999
 - \$60,000 - \$74,999
 - \$75,000 or higher

Thank you!

Visit GET's website: <http://www.greenvillecountyva.gov/index.php/departments/transportation>



Greenville Emporia Transit is sponsored by the County of Greenville and the City of Emporia with assistance from the Virginia Department of Rail and Public Transportation.

