



TRANSIT SERVICES ADVISORY COMMITTEE AGENDA

Charlotte-Mecklenburg Government Center

CH-14 [Join TSAC Meeting via Zoom here.](#)

August 10, 2023

4:00- 5:30 pm

- | | |
|---|---------------------------------|
| I. Call to Order
Approval of June Summary | Chair Krissy Oechslin |
| II. Public Comments | |
| III. Information Items:
A. Interim CEO Update
B. QR Code Pilot Update | Brent Cagle
LaShika Williams |
| IV. Service Planning Manager Report
A. Service Planning Updates
B. Public Comment Responses | Pamela White |
| V. TSAC Chair Report | Krissy Oechslin |
| VI. Service Issues | All |

NEXT MONTH'S TSAC MEETING IS SEPTEMBER 14, 2023

TRANSIT SERVICES ADVISORY COMMITTEE

Meeting Summary

Thursday, July 13, 2023

Recording:

[TSAC Recording July 13, 2023](#)

TSAC Members Present: Krissy Oechslin, Charlotte
Jarrett Hurms, Charlotte
Sam Grundman, Charlotte
Antonette Love, Charlotte
Bob Moran, Charlotte
Tim Spaulding, Charlotte
Kevin Walsh, Huntersville

CATS/City of Charlotte Staff: Jason Lawrence, Pamela White, Kelly Goforth, Jennifer Fehribach, Rachel Gragg, Kimera Coburn, Edwin Johnson, Lashima Tate, Logan Lover, Brandon Hunter, Arlanda Rouse, Brad Thomas, Keith Sorenson, Catherine Kummer, Patrick Hoskins, Brian Horton, Carlos Parada

Meeting Time 4:00-5:30 PM

I. **Call to Order**

Chair Krissy Oechslin called the meeting to order at 4:05 p.m.

Approval of June 2023 Meeting Summary

Co-Chair Jarrett Hurms asked for a motion to approve the meeting summary from June 2023. Sam motion to approve the summary. Tim seconded the motion. The June 2023 meeting summary was approved unanimously.

II. **Public Comment on Agenda Items:**

Gerecka Tate lives in Steele Creek and wants to see how to get services in Steele Creek area off of 160. Gerecka is having to walk 2 miles to catch a public bus.

III. **Service Planning Manager Report**

A. Service Planning Updates

Pamela White – Service Planning Manager (CATS) – Bruce will give an update on bus stop consolidation and 74X changes that Pamela will present

later in the agenda.

IV. TSAC Chair Report:

Jarrett Hurms – Co-Chair Transit Services Advisory Committee (TSAC) –

There was not a June MTC meeting.

V. Information Items:

A. Bus Stop Improvement and Plan Strategy

Bruce Jones – Transportation Planner (CATS) – gave an overview of CATS Bus Improvement Plan & Strategy.

Discussion:

It would be nice for bus shelters to provide shade for people to keep cool instead of all translucent covers on bus shelters. Some of the current LYNX stations with translucent top bus shelters trap heat instead of providing shade and cooling. Translucent tops would work under a tree but if there are no trees around then a solid top would be nice. Concern with the solar lights and not being bright enough at night and having a good brightness level.

CATS prioritizes lighting for stops by looking at existing conditions. As part of the initial pilot, CATS worked closely with CDOT to identify locations and is looking at locations that currently don't have a lot of lighting. Use census data to help identify those populations and look at elderly populations, equity populations and ADA populations to help assign that score. For new bus stops, CATS is planning for the future. If a shelter is not put in right away, then the infrastructure will be in place to install a shelter or a bench at a later date. CATS is working with the towns to identify how CATS can establish more of a partnership with the towns in order to coordinate bus stop improvements.

CATS has identified how to better place signage at bus stops. Installing signage so that operators can find it and individuals that might be visually impaired would know to look for the bus stop signs there. Hopefully can come up with something to help customers that might not have any vision. Bus stop improvement list of priorities is not currently posted. Just because a stop is high on the list from a ranking standpoint there are other factors that have to be considered while prioritizing stops. Love to see CATS publish the bus stop improvement priority list.

B. 74X Union County Express Update

Pamela White – Service Planning Manager (CATS) – provided an update to the 74X Union County Express Discontinuation Update.

Discussion:

Not a gap in funding and CATS is currently budgeted for that. Union County had asked the towns to contribute \$18,000 towards the funding and Indian Trail did that and asked that of Monroe and other jurisdictions. CATS will adjust service based upon funding commitment to CATS.

C. Independence Busway Lanes Update

Kelly Goforth – Director of Development (CATS) – gave an update on Independence Busway Restoration.

Discussion:

The \$750,000 is currently in the budget for this project. If CATS doesn't spend it on this project it becomes available for other priorities as determined by the MTC. The current schedule is to open in 2024 and NCDOT would start working on the Independence Express Lanes in 2028. CATS would anticipate that once the express lanes are built and reopened that buses would be using the express lanes.

VI. Service Issues:

Tim wanted to give kudos to a CATS driver a couple of months ago. During the detour from Carnegie from SouthPark Mall there was one particular driver that had stopped for Tim, and the driver called and let CATS know that there was a passenger waiting and for the bus to stop. Still need to work on wayfinding and pointing people to the bus bridges and how to start the bus bridge. There have been longer headways on the Gold Line. Make sure CATS is more competitive with the budget in getting more bus and train operators to fill the gap.

The meeting was concluded and adjourned 5:30pm.

NEXT MEETING: THURSDAY August 10, 2023

QR Code Bus Stop Signage Update

LaShika R. Williams, Marketing Coordinator



The CATS-Pass Mobile App seeks to modernize and optimize transit use for riders. There has been an increase in transit agencies using QR Code technology to make transit more customer-centric. The primary motivation behind this move is to provide scheduling information more efficiently and increase traffic to the CATS-Pass app.





QR Code Signage Benefits

- ▶ Customer friendly
- ▶ Efficient access to CATS-Pass real-time bus and rail tracking
- ▶ Reduction in paper usage & CATS' carbon footprint



No Smart Phone?

- Rider can call 704.336 RIDE and enter option 2 to put in Stop ID.
- Choose the option to speak to a customer service agent.
- Go to the pass sales booth for a trip plan.
- Paper Schedule or ridetransit.org

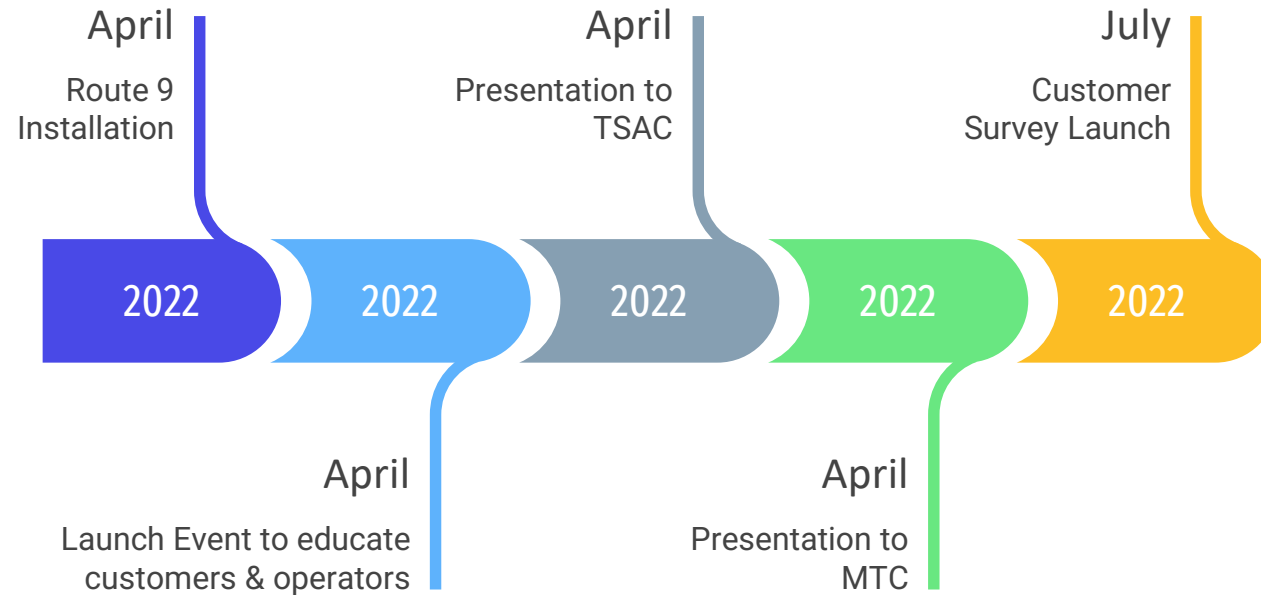


Efficiencies

- ▶ Schedule changes every February, June & October
- ▶ Savings for not only printed products, and eye level displays, but also labor.
- ▶ QR codes are reusable; signs do NOT need to be reprinted with each service change!



Pilot Timeline



Survey Results

▶ Route 9 riders:

- 55% satisfaction rate
- Ranked the QR sign as the #2 preferred method of route time information retrieval
- Overall comments said there was user-friendliness of the QR codes with the CATS-Pass app

Pittsburgh Regional Transit QR Program

- ▶ Reflective QR codes.
- ▶ Branding and nighttime visibility.
- ▶ Installation by end of March 2023 throughout system.

The image displays a physical bus stop sign and a smartphone screen. The sign is dark blue with white text and a QR code. The text on the sign reads "BUS STOP 4828", "Scan code or text PRT 4828 to 4141 for stop info", and "ridePRT.org". The QR code is located below the text. To the right of the QR code is a white silhouette of a bus. The smartphone screen shows the TrueTime app interface, displaying the location "1125 SEVENTH AVE + SMITHFIELD ST" and the time "10:33 AM". The app shows three bus routes with their respective arrival times and crowding status:

Route	Direction	Arrival Time	Crowding
6609	G2 - OUTBOUND → CARNEGIE	DUE	Not crowded
6555	28X - OUTBOUND → PITTSBURGH INTL AIRPORT	4 _{min}	Not crowded
6513	G2 - OUTBOUND → CARNEGIE	22 _{min}	Not crowded

At the bottom of the app screen, there is a text prompt: "Text 'PRT 1125' to '41411' for stop times". The app also shows a "Terms" link and a copyright notice "© PRT 2023".

Portsmouth, United Kingdom QR Program

- ▶ Over 600 bus stops with QR codes
- ▶ Provides live bus timetable info
- ▶ Increases journey planning confidence.

Your **next bus** will be:

08.30 (in 1 minute)
First Bus in Hampshire **2**
Calling at:
Copnor - Eastney -
Commercial Road - The Hard

08.32 (in 3 minutes)
First Bus in Hampshire **17**
Calling at:
Copnor - Eastney -



The sign features a teal background with a white bus icon and the Portsmouth City Council logo in the top left. A dark grey horizontal band across the middle contains the text "Green Lane" in white. Below this, a large QR code is centered on the left. To the right of the QR code, the text "Scan for the next bus times from this stop" is displayed in white. At the bottom right, there is a small white icon of a network or bus system.

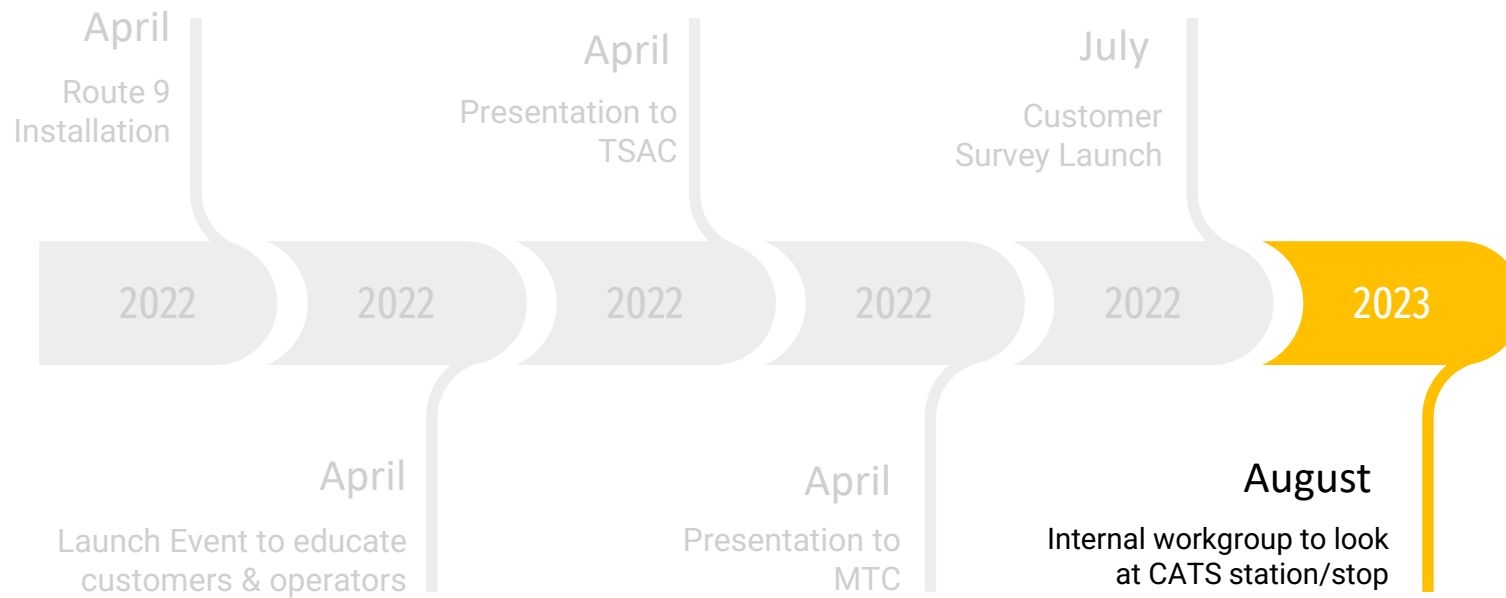
Portsmouth
CITY COUNCIL

Green Lane

Scan for the next bus
times from this stop

For all travel information visit
www.travelinepo.com
Or call 0871 300 22 33

Next Steps



Questions

