



TRANSIT SERVICES ADVISORY COMMITTEE AGENDA

Charlotte-Mecklenburg Government Center

Room: CH-14

October 12, 2023 | 4:00- 5:30 pm

View on CATS YouTube Channel:

www.YouTube.com/@CharlotteAreaTransitSystem

- | | |
|---|-----------------------|
| I. Call to Order | Chair Krissy Oechslin |
| Approval of September Summary | |
| II. Public Comments | |
| III. TSAC Chair Report | Krissy Oechslin |
| IV. Service Planning Report | Pamela White |
| V. Information Items: | |
| A. CATS Customer Feedback Process | Jessica Lanier |
| B. February 2024 Service Change Proposals | Bruce Jones |
| C. CATS Express Survey Results | Bruce Jones |
| D. CATS Customer Experience Overview | Pamela White |
| VI. Service Issues | All |

NEXT MONTH'S TSAC MEETING IS NOVEMBER 9, 2023

TRANSIT SERVICES ADVISORY COMMITTEE

Meeting Summary

Thursday, September 14, 2023

Recording:

[TSAC Recording September 14, 2023](#)

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

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

Meeting Time 4:00-5:30 PM

I. **Call to Order**

Co-Chair Jarrett Hurms called the meeting to order at 4:05 p.m.

Approval of August 2023 Meeting Summary

Chair Krissy Oechslin asked for a motion to approve the meeting summary from August 2023. Tim motion to approve the summary. Kevin seconded the motion. The August 2023 meeting summary was approved unanimously.

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

No public comment.

Jason Lawrence - Chief Transit Planning Officer (CATS) – Jason introduced two new planners. Brenden Watts is a service planner working on the service planning team with Bruce and Pamela. Jess Odette is a transportation planner and helping with ridership reporting.

III. Information Items:

A. **Title VI Program Update**

Arlanda Rouse – Civil Rights Officer (CATS) - Arlanda gave a presentation on the 2023 Title VI Program Update.

Discussion:

CATS complaints are reviewed on a monthly basis. If there is something that stands out from a Title VI perspective, Civil Rights can pull complaint and follow up. The Title VI policy for CATS is reviewed every three years and is updated every three years. The Title VI program is updated and submitted to the Federal Government every three years.

B. **Title VI Efficiency Changes August 2022**

Arlanda Rouse – Civil Rights Officer (CATS) – Arlanda presented the Title VI Efficiency Changes.

Discussion:

Ridership increased during that time period but because CATS was still not to the point of capacity it wasn't an issue. Ridership has been trending up since January of 2022 and the decrease in service did not impact that ridership. This was as an info item for MTC last month. Arlanda will be taking this back as an action item for approval at the September MTC. Civil Rights is changing the policy to make sure smaller changes over a three-year period don't create a disparate impact for those communities.

C. **Customer Experience Staffing**

Jason Lawrence - Chief Transit Planning Officer (CATS) – Planning has had some recent reorganization and realignments. In the Planning Division, Bruce Jones will now be leading the service planning group. Planning has added three new sections to Planning. Sustainability and Resiliency section has been reorganized to be a part of Planning and Catherine Kummer is part of the planning group now. Added a Community Outreach section and will be hiring a community outreach manager to focus in on the projects CATS has. Customer Experience section to Planning that Pamela White will be managing. Added two engagement sections to the team. One for future work and one for existing work.

Pamela White – Service Planning Manager (CATS) – In the Customer Experience section, CATS will focus on how the customer experiences CATS services from a customer's first stop until the customer reaches destination. Things from how customers are able to utilize the website and the app, paying to get on, being able to understand CATS system and understanding what transferring means. Ensuring that customers understand the amenities that are

offered, the bus stops, and bus stop signs. This is systemwide. Focused on service and customer experience. Pamela is going to start working on customer experience work plan. Comes down to wayfinding and there are a lot of gaps that CATS needs to put some attention to.

IV. Service Planning Report:

A. Service Planning Updates

Pamela White – Service Planning Manager (CATS) – Planning for the October service change and still monitoring services. Looking at things that may need to be tweaked and things that can be done within the structure that CATS has. Pamela is going to be working on finding better ways for TSAC members to communicate to CATS the challenges and compliments to help improve CATS services. CATS folded in the information taken from a survey to the upcoming October change where CATS is adjusting the schedules for express routes in the northern corridor. Added additional times to the route 11.

V. TSAC Chair Report:

Jarrett Hurms – Chair Transit Services Advisory Committee (TSAC) – There was a transit workgroup update. There is going to be a risk and controls assessment. There was a Tile VI Program Update and a presentation on CATS Agency Safety Plan.

VI. Service Issues:

In downtown, people are not abiding by the “no parking” during morning rush hour and 63X on Church Street will get stuck behind vehicles that are not supposed to be parking on the curb. CATS has dealt with curb management on the Gold Line. CATS can talk to CDOT about issue. Have to look at it block by block basis. Is the city doing a Quality-of-Life team that is supposed to be looking into bad drivers that block bike lanes and bus stops. Bus drivers in New York that get blocked in bus lane take a picture of the car’s license plates and that person automatically gets a ticket.

Person Responsible	Action Item/Comments
CATS Planning	Curb Management: look at Church and College, 3 rd & 4 th Street

The meeting was concluded and adjourned 5:30pm.

NEXT MEETING: THURSDAY November 9, 2023

CATS Customer Service Customer Feedback Process

Transit Services Advisory Committee

October 12, 2023



HOW TO SUBMIT A CUSTOMER CONCERN

CATS passengers and the citizens of Charlotte, have several options for submitting a concern:

- Calling 704 336 RIDE
- Email to telltransit@charlottenc.gov
- Walk-in forms
- Letter

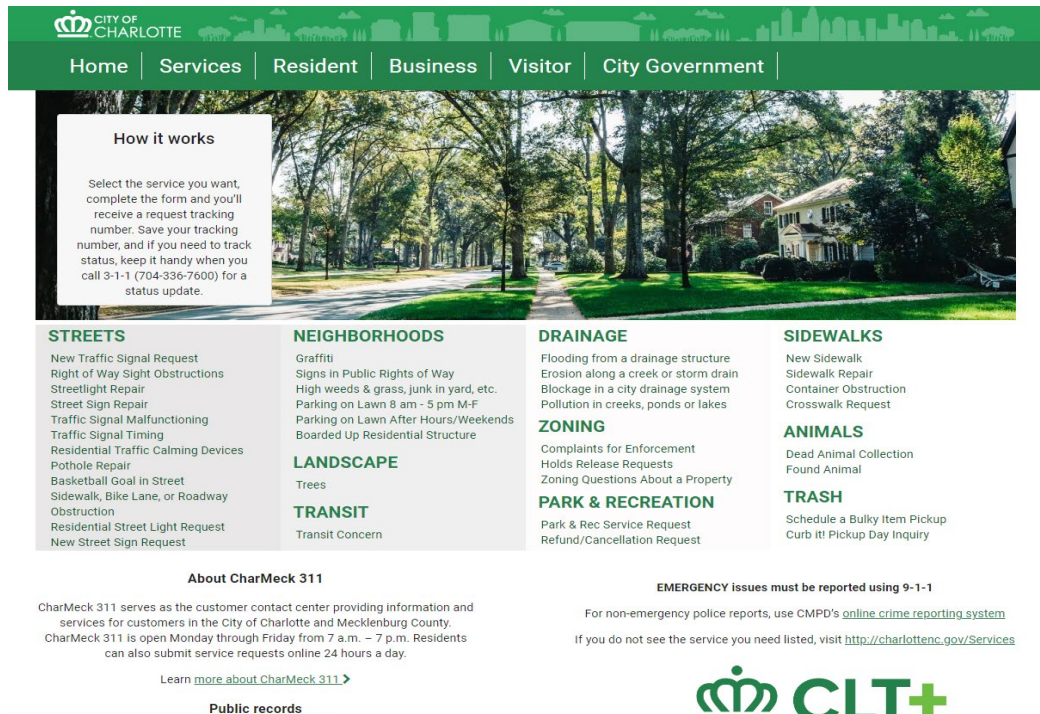
CharMeck 311

► Emerald Request

- By dialing 311, citizens and passengers can file a customer concern with a representative, that is forwarded to CATS Customer Service via the Emerald database.

► CLT app

- Recently CharMeck311 incorporated a mobile app, that allows for you to submit feedback, regarding City/County services, including concerns related to transit.



The screenshot shows the City of Charlotte website's CharMeck 311 page. At the top is a green navigation bar with links for Home, Services, Resident, Business, Visitor, and City Government. Below this is a large image of a residential street with trees and a house. A white box titled "How it works" explains the request process. Below the image are six columns of service categories: STREETS, NEIGHBORHOODS, DRAINAGE, ZONING, PARK & RECREATION, SIDEWALKS, ANIMALS, and TRASH. At the bottom, there is a section titled "About CharMeck 311" and a "Public records" link.

How it works

Select the service you want, complete the form and you'll receive a request tracking number. Save your tracking number, and if you need to track status, keep it handy when you call 3-1-1 (704-336-7600) for a status update.

STREETS

- New Traffic Signal Request
- Right of Way Sight Obstructions
- Streetlight Repair
- Street Sign Repair
- Traffic Signal Malfunctioning
- Traffic Signal Timing
- Residential Traffic Calming Devices
- Pothole Repair
- Basketball Goal in Street
- Sidewalk, Bike Lane, or Roadway Obstruction
- Residential Street Light Request
- New Street Sign Request

NEIGHBORHOODS

- Graffiti
- Signs in Public Rights of Way
- High weeds & grass, junk in yard, etc.
- Parking on Lawn 8 am - 5 pm M-F
- Parking on Lawn After Hours/Weekends
- Boarded Up Residential Structure

LANDSCAPE

- Trees

TRANSIT

- Transit Concern

DRAINAGE

- Flooding from a drainage structure
- Erosion along a creek or storm drain
- Blockage in a city drainage system
- Pollution in creeks, ponds or lakes

ZONING

- Complaints for Enforcement
- Holds Release Requests
- Zoning Questions About a Property

PARK & RECREATION

- Park & Rec Service Request
- Refund/Cancellation Request

SIDEWALKS

- New Sidewalk
- Sidewalk Repair
- Container Obstruction
- Crosswalk Request

ANIMALS

- Dead Animal Collection
- Found Animal

TRASH

- Schedule a Bulky Item Pickup
- Curb IT! Pickup Day Inquiry

About CharMeck 311

CharMeck 311 serves as the customer contact center providing information and services for customers in the City of Charlotte and Mecklenburg County. CharMeck 311 is open Monday through Friday from 7 a.m. – 7 p.m. Residents can also submit service requests online 24 hours a day.

Learn [more about CharMeck 311](#) >

Public records

EMERGENCY issues must be reported using 9-1-1

For non-emergency police reports, use CMPD's [online crime reporting system](#)

If you do not see the service you need listed, visit <http://charlottenc.gov/Services>

CLT+



City services at your fingertips!
Download the CLT+ app today

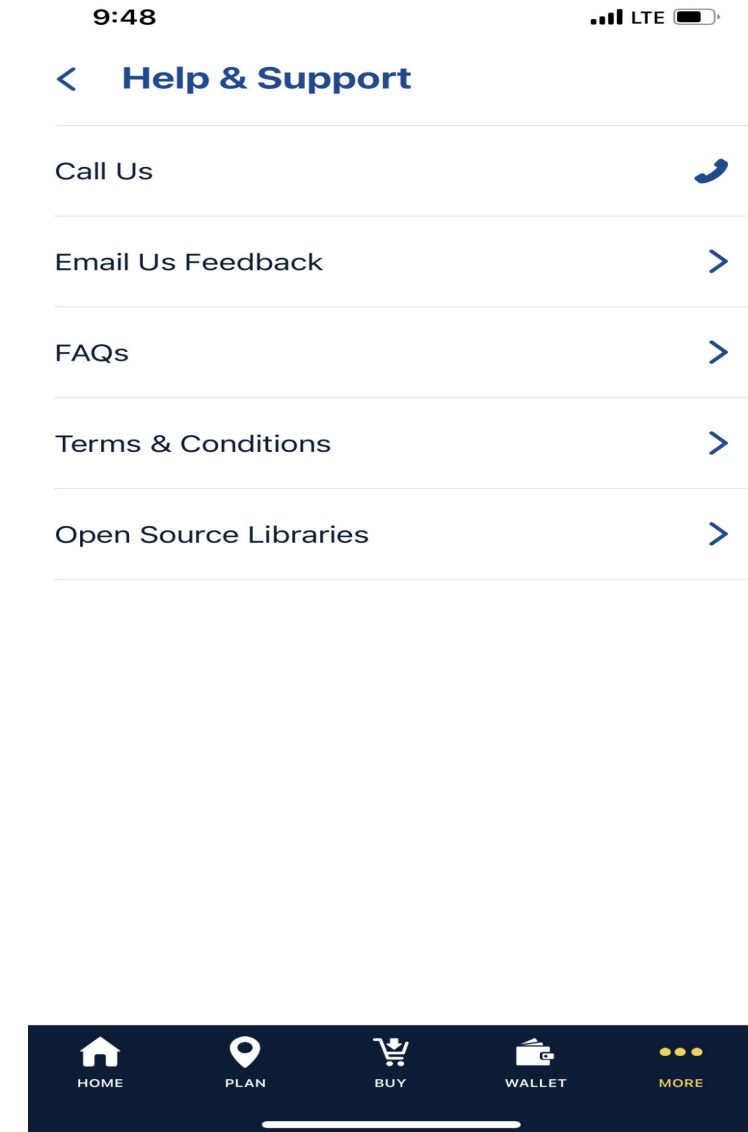
CityWorks

- Database used to submit customer concerns
- Includes complaints, service requests, compliments;
- Concerns are created by service type and concern type:
 - Rail, Bus, STS, Customer Service, Facilities, Planning
 - Complaint, Compliment, Service Request, Facilities Request
 - Ability to add route number, direction, vehicle number
 - Notate customer's first and last name, phone number, email address, and home/mailing address
 - Customer receives confirmation number via email if provided

HOW TO SUBMIT A CUSTOMER CONCERN

▶ CATS-Pass mobile app

- Sent to teltransit@charlottenc.gov email address
- Users information is attached, which allows CSRs to easily refer to their CATS-Pass account
- Easy and convenient way to upload information regarding route



Save Clear

Event Tree Event Keywords

Domain: CATS

- Complaint
- Compliment
- Non-Complaint

Incident Information Caller Information

Description:

Driver Information

First Name: Last Name:

Driver Number: Team Number:

Description:

Service Information

Event Date: Event Time:

Service: VO:

Route: Block:

Vehicle Number:

Location:

Submit To 1: Submit To 2:

Notes:

Call History

Incident	Id	Description	Address	Details
<				>

Save Clear

Event Tree Event Keywords

Domain: CATS

- Complaint
- Compliment
- Non-Complaint

Incident Information Caller Information

Origin: Customer ID:

First Name: Last Name:

Address:

Apt Number:

City: State:

Zip Code:

Home Phone: Work Phone:

Cell Phone: Other Phone:

Email:

Notes:

Response Required? Repeat Call?

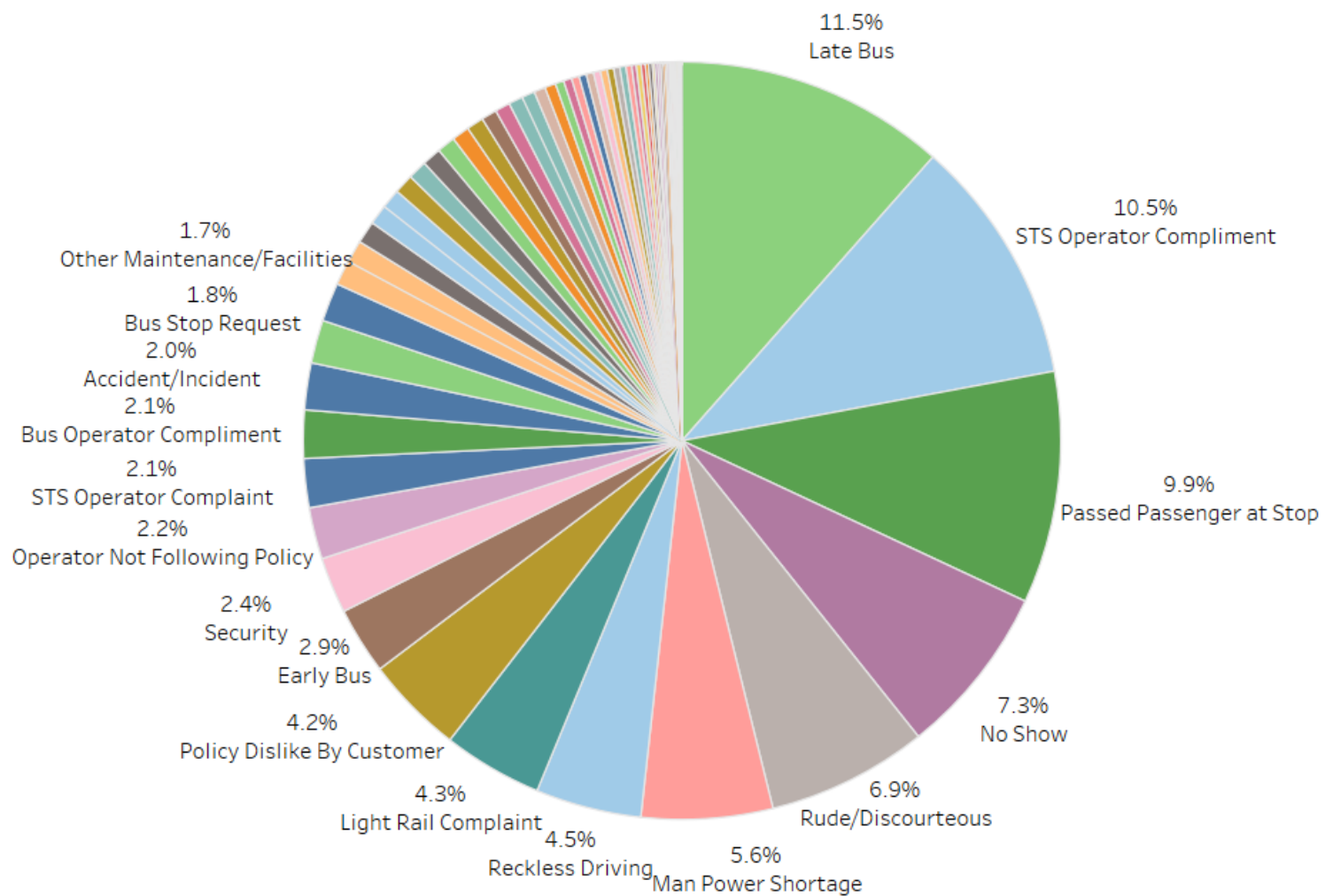
Caller Lookup

Search Enter caller data and press "Search" to look for existing customers. Select desired record to populate caller information.

Call History

Incident	Id	Description	Address	Details
<				>

Comments by Route/Service (Oct 2022- Oct 2023)



- Code
- Late Bus
- STS Operator Co..
- Passed Passenger..
- No Show
- Rude/Discourteous
- Man Power Short..
- Reckless Driving
- Light Rail Complai..
- Policy Dislike By C..
- Early Bus
- Security
- Operator Not Foll..
- STS Operator Co..
- Bus Operator Co..
- Accident/Incident
- Bus Stop Request
- Other Maintenanc..
- Ticket Vending M..
- Other Unclassifie..
- Route Knowledge
- Add Service Earlie..
- Other Request
- Trash Issues
- City Lynx Complai..
- Mobile App Compl..
- Transit Shelters/..
- Fare issue
- Bus Stop Request..
- Speeding Bus
- Schedule Change
- Road Called Bus t..



Questions?

MISSION STATEMENT

Charlotte Area Transit System provides essential mobility solutions that connect communities, opportunity, places, and each other.

February 2024 Service Change Proposals

Transit Services Advisory Committee
October 12, 2023



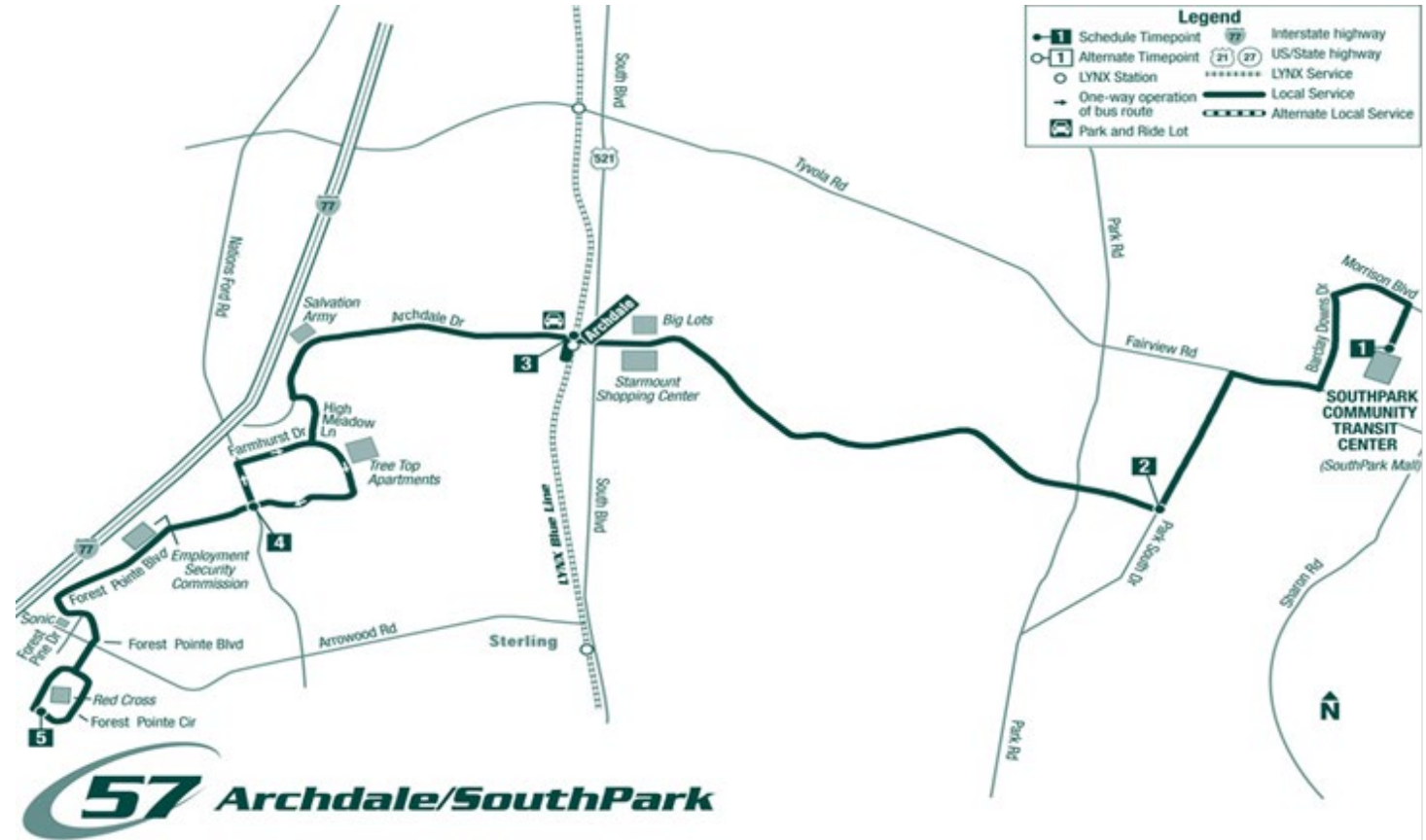
OVERVIEW

- Current Routing & Schedule
 - Route 57
 - Route 235
- Service Requests
- Reliability Challenges
- Proposed Changes
- Title VI
- Outreach & Public Survey
- Q/A



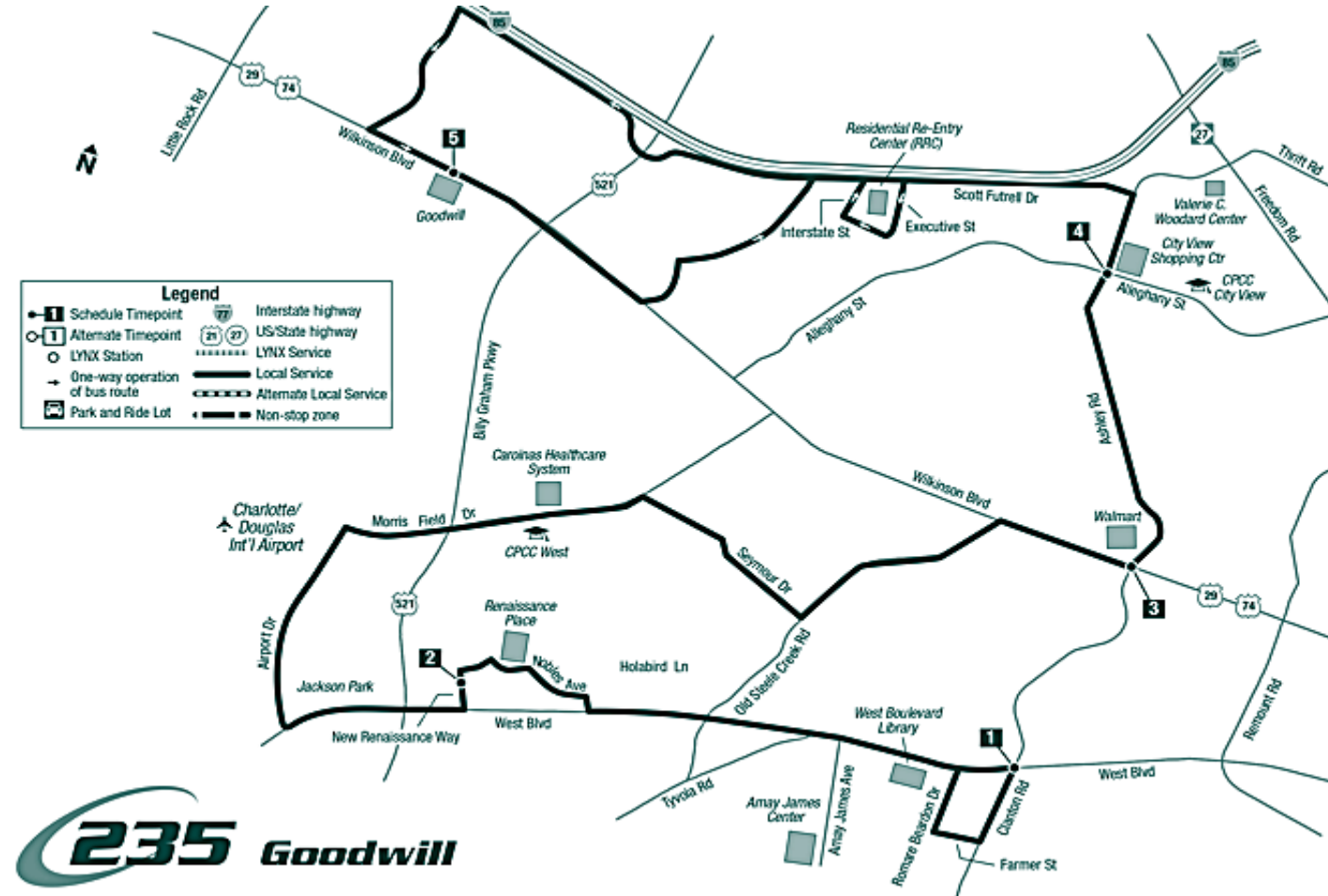
CURRENT ROUTING/SCHEDULE: ROUTE 57- ARCHDALE/SOUTHPARK

- Operates Monday-Saturday
 - No Sunday service
- 60-minute frequency
- Service between 7:20am-8:49pm
- Connects riders to:
 - SouthPark Mall
 - LYNX Archdale Station
 - McCleod Center
 - Forest Point



CURRENT ROUTING/SCHEDULE: ROUTE 235 – GOODWILL

- **Operates Monday-Saturday**
 - No Sunday service
- **40-minute frequency**
- **Service Span:**
 - Weekdays: 6:10am-9:23pm
 - Saturday: 10:10am-4:37pm
- **Connects Riders to:**
 - Wilkinson Wal Mart
 - CPCC Harris Campus
 - Valerie Woodard Center
 - Goodwill Campus



SERVICE REQUESTS

- **Route 57**

- Later weeknight and Sunday service

- **Route 235**

- A direct connection between Phillip O. Berry High School and the Central Piedmont (CPCC) Harris Campus
- Later service to connect to the Wilkinson Wal-Mart
- Direct connection to Valerie Woodard Center

RELIABILITY CHALLENGES

- **On Time Performance**

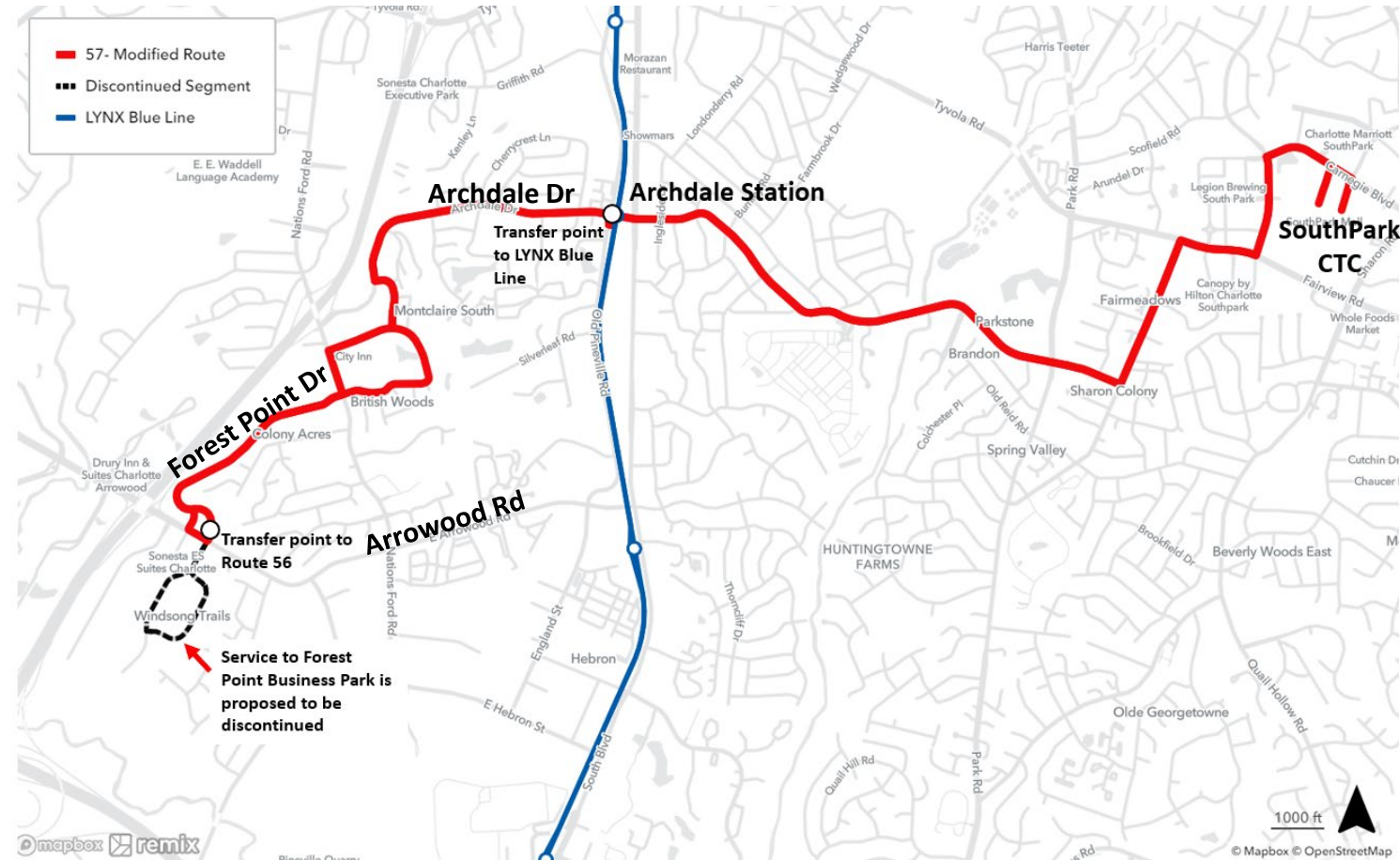
- **Route 57:** On time performance rate of 55%
- **Route 235:** On time performance rate of 75%
- **Systemwide CATS target:** 85%

- **Operating Challenges**

- **Route 57:** Challenges with signal timing near Archdale Station
- **Route 235:** Challenges with at grade train crossing along Seymour Dr
 - Stalled trains often block the path of buses

PROPOSED SCHEDULE/ROUTING: ROUTE 57

- **Increased Service**
 - Later service on weeknights after 9pm
 - New service on Sunday
- **Proposed Routing Change**
 - Shortened routing with service ending at Forest Point Dr & Arrowood Rd
 - Service to the Forest Point Business Park proposed to be eliminated due to lower ridership
 - Would assist in improving on time performance and reliability
- CATS will coordinate with Charlotte Department of Transportation (CDOT) to investigate signal timing issues at Archdale Station



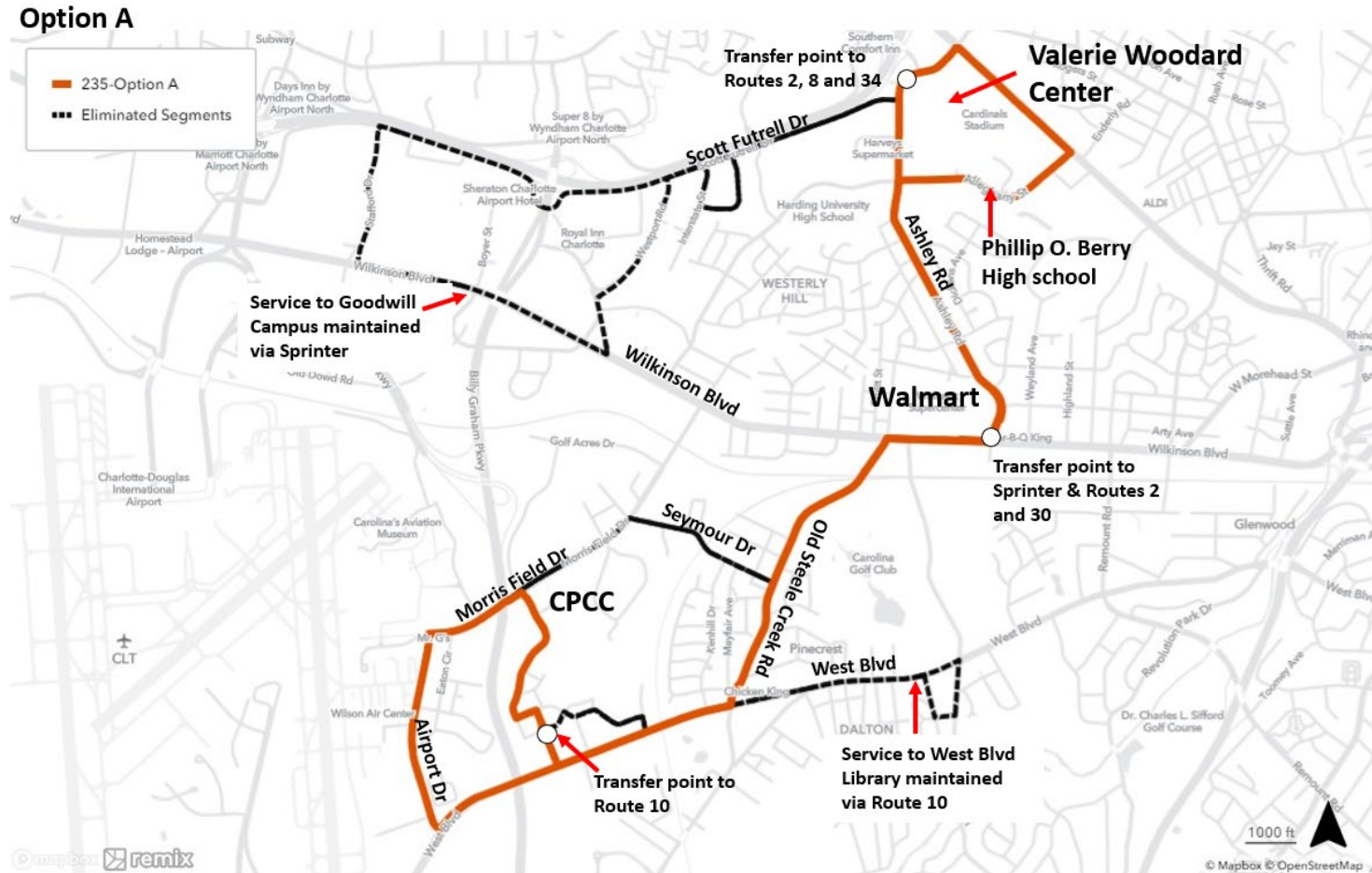
PROPOSED SCHEDULE/ROUTING: ROUTE 235

- **Increased Service**
 - Later service on weeknights after 9pm
 - Added service on Saturdays after 4pm
 - New service on Sunday
- **Proposed Routing Changes**
 - CATS is proposing two changes to help improve on time performance and reliability:
 - **Option A:** 50-minute service that connects riders to the Valerie Woodard Center, Phillip O. Berry, Ashley Road, Wilkinson Wal-Mart, Renaissance West community and the CPCC Harris campus
 - **Option B:** 45-minute service that connects riders to the Wilkinson Wal-Mart, Renaissance West community and the CPCC Harris campus

PROPOSED SCHEDULE/ROUTING

ROUTE 235: OPTION A

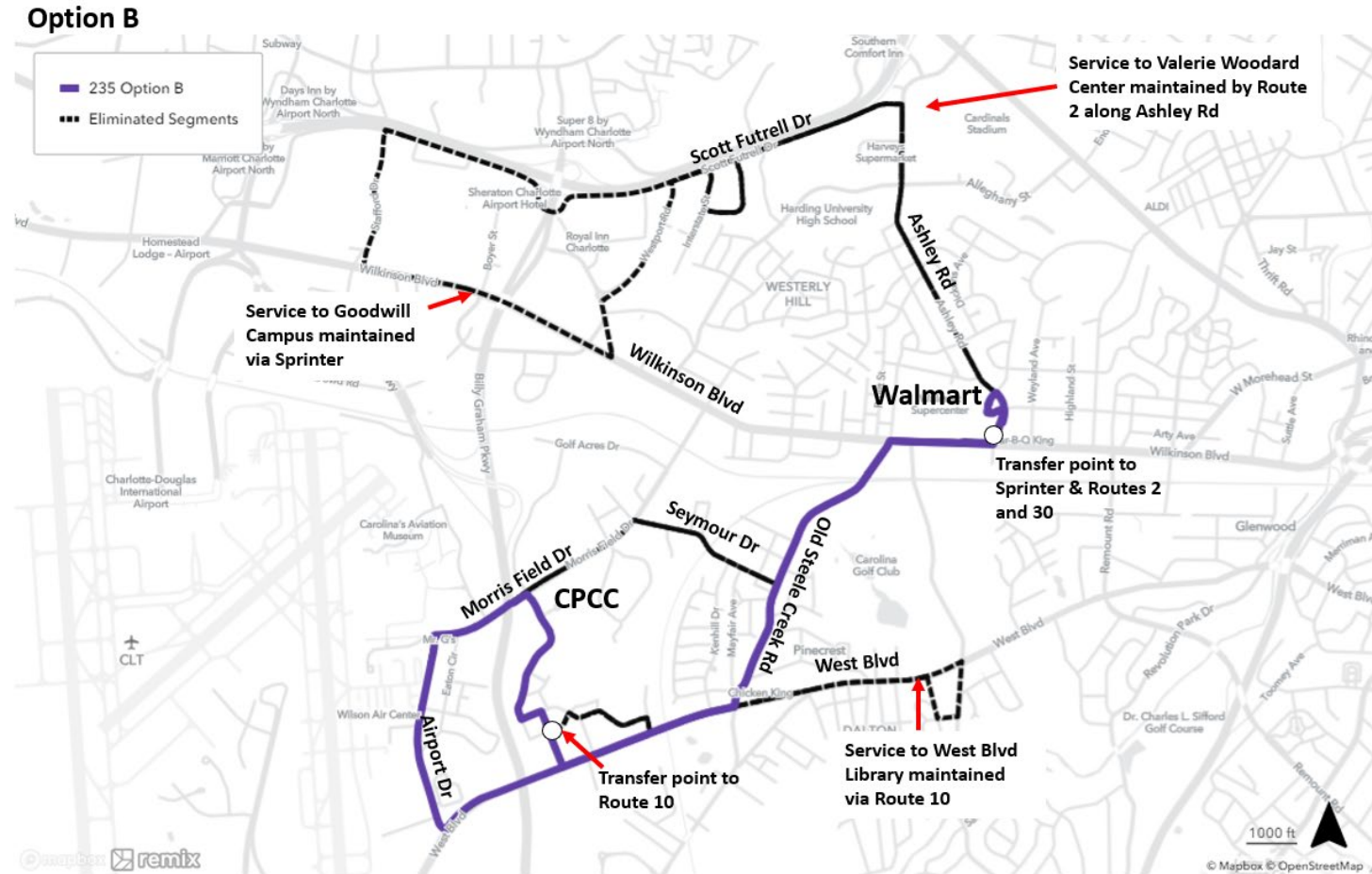
- **50-minute** frequency
- Route would connect to:
 - Valerie Woodard Center,
 - Phillip O. Berry
 - Wilkinson Wal-Mart
 - Renaissance West community
 - CPCA Harris campus
- Eliminated Segments:
 - West Blvd Library (Service maintained by Route 10)
 - Goodwill Campus (Service maintained by Sprinter)
 - Seymour Dr
 - Scot Futrell Dr area



PROPOSED SCHEDULE/ROUTING

ROUTE 235: OPTION B

- **45-minute** frequency
- Route would connect to:
 - Wilkinson Wal-Mart
 - Renaissance West community
 - CPCC Harris campus
- **Eliminated Segments:**
 - West Blvd Library (Service maintained by Route 10)
 - Goodwill Campus (Service maintained by Sprinter)
 - Ashley Rd (Service maintained by Routes 2 and 30)
 - Seymour Dr
 - Scot Futrell Dr area



TITLE VI

Major Service Change: Any change that affects more than 25% of revenue miles or hours

- **Route 57:** Preliminary numbers show that changes do not affect 25% of revenue miles or hours
- **Route 235:** Changes would impact greater than 25% of revenue miles and hours

CATS will follow Title VI process for all routing proposals

- An assessment of the effects of the proposed service change on minority and low-income populations using available rider data
- An analysis of information gathered from **rider surveys or public input**
- Demographically mapping the service area or planning area and identifying the census tracts with a percentage of minority or low-income populations at or higher than the demographic thresholds
- Assessment of the available service alternatives
- Determination of disparate and disproportionate impacts that would preclude the organization from implementing the service change
- Description of measures, if necessary, taken to avoid, minimize or mitigate the negative impacts of the proposed service change

PUBLIC OUTREACH

In-Person Meetings:

- Tuesday, Oct. 10 from 5 – 7 p.m. at the West Boulevard Library
- Tuesday, Oct. 17 from 5 –7 p.m. near the Archdale Station bus bay

Virtual Meeting via [CATS YouTube](#):

- Wednesday, Oct. 11 at 6 p.m.

Partner Events

Corridors Connect

- Sunday, Oct. 22 - West Boulevard: Amay James Recreation Center – *2425 Lester St., Charlotte, NC, 28208*
- Sunday, Oct. 22 – Freedom Drive: Ashley Park Elementary – *2401 Belfast Dr., Charlotte, NC, 28208*

Ongoing Plans to Engage Community Partners:

- West Blvd Neighborhood Coalition
- McCleod Center
- CPCC
- CMS
- Valerie Woodard Center

ONLINE SURVEY

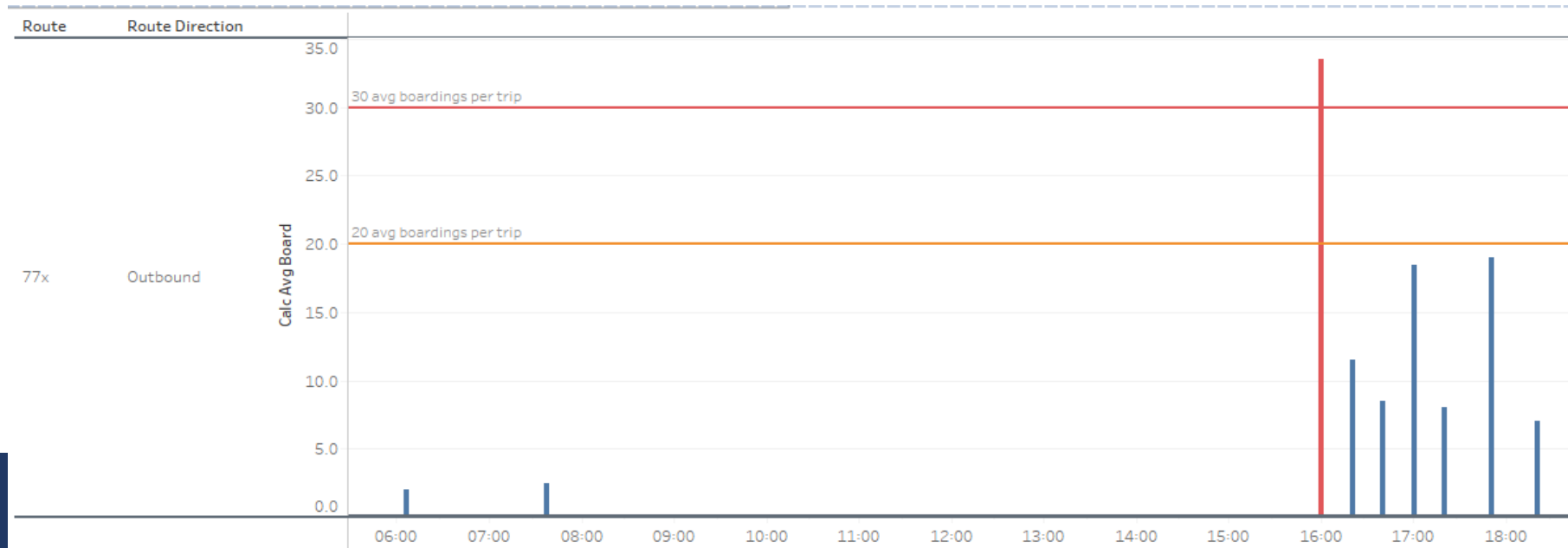
- ▶ CATS tagged over 115 bus stops along Routes 57 and 235 to encourage riders to take the online survey
- ▶ Riders can access survey at publicinput.com/feb2024



CATS Express Survey Summary

Background

- ▶ Riders demonstrated a desire for increased service across several Express routes
 - Submitted requests to CATS Customer Service and Planning Teams
 - Requests included more frequent service, earlier trips in the late afternoon/evening and more trips overall
 - Riders also reported overcrowding on the 77x in particular
 - Ridership trends verified the need for added service to decrease trip loads on the 4:00pm(16:00 in the chart below) trip for the 77x



CATS Express Survey

- ▶ CATS issued a survey to all Express riders in July 2023 to determine the following:
 - Time of travel (current and desired)
 - Day(s) of travel
 - Origin/destination
 - Current quality of service
 - Ways in which CATS can improve service

Results

- ▶ 284 individuals completed the survey
- ▶ Tuesday, Wednesday, and Thursday were the most common days for travel
- ▶ 44% of respondents expressed a desire for more service between 3pm and 4pm
- ▶ Common requests were for greater frequency and mid-day service

To improve the quality of CATS Express services, please rank the service improvements:

74%	more frequency	Rank: 1.73	125 ✓
66%	mid-day service	Rank: 2.22	111 ✓
49%	faster travel time	Rank: 2.80	82 ✓
46%	evening service	Rank: 3.18	78 ✓
41%	newer vehicles	Rank: 3.49	69 ✓
36%	weekend service	Rank: 4.38	61 ✓
36%	improved park and ride locations	Rank: 4.39	61 ✓

CATS Response

- ▶ To accommodate requests for earlier service in the afternoon, CATS added two 3:20pm trips to the 63x and 77x
 - These routes were selected due to the following:
 - Higher combined share of total responses (27%)
 - Current ridership/load trends demonstrate a need for earlier evening trips
- ▶ As resources become available, CATS will continue to monitor trends and add additional trips and frequency to more Express routes



Questions?

MISSION STATEMENT

Charlotte Area Transit System provides essential mobility solutions that connect communities, opportunity, places, and each other.

CATS Customer Experience

Transit Services Advisory Committee

October 12, 2023



WHAT IS CUSTOMER EXPERIENCE

Customer Experience (CX) is a customer's experiences at each step along their trip using public transportation. It includes:

- Locating Schedules Online And Trip Planning
- Purchasing Fares
- Scheduling A Paratransit/Microtransit Trip
- Waiting At A Bus Stop Or Rail Station
- Riding On The Bus, Train, Streetcar
- Transferring To Another Service
- Arriving At A Final Destination



CUSTOMER EXPERIENCE

VS

CUSTOMER SERVICE

Customer Experience

- Proactive
- Cross-functional
- Attracts & Retains
- Across customer journey
- Customer's entire perception of the company

Customer Service

- Reactive
- Single functional
- Single point in time
- Problem-oriented
- Resolving existing customer needs

DEVELOPING CX ACTION PLAN

CATS CX team advocates on behalf of CATS customers, conducts surveys, holds focus and stakeholder group meetings, brings customers' voices into decision-making processes, tests new technologies, research complaints and inquires, ensures that wayfinding and signage are simple, seamless and intuitive.

This feedback and input will be the center of the CX Action Plan and will be used to develop priority areas and actions to improve CATS services.



BUS BAY
H
BUS ROUTES

Route 30
NEXT TRIP 11:40A

BUS BAY
O
BUS ROUTES

Route 24
NEXT TRIP 11:50A

QUESTIONS?

