

**MEETING SUMMARY OF A REGULAR MEETING OF THE PUBLIC TRANSIT COMMITTEE
CHAPEL HILL TRANSIT TRAINING ROOM**

Tuesday, June 26, 2018 at 11:00 AM

Present: Michael Parker, Chapel Hill Town Council
Nancy Oates, Chapel Hill Town Council
Bethany Chaney, Carrboro Alderman
Donna Bell, Chapel Hill Town Council
Damon Seils, Carrboro Alderman
Julie Eckenrode, Assistant to Carrboro Town Manager
Than Austin, UNC Transportation & Parking
Brad Ives, UNC Associate Vice Chancellor for Campus Enterprises
Cheryl Stout, UNC Transportation Parking

Absent:

Staff present: Brian Litchfield, Transit Director, Nick Pittman, Transit Planning Coordinator, Rick Shreve, Budget Manager, Tim Schwarzauser, Grants Coordinator, Anita Hackney, Community Outreach Coordinator, Flo Miller, Deputy Town Manager, Kayla Seibel, Long Range and Transportation Planner, Bergen Watterson, Transportation Planning Manager, Zachary Hallock, Carrboro Transportation Planner, Lindsay

Guests: Fred Lampe, Thomas Wittman – Nelson Nygarrrd, Michael Walker – Town of Carrboro Managers Office, John Dodson – Go Triangle, Maribeth Lewis-Baker – Operations Manager, Cheonna Boyd – Transit Supervisor, Richard Roberts, Transit Supervisor

1. The Meeting Summary of May 1, 2018 was received and approved as corrected.
2. Employee Recognition – Brian recognized Cheonna Boyd and Richard Roberts for their efforts to help with the Valor Games. He also recognized Sheryl Sherman and Henry DePietro for their nominations for the Cal Horton Award. He recognized Anita Hackney for her work in helping to redesign the new system schedules and for her participation in community activities.
3. **Consent Items**
 - A. May Financial Report – Rick reviewed this item for the Partners
 - B. FY 2018-19 Transit Budget Update – Rick noted that the FY 19 Budget was adopted by the Council. Brian thanked everyone for their help.
 - C. Holiday Schedule for Calendar Years 2018-19 – This was provided for information.
 - D. Disposition of Vehicles – Brian reviewed this item for the Partners.
4. **Discussion Items**
 - A. Carrboro Plaza Park & Ride Lease – Brian reviewed the item. The current contract expires in January, 2019. The new owners of the Park/Ride lot want to increase the rent to

\$600/month and are asking for the Town to continue paying the taxes and have full responsibility for the landscaping. Partner reached a consensus to negotiate an extension of the lease until June 2019. If an extension is not possible, UNC would like to talk about the issue before any decisions are made. Brian will provide an update in early July.

- B. Short Range Transit Plan – Nick reviewed this item. He introduced Thomas Wittman from Nelson/Nygaard who made a presentation on the plan. He reviewed the goals, research data used and the Public Outreach. He also reviewed the Preferred Alternative and improved weekend service. The Partners encourage good communication with the Public. The Next Steps include: Public Outreach, finalize the Preferred Alternative, possible implementation in the fall of 2019 and evaluating long-term strategic issues. It was noted that CHT needs to be differentiated from other systems in the Public Outreach meetings.

5. **Information Items**

- A. Transit Advertising Petition – Brian reviewed this information. An update will be provided in August.
- B. Project Update – Brian reviewed.
- C. August Service Adjustments - Brian reviewed.
- D. North South Corridor Bus Rapid Transit Update – Brian reviewed. There will be a presentation in August.

6. **Departmental Monthly Reports**

- A. Operations – This item was provided for the Partners information.
- B. Community Outreach – This item was provided for the Partners information.
- C. Director – This item was provided for the Partners information.

7. **Future Meeting Items**

8. **Partner Items**

9. **Next Meeting** – August 28, 2018 at Chapel Hill Transit – Transit Training Room

- Brian suggested that the meeting for September be cancelled due to the Inter City Visit that month. Partners agreed.

10. **Adjourn**

The Partners set a next meeting date for August 28, 2018
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3A. FY2018-19 Budget Update and July Financial Report

Prepared by: Rick Shreve, Budget Manager

July 2018

- Expenses for the month of July were \$1,673,172. Along with the encumbrances, which are heavily weighted towards the beginning of the fiscal year, approximately 17.79% of our budget has been expended or reserved for designated purchase (e.g. purchase orders created for vehicle maintenance inventory supplies encumber those funds, and show them as unavailable for other uses).
- One significant caveat to note is that these data are subject to some changes, pending the Town of Chapel Hill's audit process for FY17-18. This process allows for identifying invoices that have been charged to the previous year that more accurately fall in the current fiscal year, as well as current year charges that will revert to the previous year.
- We will provide an update on the FY17-18 audited figures once we have final numbers; this will likely be available for the November Partners' meeting.

Budget Update

- On June 13, 2018, the Town of Chapel Hill Council adopted the budget for FY2018-19, and approved the budget recommended by the Chapel Hill Transit Partners Funding Committee. The individual Partner contributions are the same as outlined in previous presentations in recent months:

<u>Approx. Total Share per partner</u>	FY18-19 Contribution	FY17-18 Contribution	FY18-19 Δ
• Chapel Hill	5,356,750	4,388,052	968,698
• UNC	8,573,655	7,213,468	1,360,187
• Carrboro	1,808,945	1,481,821	327,124
• Total Local Funding	15,739,350	13,083,341	2,656,009

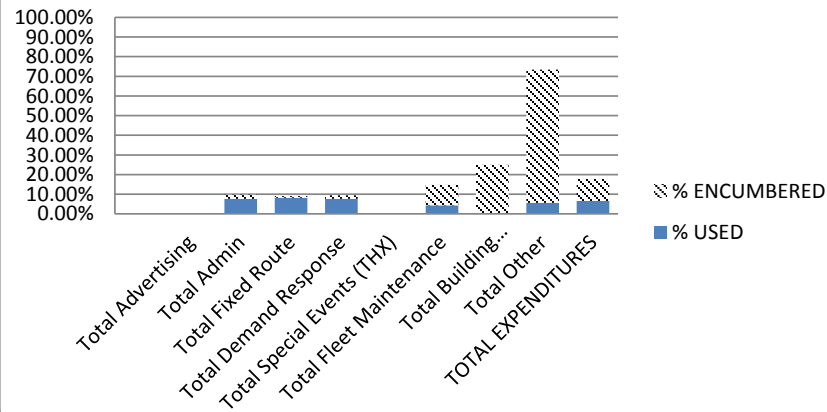
- The budget ordinance and related items can be found at:
<http://www.townofchapelhill.org/town-hall/departments-services/business-management/budget/2018-2019-budget-development>
- **Important Fiscal Notes:**
 - State Funding - We have received formal notice from NCDOT in June 2018 that the Legislature cut SMAP funding for the current fiscal year by 26% - which means around a \$686,000 cut to us (will depend on final numbers). To offset this, we will use most of the \$727,000 that was awarded to us by NCDOT for the reimbursement of bus purchases with local funds. Unless the Legislature makes positive adjustments, this will be a

- funding gap that will need to be addressed going into the FY2019-20 budget development process.
- Capital Plan – As we have invested in our fleet, we have been able to reduce our fleet size. Our previous fleet size was 99 and our current fleet size is 93 (may be adjusted in future by Short Range Transit Plan or other service improvements). Based on this adjustment and recent investments, we are in the process of updating the adopted capital plan and will provide the Partners with an update as we move into the FY2019-20 budget development process.
 - Contracts have been sent to Legal for review and should be available by the end of the month.

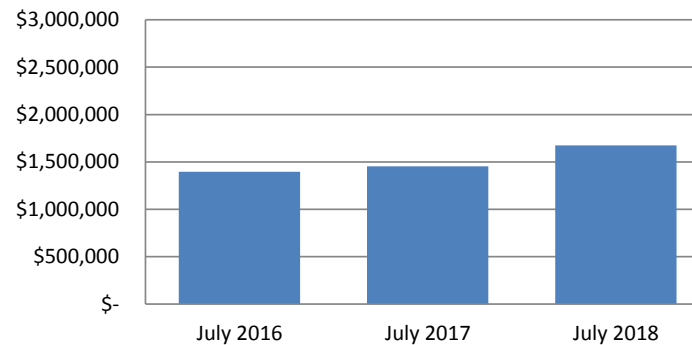
Transit 640 Fund Budget to Actual at end of July 2018

	ORIGINAL BUDGET	REVISED BUDGET	ACTUAL MONTH EXPENSES	ACTUAL YTD EXPENSES	CURRENT ENCUMBRANCES	BALANCE AVAILABLE	% USED OR ENCUMBERED July = 8.33%
Total Advertising	\$ 91,916	\$ 91,916	\$ -	\$ -	\$ -	\$ 91,916	0.00%
Total Admin	1,982,264	1,990,764	151,061	151,061	41,716	1,797,986	9.68%
Total Fixed Route	11,899,399	11,899,399	971,457	971,457	97,326	10,830,616	8.98%
Total Demand Response	2,381,391	2,381,391	182,030	182,030	41,894	2,157,467	9.40%
Total Special Events (THX)	336,905	336,905	53	53	-	336,852	0.02%
Total Fleet Maintenance	4,766,675	4,945,679	212,145	212,145	517,394	4,216,140	14.75%
Total Building Maintenance	929,054	1,024,489	1,088	1,088	255,185	768,216	25.01%
Total Other	1,380,691	2,809,597	155,337	155,337	1,906,109	748,152	73.37%
TOTAL EXPENDITURES	\$ 23,768,295	\$ 25,480,141	\$ 1,673,172	\$ 1,673,172	\$ 2,859,625	\$ 20,947,344	17.79%

CHT July 2018 YTD Expenses as % of Budget



CHT Total YTD Expenses - Previous Years Comparison



CONSENT ITEM

August 28, 2018

3B. Disposition of Vehicles

Action: Receive information provided by staff and approve staff to move forward with disposition of vehicles.

Staff Resource: Tim Schwarzauser, Grants Coordinator
Peter Aube, Maintenance Manager

Background

Per Federal Transit Administration Circular 5010.1e, recipients of grant funds are required to maintain an Asset Management plan and include in said plan a disposition schedule. As part of Chapel Hill Transit's ongoing effort to review and replace rolling stock, which has reached the end of its useful life, staff have identified the following vehicles currently ready for disposition:

Support Vehicles

Equipment ID	Model Year	Serial Number	Equipment Type	Manufacturer ID	Life Total Meter1
CHT-794	2006	1FMYU96H46KB20790	2006-FORD-ESCAPE	FORD	86,934
CHT-797	2007	1FMYU59H87KA82888	2007-FORD-ESCAPE	FORD	100,164

Recommendation

- Partners receive the information provided and approve staff to move forward with disposition of vehicles.

4A. North-South BRT Update

Action: 1. Receive information and provide staff with feedback.

Staff Resource: Matt Cecil, Manager of Transit Development

Background

In October 2017, following a request by the Orange County Commissioners, staff initiated an assessment of the potential for extending the NS BRT route from the Eubanks Park and Ride to the Durham Technical Community College campus in Hillsborough. The assessment was conducted by the NS BRT project consultant team in close coordination with Orange County/ Orange Public Transportation, Go Triangle, Town of Hillsborough and the NS BRT project's Technical and Policy Committees. Following a review by Orange County and Town of Hillsborough staff, a draft assessment report was reviewed and approved by the NS BRT project's Technical and Policy Committees.

Presentation

Staff will provide a brief presentation on the findings of the assessment at the Partners Meeting.

Attachment

- Draft Technical Memorandum: Assessing the Feasibility of Extending North-South BRT Service to Hillsborough

Chapel Hill North-South BRT

Technical Memorandum: Assessing the Feasibility of Extending North-South BRT Service to Hillsborough DRAFT

August 2018



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1. Introduction and Overview

The Chapel Hill BRT Planning Study (2013-2016) was a 30-month study to identify and evaluate a series of transit investment alternatives for implementation within the study corridor, which runs along the Martin Luther King, Jr. Boulevard, South Columbia Street, and US 15-501 South. This corridor, which is approximately 8.2 miles long, has its northern terminus at Eubanks Road park-and-ride lot and its southern terminus at US 15-501 at the Southern Village park-and-ride lot.

Based on feedback from the public, three versions of the same alternative have been identified as the Locally Preferred Alternative (LPA) (Figure 1-1). The variations are related to dedicated lane configuration north of the Martin Luther King, Jr. Boulevard and North Columbia Street intersection.

Carrying these variations into the engineering and environmental clearance process will enable the community to better understand the benefits and impacts of each, and will help to inform the detailed design and decision-making process.

The BRT Planning Study concluded with the identification of the LPA, which was approved by the Chapel Hill Town Council in April 2016.

The 30% Design Project (2018-2019) is ongoing, and will:

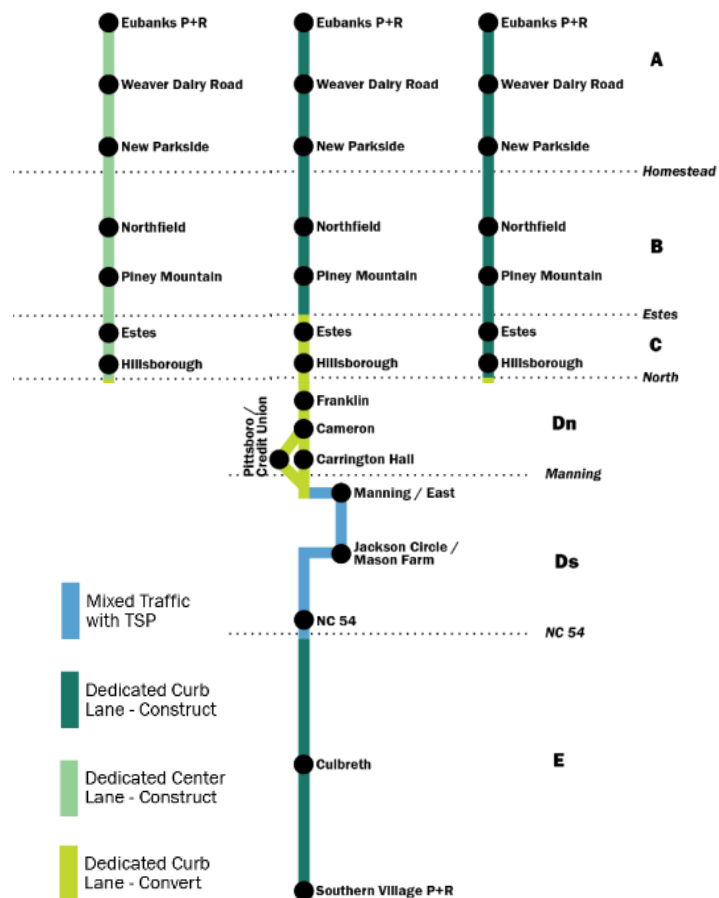
- Advance the engineering and design of the LPA to 30%,
- Complete the environmental review, and
- Advance the project financial planning.

Based on feedback from local partners following the Town Council's adoption of the LPA, consideration of an extension north of the Eubanks Road P&R station to Durham Technical Community College (DTCC) in Hillsborough was added to the 30% Design Project scope of work.

This technical memorandum assesses the feasibility of extending North-South BRT from the Eubanks Park-and-Ride station to DTCC by generating a series of key metrics using the methodology developed for the North-South Planning Study. The metrics include:

- Traffic Operations
- Bicycle and Pedestrian Impacts

Figure 1-1: The North-South BRT LPA



- Parking Impacts
- Ridership
- Capital Costs
- Operating and Maintenance (O&M) Costs

The analysis relied on the same methodology and inputs/unit costs at the 2016 Planning study to ensure an apples-to-apples comparison between the BRT DTCC Extension alternatives and the 2016 LPA.

1.1 Definition of the BRT DTCC Extension Alternatives

The Chapel Hill North-South BRT DTCC Extension would be a 6.7-mile BRT extension from the Eubanks Park-and-Ride to the DTCC Hillsborough campus (Figure 1-2). This extension would introduce two new BRT stops: one at the University of North Carolina (UNC) Healthcare – Hillsborough Campus (two platforms), and one at the existing DTCC Park-and-Ride (one platform). GoTriangle Route 420 and Orange Public Transportation (OPT) Route OCH currently operate along this route.

The section of NC 86 on which the BRT DTCC Extension would operate is a two-lane highway. There would be no special technology infrastructure or guideway treatments, such as Transit Signal Priority (TSP) or dedicated lanes, for the BRT DTCC Extension; it would run in mixed traffic.

Five alternatives were developed as part of this feasibility assessment. The proposed service plans for each of the alternatives, including modifications to the existing Route 420 service, are shown in Table 1-1.

Table 1-1: The BRT DTCC Extension Alternatives

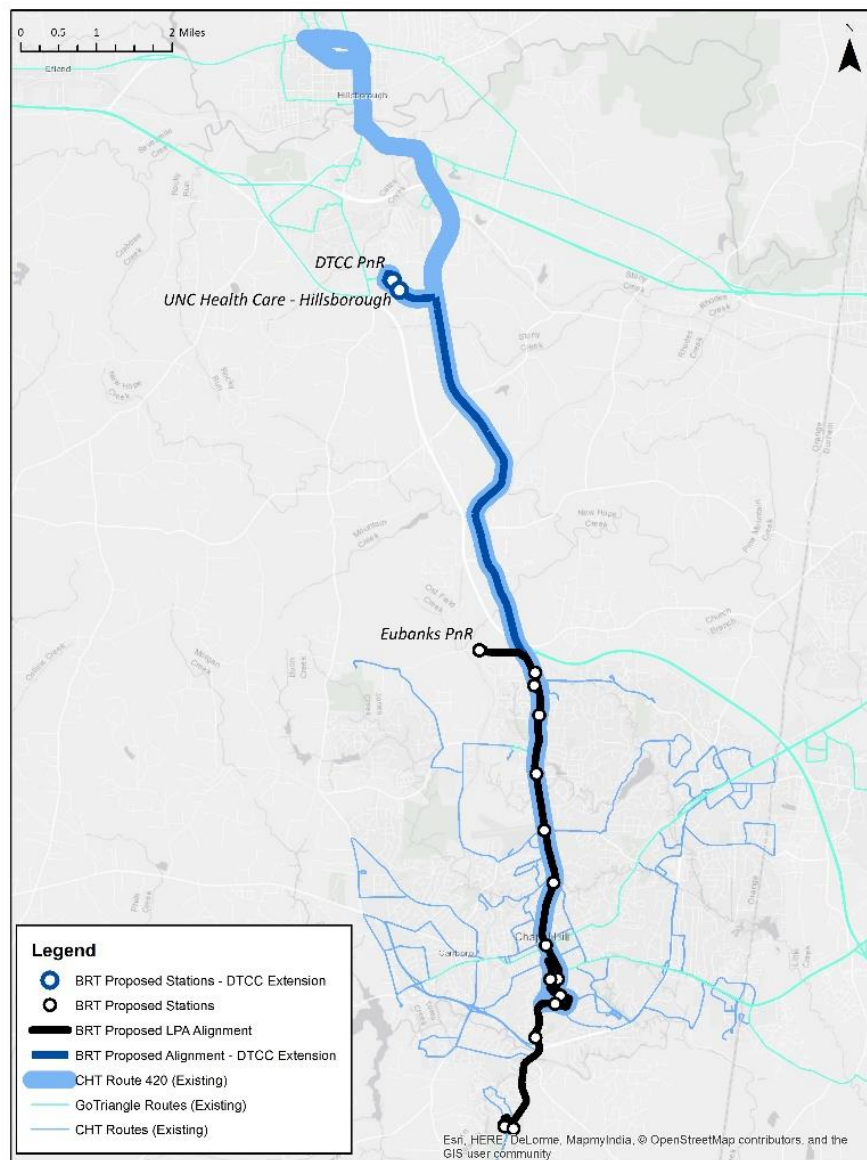
	DTCC 1	DTCC 2	DTCC 3	DTCC 4	DTCC 5A and 5B
BRT Service Description	Full BRT service to DTCC during all time periods.	Reduced service to DTCC past Eubanks P&R during all time periods.	Reduced service to DTCC past Eubanks P&R weekdays only.	30-minutes peak & mid-day service to DTCC past Eubanks P&R weekdays only.	LPA alignment only. No BRT service to DTCC.
Route 420 Modifications	Service routed directly from Hillsborough to Chapel Hill with no stop at DTCC (stops at Storey Lane and Mt. Sinai retained). Service levels reduced from nine peak period trips to four peak period trips.				Route split into long (DTCC 5A)-short patterns (DTCC 5B) at DTCC. Maintains existing 30-minute peak weekday service between downtown Hillsborough and Chapel Hill. Sixty-minute mid-day service provided between DTCC and Chapel Hill with no service to Hillsborough in mid-day.

The number of vehicles required for each alternative is shown in Table 1-2. The baseline alternative is the LPA from the 2016 Planning study. The LPA requires 10 BRT buses in the peak period. The DTCC 1 alternative would require 15 peak period buses, or five more buses than the baseline LPA. The DTCC 2 and DTCC 3 alternatives would require 13 peak period buses. The DTCC 4 alternative would require 12 peak period buses, and the DTCC 5A/B alternative would require 10 peak period buses (the same the LPA).

Table 1-2: Peak Period Buses by BRT DTCC Extension Alternative

	2016 LPA	DTCC 1	DTCC 2	DTCC 3	DTCC 4	DTCC 5A/B
Peak Buses	10	15	13	13	12	10

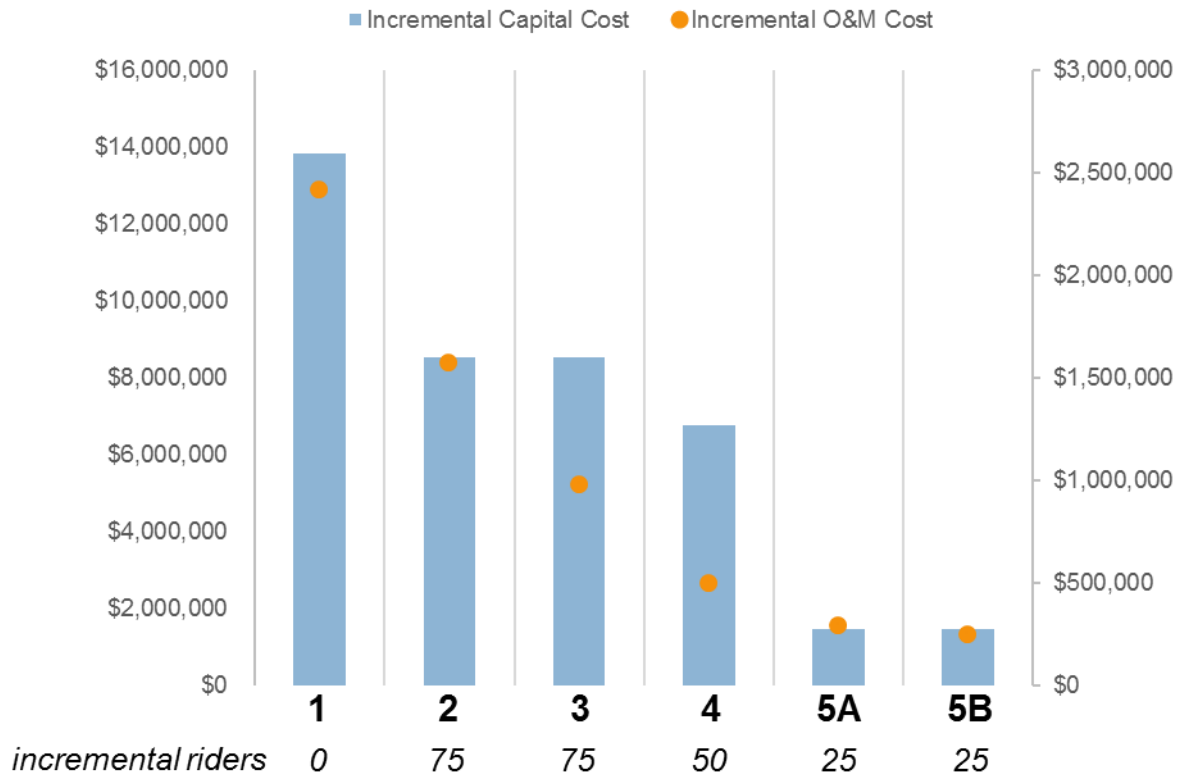
Figure 1-2: Potential Chapel Hill BRT DTCC Extension



2. Summary of Results and Recommendations

The results of the assessment (incremental ridership, incremental capital cost, and incremental O&M cost) are shown in Figure 2-1. As discussed in Sections 3, 4, and 5 of this memo, there are not anticipated to be traffic, parking, or bicycle/pedestrian impacts resulting from any of the BRT DTCC Extension alternatives, so those metrics were excluded from Figure 2-1.

Figure 2-1: BRT DTCC Extension Alternatives: Incremental Ridership and Costs



The analysis demonstrates that the incremental gain in ridership does not justify the incremental increases in capital and O&M costs.

The recommendation is to maintain the 2016 LPA service plan (which does not include the BRT DTCC Extension), and pursue opportunities to improve Route 420 as local funding becomes available.

3. Traffic Operations

3.1 Methodology

The 2016 Planning study assessed the potential traffic impacts of the North-South BRT alternatives through a capacity analysis that incorporated existing turning movements at key intersections along the corridor and future traffic growth, as forecast by the Triangle Regional Model. Because the BRT DTCC Extension alternatives would not require changes to existing roadway conditions and would result in a minimal number of new buses on the roadway, it was determined that this level of analysis was unnecessary for this feasibility assessment.

3.2 Results

None of the BRT DTCC Extension alternatives are anticipated to adversely impact existing or future traffic because they would require a minimal change from existing conditions in the corridor.

4. Parking impacts

4.1 Methodology

The 2016 Planning study assessed the potential parking impacts of the North-South BRT alternatives through a desktop review. Google Earth and Google Street View were used to verify and analyze potential parking impacts along the corridor. Because the BRT DTCC Extension alternatives would operate along an alignment that does not currently allow on-street parking, it was determined that this analysis was unnecessary for this feasibility assessment.

4.2 Results

None of the BRT DTCC Extension alternatives are anticipated to adversely impact parking because there is no on-street parking along the route.

5. Bicycle and Pedestrian Impacts

5.1 Methodology

The 2016 Planning study assessed the potential bicycle and pedestrian impacts of the North-South BRT alternatives based on impacts to existing facilities and compliance with bicycle and pedestrian plans. A similar analysis was performed for the BRT DTCC Extension alternatives.

5.2 Results

The assessment found that there are currently no existing bicycle or pedestrian facilities in the BRT DTCC Extension corridor. A high-level review of existing plans for the area shows that there are also no planned bicycle or pedestrian improvements in this corridor. Therefore, no negative impacts to bicycles or pedestrians are anticipated.

6. Capital Costs

6.1 Methodology

Capital costs for the BRT DTCC Extension alternatives were calculated using the same methodology and inputs as the 2016 Planning study: FTA's Standard Cost Categories (SCC) format and 2015 Master Unit Costs reported in \$2015.

6.2 Results

The majority of the capital costs (summarized in Table 6-1) are associated with purchasing vehicles and constructing the three platforms/shelters. DTCC 1 requires the most new vehicles (due to the greatest increase in BRT service levels), which results in the greatest increase in capital costs. The capital costs drop among the alternatives as the BRT service levels decrease; the costs associated with Alternatives 5A/B are almost entirely related to the three new platforms/shelters.

Table 6-1: Incremental Capital Costs (\$2015)

Option		Total Capital Cost
DTCC 1	Full Service to DTCC, All Time Periods	\$13,827,000
DTCC 2	Reduced Service to DTCC, All Time Periods	\$8,532,000
DTCC 3	Reduced Service to DTCC, Weekdays Only	\$8,532,000
DTCC 4	30-Minute Peak & Mid-Day Service to DTCC, Weekdays Only	\$6,767,000
DTCC 5A	LPA Alignment + Enhanced Route 420 Service Levels (full OCH alignment)	\$1,472,000
DTCC 5B	LPA Alignment + Enhanced Route 420 Service Levels (truncated OCH alignment)	\$1,472,000

7. O&M Costs

7.1 Methodology

O&M costs for the BRT DTCC Extension alternatives were calculated using the same methodology and inputs as the 2016 Planning study.

The annual cost to operate, maintain and administer the BRT DTCC Extension alternatives was estimated and expressed as the annual total of employee earnings and fringe benefits, contract services, materials and supplies, utilities and other day-to-day expenses incurred for operation and maintenance of the BRT service. The methodology used to calculate these estimates is consistent with FTA guidelines. The approach used a fully-allocated spreadsheet cost model format to identify differences in costs by mode and service type. Each expense incurred is “driven” by a key supply variable such as revenue hours, revenue miles or the number of peak vehicles. O&M cost data was combined with service supply statistics to establish unit costs and productivity ratios.

7.2 Results

The results of the analysis are shown in Table 7-1. DTCC 1, which has the greatest increase in BRT service levels, results in the highest O&M cost increment increase over the LPA. The cost declines as the level of service declines; the O&M costs associated with DTCC 5A/B are related to increased levels on Route 420.

Table 7-1: O&M Costs (\$2015)

Option		Total Annual O&M Cost*	Cost Increment over LPA	BRT Fleet Vehicle Increment over LPA
LPA	LPA Alignment	\$3,364,000	--	--
DTCC 1	Full Service to DTCC, All Time Periods	\$5,783,000	\$2,418,000	7
DTCC 2	Reduced Service to DTCC, All Time Periods	\$4,935,000	\$1,571,000	4
DTCC 3	Reduced Service to DTCC, Weekdays Only	\$4,346,000	\$981,000	4
DTCC 4	30-Minute Peak & Mid-Day Service to DTCC, Weekdays Only	\$3,861,000	\$497,000	3
DTCC 5A	LPA Alignment + Enhanced Route 420 Service Levels (full OCH alignment)	\$3,655,000	\$291,000	n/a
DTCC 5B	LPA Alignment + Enhanced Route 420 Service Levels (truncated OCH alignment)	\$3,614,000	\$250,000	n/a

8. Ridership

8.1 Methodology

Ridership for the BRT DTCC Extension alternatives were calculated using the same methodology and inputs as the 2016 Planning study.

To estimate trips on the proposed BRT system, the project team utilized the FTA national model, Simplified Trips-on-Project Software (STOPS). The STOPS model is designed to estimate transit project ridership using a streamlined set of procedures. STOPS includes many of the same computations of transit level-of-service and market share found in regional travel demand models. STOPS produces all of the reporting needed by project sponsors to review ridership forecasts in detail and to support grant applications to the FTA New and Small Starts program. Ridership forecasts are for 2013, which is consistent with the forecasts produced for the Planning study.

8.2 Results

The results of the ridership forecasting are shown in Table 8-1. The BRT DTCC Extension alternatives are not very productive in terms of ridership, adding roughly 125 weekday BRT DTCC

Extension riders in DTCC 1, 2, 3, and 4. Some of the riders appear to result from a shift in their boarding stations, rather than the attraction of new riders. While DTCC 1 includes the greatest increase in BRT service, more weekday riders are lost by reductions in the early morning frequency in the core service area than are gained with BRT DTCC Extension, leading to lower forecast weekday riders. Route 420 ridership tends to increase with greater core BRT service.

Table 8-1: DTCC BRT Extension and Total BRT Ridership Estimates (2013)

	Base	Alternatives				
	LPA	DTCC 1	DTCC 2	DTCC 3	DTCC 4	DTCC 5
RT 420	400	330	360	360	490	760
Added to RT 420	N/A	-70	-40	-40	+90	+360
BRT Boardings Eubanks to Southern Village	8,575	8,425	8,525	8,525	8,525	8,600
BRT Extension	N/A	150	125	125	100	N/A
BRT Total	8,575	8,575	8,650	8,650	8,625	8,600

4B. EZ Rider Advisory Committee Appointments

Action: 1. Receive information and approve committee appointments based on staff recommendations.

Staff Resource: Travis Parker, Assistant Operations Manager – Demand Response
Henry DePietro, Assistant Director – Administrative Services

Background

The EZ Rider Advisory Committee (EZRAC) has been meeting with Chapel Hill Transit EZ Rider staff on a monthly basis for several years to discuss service concerns, policies and procedures and provide input on updates to EZ Rider documents and plans and fixed-route services when applicable. The committee currently consists of seven (7) members from throughout our service area. The current, long-serving members generally volunteered to serve based on their interest and use of the service. In April 2016, the Mayor's Office received a request from representatives of the EZRAC to formalize the committee and a process for selecting and appointing members. During the May 24, 2016 Partners Meeting the Committee asked staff to develop formal policies and procedures for the EZRAC committee, consistent with the following objectives:

- EZRAC would serve as a subcommittee to the Partners.
- Developing changes to procedures or policies related to EZ Rider and Fixed Route Services (in order to ensure our system is serving the needs of persons with disabilities within our service area).
- Reviewing budgets and grant applications
- Providing input on updates to EZ Rider documents
- Outreach to people with disabilities who need to know about EZ Rider and/or accessible Fixed-Route Services
- Offer a forum for the community to bring their comments or concerns about EZ Rider and/or Fixed-Route service issues.

On May 23, 2017, the Partners Committee adopted the guidelines for the EZRAC. Since that time, staff has worked with the existing EZRAC members, Clerk's Office and Communications and Public Affairs staff to formally recruit for Committee members, consistent with the adopted guidelines.

Applicants

Following a recruitment process similar to those followed by the Town of Chapel Hill for Advisory Boards, 16 applications were received from persons interested in serving on the EZRAC. Staff received each application, consistent with the guidelines for the Committee:

- **Composition:**
 - The EZ Rider Advisory Committee shall be made up of seven (7) members. Each Chapel Hill Transit funding partner (Town of Chapel Hill, Town of Carrboro and University of North Carolina at Chapel Hill) will have one (1) representative. Four (4) representatives will be EZ Rider customers, from organizations involved in issues that concern persons with disabilities or private citizens who advocate for the needs of persons with disabilities.

Recommendation

- Partners approve the following appointments to the EZ Rider Advisory Committee:
 - Town of Chapel Hill: Jane Whittier (Term Expires August 2020)
 - Town of Carrboro: Allen Stutts (Term Expires August 2020)
 - University of North Carolina at Chapel Hill: Clara Miller (Term Expires August 2021)
 - EZ Rider customers and representatives from organizations involved in issues that concern persons with disabilities:
 - Ellen Perry: RAIN (Term Expires August 2020)
 - Kevin Shields: Orange County Disability Awareness (Term Expires August 2021)
 - Katherine Shipmon: Residential Services (Term Expires August 2021)
 - Robert Warren: Low Vision Support Group (Term Expires August 2021)

Notes: Existing committee members indicated an interest in continuing to serve and those that applied were recommended for appointment. To assist with staggered term requirements, existing committee members are recommended for two-year terms.

Attachment

- Applications

Profile

Whenever possible, applications should be submitted prior to the scheduled meeting of the affected advisory board so that they can consider all applications prior to making a recommendation to Council.

Public Records Statement

I acknowledge that all information submitted in this application becomes a public record and will be searchable online. The Town is not able to remove information from the public record once it has been posted.

☒ I Agree

Barbara

First Name

F

Middle Initial

Barnes

Last Name

barnesbarbara3@gmail.com

Email Address

Apt 308

Street Address

600 W Poplar Ave

Suite or Apt

Carrboro

City

NC

State

27510

Postal Code

Home: (919) 338-4655

Primary Phone

Home:

Alternate Phone

Residency within the Town limits is required for membership on most Council advisory bodies. Memberships of some committees and task forces may be composed of up to forty percent of non-Town residents.

What district do you live in? *

☒ Carrboro Town limits (Light Pink)

[Please consult the town maps HERE if you are unsure.](#)

If you are a Chapel Hill Resident, How long have you lived here?

None Selected

The Council encourages you to visit a meeting of the group that you are interested in serving on. Please choose no more than two groups from the list below to which you would like to apply.

Which Board is your First Choice? *

☒ EZ Rider Advisory Committee

Which Boards would you like to apply for?

EZ Rider Advisory Committee: Eligible

Question applies to EZ Rider Advisory Committee

Are you a consumer of the EZ Rider service?

☒ Yes ☐ No

Question applies to EZ Rider Advisory Committee

Where do you work or study? *

☒ None of these apply

How did you find out about this opportunity? (select all that apply by holding down the shift key)

☒ Bus Poster

EZ rider driver

If you chose "Other" from the advertising opportunity listed above, please specify specify:

Interests & Experiences

What perspective(s) do you bring to the board(s), commission(s), committee(s) or task force(s) to which you are applying?

11 years riding EZ, disabled, now a senior. I have been employed in Carteret County in senior facilities, assisted with transportation as well as a TRA for Carteret County Parks and Recreation to expand programming for the disabled. I have been a Little Ok couch in Orange County NC for 11 years.

Please provide a brief summary of any other relevant qualifications (skills, abilities, interests and/or experience) you bring.

I have a lot of personal experience as a disabled person: plus and negative aspects of public transportation. I have additional experience with other disabled individuals in their, our abilities to use public transportation safely. If resume is necessary please email me. Letters of recommendation are available if important to provide for this volunteer position.

You may upload a supporting document (e.g., CV or resume). **Please be advised that any information submitted becomes a public record and may be searchable online.**

Demographics

In order to consider this application and provide some balance to the various boards, this personal information is required:

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Female

If other, please describe:

Please select your age from the following list. *

☒ over 55

Artist, Gesture Sketch and
performing artist

Occupation

Are you a Town of Chapel Hill employee?

☐ Yes ☒ No

Ethics Statement

ETHICS GUIDELINES FOR TOWN ADVISORY BOARDS AND COMMISSIONS

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☒ I Agree *

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Profile

Whenever possible, applications should be submitted prior to the scheduled meeting of the affected advisory board so that they can consider all applications prior to making a recommendation to Council.

Public Records Statement

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☒ I Agree

Helen

First Name

E

Middle Initial

Clark

Last Name

clarkh319@gmail.com

Email Address

513 Edisto Court

Street Address

Suite or Apt

Chapel Hill

City

NC

State

27514

Postal Code

Mobile: (919) 971-0383

Primary Phone

Home:

Alternate Phone

Residency within the Town limits is required for membership on most Council advisory bodies. Memberships of some committees and task forces may be composed of up to forty percent of non-Town residents.

What district do you live in? *

☒ Chapel Hill Town limits (Purple)

[Please consult the town maps HERE if you are unsure.](#)

If you are a Chapel Hill Resident, How long have you lived here?

☒ Greater than 10 years

The Council encourages you to visit a meeting of the group that you are interested in serving on. Please choose no more than two groups from the list below to which you would like to apply.

Which Board is your First Choice? *

☒ EZ Rider Advisory Committee

Which Boards would you like to apply for?

EZ Rider Advisory Committee: Eligible

Question applies to EZ Rider Advisory Committee

Are you a consumer of the EZ Rider service?

☒ Yes ☐ No

Question applies to EZ Rider Advisory Committee

Where do you work or study? *

☒ None of these apply

How did you find out about this opportunity? (select all that apply by holding down the shift key)

☒ Bus Poster

If you chose "Other" from the advertising opportunity listed above, please specify specify:

Interests & Experiences

What perspective(s) do you bring to the board(s), commission(s), committee(s) or task force(s) to which you are applying?

I've lived in Chapel Hill all my life and have been using EZ Rider Services for the past few years. This is such a terrific and valuable service. The ability to have the independence that this service provides has been life changing for me. As someone who has been a business owner in the past I'm very much aware of the necessary requirements to run a successful organization, and I feel that I have valuable insights that could be useful. I really look forward to being able to give back.

Please provide a brief summary of any other relevant qualifications (skills, abilities, interests and/or experience) you bring.

I've created a large number of various medical groups across North Carolina, hiring and training staff, developing business plans, managing multi-million dollar budgets, negotiating contracts with various vendors, hiring employees among various other functions necessary to run a successful medical practice. In addition I ran my own business for a number of years, including working with a group of attorneys that were the authors of the HIPPA regulations.

You may upload a supporting document (e.g., CV or resume). **Please be advised that any information submitted becomes a public record and may be searchable online.**

Demographics

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Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Female

If other, please describe:

Please select your age from the following list. *

☒ over 55

Retired/Disabled

Occupation

Are you a Town of Chapel Hill employee?

☐ Yes ☒ No

Ethics Statement

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☒ I Agree *

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Profile

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Public Records Statement

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☐ I Agree

Anna "Sarah"

First Name

Middle Initial

Fields

Last Name

Email Address

100 Timber Hollow Court

Street Address

Suite or Apt

Chapel Hill

City

NC

State

27514

Postal Code

Mobile: (704) 718-6960

Primary Phone

Home:

Alternate Phone

Residency within the Town limits is required for membership on most Council advisory bodies. Memberships of some committees and task forces may be composed of up to forty percent of non-Town residents.

What district do you live in? *

☒ Chapel Hill Town limits (Purple)

[Please consult the town maps HERE if you are unsure.](#)

If you are a Chapel Hill Resident, How long have you lived here?

None Selected

The Council encourages you to visit a meeting of the group that you are interested in serving on. Please choose no more than two groups from the list below to which you would like to apply.

Which Board is your First Choice? *

☒ EZ Rider Advisory Committee

Which Boards would you like to apply for?

EZ Rider Advisory Committee: Eligible

Question applies to EZ Rider Advisory Committee

Are you a consumer of the EZ Rider service?

☒ Yes ☐ No

Question applies to EZ Rider Advisory Committee

Where do you work or study? *

None Selected

How did you find out about this opportunity? (select all that apply by holding down the shift key)

☒ Other (provide additional information below)

Currently serves on the committee

If you chose "Other" from the advertising opportunity listed above, please specify specify:

Interests & Experiences

What perspective(s) do you bring to the board(s), commission(s), committee(s) or task force(s) to which you are applying?

I want the opportunity to advocate for myself and others who use the EZ Rider service. I want to stay informed about the service and understand when things change and why. I want to be able to make suggestions so that things work better. I like to understand why things are the way they are.

Please provide a brief summary of any other relevant qualifications (skills, abilities, interests and/or experience) you bring.

You may upload a supporting document (e.g., CV or resume). **Please be advised that any information submitted becomes a public record and may be searchable online.**

Demographics

In order to consider this application and provide some balance to the various boards, this personal information is required:

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Female

If other, please describe:

Please select your age from the following list. *

☒ 35-54

Still exploring _____

Occupation

Are you a Town of Chapel Hill employee?

☐ Yes ☒ No

Ethics Statement

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☒ I Agree *

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Profile

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☒ I Agree

Debby

First Name

L

Middle Initial

Filer

Last Name

beresheet04@aol.com

Email Address

122 Beechwood Drive

Street Address

Suite or Apt

Carrboro

City

NC

State

27510

Postal Code

Home: (919) 932-5708

Primary Phone

Home: (919) 932-5708

Alternate Phone

Residency within the Town limits is required for membership on most Council advisory bodies. Memberships of some committees and task forces may be composed of up to forty percent of non-Town residents.

What district do you live in? *

☒ Carrboro Town limits (Light Pink)

[Please consult the town maps HERE if you are unsure.](#)

If you are a Chapel Hill Resident, How long have you lived here?

- ☒ 0-12 months
 - ☒ Greater than 10 years
-

The Council encourages you to visit a meeting of the group that you are interested in serving on. Please choose no more than two groups from the list below to which you would like to apply.

Which Board is your First Choice? *

- ☒ EZ Rider Advisory Committee

Which Boards would you like to apply for?

EZ Rider Advisory Committee: Eligible

Question applies to EZ Rider Advisory Committee

Are you a consumer of the EZ Rider service?

- ☐ Yes ☒ No

Question applies to EZ Rider Advisory Committee

Where do you work or study? *

- ☒ None of these apply
-

How did you find out about this opportunity? (select all that apply by holding down the shift key)

- ☒ Other (provide additional information below)

Facebook

If you chose "Other" from the advertising opportunity listed above, please specify specify:

Interests & Experiences

What perspective(s) do you bring to the board(s), commission(s), committee(s) or task force(s) to which you are applying?

I've been a special ed teacher and have taught kids 3-22 with mild to severe disabilities.

Please provide a brief summary of any other relevant qualifications (skills, abilities, interests and/or experience) you bring.

Graduate school at UNC-CH twice. Special Education and Birth through Kindergarten. Undergrad: Boston University: Special Education and Elementary Education.

You may upload a supporting document (e.g., CV or resume). **Please be advised that any information submitted becomes a public record and may be searchable online.**

Demographics

In order to consider this application and provide some balance to the various boards, this personal information is required:

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Female

If other, please describe:

Please select your age from the following list. *

☒ over 55

Special Education Teacher-
Retired

Occupation

Are you a Town of Chapel Hill employee?

☐ Yes ☒ No

Ethics Statement

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☒ I Agree *

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Profile

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Public Records Statement

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☒ I Agree

Victor

First Name

R

Middle Initial

Lancaster

Last Name

vrlan@aol.com

Email Address

1904 WHITE PLAINS RD.

Street Address

1904 WHITE PLAINS RD.

Suite or Apt

CHAPEL HILL

City

NC

State

27517

Postal Code

Home: (919) 903-8404

Primary Phone

Mobile: (919) 441-2382

Alternate Phone

Residency within the Town limits is required for membership on most Council advisory bodies. Memberships of some committees and task forces may be composed of up to forty percent of non-Town residents.

What district do you live in? *

☒ Chapel Hill Town limits (Purple)

[Please consult the town maps HERE if you are unsure.](#)

If you are a Chapel Hill Resident, How long have you lived here?

☒ 4-9 years

The Council encourages you to visit a meeting of the group that you are interested in serving on. Please choose no more than two groups from the list below to which you would like to apply.

Which Board is your First Choice? *

☒ Community Design Commission

Which Boards would you like to apply for?

EZ Rider Advisory Committee: Eligible

Community Design Commission: Eligible

Question applies to Community Design Commission

Select a Seat Category for the Community Design Commission *

☒ Chapel Hill Resident

Question applies to EZ Rider Advisory Committee

Are you a consumer of the EZ Rider service?

☐ Yes ☒ No

Question applies to EZ Rider Advisory Committee

Where do you work or study? *

☒ None of these apply

How did you find out about this opportunity? (select all that apply by holding down the shift key)

☒ Advisory Board or Council member

☒ Other (provide additional information below)

Polly

If you chose "Other" from the advertising opportunity listed above, please specify specify:

Interests & Experiences

What perspective(s) do you bring to the board(s), commission(s), committee(s) or task force(s) to which you are applying?

As a resident of the Town of Chapel Hill I am very interested in preserving the charm, grace and character of the town that I live in. At the same time, growth of this town is unavoidable and needs to be carefully controlled in a systematic manner. I have been active in the petition that resulted in the purchase of the American Legion property for the purpose of providing more park and open space for the residents of Chapel Hill and will continue to do so. My engineering design background will be a benefit to the Planning Commission for providing detailed pragmatic reviews of upcoming plans and proposals along with the visual design aspects of this work. I am also applying for the EZ-Rider Advisory board because i believe this is an important feature of living in Chapel Hill that needs thoughtful attention. I was a former EZ-Rider user.

Please provide a brief summary of any other relevant qualifications (skills, abilities, interests and/or experience) you bring.

Victor Lancaster's comprehensive experience encompasses over 10 years in design, development and production of several class II and III medical devices (Model 101 capillary electrophoresis, LWA and SP-1 instruments, Cycle and Tango blood pressure monitors, Mark 1 dental preparation appliance and BioFlash chromatography column) along with missile and space systems heat transfer/thermal design and development (heat pipe manifold design currently in orbit on the Space Station). This experience also includes ideation through commercialization of new and innovative concepts in the context of pragmatic documentation of DFRC, DFM/A, DFS and MCBF services to rigorous FDA, ISO, MDD, IVDD and EU requirements for Fortune 500 and venture funded firms. Mr. Lancaster's expertise more recently involved the conjugate flow/thermal problems (CFD) in next generation AV/telecommunication and Internet servers, John Deere Commercial mowers, Gilbarco fuel delivery systems and passenger train brake systems. Patents and Publications US Patent 6,171,486 "Liquid Chromatography Column" and European Patent "Chromatography Media Packing System", 08/970,286. Lancaster, V. R. & Modlin, D. N., Flow Cells for Bioanalytical and Bioprocess Applications with Optimized Dynamic Response and Flow Characteristics, ASME Fluids Division Summer meeting, June 1994.

[ACV_vlancaster_82215.docx](#)

You may upload a supporting document (e.g., CV or resume). Please be advised that any information submitted becomes a public record and may be searchable online.

Demographics

In order to consider this application and provide some balance to the various boards, this personal information is required:

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Male

If other, please describe:

Please select your age from the following list. *

☒ over 55

Retired Engineer

Occupation

Are you a Town of Chapel Hill employee?

☐ Yes ☒ No

Ethics Statement

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☒ I Agree *

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VICTOR LANCASTER

1904 White Plains Rd.,
Chapel Hill, NC 27517

vrlan@aol.com

Cell 919-441-2382
Office: 919-903-8404

PROFESSIONAL EXPERIENCE

GLG Councils, Gerson Lehrman Group, NY, NY

Engineering Consultant

2007 - Present

- Providing as needed part time design/consulting services via the internet to several venture fund advisors seeking to invest in emerging medical device companies and technologies. Design services utilize SolidWorks and Pro/Engineer design tools for polymer and metallic parts.

TecTran Brake/CES, Burlington, NC

Mechanical Design Engineer

6/2014 – 9/2015

- Mechanical Design Engineer responsible for creating and developing part and assembly models and drawings/illustrations (300+) using CREO 3.0 producing part, service and maintenance manuals for Siemens/Portland passenger train brake system.
- Designed, developed and outsourced build of Siemens/Calgary passenger train brake systems' bushing assembly tools and fixtures to ANSI B4.1, B4.2, GD&T, and ASME Y14.5. Also, designed track brake shock and vibration fixture for IEC-61373 shock and vibration testing.
- Calculated Belleville washer preload force for determining VDI 2230 bolt torques to retract brake pads.
- Developed initial dual piston hydraulic caliper concept and layout for newest Siemens/Calgary passenger train brake.

Gilbarco, Inc./Aerotek, Greensboro, NC

Design Specialist 3/2013 – 7/2013

- Mechanical Engineer responsible for design changes of electro-mechanical fuel dispensing products and design verification/validation of Pro/E models, part and assembly drawings using GD&T, PTC CREO 2.0 with Windchill 10.1/PDMLink . Work includes direction and organization of new part design, SLA/3D printing or machined prototyping of electro-mechanical subassemblies, redesign of injection molded and sheet metal parts and planning and initiation of design reviews and DFMEA reviews with multiple discipline teams.

John Deere/Entegee, Fuquay Varina, NC

Mechanical Design Engineer

7/2012 - 8/2012

- Mechanical Engineer responsible for project management of electro-mechanical ruggedized commercial mower attachment kits and design verification of Pro/E models, part and large (5000 parts) assembly models and drawings using Pro/E WF 4 with Windchill/INTRALINK 9.1. Work included BOM verification of label kits for worldwide customers, placement of labels in Pro/E assembly models while working with multiple departments.

Meggitt Training Systems/HCLA, Cary, NC

Mechanical Design Consultant

4/2011 - 4/2012

- Lead Mechanical Engineer for BATUS SAT, SIT, MAT and MIT automated electro-mechanical ruggedized outdoor live fire targeting products for military customers. Responsible for project milestones to complete Pro/E models, part and assembly drawings of precision welded sheet metal and machined components for demonstration and production units using Pro/E CREO 1, WF 5 with Windchill/INTRALINK 9.1. I provided structural/dynamic analysis of crash stop safety subassembly for MAT vehicle. I created Pro/E models of SA 80 electro-mechanical thermal sight system and laser light module. Work included ideation of solutions to design problems to accommodate new vendor capabilities. ITAR certified.

Porticos/A Prime Solutions, Morrisville, NC

Design Engineer

1/2011 - 3/2011

- Completed preliminary CFD conjugate fluid/thermal finite element analysis on DOE funded residential electro-mechanical dryer using CFdesign 2011 version and SolidWorks 2010. Analysis indicated unique design to be plausible and capable of exchanging vacuum generated waste heat into heat for drying clothing.

Montie Design, Morrisville, NC

CFD Consultant

5/2010 - 12/2010

- Performed DFM/DFA analysis, MCBF evaluation and analysis and BS/EN/IEC 60601, ISO 14971, and FDA 21 CFR part 11 assessments of the Intuity glucometer precision polymer gear mechanism, a class II medical device, for Buhler Motors.
- Completed CFD conjugate fluid/thermal analysis on Extreme networks electro-mechanical audio/video server, BlackDiamond 8X (25 Ghz) using SolidWorks 2011 and CFdesign 2011 demonstrating compliance to NEBS GR-63-CORE, ETS 300-019, GD&T and MRD requirements.

IBM/CTG - Research Triangle Park, NC**Design Engineer**

8/2007-10/2007

- Completed design and performed fit checks on injection molded polymer and sheet metal components, from an Engineer who left unexpectedly, using Pro/E Wildfire 3.0 and Mathcad for IBM 1U and 2U next generation blade e-servers. Deflection and force analysis on polymer components was also performed.

SUNTECH MEDICAL INC./NDSL - Morrisville, NC**Product Engineer**

2005-2007

- Directed a 4-8 person cross functional product development team to complete design and successfully transfer to production the Cycle electro-mechanical blood pressure monitor. This work included Phase 5 review, FDA accepted 510K submission, CE/UL/CSA/TUV & CB certification to class II medical device, for ergometer applications to BS/EN/IEC 60601, ISO 9001, ISO 13485, ISO 14971, MDD, FDA 21 CFR 820 and ISO 9919 standards. The Phase 5 review included review and release of electrical/electronic schematics, flow diagrams and part and assembly drawings along with design history, technical information files and completion of performance tests to EN 1060-1 &-3 and AAMI SP-10: 2002.
- Directed the development of the redesign of the Oscar 2 blood pressure monitor intended for 24 hours of patient wear. The redesign included wireless transmission of BP measurements root cause analysis changes.

BD BIOSCIENCES – San Jose, CA**Project Engineer/Manager**

1998–2005

- Directed 8-12 person engineering/plastics/SW/FW engineering team to design, development and transfer to production a new product, the FACS Lyse Wash Assistant™ (LWA), an automated IVDD clinical blood lyse dispense/cell wash electro-mechanical instrument which used DOE optimized vertical centrifugation to separate white blood cells from whole blood and in compliance with 21CFR 820.
- Successfully obtained CE/UL/CSA/TUV CB certification of the IVDD SP-1™, European built clinical automated aliquot electro-mechanical instrument and LWA instrument using BS/EN/IEC 60601, ISO 9001, ISO 13485, ISO 14971.
- Scheduled, conducted and documented peer design reviews (FMEA, DFS & DFM), hazards and risks analysis, customer site visits and surveys in a multi-discipline matrix environment.

CORE COMPETENCIES

- Product design, development, documentation, production, performance, reliability, clinical and regulatory testing of IVDD and MDD medical devices and laboratory instruments from concept to commercialization.
- Proficient with CFXDesign 2011, SolidWorks 2004-2011, Pro/MECHANICA, Pro/ENGINEER CREO 3.0, WILDFIRE 5 (Introduction, Advanced Part, Assembly & Surfacing courses by RAND) Windchill 10.1, PDMLink, COSMOS, CAEDS, CATIA, AutoCAD, MS Office suite & Project, OpenOffice, SINDA, FLOWTHERM, TRASYS, Mathcad Prime, SAP, LOTUS NOTES, VISIO, Costpoint, Visual Basic, NI LabVIEW, Rational/Rational Rose, IssueView & VxWorks.

EDUCATION, PATENTS & PUBLICATIONS

- Master of Science, Mechanical Engineering, University of Santa Clara
- Bachelor of Science, Mechanical Engineering, San Jose State University
- Registered Professional Mechanical Engineer, M-20947, Certified Energy Auditor & Toastmaster. Liquid Chromatography Column, US patent 6,171,486.



Chromatography Media Packing System, 08/970.286.



Profile

Whenever possible, applications should be submitted prior to the scheduled meeting of the affected advisory board so that they can consider all applications prior to making a recommendation to Council.

Public Records Statement

I acknowledge that all information submitted in this application becomes a public record and will be searchable online. The Town is not able to remove information from the public record once it has been posted.

☒ I Agree

Clara (claire)

First Name

A.

Middle Initial

Miller

Last Name

claire_miller@unc.edu

Email Address

750 Weaver Dairy Road

Street Address

Apartment 2121

Suite or Apt

Chapel Hill

City

NC

State

27514

Postal Code

Home: (919) 918-3448

Primary Phone

Mobile: (919) 428-9427

Alternate Phone

Residency within the Town limits is required for membership on most Council advisory bodies. Memberships of some committees and task forces may be composed of up to forty percent of non-Town residents.

What district do you live in? *

☒ Chapel Hill Town limits (Purple)

[Please consult the town maps HERE if you are unsure.](#)

If you are a Chapel Hill Resident, How long have you lived here?

☒ Greater than 10 years

The Council encourages you to visit a meeting of the group that you are interested in serving on. Please choose no more than two groups from the list below to which you would like to apply.

Which Board is your First Choice? *

☒ EZ Rider Advisory Committee

Which Boards would you like to apply for?

EZ Rider Advisory Committee: Eligible

Question applies to EZ Rider Advisory Committee

Are you a consumer of the EZ Rider service?

☒ Yes ☐ No

Question applies to EZ Rider Advisory Committee

Where do you work or study? *

☒ Chapel Hill

How did you find out about this opportunity? (select all that apply by holding down the shift key)

☒ Bus Poster

☒ Email

If you chose "Other" from the advertising opportunity listed above, please specify specify:

Interests & Experiences

What perspective(s) do you bring to the board(s), commission(s), committee(s) or task force(s) to which you are applying?

I am a longtime resident of Chapel Hill. I never owned a car, always relied on public transportation, and in recent years have been fortunate enough to use EZ Rider. I am familiar with how EZ Rider operates and I know the drivers, reservationists, dispatchers, and many of the other passengers. I think EZ Rider is the best of its kind in North Carolina and throughout the United States. I want to keep it that way. This service is now more important than ever, as Chapel Hill becomes more gentrified.

Please provide a brief summary of any other relevant qualifications (skills, abilities, interests and/or experience) you bring.

My job as an Administrator in the Philosophy Department at The University of North Carolina at Chapel Hill for more than 50 years has provided me with skills and experience that would be useful, including the following duties and responsibilities. Managed personnel and nonpersonnel budgets (state, trust and Federal funds). Served as human resources facilitator for faculty and staff, supervised secretaries and other office personnel, implemented new policies and procedures. Drafted major Departmental documents (such as Annual Reports and brochures). Served as the Departmental Parking Coordinator, requiring me to deal with transportation problems on campus.

You may upload a supporting document (e.g., CV or resume). **Please be advised that any information submitted becomes a public record and may be searchable online.**

Demographics

In order to consider this application and provide some balance to the various boards, this personal information is required:

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Female

If other, please describe:

Please select your age from the following list. *

☒ over 55

Retired Administrator/Manager

Occupation

Are you a Town of Chapel Hill employee?

☐ Yes ☒ No

Ethics Statement

ETHICS GUIDELINES FOR TOWN ADVISORY BOARDS AND COMMISSIONS

Members of advisory boards and commissions shall not discuss, advocate, or vote on any matter in which they have a conflict of interest or an interest which reasonably might appear to be in conflict with the concept of fairness in dealing with public business. A conflict of interest or a potential conflict occurs if a member has a separate, private, or monetary interest, either direct or indirect, in any issue or transaction under consideration. In addition, members of the Historic District Commission and Board of Adjustment, when these boards are hearing cases, serve as quasi-judicial bodies. Pursuant to State Statute 106A-388(e)(2), members of these boards “shall not participate in or vote on any quasi-judicial matter in a manner that would violate affected persons’ constitutional rights to an impartial decision maker. Impermissible violations of due process include, but are not limited to, a member having a fixed opinion prior to hearing the matter that is not susceptible to change, undisclosed ex parte communications, a close familial, business, or other associational relationship with an affected person, or a financial interest in the outcome of the matter.” Any member who violates these Ethics Guidelines may be subject to removal from the board or commission. If the advisory board or commission member believes he/she has a conflict of interest then that member should ask the advisory board or commission to be recused from voting. The advisory board or commission should then vote on the question on whether or not to excuse the member making the request. In cases where the individual member or the advisory board or commission establishes a conflict of interest, then the advisory board or commission member shall remove themselves from the voting area. Any advisory board or commission member may seek the counsel of the Town Attorney on questions regarding the interpretation of these ethics guidelines or other conflict of interest matters. The interpretation may include a recommendation on whether or not the advisory board or commission member should excuse himself/herself from voting. The advisory board or commission member may request the Town Attorney respond in writing.

☒ I Agree *

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Profile

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Public Records Statement

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☒ I Agree

Meryl

First Name

Muse

Last Name

musemeryl@msn.com

Email Address

106 N Elliott Rd

Street Address

A7

Suite or Apt

Chapel Hill

City

NC

State

27514

Postal Code

Home: (919) 903-9087

Primary Phone

Home: (919) 914-4502

Alternate Phone

Residency within the Town limits is required for membership on most Council advisory bodies. Memberships of some committees and task forces may be composed of up to forty percent of non-Town residents.

What district do you live in? *

☒ Chapel Hill Town limits (Purple)

[Please consult the town maps HERE if you are unsure.](#)

If you are a Chapel Hill Resident, How long have you lived here?

☒ Greater than 10 years

The Council encourages you to visit a meeting of the group that you are interested in serving on. Please choose no more than two groups from the list below to which you would like to apply.

Which Board is your First Choice? *

☒ EZ Rider Advisory Committee

Which Boards would you like to apply for?

EZ Rider Advisory Committee: Eligible

Question applies to EZ Rider Advisory Committee

Are you a consumer of the EZ Rider service?

☒ Yes ☐ No

Question applies to EZ Rider Advisory Committee

Where do you work or study? *

☒ None of these apply

How did you find out about this opportunity? (select all that apply by holding down the shift key)

☒ Email

If you chose "Other" from the advertising opportunity listed above, please specify specify:

Interests & Experiences

What perspective(s) do you bring to the board(s), commission(s), committee(s) or task force(s) to which you are applying?

Honesty, fairness, clarity, hard-working, and I might add that I also expect these things from the other members on the board.

Please provide a brief summary of any other relevant qualifications (skills, abilities, interests and/or experience) you bring.

Please see resume attached.

[MRM_RESUME.docx](#)

You may upload a supporting document (e.g., CV or resume). **Please be advised that any information submitted becomes a public record and may be searchable online.**

Demographics

In order to consider this application and provide some balance to the various boards, this personal information is required:

Ethnicity

☒ African American

Gender

☒ Female

If other, please describe:

Please select your age from the following list. *

☒ over 55

Retired Customer Care
Specialist

Occupation

Are you a Town of Chapel Hill employee?

☐ Yes ☒ No

Ethics Statement

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☒ I Agree *

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Business Development Professional

- Communication Skills: Address customer questions and complaints increasing efficiency of service, interact with customers and clients facilitating policies and procedures, organize and carry out collection calls to clients, compose and type letters, memos, mortgage agreements, and financial reports, direct calls and take messages for appropriate personnel.
- Clerical Skills: Organize return authorization reports to ensure efficiency and accuracy, distribute and sort mail, operate office machines, such as switchboard, fax, copy, calculator, and credit card machine. Inventory/order office supplies, organize and computer data enter, file and collect invoices, records, and checks numerically.
- Technically skilled—cross-platform expertise (Win/Mac) and proficiency in Word, Excel, PowerPoint,

Key Competencies

- Customer Acquisition
- Referral/Repeat Business Generation
- PowerPoint Presentations
- Public Speaking
- Complaint Handling
- Consultative Sales
- Sales Reports & Correspondence

Education

ICS, Scranton, PA

Associate in Computer-Assisted Small Business Management, 1995-1997

- **Jewish Vocational Service, East Orange, NJ:** Certificate, Computer Applications, Window 95 Microsoft Office, 1997
- **West Essex Rehabilitation Center, Montclair, NJ:** Certificate, Clerical Skills, Computer Applications

Work Experience

Corporate/Retail Customer Service Jan. 1998-Oct. 2007 ☐ TFFANY & CO., Parsippany, NJ

Repaired/Order entry, directed special engraving, etching or embossing orders, processed canceled/void orders, approved orders for shipping, tracked packages and processed second sends for shipping, arranged FedEx pick-ups and UPS call tags, worked closely with warehouse, prepared credit returns, prepared accounts/sales executive's adjustments, trouble shooting, follow-ups on customer's complaints, and sent out apology/resolution letters. Departments Worked: Corporate, US and Canada Sales, Customer Service, E-Commerce.

Group Health Conversion Technician 1997 ☐ NORRELL PERSONNEL SERVICE, Lakewood, NJ

Consultant: PRUDENTIAL INSURANCE COMPANY of AMERICA

Prepared insurance notices, convert group health policies into individual policies/COBRA, processed applications, and checks for approval, Customer Relations/Service, data entry, trouble shooting, filing.

Pharmacy Help Desk 1997-1998 ☐ THE ASCHER GROUP, Roseland, NJ

Consultant: PAID PRESCRIPTIONS/MERCK-MEDCO MANAGED CARE

Processed on-line prescription claims, overrode and restricted prescription drugs, addressed questions and educated pharmacists on various managed care, monitored prescription dosage and refills, worked with insurance companies for drugs restriction and allowances.

Customer Care Representative 1993-1997 □ U.S. LASER VIDEO DISTRIBUTORS, Whippany, NJ

Customer service representative, accounts receivable assistant, administrative assistant

Profile

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Public Records Statement

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☒ I Agree

Ellen

First Name

E

Middle Initial

Perry

Last Name

dgirlscout@gmail.com

Email Address

120 Starlite Dr

Street Address

Suite or Apt

Carrboro

City

NC

State

27510

Postal Code

Home: (919) 942-5602

Primary Phone

Mobile: (423) 426-4468

Alternate Phone

Residency within the Town limits is required for membership on most Council advisory bodies. Memberships of some committees and task forces may be composed of up to forty percent of non-Town residents.

What district do you live in? *

☒ Carrboro Town limits (Light Pink)

[Please consult the town maps HERE if you are unsure.](#)

If you are a Chapel Hill Resident, How long have you lived here?

☒ Greater than 10 years

The Council encourages you to visit a meeting of the group that you are interested in serving on. Please choose no more than two groups from the list below to which you would like to apply.

Which Board is your First Choice? *

None Selected

Which Boards would you like to apply for?

EZ Rider Advisory Committee: Eligible

Question applies to EZ Rider Advisory Committee

Are you a consumer of the EZ Rider service?

☒ Yes ☐ No

Question applies to EZ Rider Advisory Committee

Where do you work or study? *

☒ Carrboro Town Limits

How did you find out about this opportunity? (select all that apply by holding down the shift key)

☒ Advisory Board or Council member

If you chose "Other" from the advertising opportunity listed above, please specify specify:

Interests & Experiences

What perspective(s) do you bring to the board(s), commission(s), committee(s) or task force(s) to which you are applying?

I have been riding EZ Rider for 40 years. During this time I have seen things that are good and things that are bad. When I have noticed things that are bad, I have brought these issues to the attention of management and other town officials. Because of this advocacy, I appointed to the Carrboro Transportation Advisory Board and served for 12 years. I have also been working with the Chapel Hill EZ Rider Advisory Committee since it was created.

Please provide a brief summary of any other relevant qualifications (skills, abilities, interests and/or experience) you bring.

See above

You may upload a supporting document (e.g., CV or resume). **Please be advised that any information submitted becomes a public record and may be searchable online.**

Demographics

In order to consider this application and provide some balance to the various boards, this personal information is required:

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Female

If other, please describe:

Please select your age from the following list. *

☒ over 55

Self advocate adviser

Occupation

Are you a Town of Chapel Hill employee?

☐ Yes ☒ No

Ethics Statement

ETHICS GUIDELINES FOR TOWN ADVISORY BOARDS AND COMMISSIONS

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☒ I Agree *

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Profile

Whenever possible, applications should be submitted prior to the scheduled meeting of the affected advisory board so that they can consider all applications prior to making a recommendation to Council.

Public Records Statement

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☒ I Agree

Ashley

First Name

E

Middle Initial

Shelton

Last Name

thebackyardbbq@yahoo.com

Email Address

POB 544

Street Address

Suite or Apt

Chapel Hill

City

NC

State

27514

Postal Code

Business: (919) 923-5028

Primary Phone

Home:

Alternate Phone

Residency within the Town limits is required for membership on most Council advisory bodies. Memberships of some committees and task forces may be composed of up to forty percent of non-Town residents.

What district do you live in? *

☒ Chapel Hill Town limits (Purple)

[Please consult the town maps HERE if you are unsure.](#)

If you are a Chapel Hill Resident, How long have you lived here?

☒ Greater than 10 years

The Council encourages you to visit a meeting of the group that you are interested in serving on. Please choose no more than two groups from the list below to which you would like to apply.

Which Board is your First Choice? *

☒ EZ Rider Advisory Committee

Which Boards would you like to apply for?

EZ Rider Advisory Committee: Eligible

Question applies to EZ Rider Advisory Committee

Are you a consumer of the EZ Rider service?

☒ Yes ☐ No

Question applies to EZ Rider Advisory Committee

Where do you work or study? *

☒ None of these apply

How did you find out about this opportunity? (select all that apply by holding down the shift key)

☒ Bus Poster

If you chose "Other" from the advertising opportunity listed above, please specify specify:

Interests & Experiences

What perspective(s) do you bring to the board(s), commission(s), committee(s) or task force(s) to which you are applying?

More than 30 years a citizen of the Chapel Hill/Carrboro area, and sans automobile since 2003

Please provide a brief summary of any other relevant qualifications (skills, abilities, interests and/or experience) you bring.

Sat on executive board of WXYC radio station as elected staff representative 5 years.

You may upload a supporting document (e.g., CV or resume). **Please be advised that any information submitted becomes a public record and may be searchable online.**

Demographics

In order to consider this application and provide some balance to the various boards, this personal information is required:

Ethnicity

☒ Prefer not to Answer

Gender

☒ Prefer to self-describe

If other, please describe:

Please select your age from the following list. *

☒ 35-54

Disabled

Occupation

Are you a Town of Chapel Hill employee?

☐ Yes ☒ No

Ethics Statement

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☒ I Agree *

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Profile

Whenever possible, applications should be submitted prior to the scheduled meeting of the affected advisory board so that they can consider all applications prior to making a recommendation to Council.

Public Records Statement

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☐ I Agree

Kevin

First Name

Shields

Last Name

Middle Initial

outofsiteradio@icloud.com

Email Address

115 Duchess Lane

Street Address

Suite or Apt

Chapel Hill

City

NC

State

27517

Postal Code

Mobile: (724) 766-0780

Primary Phone

Home:

Alternate Phone

Residency within the Town limits is required for membership on most Council advisory bodies. Memberships of some committees and task forces may be composed of up to forty percent of non-Town residents.

What district do you live in? *

☒ Chapel Hill Town limits (Purple)

[Please consult the town maps HERE if you are unsure.](#)

If you are a Chapel Hill Resident, How long have you lived here?

None Selected

The Council encourages you to visit a meeting of the group that you are interested in serving on. Please choose no more than two groups from the list below to which you would like to apply.

Which Board is your First Choice? *

☒ EZ Rider Advisory Committee

Which Boards would you like to apply for?

EZ Rider Advisory Committee: Eligible

Question applies to EZ Rider Advisory Committee

Are you a consumer of the EZ Rider service?

☒ Yes ☐ No

Question applies to EZ Rider Advisory Committee

Where do you work or study? *

None Selected

How did you find out about this opportunity? (select all that apply by holding down the shift key)

☒ Other (provide additional information below)

Has served on the committee for
2+ years

If you chose "Other" from the advertising opportunity listed above, please specify specify:

Interests & Experiences

What perspective(s) do you bring to the board(s), commission(s), committee(s) or task force(s) to which you are applying?

I think as a rider and passenger, I can help make a difference and give a rider's view of how the service is going.

Please provide a brief summary of any other relevant qualifications (skills, abilities, interests and/or experience) you bring.

You may upload a supporting document (e.g., CV or resume). **Please be advised that any information submitted becomes a public record and may be searchable online.**

Demographics

In order to consider this application and provide some balance to the various boards, this personal information is required:

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Male

If other, please describe:

Please select your age from the following list. *

☒ over 55

Retired; volunteer to do a radio show for WCOM

Occupation

Are you a Town of Chapel Hill employee?

☐ Yes ☒ No

Ethics Statement

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☒ I Agree *

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Profile

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Public Records Statement

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☒ I Agree

Katherine

First Name

M.

Middle Initial

Shipman

Last Name

ks92188@gmail.com

Email Address

1543 Ferrell Rd.

Street Address

Suite or Apt

Chapel Hill

City

NC

State

27517

Postal Code

Home: (919) 967-3110

Primary Phone

Mobile: (919) 619-7446

Alternate Phone

Residency within the Town limits is required for membership on most Council advisory bodies. Memberships of some committees and task forces may be composed of up to forty percent of non-Town residents.

What district do you live in? *

☒ Chapel Hill Town limits (Purple)

[Please consult the town maps HERE if you are unsure.](#)

If you are a Chapel Hill Resident, How long have you lived here?

☒ Greater than 10 years

The Council encourages you to visit a meeting of the group that you are interested in serving on. Please choose no more than two groups from the list below to which you would like to apply.

Which Board is your First Choice? *

☒ EZ Rider Advisory Committee

Which Boards would you like to apply for?

EZ Rider Advisory Committee: Eligible

Question applies to EZ Rider Advisory Committee

Are you a consumer of the EZ Rider service?

☒ Yes ☐ No

Question applies to EZ Rider Advisory Committee

Where do you work or study? *

☒ Chapel Hill

How did you find out about this opportunity? (select all that apply by holding down the shift key)

☒ Other (provide additional information below)

EZ Rider driver

If you chose "Other" from the advertising opportunity listed above, please specify specify:

Interests & Experiences

What perspective(s) do you bring to the board(s), commission(s), committee(s) or task force(s) to which you are applying?

I will be able to provide uniquely accurate and constructive feedback that will lead to improvement.

Please provide a brief summary of any other relevant qualifications (skills, abilities, interests and/or experience) you bring.

Articulate and outspoken

You may upload a supporting document (e.g., CV or resume). **Please be advised that any information submitted becomes a public record and may be searchable online.**

Demographics

In order to consider this application and provide some balance to the various boards, this personal information is required:

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Female

If other, please describe:

Please select your age from the following list. *

☒ 25-34

Receptionist

Occupation

Are you a Town of Chapel Hill employee?

☐ Yes ☒ No

Ethics Statement

ETHICS GUIDELINES FOR TOWN ADVISORY BOARDS AND COMMISSIONS

Members of advisory boards and commissions shall not discuss, advocate, or vote on any matter in which they have a conflict of interest or an interest which reasonably might appear to be in conflict with the concept of fairness in dealing with public business. A conflict of interest or a potential conflict occurs if a member has a separate, private, or monetary interest, either direct or indirect, in any issue or transaction under consideration. In addition, members of the Historic District Commission and Board of Adjustment, when these boards are hearing cases, serve as quasi-judicial bodies. Pursuant to State Statute 106A-388(e)(2), members of these boards “shall not participate in or vote on any quasi-judicial matter in a manner that would violate affected persons’ constitutional rights to an impartial decision maker. Impermissible violations of due process include, but are not limited to, a member having a fixed opinion prior to hearing the matter that is not susceptible to change, undisclosed ex parte communications, a close familial, business, or other associational relationship with an affected person, or a financial interest in the outcome of the matter.” Any member who violates these Ethics Guidelines may be subject to removal from the board or commission. If the advisory board or commission member believes he/she has a conflict of interest then that member should ask the advisory board or commission to be recused from voting. The advisory board or commission should then vote on the question on whether or not to excuse the member making the request. In cases where the individual member or the advisory board or commission establishes a conflict of interest, then the advisory board or commission member shall remove themselves from the voting area. Any advisory board or commission member may seek the counsel of the Town Attorney on questions regarding the interpretation of these ethics guidelines or other conflict of interest matters. The interpretation may include a recommendation on whether or not the advisory board or commission member should excuse himself/herself from voting. The advisory board or commission member may request the Town Attorney respond in writing.

☒ I Agree *

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Profile

Whenever possible, applications should be submitted prior to the scheduled meeting of the affected advisory board so that they can consider all applications prior to making a recommendation to Council.

Public Records Statement

I acknowledge that all information submitted in this application becomes a public record and will be searchable online. The Town is not able to remove information from the public record once it has been posted.

☒ I Agree

Kathryn

First Name

Sorensen

Last Name

Middle Initial

kathryn.sorensen@gmail.com

Email Address

200 Robbins St

Street Address

Apt 104

Suite or Apt

Chapel Hill

City

NC

State

27517

Postal Code

Home: (408) 832-3436

Primary Phone

Home:

Alternate Phone

Residency within the Town limits is required for membership on most Council advisory bodies. Memberships of some committees and task forces may be composed of up to forty percent of non-Town residents.

What district do you live in? *

☒ Chatham

[Please consult the town maps HERE if you are unsure.](#)

If you are a Chapel Hill Resident, How long have you lived here?

☒ 0-12 months

The Council encourages you to visit a meeting of the group that you are interested in serving on. Please choose no more than two groups from the list below to which you would like to apply.

Which Board is your First Choice? *

☒ EZ Rider Advisory Committee

Which Boards would you like to apply for?

EZ Rider Advisory Committee: Eligible

Question applies to EZ Rider Advisory Committee

Are you a consumer of the EZ Rider service?

☐ Yes ☒ No

Question applies to EZ Rider Advisory Committee

Where do you work or study? *

☒ The University of North Carolina at Chapel Hill

How did you find out about this opportunity? (select all that apply by holding down the shift key)

☒ Email

If you chose "Other" from the advertising opportunity listed above, please specify specify:

Interests & Experiences

What perspective(s) do you bring to the board(s), commission(s), committee(s) or task force(s) to which you are applying?

I am a faculty in the division of Occupational Therapy, a person with a disability, and have over 9 years working in the paratransit industry as an ADA coordinator.

Please provide a brief summary of any other relevant qualifications (skills, abilities, interests and/or experience) you bring.

I am an ADA coordinator who served as the paratransit compliance specialist in Santa Clara county in California for over 9 years.

You may upload a supporting document (e.g., CV or resume). **Please be advised that any information submitted becomes a public record and may be searchable online.**

Demographics

In order to consider this application and provide some balance to the various boards, this personal information is required:

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Female

If other, please describe:

Please select your age from the following list. *

☒ 35-54

Assistant Clinical Professor of
Occupational Therapy

Occupation

Are you a Town of Chapel Hill employee?

☐ Yes ☒ No

Ethics Statement

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☒ I Agree *

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Profile

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Public Records Statement

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☒ I Agree

Allen

First Name

Stutts

Last Name

Middle Initial

astutts@mindspring.com

Email Address

420 S Greensboro St

Street Address

Suite or Apt

Carrboro

City

NC

State

27510

Postal Code

Home: (919) 967-1874

Primary Phone

Home:

Alternate Phone

Residency within the Town limits is required for membership on most Council advisory bodies. Memberships of some committees and task forces may be composed of up to forty percent of non-Town residents.

What district do you live in? *

☒ Carrboro Town limits (Light Pink)

[Please consult the town maps HERE if you are unsure.](#)

If you are a Chapel Hill Resident, How long have you lived here?

None Selected

The Council encourages you to visit a meeting of the group that you are interested in serving on. Please choose no more than two groups from the list below to which you would like to apply.

Which Board is your First Choice? *

☒ EZ Rider Advisory Committee

Which Boards would you like to apply for?

EZ Rider Advisory Committee: Eligible

Question applies to EZ Rider Advisory Committee

Are you a consumer of the EZ Rider service?

☒ Yes ☐ No

Question applies to EZ Rider Advisory Committee

Where do you work or study? *

☒ Chapel Hill Town Limits

How did you find out about this opportunity? (select all that apply by holding down the shift key)

☒ Advisory Board or Council member

If you chose "Other" from the advertising opportunity listed above, please specify specify:

Interests & Experiences

What perspective(s) do you bring to the board(s), commission(s), committee(s) or task force(s) to which you are applying?

I am visually impaired. I helped to found the original EZ Rider Advisory Committee over ten years ago, and I have been a strong advocate for this committee and the people that Chapel Hill Transit serve.

Please provide a brief summary of any other relevant qualifications (skills, abilities, interests and/or experience) you bring.

I have been an advocate for persons with disabilities my entire adult life. I have also been involved with the developmentally disabled community my entire adult life. I am well-acquainted with the needs of persons with disabilities.

You may upload a supporting document (e.g., CV or resume). **Please be advised that any information submitted becomes a public record and may be searchable online.**

Demographics

In order to consider this application and provide some balance to the various boards, this personal information is required:

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Male

If other, please describe:

Please select your age from the following list. *

☒ over 55

currently unemployed after
working for UNC for 15 years

Occupation

Are you a Town of Chapel Hill employee?

☐ Yes ☒ No

Ethics Statement

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☒ I Agree *

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Profile

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Public Records Statement

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☒ I Agree

Kim
First Name

S.
Middle Initial

Tyler
Last Name

kim.tyler@dhhs.nc.gov
Email Address

414 E. Main St. 244M
Street Address

Suite or Apt

Durham
City

NC
State

27701
Postal Code

Business: (919) 560-8633
Primary Phone

Mobile: (919) 632-3651
Alternate Phone

Residency within the Town limits is required for membership on most Council advisory bodies. Memberships of some committees and task forces may be composed of up to forty percent of non-Town residents.

What district do you live in? *

☒ or Durham County (not Chapel Hill limits)

[Please consult the town maps HERE if you are unsure.](#)

If you are a Chapel Hill Resident, How long have you lived here?

None Selected

The Council encourages you to visit a meeting of the group that you are interested in serving on. Please choose no more than two groups from the list below to which you would like to apply.

Which Board is your First Choice? *

☒ EZ Rider Advisory Committee

Which Boards would you like to apply for?

EZ Rider Advisory Committee: Eligible

Question applies to EZ Rider Advisory Committee

Are you a consumer of the EZ Rider service?

☐ Yes ☒ No

Question applies to EZ Rider Advisory Committee

Where do you work or study? *

☒ Chapel Hill

☒ Carrboro

How did you find out about this opportunity? (select all that apply by holding down the shift key)

None Selected

If you chose "Other" from the advertising opportunity listed above, please specify specify:

Interests & Experiences

What perspective(s) do you bring to the board(s), commission(s), committee(s) or task force(s) to which you are applying?

I Work with NC Services for the Blind as the Social Worker for Orange County. I assist individuals with vision impairments to adjust to their vision loss. My responsibilities include providing training and adaptive aids as well as connecting persons with needed resources to help them meet their goals of living independently and productively. Largely these referrals are within the community in which they live. I also facilitate a low vision support group for persons who are blind or visually impaired in Orange County. This gives me a close look into the benefit and challenges of accessing and using EZ Rider Transportation through those I serve who can no longer drive due to their poor sight.

Please provide a brief summary of any other relevant qualifications (skills, abilities, interests and/or experience) you bring.

Through those I serve in Orange County I am aware of their experiences in accessing EZ Rider, however I am also visually impaired. I have experience using para transit services, and have my own knowledge of some of the challenges this presents.

You may upload a supporting document (e.g., CV or resume). **Please be advised that any information submitted becomes a public record and may be searchable online.**

Demographics

In order to consider this application and provide some balance to the various boards, this personal information is required:

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Female

If other, please describe:

Please select your age from the following list. *

☒ over 55

Social Worker

Occupation

Are you a Town of Chapel Hill employee?

☐ Yes ☒ No

Ethics Statement

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☒ I Agree *

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Public Records Statement

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☒ I Agree

Robert

First Name

B

Middle Initial

Warren

Last Name

bobwarren@nc.rr.com

Email Address

411 Brookgreen Dr

Street Address

Suite or Apt

Chapel Hill

City

NC

State

27516

Postal Code

Mobile: (919) 418-7449

Primary Phone

Home: (919) 933-8905

Alternate Phone

Residency within the Town limits is required for membership on most Council advisory bodies. Memberships of some committees and task forces may be composed of up to forty percent of non-Town residents.

What district do you live in? *

☒ Chapel Hill Town limits (Purple)

[Please consult the town maps HERE if you are unsure.](#)

If you are a Chapel Hill Resident, How long have you lived here?

☒ Greater than 10 years

The Council encourages you to visit a meeting of the group that you are interested in serving on. Please choose no more than two groups from the list below to which you would like to apply.

Which Board is your First Choice? *

☒ EZ Rider Advisory Committee

Which Boards would you like to apply for?

EZ Rider Advisory Committee: Eligible

Question applies to EZ Rider Advisory Committee

Are you a consumer of the EZ Rider service?

☒ Yes ☐ No

Question applies to EZ Rider Advisory Committee

Where do you work or study? *

☒ Chapel Hill

How did you find out about this opportunity? (select all that apply by holding down the shift key)

☒ Email

If you chose "Other" from the advertising opportunity listed above, please specify specify:

Interests & Experiences

What perspective(s) do you bring to the board(s), commission(s), committee(s) or task force(s) to which you are applying?

I am a registered EZ Rider user since 2009. At that time found the application/approval process quite onerous. The situation had not improved when I renewed my usage in 2014. I raised the issues with the city council. I also worked with the leadership of EZ Rider (and Chapel Hill Transit) at that time to suggest changes and simplifications to the application process which was confusing and tedious for both the applicant and the physicians. More recently, I had several good (email) interchanges with Mr. Don Willis of EZ Rider (December, 2017). I was able to review the proposed new application form and was pleased to see that the proposed application was much improved (including many of the changes/suggestions I had made in the past). The process for applicants and physicians was also much more understandable. I will test that impression when I renew my usage soon. Besides myself I have several family and friends who depend on the EZ Rider service. I know first hand how important this service is to many people and would like to continue to help improve the service as an advisory committee member.

Please provide a brief summary of any other relevant qualifications (skills, abilities, interests and/or experience) you bring.

I am a member of local low vision support groups where I interact with many current and potential EZ Rider users so am in a good position to hear of issues (and good experiences) they are having with EZ Rider.

You may upload a supporting document (e.g., CV or resume). **Please be advised that any information submitted becomes a public record and may be searchable online.**

Demographics

In order to consider this application and provide some balance to the various boards, this personal information is required:

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Male

If other, please describe:

Please select your age from the following list. *

☒ over 55

Occupation

Are you a Town of Chapel Hill employee?

☐ Yes ☒ No

Ethics Statement

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☒ I Agree *

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Profile

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Public Records Statement

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☐ I Agree

Jane

First Name

Whittier

Last Name

Middle Initial

janeonethego33@gmail.com

Email Address

1023 Culbreth Road

Street Address

Suite or Apt

Chapel Hill

City

NC

State

27516

Postal Code

Home: (919) 903-8015

Primary Phone

Home:

Alternate Phone

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What district do you live in? *

☒ Carrboro Town limits (Light Pink)

[Please consult the town maps HERE if you are unsure.](#)

If you are a Chapel Hill Resident, How long have you lived here?

None Selected

The Council encourages you to visit a meeting of the group that you are interested in serving on. Please choose no more than two groups from the list below to which you would like to apply.

Which Board is your First Choice? *

☒ EZ Rider Advisory Committee

Which Boards would you like to apply for?

EZ Rider Advisory Committee: Eligible

Question applies to EZ Rider Advisory Committee

Are you a consumer of the EZ Rider service?

☒ Yes ☐ No

Question applies to EZ Rider Advisory Committee

Where do you work or study? *

None Selected

How did you find out about this opportunity? (select all that apply by holding down the shift key)

☒ Advisory Board or Council member

If you chose "Other" from the advertising opportunity listed above, please specify specify:

Interests & Experiences

What perspective(s) do you bring to the board(s), commission(s), committee(s) or task force(s) to which you are applying?

I have been a member for 7-8 years and would like to see the user guide and other in-progress efforts completed. Many riders do not know how to contact Transit to make suggestions or complaints. Some riders feel that complaining will result in their receiving poorer service. By speaking with me, their issues are brought to Transit attention.

Please provide a brief summary of any other relevant qualifications (skills, abilities, interests and/or experience) you bring.

You may upload a supporting document (e.g., CV or resume). **Please be advised that any information submitted becomes a public record and may be searchable online.**

Demographics

In order to consider this application and provide some balance to the various boards, this personal information is required:

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Female

If other, please describe:

Please select your age from the following list. *

☒ over 55

Retired

Occupation

Are you a Town of Chapel Hill employee?

☐ Yes ☒ No

Ethics Statement

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☒ I Agree *

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5A. Microtransit Pilot Project Update

Staff Resource: Nick Pittman, Transit Planning Manager

Overview

Consistent with our interest of evolving the sustainable transportation options we are able to provide to our customers and the communities we serve, we have been exploring options for on-demand transit (microtransit) service throughout the development of the Short Range Transit Plan. While the initial interest in on-demand service as a potential replacement for fixed route bus service in lower-ridership and/or areas with no existing fixed route service, as expressed in survey responses from customers, was low, we believe it is worth testing in our service area. While there are several options for implementing microtransit, including subsidizing for-profit companies, after reviewing GoTriangle's pilot project and several other microtransit projects by other transit systems, we believe that exploring an option where the service is operated by Chapel Hill Transit, but supported by private sector technology would be a reasonable first step.

Microtransit would allow customers, in a designated zone(s), to request trips using web-enabled devices. Unlike a standard bus, the service will follow turn-by-turn instructions from a navigation system that uses live traffic conditions and real-time requests for picks-up and drops-offs to generate the most efficient possible shared trips for customers. The service will be used for short trips, in defined service zones, and utilize vehicles that are smaller than traditional transit vehicles.

To conduct an initial pilot project, we have contracted with RTP based Transloc, Inc. to provide system design, simulation, and software necessary to evaluate how microtransit may work in our service area. Pending a review with Transloc, the initial pilot project will cover the existing Safe Ride and Senior Shuttle Routes and will begin with a simulation that will take place within the next six (6) months. During this time, there will be no service change to the Safe Ride and Senior Shuttle Routes. We will provide a report to the Partners following the simulation.

Fiscal Impact: \$25,000 will be allocated to the pilot project from the existing operating budget using planning grants and 5310 funds.

Next Steps for Microtransit Pilot

- Schedule kickoff meetings with Transloc's microtransit implementation team
- Evaluate potential areas for pilot implementation
- Develop schedule for simulation and report with Transloc

Attachment

- Transloc Proposal

MICROTRANSIT PILOT PROPOSAL FOR CHAPEL HILL TRANSIT

TRANSLOC INC.

JUNE 21, 2018

SUBMITTED BY:

Cat Kealey, Business Development Executive
TransLoc, Inc.
4505 Emperor Blvd. Suite 120
Durham, NC 27703
919.282.3144
transloc.com

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Brian Litchfield
Director
Chapel Hill Transit
6900 Millhouse Road
Chapel Hill, NC 27516

Brian:

Chapel Hill Transit aims to provide a quality transportation system to meet the community's present and future needs. Chapel Hill is dedicated to ensuring effective, efficient, and accessible service to riders and agency-owned microtransit is central to that mission. Through simulations and in-depth analysis of the evening safe ride fixed-route service and underserved areas, Chapel Hill will select a viable microtransit service for connecting riders to their homes, retail, and other points of interest. By piloting agency-owned microtransit, Chapel Hill has the opportunity to improve rider satisfaction and explore the effectiveness of demand-driven transit.

TransLoc has been a leader in the industry with innovative technology and transformative partnerships with transit agencies across North America since 2004. In early 2018 TransLoc was acquired by Ford Smart Mobility to continue our joint mission of delivering the ultimate rider experience through powerful transportation innovations. With 14 years of experience and a mission to deliver the ultimate rider experience, we are committed to delivering unparalleled customer service and flexible technology to Chapel Hill. We have created our microtransit pilot approach to launch a future-proof solution to on-demand, shared ride transportation.

As we continue to work together to deliver the best possible service to Chapel Hill we are proud to offer you the following:

- **Futureproof microtransit technology:** The world and the technology that supports it are changing rapidly, and TransLoc is at the forefront of this change. We're constantly iterating and improving our products to ensure that you and your riders have the most intuitive and useful technology for years to come. We are singularly focused on agency-owned microtransit solutions.
- **Iterative pilot approach:** Chapel Hill can quickly and easily make adjustments to the service set-up or reach out to our Microtransit Implementation Team to make the changes. With every step of the process, the Team will be in constant communication to monitor your service's performance and ensure your goals are met.
- **Built for multiple uses:** TransLoc's Microtransit software is a flexible solution designed to give Chapel Hill control of your on-demand service. The software offers a variety of accessibility measures and features that makes it valuable for a variety of demand-response use cases.

We appreciate the opportunity to submit this proposal package and are ready to begin working on this project immediately. We look forward to hearing from you soon to learn about your next steps. Please feel free to contact me at 919.282.3144 or cat.kealey@transloc.com with any questions about our qualifications and software. Supplying your community with these technologies will be transformative in elevating your microtransit system, and we can't wait to bring this exciting project to life!

Sincerely,

Cat Kealey

Business Development Executive
TransLoc Inc.

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1. Company Profile

TransLoc revolutionizes agency operations by delivering software as a service (SaaS) coupled with over a decade of transit experience. We pair our SaaS products with an in-house team of experts who work to ensure the success of our customers. We have been deploying our flexible transportation systems since 2004. In early 2018, TransLoc was acquired by Ford Smart Mobility. The two companies share a vision for the future of mobility that is rapidly being adopted by public transportation.

Our microtransit software is ever-evolving in lockstep with the changes faced by the transit industry. This includes, most recently, the presence of Transportation Network Companies (TNCs) and how they change the way people move. We have led the development of a new microtransit business model for transit agencies to keep them competitive in this new era of mobility.

TransLoc is being recognized nationally as a provider of not only innovative technology, but also critical support, planning, and expertise needed to make microtransit a success. We continue to break the mold by defining agency-owned microtransit—we recognize that the way forward is to truly partner with agencies, not compete with them. Our innovative methods caught the attention of major publications such as *The New York Times*, *TechCrunch*, *Fast Company*, and many more. The combination of our software and vision has led TransLoc to be recognized as one of the Most Innovative Companies in Transportation by *Fast Company* in February of 2017.

As the demands of the transportation space continue to change, we will be here as your partner to deliver the ultimate rider experience. We pair our software and support with your agency's knowledge to provide you and your riders with a solution tailored to your needs.



Figure 1.1: TransLoc's company photo.

2. Microtransit Overview

The microtransit revolution is sweeping the country—by supplementing fixed-route systems, providing access to economic opportunities through corporate partnerships, and reaching previously underserved areas. Agency-owned microtransit is the future. TransLoc's microtransit solution is designed to provide operational efficiencies for your agency while simultaneously improving the rider experience. TransLoc brings the following elements to cities that are ready to dive into microtransit:

	<p>Microtransit Simulation: TransLoc offers the most engaged and thorough microtransit simulator on the market. We work closely with our customers to create a simulation model tailor-made for their cities. The Simulator report provides key indicators and a roadmap on how to deploy microtransit successfully in a designated service zone, as well as insights into what service improvements could be made to ensure success.</p>
	<p>Passenger Facing Mobile Application: Your riders can utilize the microtransit services offered by your agency, either in real time or by booking in advance through the Microtransit app. Riders can also view the service area, the cost of a ride, and the estimated arrival time of the vehicle.</p>
	<p>Passenger Web Access: Riders who do not have an Android or iOS device, or who prefer to book online, will be able to utilize your service from ondemand.transloc.com. With the web app, riders can book a ride and pay online. The web app is accessible from any web-enabled device. Riders receive updates and arrival notifications via SMS to their phone or from the web app.</p>
	<p>Driver Dispatch 2.0: Our cloud-based automated dispatcher dynamically matches active vehicles with rider needs. This creates a more efficient, flexible transit service with less of an operational burden. Drivers receive turn-by-turn directions to each pickup and drop-off.</p>
<p>Ride Origins & Destinations</p> <p>This report is showing the density of ride Origins. Click on the map to show Origins - Destination Pairs.</p> <p>From 12/20/17 to 1/20/18</p> 	<p>Key Reports and Insights: TransLoc provides a dashboard with key metrics and downloadable reports for your agency. We view sharing data as paramount so that you can continue to improve your transit system. Your agency will have access to thirteen reports and individual trip data through the suite.</p>

What is a Microtransit Pilot?

The goal of a microtransit pilot is to deploy smaller dynamic vehicles within designated zones where riders can request trips. Unlike a full-scale system, a pilot is often live for approximately six months to a year and provides proof of concept for microtransit in one zone before deciding on expansion. This allows your agency to serve riders with better coverage and frequency while providing the data and demand you need to gain funding for more long-term solutions.

Your microtransit pilot implementation and progress are critical steps for deploying a full-scale microtransit system. A well-implemented pilot program is just as important as the software that powers your operations. It is our mission to come in as your partner to help from the concept through execution.

PILOT PROCESS	FULL-SCALE DEPLOYMENT
Procured through sole source or traditional procurement methods	Procured through traditional procurement methods
Involves setting up a service for the first time in a new zone	Expands on the zone identified by the pilot
Runs for 6-12 months	Contracted for a multi-year period
1-3 vehicles are deployed during a pilot in a smaller, specific service area	Vehicle count/area is expanded on for full deployment

Disclaimer: The information in this table is true for a typical pilot and full-scale deployment.

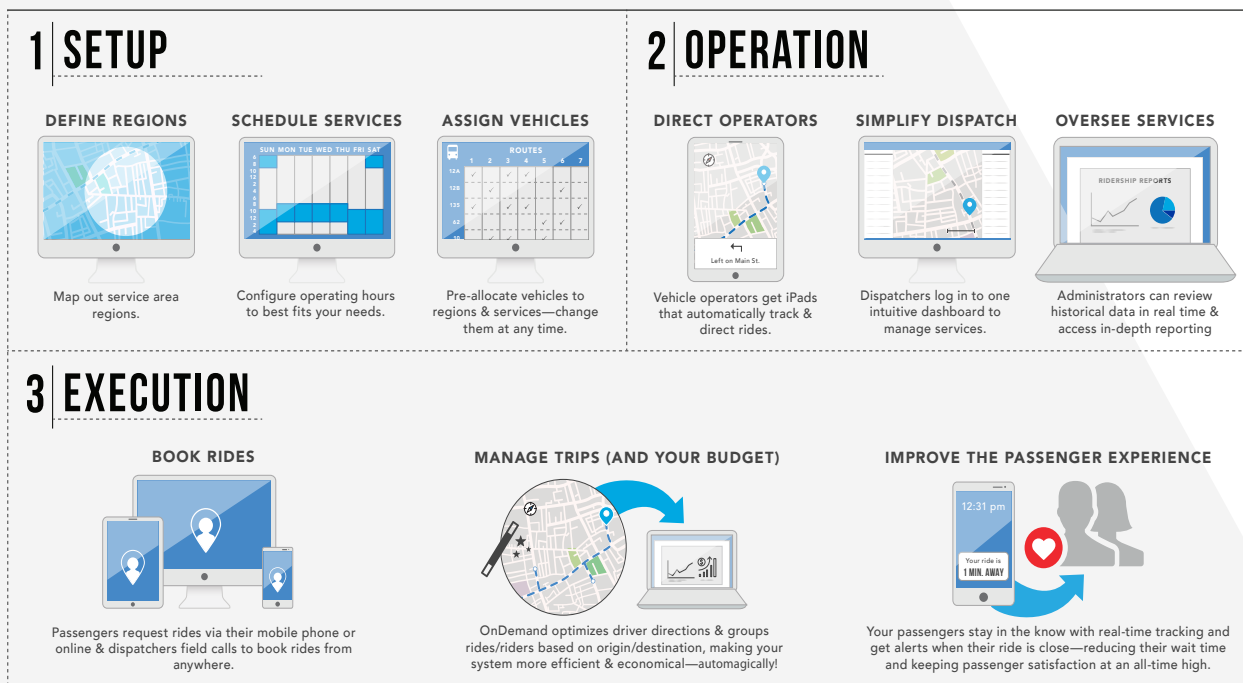


Figure 2.1 The deployment lifecycle: This displays the lifecycle of how TransLoc deploys microtransit for our customers.

3. *The Pilot Implementation Process*

HOW TRANSLOC DEPLOYS

MICROTRANSIT

Our implementation process allows for a seamless deployment of your microtransit system. We walk you through the setup of your system, detailed training sessions, and an impactful service launch. There are currently 30 agencies currently using TransLoc's software to power microtransit and over 1 million rides requested through our app. We will help you successfully launch your service and future-proof the system to remain in lockstep with the changes of mobility. Our success stems from a dedicated microtransit implementation team and user-centric software for you and your riders.

YOUR PILOT IMPLEMENTATION

We understand that a new microtransit system is no easy task to implement. To assist you in conducting a successful pilot from start to finish, TransLoc has structured and trained our microtransit implementation team to work with you from the day your proposal is signed, so they can jump right into project management. The team will provide constant support, resources for success, and guidance on how to improve your service. We pair the best demand-response software on the market with a team of industry experts to maximize the benefit of your agency's new system.

To provide the most streamlined experience, the pilot implementation period is broken out into three phases.

Phase One - System Understanding & Planning

The microtransit implementation team will work with you to understand the nuances of your system. MIT will deploy the best service possible for your unique pilot design. They will review your needs assessment and conduct a structured kick-off and check-in calls. Check-in calls are used to keep an understanding of the key goals and objectives and the progress of your pilot.

Phase Two - System Design & Simulation

We use our MicroTransit Simulator to identify key performance indicators to help guide the pilot. The outputs of the Simulator are delivered by the Quantitative Mobility Team. QMT will walk your agency through the Simulator's output report and how to best implement your new system and achieve your ideal service application.

Phase Three - Finalization of Pilot & Service Launch

As we know how challenging a service change like this can be, we recommend agencies begin with a small-scale pilot for 3-6 months before engaging in a full-scale launch. Our role is not to drop technology in your lap and expect you to make it work. We act as your partner in preparing materials tailored for your agency, training your staff, and providing further optimizations to your service. TransLoc will provide support and ongoing proactive information on how your microtransit system is operating.

Your Project Team

Quantitative Mobility Team

Elaine McVey: Elaine is the Director of Quantitative Mobility at TransLoc. She is responsible for the creation of the Simulator and the best practices for utilizing the outputs. Her team will take your agency's key inputs, the desired results, and your questions to run a series of simulations to produce valuable data outputs.

Marketing

Aviva Imbrey: Marketing efforts for a microtransit system are crucial for informing riders and making your service a success. Aviva and her team will guide your agency through our marketing materials and help you formulate your marketing plan.

Microtransit Implementation

Rochelle Parent: As your lead project manager, Rochelle paves the way for your agency to successfully implement microtransit. She is dedicated to orchestrating your pilot experience and outlining key performance indicators (KPIs).

Joshua Tipton (JT): JT is the team's sales engineer and conducts the microtransit training sessions. He delivers expert knowledge of product implementation and effective system set up. JT will empower your agency to feel confident about microtransit through training sessions prior to the deployment. His technical knowledge and unique ability to build a microtransit system makes him a crucial asset to the team.

Brian Hageman: Brian manages the business process of implementing your pilot by coordinating the efforts of a wide range of stakeholders to ensure consistent, impactful pilot results. He identifies opportunities and enhancements that improve the pilot results.

Serena Vonkchalee: Serena provides overall project management support for the microtransit pilot process by tackling site build tasks, producing reports for weekly check-ins, tracking pilot updates and identifying areas for increased efficiency and communication.



Figure 3.1: Your Agency's Microtransit Implementation Team

THE MISSION

The team’s mission is to assist our partnering agencies by creating a microtransit strategy and execution plan that allows for a successful deployment. They assess the use cases for individual agencies, learn about the members of your community that you are trying to help, and take a holistic approach to problem-solving. Our team of transit operation experts, data scientists, and system implementation experts are ready to bring your agency the future of mobility with microtransit.

THE PROJECT MANAGEMENT

MIT believes in a flexible project management approach to be adapted to best fit your agency’s needs. The team uses the specific use cases for your system to decide which project management strategies are the most effective.

The following elements are defined at the beginning of your pilot:

KEY ELEMENTS
A detailed scope of work finalizing all system nuances, objectives, and current difficulties.
Qualitative metrics for success to use as goals for a successful pilot.
Total understanding and agreement from your stakeholders about this project’s objective and process.

Based on the metrics, your project management plan demonstrates how we will configure your system, and when training will

“Successful transit project deployments are a result of a collaboration between your agency’s team of transit experts and our team of microtransit experts. Our team is not just a generalized group of transit consultants, but a specialized group of microtransit experts.”

- Rochelle Parent, Lead Project Manager

occur. It defines the system test periods, and what steps you would like to take around your pilot launch. The team then launches your pilot and continues tracking and managing the relevant metrics associated with the project. Feedback from both sides will work as a critical tool in understanding next steps and what adjustments are needed.

THE SYSTEM IMPLEMENTATION

Your pilot begins with a well-versed implementation process constructed by the team’s microtransit sales engineer. The process begins with a kick-off meeting to confirm your objectives for the microtransit pilot. A system information sheet is sent to your agency so that our experts can understand the nuances and technicalities of your system. Upon the submission of your system information sheet, your microtransit service will be built within our system. The team will conduct a series of training sessions to bring excitement and experience to your agency once the system design is accepted.

TRAINING SESSIONS

Your agency can receive both in-person and remote training. Our team will host an in-person training session before the launch of your system. Additional remote sessions can be held at your agency's request. Training sessions will also be recorded for anyone that needs a quick refresher.

Administrator and Dispatch Training

Your administrators and dispatchers will receive training on TransLoc's backend dashboard. The training will walk your staff through the reporting features, changing service zones, and other various functions.

Front-End Training

MIT will walk your agency through how riders request trips. We have created videos and slide decks to show how to best utilize the Microtransit app and the web app. The team will walk your staff through best practices for front-end user assistance.

Driver Training

Your drivers will be taught how to use the OnDemand Driver application. MIT trains drivers on how to use all functions of the Driver app including inputting a walk-on ride into the system, pick-ups, and drop-offs, following turn-by-turn directions, and more. MIT will come equipped with iPads and the Driver app to answer questions and provide live demos.

SYSTEM LAUNCH

To go live the team activates your new service remotely and notifies your agency. Once your service is live, you can start utilizing your new service and experience how microtransit can change the way people move. Changes to the service can be made by MIT or your agency can be made after the system launch.

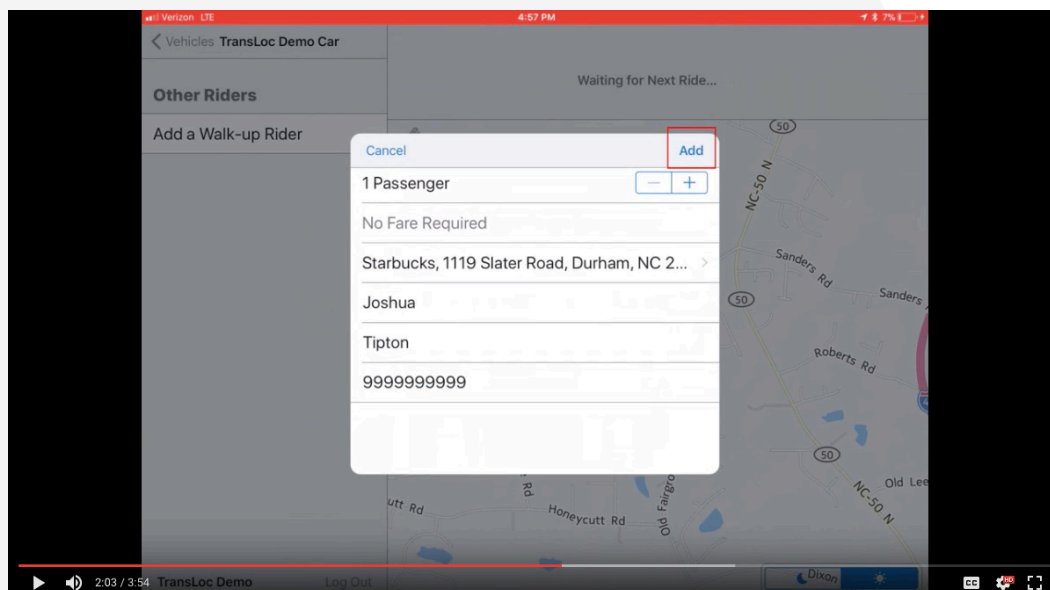


Figure 3.2: A screenshot of a record training session used for refresher courses.

4. The Microtransit Simulator

It’s no secret that transit agencies can offer the best transit solutions to their riders. Planning changes to your current service or creating a new one involves many layers of uncertainty. TransLoc has developed an advanced simulation process that reduces this uncertainty by demonstrating how a microtransit service would run under a variety of possible demand and service scenarios. To provide the most accurate simulations, we run the Simulator on the same algorithm as our live microtransit product, enabling the performance metrics to have real-life applications. This allows agencies to understand whether microtransit will meet their needs, and if so, how best to design a service while mitigating risk.

TransLoc’s MicroTransit Simulator is utilized by agencies across the nation that are planning to deploy microtransit. As you know, your agency is the most capable and best-equipped to offer transit solutions to your riders, but we recognize that change is difficult

Our Simulator outputs help you predict how your microtransit service could run, as well as what challenges you might face before rubber ever hits the road. By taking into account multiple variables such as your daily ridership, desired vehicle sizes, and more, the Simulator can design a variety of service models.

The Simulator sheds light on critical questions about how microtransit will work for you and produces an output that can potentially address the following:

QUESTIONS ANSWERED
How can a microtransit service potentially replace underperforming fixed routes to service current bus stops?
How many vehicles does your agency need at a given time to decrease rider wait time?
What will the cost per trip be and how can you align that cost with service quality?
Where do underserved areas exist and how can they be better served with microtransit?

QUESTIONS ANSWERED
How many riders can be serviced by how many vehicles to maximize efficiency?
When should your system offer demand response services in replacement of fixed route services or alongside them?

SIMULATING AND GATHERING OUTPUTS

The Simulator takes ride requests and service parameters and dynamically assigns rides to vehicles based on algorithmic optimization. The output of the algorithm is a schedule of pickups and dropoffs for each vehicle and ride. Since the schedule generation is a complex process that depends on many factors, there is no substitute for our performance metrics and running the algorithm on realistic demand scenarios customized for each agency and proposed service.

SIMULATOR TAKEAWAYS

In the output report from the MicroTransit Simulator you will receive information on results that may occur when running the same inputs in a real service model. The following takeaways will allow your agency to better plan for your microtransit pilot.

REPORTS BASED ON THE OUTPUT
Ride pooling percentages
Average costs per trip
Potential outcomes of your service

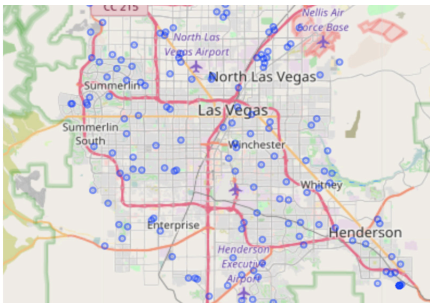


Figure 4.1: Origin and destination points displayed on a simulation map.

5. Using Microtransit

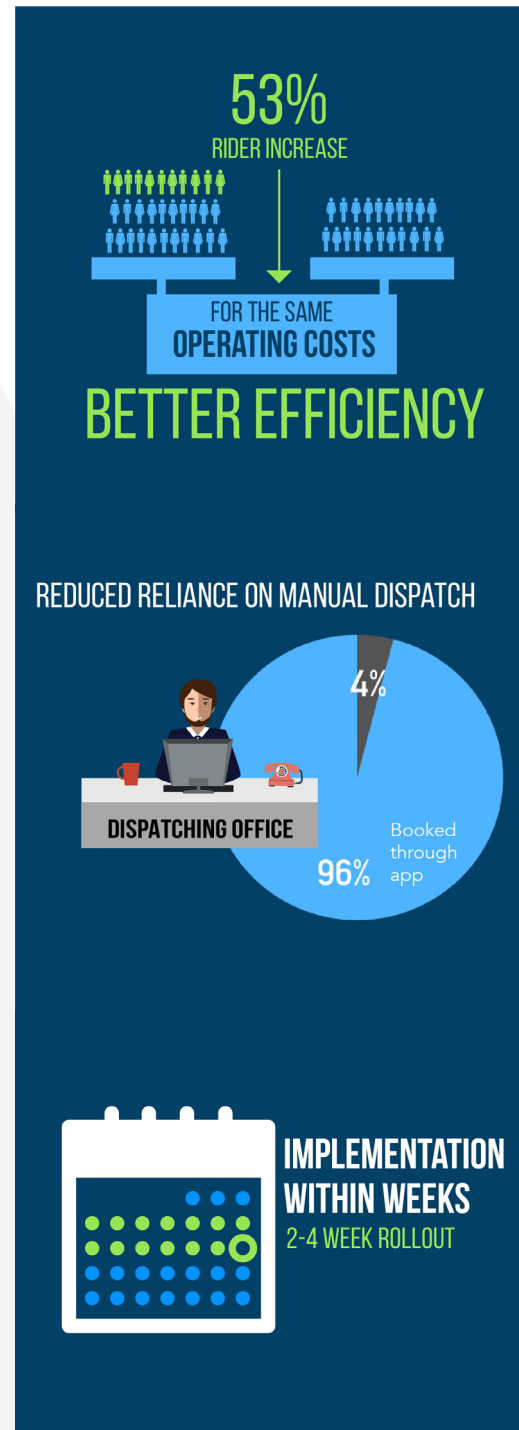
MICROTRANSIT DAILY OPERATIONS

Each morning when your agency's microtransit service begins, drivers pick up their Apple iPads and place them in their vehicles. After a driver powers on the device and logs on via the sign-on screen, your service will be up and ready to receive ride requests.

Rides can be booked by riders through the Microtransit app, via web app, or even manually by dispatchers or drivers. The rides are then automatically scheduled and assigned to your drivers to produce the most efficient vehicle miles traveled and rider wait times. Once your drivers receive the ride requests, they will be given turn-by-turn directions to pick up their riders. Drivers will only be required to confirm pickups and dropoffs through the tablet, so they can focus on the road and safely follow the given directions.

Meanwhile, your dispatchers can monitor your service and run valuable reports from our user-friendly back-end software. Data will be recorded from every ride and available for review within 24 hours after collection. Your dispatchers can manually add rides to the system when a rider calls to schedule a ride. Additionally, your drivers can input new rides when they pick up riders from one of your designated pickup locations.

Devices can be moved from one vehicle to another, at any time, to adjust your service. Drivers can also indicate when they are on break so that vehicles only receive requests when they are in service. At the end of the day, drivers can simply sign off of their devices to end a vehicle's microtransit service.



MICROTRANSIT FOR YOUR RIDERS

Riders within your microtransit zones will be able to request a ride through whichever mode is the most convenient for them. A rider can book a ride on in the web application and receive SMS updates about their ride's status, through the TransLoc Microtransit mobile application directly on their iOS or Android device, by calling the dispatch office and manually booking a ride over the phone, or by simply hailing a microtransit vehicle at one of your designated pickup locations and booking their ride with the driver when they board. When a rider books through the app, your agency's service zone will be displayed to them on a map. Riders will also have the ability to request vehicles with wheelchair access as needed when booking a ride, and your agency has the option to set up credentials for riders with specific accessibility needs to ensure their needs are properly met by the service.

Your riders will be able to utilize the service to take microtransit directly to where they need to go, or to a fixed-route bus stop to continue their journey. Riders can book a microtransit ride either in real time or in advance. Estimated arrival times and ride updates will be accessible to your riders through the app, web, or SMS so they can plan their journey accordingly. Riders are shown their vehicle's location in relation to them in real time only once they are the next pickup for a vehicle. This ensures the privacy of other riders who have already been picked up by the same vehicle.

Your riders also have the ability to pay in a way that is convenient for them and you. Riders can pay online when booking a ride, through the mobile app, when they are boarding the vehicle, or you can waive the fare for a rider entirely. Banked riders can pay with any major debit or credit card, but the software also houses solutions for unbanked riders. Unbanked riders can pay with a preloaded card or on the vehicle with cash if authorized. Your riders will be charged the fare set by you, but dispatchers will have the ability to manually change or waive fares.

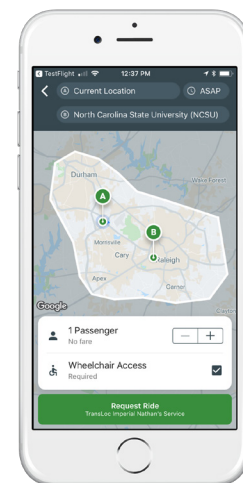
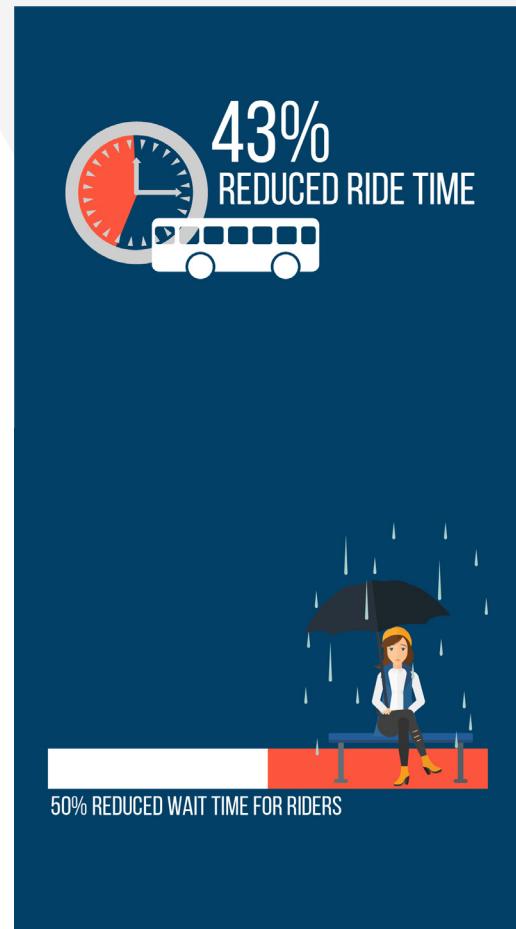


Figure 5.1: Requesting a ride with TransLoc's Microtransit.

6. Software Functionality

DRIVER INSTRUCTIONS

Drivers receive turn-by-turn instructions when picking up and dropping off your riders. The rides are automatically scheduled and displayed to your drivers' iPads one at a time. Each time a driver completes one microtransit ride another set of directions will begin to navigate him or her to the next pick up or drop off location.

DISPATCHER DISPLAY SCREEN

Your dispatchers will have access to an easy-to-use display where all of your vehicles are tracked in real time. Dispatchers will be able to watch all ongoing trips on one screen. The microtransit dispatcher display keeps everything needed for tracking your rides concentrated to one screen for your convenience.

CUSTOMIZED SERVICE FOR DISABLED RIDERS

Our solution can support an unlimited number of vehicles and offers a variety of customizable services for riders with different needs. Riders that request wheelchair accessible rides will only be shown vehicles that can support those rides with a baked-in extra few minutes for the wait estimate to accommodate boarding time. Your agency can also set certain credentials for different rides and only allow a select group of riders to access those rides through their accounts.

ACTIVATING AND DISABLING SERVICES

Your agency will have the ability to choose when and where services are available by location and by specific dates and times. TransLoc will work with you and any partners to setup these parameters in the system. Our solution is flexible enough for these parameters to be changed by our technical support team in the future should your agency need to add or remove times and areas from their designated service. Your agency will also have the ability to make changes to your service.

ON DEMAND ZONES

Your agency can set pick-up locations for your service anywhere within your chosen geo-fenced location. Set locations can include neighborhoods, apartment complexes, employment clusters, entertainment locations, and other lower density areas where your fixed-route services are not offered. The solution can also be used 24/7, so the service can be utilized as late as the dispatcher operates vehicles. You can set as many zones as your agency is prepared to service.

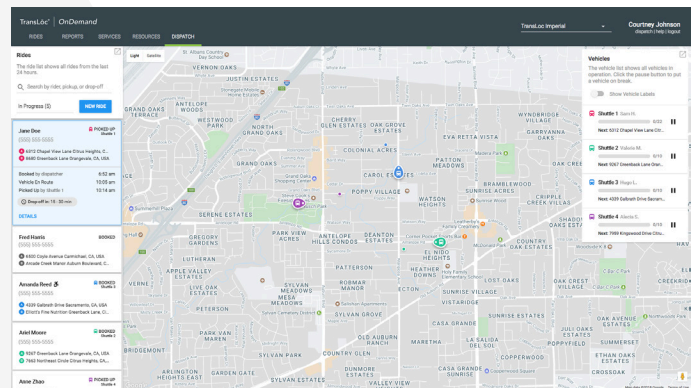


Figure 6.1: A screenshot of the service dispatch page (displayed in real time).

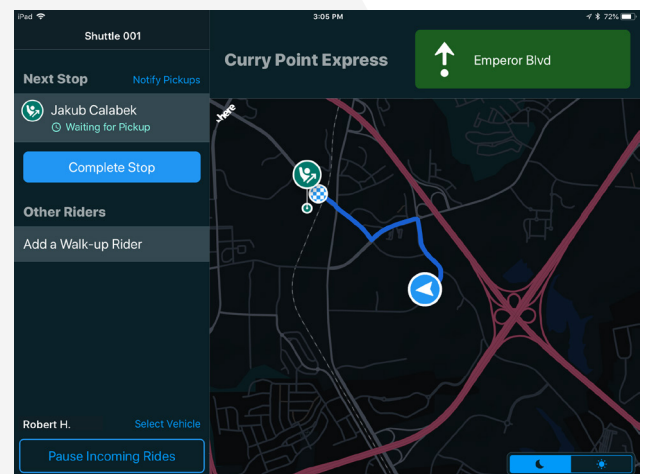


Figure 6.2: Driver directions on an iPad to complete a pickup.

7. Technical Specifications

DETAILED REPORTING

Putting the data in the hands of the agency is a critical piece of a successful microtransit system. Your administrators will be able to access all of the system's reports in real time with our transformative technology platform. A day's data is stored on TransLoc's servers every 24 hours so that you will always be looking at the most up-to-date reports. We have created 12 reports based on the needs of agencies running on microtransit. The data ensures that your agency will have valuable back-end data that many TNC and demand-response providers often do not share.

Our Microtransit solution offers the following reports for your utilization:

MICROTRANSIT REPORTS	
Total Passengers	Total passengers for completed rides by day
Rides by Status	Rides broken-down by status (complete, canceled, or no show)
Rides by Source	Rides broken down by source (i.e. how the ride was scheduled) (dispatcher, driver, or rider)
Wait Time	Average wait time from ride request to pickup by day
Ride Duration	Average time from pickup to dropoff (average rider time per trip)
Hourly Rides	Rides completed per hour for the past 30 days
Combined Vehicle Mileage	Total daily mileage for all vehicles for the past 30 days
Individual Vehicle Mileage	Number of vehicles in use and total vehicle hours
Top Origins	Listing of the top origin locations, with counts, over the past 30 days
Top Destinations	Listing of the top destination locations, with counts, over the past 30 days

MICROTRANSIT REPORTS	
Top O/D Pairs	Listing of the top origin / destination location pairs, with counts, over the past 30 days
Fare Payment	Number of paid rides and total fare charged. Shows if rider paid by Stripe, on the vehicle, or if the fee was waived.

EXPORTING AND VIEWING REPORTS

All of the reports can be viewed from a specified date range by the administrator, in the form of a graph, and exported as a .csv file for your convenience. The reports are downloadable at any time, and the downloaded reports are yours to keep and utilize at will. These reports will be the key to not only understanding how your system functions in the short term, but how to improve it for efficiency and cost-effectiveness in the long term.

Total Passengers

This report shows the total number of passengers who boarded and completed rides in a day.

From 12/30/17 to 1/30/18

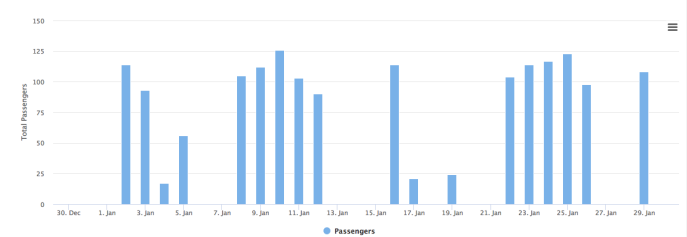


Figure 7.1: A total passengers report shown as a graphic from a 30-day date range.

Ride Origins & Destinations

This report is showing the density of ride Origins. Click on the map to show Origin - Destination Pairs.

From 12/30/17 to 1/30/18

[SHOW DESTINATIONS](#)

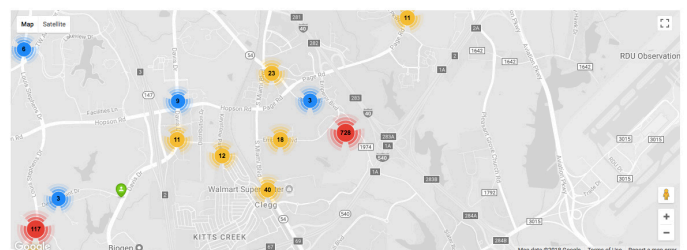


Figure 7.2: Rider origins and destinations report for a 30-day range shown on a map.

FARE PAYMENT

Administrators can set the desired fare for your microtransit system via our Stripe integration. TransLoc has embedded Stripe's card payment interface into our microtransit solution's applications, but fare payment must be set-up and enabled by you. TransLoc allows fares to be set for each service defined in the microtransit solution.

Dispatchers can waive fares for riders when requesting a ride. Admins can set the fare amount (in USD), and change the amount necessary for a specific trip manually. Admins and dispatchers can view a simplified fare payment report that shows specific payment information and how a rider paid.

Drivers will be notified which riders have already paid a fare and which riders owe when the riders are picked up. When picking up riders, drivers cannot waive fares for those who have not yet paid.

FLEXIBLE TRIP BOOKING METHODS

TransLoc's microtransit solution is accessible by web browsers, web-enabled mobile devices, and through our mobile app. Your riders can choose to book their trip by pulling up the web URL on their web-enabled device or mobile phones or through the mobile application.

Riders who do not have a smartphone or internet access can book a ride by calling your dispatch office. Your dispatchers can manually enter any rider into the system and collect fare payments over the phone. Riders can also hail a microtransit vehicle at designated locations and submit a ride as they walk on the vehicle with the driver.

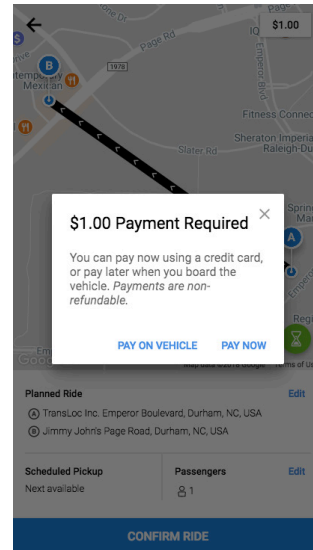


Figure 7.3: Fare payment total shown at the bottom of a ride request.

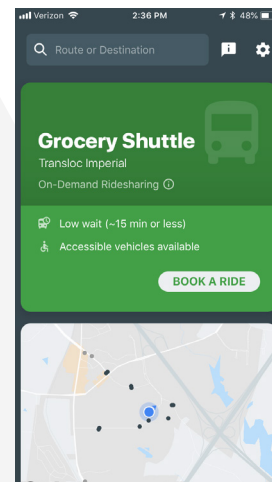


Figure 7.4: Home screen of the Microtransit app.

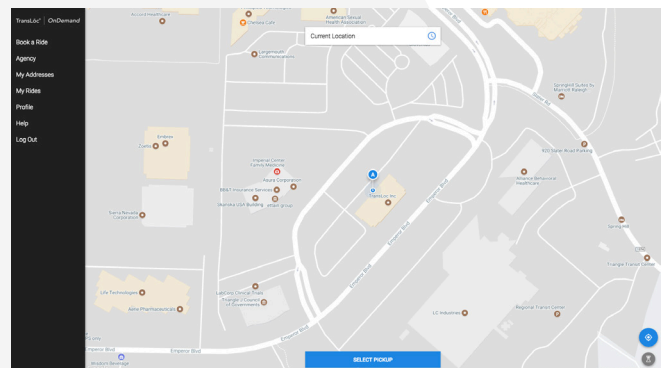


Figure 7.5: Booking a ride online through ondemand.transloc.com.

TransLoc Subsidized Microtransit Pilot Partner Program Pricing

<i>Pilot Program Services</i>	<i>Estimated Value</i>	<i>Program Price</i>
MT Use Case Consulting, up to 2 TransLoc Microtransit Use Case Custom Simulations, and KPI Consulting	\$70,000	Subsidized
Marketing & Branding Consulting	\$15,000	Subsidized
Marketing/ Rider Education Customizable Asset Kit	Included	Included
Software System Set-up and Testing	\$15,000	Subsidized
On-site Training for Executives, Dispatchers & Drivers (Travel Included)	\$10,000	Subsidized
Pilot Analysis and Final Reporting	\$5,000	Subsidized
<i>Pilot Program Software and Support Pricing</i>		
Software Licenses for up to 10 Vehicles for Duration of Pilot Period *	\$60,000	Included
Ongoing Support and Software Set-up Optimization for Duration of Pilot Period	\$10,000	Included
<i>Estimated Total Cost</i>		\$185,000
<i>Program Subsidization</i>		\$160,000
Grand Total		\$25,000

*Tablets (Apple iPad Mini) and cellular data service plans not included

This Pilot Proposal ("Agreement") is entered between TransLoc Inc. ("Company"), and the Customer listed below ("Customer"), effective as of the of the last signature date. This Agreement includes the above licenses and support (the "Services") and incorporates the above Cost Proposal as well as the Terms and Conditions available at www.transloc.com/microtransit-terms-and-conditions that contains, among other things, warranty disclaimers, liability limitations and use limitations.

- Customer agrees to work with TransLoc to develop a case study, mutually agreeable press release, and provides TransLoc with the ability to use Customer as a reference.
- The grand total of the "TransLoc Subsidized Microtransit Pilot Partner Program " is to be paid with the delivery of the Simulation report.

Chapel Hill Transit

Signature: _____

Name: _____

Title: _____

Date: _____

Accounts Payable Information (Please print)

Billing Contact Name: _____

TransLoc Inc.

Signature: _____

Name: _____

Title: _____

Date: _____

Email: _____ Phone: _____

Pricing Beyond Pilot Program

Pilot Program participants will be eligible for the following reduced post-pilot software license and support rates. Rates are good for month-to-month software extensions and/or long-term service agreements executed within 15 months of pilot proposal execution.

SPECIAL POST-PILOT MEMBER PRICING	
New Region/ Use Case Design and Launch Services	\$25,000 per region and/or use case
1-5 Vehicles	\$500 per vehicle per month license & support
6-10 Vehicles	\$450 per vehicle per month license & support
11-20 Vehicles	\$400 per vehicle per month license & support
21-30 Vehicles	\$350 per vehicle per month license & support
31+ Vehicles	300 per vehicle per month license & support



5B. Bus Build and Project Updates

Staff Resource: Tim Schwarzauber, Grants Coordinator

Gillig Bus Build

Provided below is the tentative bus build schedule for Transit's current Gillig order. The initial build scheduled to go online January 3, 2019. Note: these dates are based on the current build time of 10 working days. Transit staff will continue to work with Gillig in monitoring progress and will update the Partners as new information is available:

Internal Name	Serial #	Tentative Start Date	Tentative Ship Date
Chapel Hill, NC	191857	1/3/2019	1/17/2019
Chapel Hill, NC	191858	1/7/2019	1/21/2019
Chapel Hill, NC	191859	1/8/2019	1/22/2019
Chapel Hill, NC	191860	1/9/2019	1/23/2019
Chapel Hill, NC	191861	1/10/2019	1/24/2019
Chapel Hill, NC	191862	1/11/2019	1/25/2019

ADA Bus Stop Improvements

Transit staff continue to work with the engineers at Ramey Kemp and Associates to review existing transit stops for compliance with the Americans with Disabilities Act (ADA) of 1990. These reviews will produce construction drawings and cost estimates for bringing the stops to ADA compliance as part of Chapel Hill Transit's ongoing commitment to improving customer service and access.

On Friday, June 14th, staff from the Budget Management Department posted Bid # Q18-173 for construction of improvements at the following stops:

- South Columbia St at Abernathy Hall
- MLK Jr. Blvd at Timber Hollow Apartments
- South Rd. at Fetzer Gym
- NC Hwy 54 at Kingswood Apartments
- South Columbia at Westwood Drive
- South Columbia at Purefoy Road
- MLK Jr. Blvd at Adelaide Apartments
- Willow Drive at Estes Drive
- Franklin St at Morehead Planetarium

Due to a lack of response and in consultation with our engineer and several contractors, we will be reissuing the bid this fall for completion over the Winter Break.

Jones Ferry Park and Ride Lot Repairs

Transit staff compiled a scope of work to provide a complete removal and replacement of concrete at the Jones Ferry Park and Ride Turnaround. The original turnaround has suffered significant wear and tear over the last 20 years and recently began to suffer failures in the surface and substrate materials. We intend to remove all of the existing material, substrate and fill similar to work completed at the Southern Village Park and Ride lot in 2015. Due to a lack of response similar to the ADA project, the work will be rebid this fall with construction over the Winter Break.

Carrboro Plaza Park and Ride Lot Lease Agreement

Our 20 year lease for the Carrboro Plaza Park and Ride Lot will expire on February, 2019. In 1998, the Town used federal funds to make improvements to Carrboro Plaza for the purpose of constructing a Park and Ride lot. Since that time, the lots use has steadily declined. Per previous Partners' request, we have discussed a short-term extension with the property owners and are currently negotiating the contract with input from the Town Legal Department. The new lease is expected to run through August 30th, 2019.

Security Camera Project – Town Managed Park and Ride Lots

On June 30th, Transit completed the Security Camera project by installing new 360-degree, solar-powered, motion detection cameras at Jones Ferry, Eubanks and Southern Village Park and Rides. The new technology will allow both the Chapel Hill Police and Transit Safety to remotely access and download footage from any given date range to assist in investigations and safety related questions. This project was funded 90% by a competitive technology grant from NCDOT.

FY17-18 5339 Formula Funds - LTV Purchase

The Federal Transit Administration awarded NC-2018-047-00 on August 20, 2018 for the purchase of seven (7) 20' Light Transit Vehicles (LTV) for the Demand Response Fleet/Senior Shuttle and for the repair/upgrade of nine (9) existing bus stops to improve ADA access and provide additional transit amenities like shelters and benches. Total Federal share is \$472,000.00 as follows:

- LTV Purchase – \$364,000 Federal
- ADA improvements (Transit Enhancement) - \$108,000 Federal
- The source of local matching funds is the Town's Transit Capital Fund - \$118,000

Grant will go before Council for budget amendment in September.

FY17-18 STP-DA Grant for Purchase of Two Buses

This grant is for funds awarded by the DCHC-MPO (FY17-18 STP-DA funds). The Federal Transit Administration awarded NC-2018-044-00 on August 15, 2018 for the purchase of two (2) standard diesel buses. Most recent bus cost is \$458,944.00 each. Federal share of this grant

agreement is \$697,099.00. The source of local matching funds is the Town's Transit Capital Fund - Local share required is \$220,789.00

Grant will go before Council for budget amendment in September.

FY17-18 5310 Mobility Grant

The DCHC-MPO's Technical Committee (TC) has recommended \$280,000 in project award for the Town of Chapel Hill for continuing funding of the Senior Shuttle and for providing ADA Bus site review and design at four identified stops. The project is funded at 50% Federal and 50% Local.

The TC will review the program of projects at their August meeting and make a recommendation to the Board for approval at their September meeting. After Board approval, the MPO will submit an application in the FTAs grant management system. Upon award by the FTA, the grant can be adopted into the Town's budget.

5C. Short Range Transit Plan Update

Staff Resource: Nick Pittman, Transit Planning Manager

Overview

Following the presentation of the draft preferred service scenario in the June 2018 meeting, staff has continued to work with the Nelson\Nygaard team on developing the Long Term Strategic Issues report and public outreach efforts related to the draft preferred service scenario. Details on the draft scenario are included in the attached report.

Next Steps for Preferred Scenario

- Share new scenario report and executive summary with Chapel Hill Town Council, Carrboro Board of Aldermen and senior staff for the University of North Carolina at Chapel Hill.
- Public outreach related to the preferred scenario (online survey will be available early September). The first public sessions will be hosted during the week of September 10th. (Note: these sessions will be hosted in conjunction with NS BRT public outreach)
- Update to Partners Committee in October, with a likely presentation on the final scenario.

Next Steps for Overall Plan

- Finalize Long Term Strategic Issues report and present to the Partners Committee in October.
- Develop options to serve areas beyond the current route structure for Chapel Hill Transit. These options will likely require funding to be identified.
- Develop and present performance metrics and dashboard.

Note

- Any service change(s) coming out of this process would be implemented in Fall 2019.

Attachment

- Draft preferred scenario report



Chapel Hill Transit: Short Range Transit Plan Preferred Alternative

August 2018

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PREFERRED ALTERNATIVE

Short-term recommendations for Chapel Hill Transit (CHT) were developed using public input, market conditions, and existing ridership patterns. Initially, three scenarios were developed that represent different principles of route planning and areas of emphasis. Following a public outreach and comment period, a final fiscally constrained Preferred Alternative was developed to address operational issues, future growth, industry standard best practices for route design, and meet established project goals established by Short Range Transit Plan (SRTP) Technical Committee and Policy Committee members. This document highlights draft Preferred Alternative recommendations as of August 2018.

BEST PRACTICES FOR ROUTE DESIGN

While it is unlikely that a single service type will meet the competing mobility needs of all transit users in Chapel Hill and Carrboro, there are certain best practices that can be applied to nearly all transit services to improve the overall passenger experience.

- **Service should be simple:** First and foremost, service should be designed so that it is easy to use and intuitive to understand. This applies not only to the routing and scheduling of service, but also to the information presented to customers at the stop and on passenger information materials.
- **Routes should operate along a direct path:** The fewer directional changes a route makes, the easier it is to understand. Conversely, circuitous alignments are disorienting and difficult to remember. Routes should not deviate from the most direct alignment unless there is a compelling reason, such as to provide service to a major ridership generator. In such cases, the benefits of operating the route off of the main route must be weighed against the inconvenience caused to passengers already on board.
- **Route deviations should be minimized:** As described above, service should be as direct as possible. Consistent with this idea, the use of route deviations—traveling off the most direct route—should be minimized. However, there are instances when deviating service from the most direct route is appropriate—for example, to provide service to major shopping centers, employment sites, schools, and medical centers. In these cases, the benefits of the deviation must be weighed against the inconvenience caused to passengers already on board. Route deviations should be implemented only if:
 - The deviation will result in an increase in overall route productivity.
 - The number of new passengers that will be served is equal to or greater than 25% of the number of passengers who would be inconvenienced by the additional travel time on any particular deviated trip.

In most cases, route deviations should be provided on an all-day basis. Exceptions are during times when the sites that the route deviations service have no activity—for

example, route deviations to major employment centers with shift workers may not need to serve those locations between shift changes.

- **Major routes should operate along arterials:** Key corridor and mainline routes should operate on major roadways and avoid deviations to provide local circulation. Riders and potential transit users typically have a general knowledge of an area's arterial road system and use that knowledge for geographic points of reference. The operation of bus service along arterials makes transit service faster and easier for riders to understand and use.
- **Routes should be symmetrical:** Routes should operate along the same alignment in both directions to make it easy for riders to know how to get back to where they came from. In cases where such operation is not possible due to one-way streets or turn restrictions, routes should be designed so that the opposite directions parallel each other as closely as possible.
- **Service design should maximize service:** The distance and travel time of a route determine how efficiently a bus can operate. Service should be designed to maximize the time a vehicle is in service and minimize the amount of time it is out-of-service. Since the length of the route and the time it takes to make each trip impacts how long of a layover is required at each end and how many buses are needed to provide the service, it is often more efficient to extend a route to pick up a few more passengers and limit the amount of layover time.

These best practices offer a foundation for the improvement of transit service throughout Chapel Hill.

PROJECT GOALS

At the outset of the planning process, CHT's SRTP Technical Committee and Policy Committee developed six guiding principles designed to inform the future of transit service in Chapel Hill. The six goals are as follows:

1. Improve transit mode shift
2. Increase ridership
3. Create high frequency transit corridors
4. Emphasize equity (provide transit service where it is needed most)
5. Improve weekend service
6. Enhance the convenience of living without a private vehicle

PREFERRED ALTERNATIVE

Public Outreach Priorities

CHT's SRTP seeks to guide the improvement of service over the next several years to better serve existing and potential riders, new developments, and essential services in the community. As mentioned previously, three scenarios were developed in early 2018 to help visualize ways to improve the system and presented to the public for feedback.

Feedback received from the public included the following takeaways:

- Improve accessibility to transit
- Make transit available in more places at more times of day
- Support for better frequency on high ridership routes
- Support for better weekend service, particularly Sundays
- Desire to keep service in neighborhoods

After hearing from residents through public meetings, conversations about the system, and online surveys, the service planning team developed a Preferred Alternative to best meet the needs of the community. The Preferred Alternative is fiscally constrained and designed for implementation within existing resources.

Key Themes

The Preferred Alternative makes modest changes to bus routing and aims primarily to improve service frequency on key routes, maintain service area coverage, simplify service, and improve weekend service. It modifies 15 routes, eliminates four, and leaves five unchanged. Additional key themes include the following:

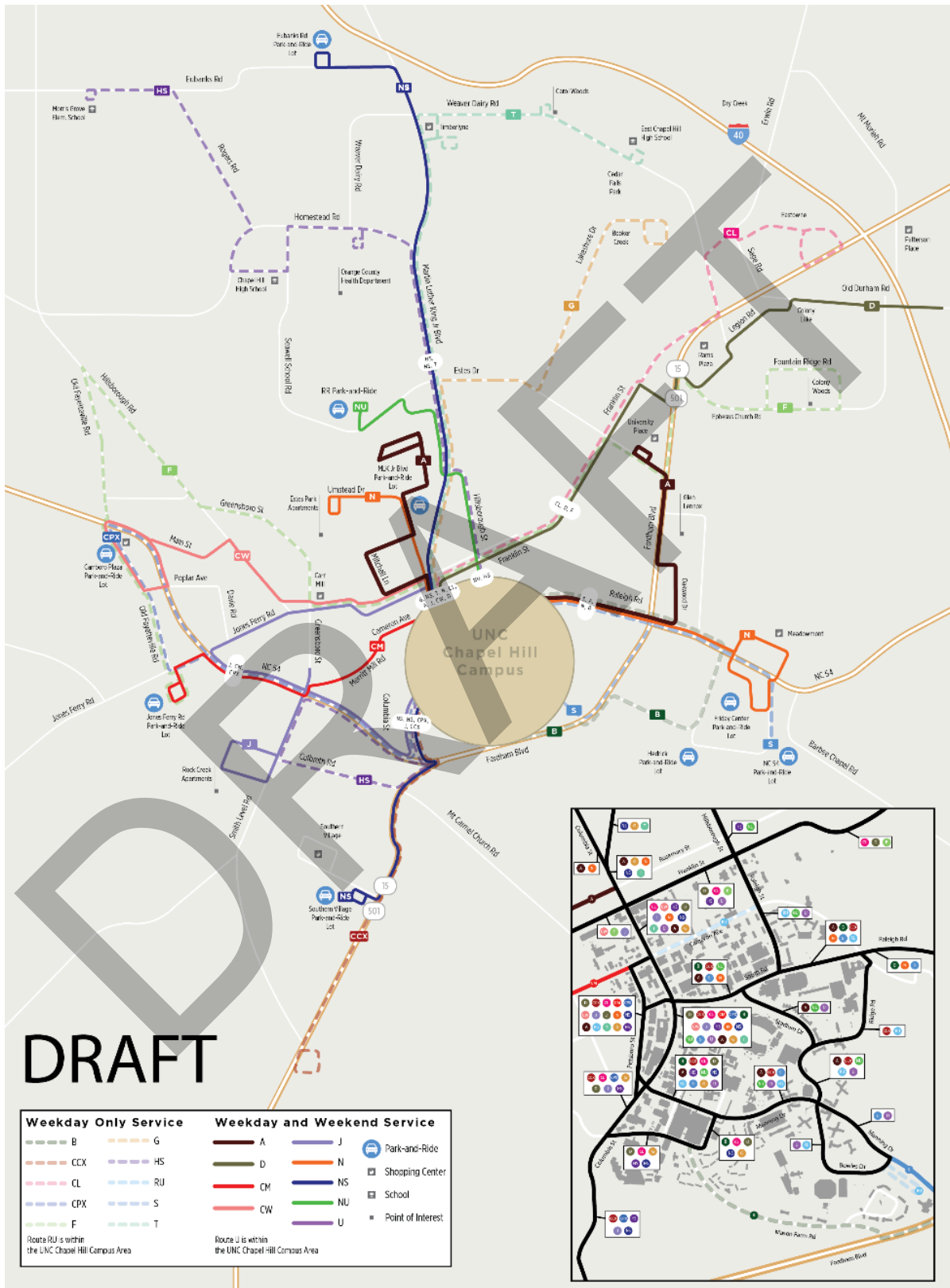
- High frequency transit core (service every 15 minutes or better) with supporting lower-frequency coverage routes (service approximately every 60 minutes)
- Improved weekend service throughout the system, with a focus on improved Sunday service
- Improved frequency on overcrowded routes
- Making service simpler and easier to understand
- Maintaining the existing coverage area

Figure 1 and Figure 2 provide a system map and summary of service proposed as part of the Preferred Alternative.

SHORT RANGE TRANSIT PLAN | PREFERRED ALTERNATIVE

Chapel Hill Transit

Figure 1 Preferred Alternative System Map



SHORT RANGE TRANSIT PLAN | PREFERRED ALTERNATIVE
Chapel Hill Transit

Figure 2 Preferred Alternative Service Summary

Route	Summary of Changes	Frequency (minutes between buses)					Service Span
		Morning Peak	Midday	Afternoon Peak	Night	Weekend	
A	Modified alignment to serve Hamilton Road and University Place.	60	60	60	60	60	6:30 AM - 8:30 PM (M-F) 8:00 AM - 7:00 PM (Sat-Sun)
B	Modified alignment to serve Ronald McDonald House and operate all-day.	30	30	30	-	-	7:00 AM - 6:00 PM (M-F)
CCX	No immediate change to this route would be recommended. If capacity issues emerge on Route NS, this route would deviate to address demand near Southern Village.	15	60	15	-	-	6:00 AM - 8:00 PM (M-F)
CL	Simplify route to provide a consistent route to Notting Hill Apartments and Eastowne Drive. The area south of US 15-501 that is no longer served by this route will continue to be served by Route D.	20	30	20	60	-	6:30 AM - 10:00 PM (M-F)
CM	Simplify route by removing the western loop on NC 54 and Old Fayetteville Road and the extension on Manning Drive to the Family Medical Center to provide more frequent and direct service. Areas no longer served by CM would continue to be served by Routes RU, CPX, and CW.	15	30	15	30	30	6:30 AM - 6:30 PM 9:00 AM - 6:00 PM (Sat-Sun)
CPX	Service hours extended to operate all day.	15	30	20	30	-	6:30 AM - 8:00 PM (M-F)
CW	Simplify route by removing the portion travelling down W Poplar Avenue to the Jones Ferry Road Park-and-Ride. Instead the route will serve a loop between NC 54, Old Fayetteville Road, and W Poplar Avenue.	20	60	30	60	60	7:00 AM - 9:00 PM (M-F) 8:30 AM - 6:30 PM (Sat-Sun)
D	Simplify route by removing the southern loop operating on Culbreth Road and operating bi-directionally along Legion Road, Old Chapel Hill Road, and Mt. Moriah Road. The areas removed from service will continue to be served by Routes CL, HS, and J.	20	30	20	60	60	6:30 AM - 10:00 PM (M-F) 8:00 AM - 7:00 PM (Sat-Sun)
F	Modify route by removing the deviation to University Place and extending service to Carrboro Plaza and Jones Ferry Park-and-Ride lots. No weekend service would be offered.	60	60	60	60	-	6:30 AM - 9:30 PM (M-F)
FCX	This route would be replaced by an upgraded Route S. All areas currently served by Route FCX would continue to be served by the proposed alignment of Route S.	-	-	-	-	-	-
G	The alignment for this route would be altered to provide service from Lakeshore Drive to UNC-Chapel Hill campus only. No weekend service would be offered.	60	60	60	-	-	7:00 AM - 6:00 PM (M-F)
HS	Simplify route by removing the loop connecting Seawell School Road and Estes Drive and extending service further south on Martin Luther King Jr. Boulevard into UNC-Chapel Hill and Culbreth Road.	60	60	60	-	-	5:30 AM - 6:00 PM (M-F)
HU	This route would be replaced by modified Route B.	-	-	-	-	-	-
J	Weekend service would be added.	15	20	15	40	40	6:30 AM - 12:00 AM (M-F) 8:00 AM - 9:00 PM (Sat) 8:00 AM - 7:00 PM (Sun)
JFX	This route would be replaced by modified Routes CM and CPX.	-	-	-	-	-	-
N	Weekday and weekend route alignment would be altered to provide service to Meadowmont Village. Route N would replace portions of existing Route V.	60	60	60	60	60	6:30 AM - 8:00 PM (M-F) 8:00 AM - 7:00 PM (Sat-Sun)
NS	Weekend service would be added.	7.5	15	10	30/40	40	5:30 AM - 11:30 PM (M-F) 8:00 AM - 9:00 PM (Sat) 8:00 AM - 7:00 PM (Sun)

SHORT RANGE TRANSIT PLAN | PREFERRED ALTERNATIVE

Chapel Hill Transit

Route	Summary of Changes	Frequency (minutes between buses)					Service Span
		Morning Peak	Midday	Afternoon Peak	Night	Weekend	
NU	This route would be simplified to provide bi-directional service on Hillsborough.	12/15	20	20	40	40	7:00 AM - 10:30 PM (M-F) 11:30 AM - 11:30 PM (Sat-Sun)
RU	No change.	10	15	10	15	-	7:00 AM - 8:30 PM (M-F)
S	Route S would serve both the NC 54 and Friday Center Park-and-Rides and the frequency would be improved to provide service every 5 minutes during the morning peak, every 20 minutes during mid-day, and every 10 minutes in the evening peak. It would replace Route FCX.	5	20	10	15	-	5:30 AM - 8:00 PM (M-F)
T	Alignment would be shortened through UNC campus. No weekend service would be provided.	60	60	60	-	-	7:00 AM - 6:00 PM (M-F)
U	No change.	15	15	15	15/25	25	7:00 AM - 8:00 PM (M-F) 10:30 AM - 7:00 PM (Sat-Sun)
V	This route would be replaced by a modified Route N and existing service on Route NS.	-	-	-	-	-	-

Service Overview by Location

This section describes proposed route changes by location. Individual route descriptions are available later in this report, and Preferred Alternative route maps are available in Appendix F.

US 15-501 and NC 54 Corridors Area

What Would Change?

Improvements in these locations include expanding span of service on Route CL to operate all day, improving Route D to operate seven days per week, improving frequency of service on Route S, maintaining service to Colony Woods and Lakeshore Drive, adding the Glen Lennox segment of the existing Route G to Route A, and modifying Route B to serve Ronald McDonald House.

Route FCX would no longer operate, but all stops would be served by more frequent Route S service. Route HU would be replaced by a restructured Route B with service offered every 30 minutes all day.

What Areas Would Lose Service?

While the highest ridership stops would have enhanced service, service would be removed from Summerfield Crossing Road, Old Oxford Road, Sage Road, Lakeview Drive, Standish Drive, and the James T. Hedrick Building.

Carrboro Area

What Would Change?

Improvements include all-day service on Route CPX, streamlined service on Route CM and CW, and service seven days a week on Routes CM and CW. Route JFX would be replaced with more frequent and all-day service on Routes CPX and CM.

What Areas Would Lose Service?

Service to some lower-ridership stops would be removed from Poplar Avenue, Davie Road, and Carol Street. Existing customers would need to walk further to access service.

North Chapel Hill Area

What Would Change?

Improvements include extending Route HS to serve downtown Chapel Hill, UNC-Chapel Hill, and Culbreth Road; providing service seven days per week on Route NS, along with increasing frequency to every 7.5 minutes during the morning peak; and operating Route NU in two directions on Hillsborough Street to make service simpler and easier to understand.

What Areas Would Lose Service?

Service would be removed from Seawell School Road south of Chapel Hill High School. Passengers currently accessing the system through Seawell School Road and Estes Drive would

have to walk to stops at Chapel Hill High School or at the intersection of Estes Drive and Seawell School Road, both less than 1 mile away.

South Chapel Hill Area

What Would Change?

Improvements in this area include providing service seven days per week on Route J and Route NS, as well as improving service frequency on Route NS. Route V would be replaced by a modified Route N and Route NS service.

What Areas Would Lose Service?

Service would be removed from Southern Village residential areas. Passengers currently accessing the system would be able to continue accessing the system at the Southern Village Park-and-Ride, which is within 1 mile of the existing alignment.

Service Overview by Time and Day

This section describes proposed route changes by time of day and day of week. As mentioned previously, individual route descriptions are available later in this report, and Preferred Alternative route maps are available in Appendix F.

Weekday Peak Period Service

During peak period service from approximately 6 a.m. to 9 a.m. and 3 p.m. to 6 p.m. (Figure 3), high frequency service (every 15 minutes or better) would be offered on Routes CCX, CM, CPX, J, NS, NU, S, RU, and U. Routes D and CL would provide a combined 10-minute frequency on East Franklin Street. The remaining routes maintain coverage throughout the service area with frequencies between 20-60 minutes.

Weekday Midday Service

During midday service (Figure 4), high frequency service (every 15 minutes or better) would be offered on routes NS, RU, and U. Routes D and CL would provide a combined 15-minute or better frequency on East Franklin Street. The remaining routes maintain coverage throughout the service area with frequencies between 20-60 minutes.

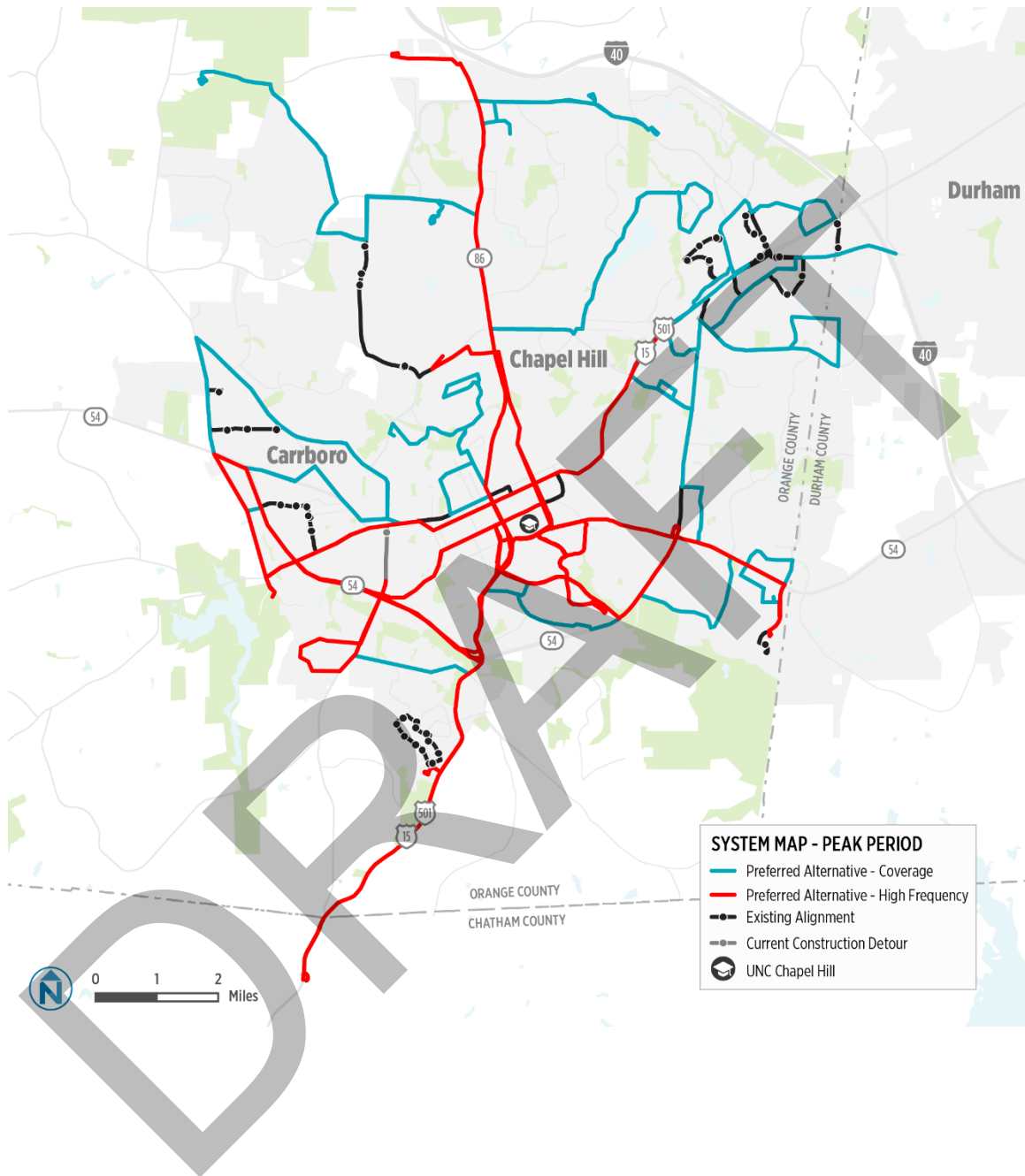
Saturday and Sunday Service

In the Preferred Alternative, weekend service is dramatically improved over what is currently offered (Figure 5). Saturday and Sunday service would be provided on Routes A, CM, CW, D, J, N, and NS; existing Saturday and Sunday service would be maintained for Route NU and U. Weekend-only Routes FG and JN would be removed and replaced by new weekend services.

Weekend service is currently offered on Route T to provide an option for passengers traveling along Martin Luther King Jr. Boulevard. However, since the Preferred Alternative adds new Saturday and Sunday service on Route NS in this corridor, weekend service offered on Route T would be eliminated.

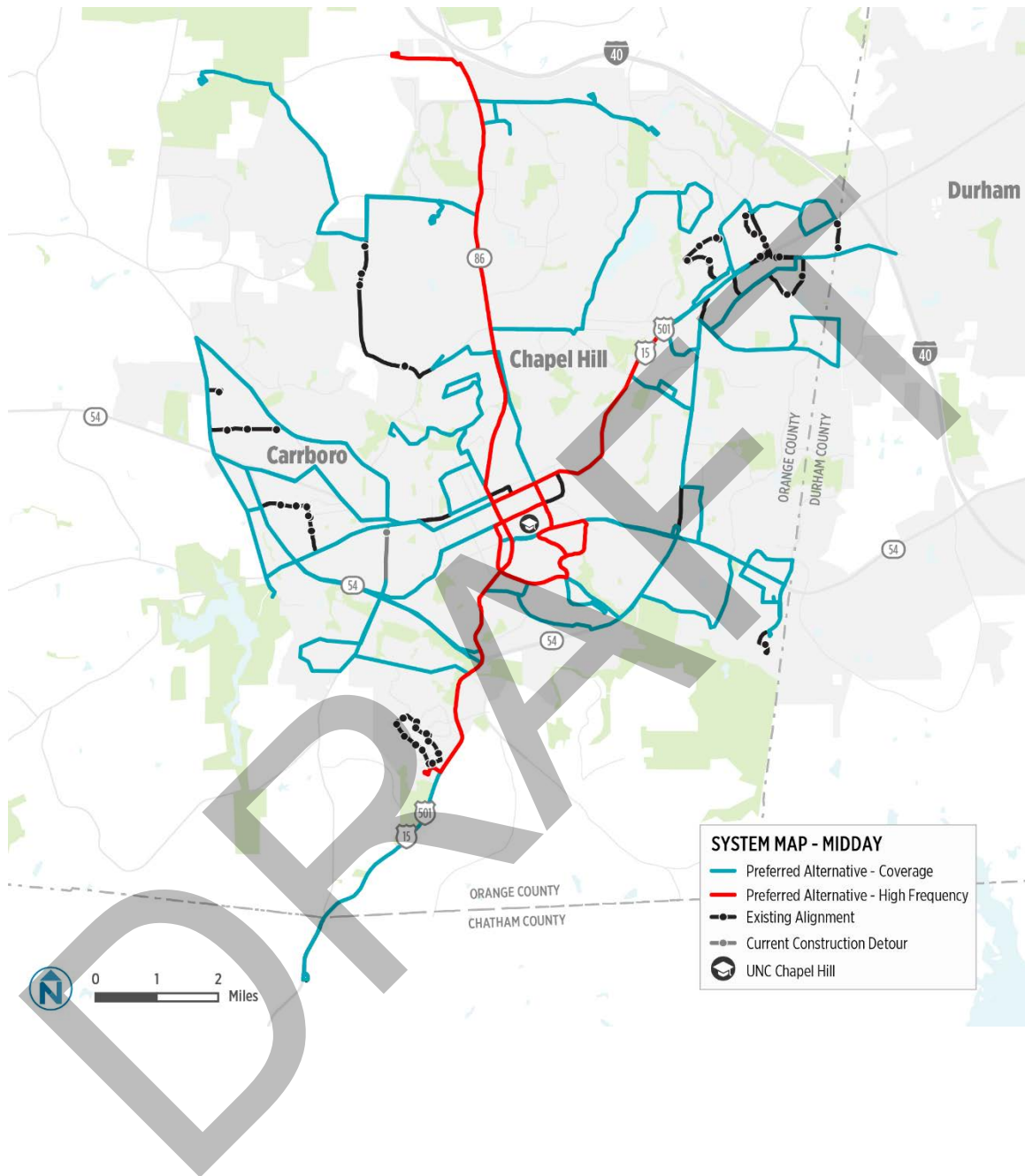
SHORT RANGE TRANSIT PLAN | PREFERRED ALTERNATIVE
Chapel Hill Transit

Figure 3 Preferred Alternative Peak Frequency



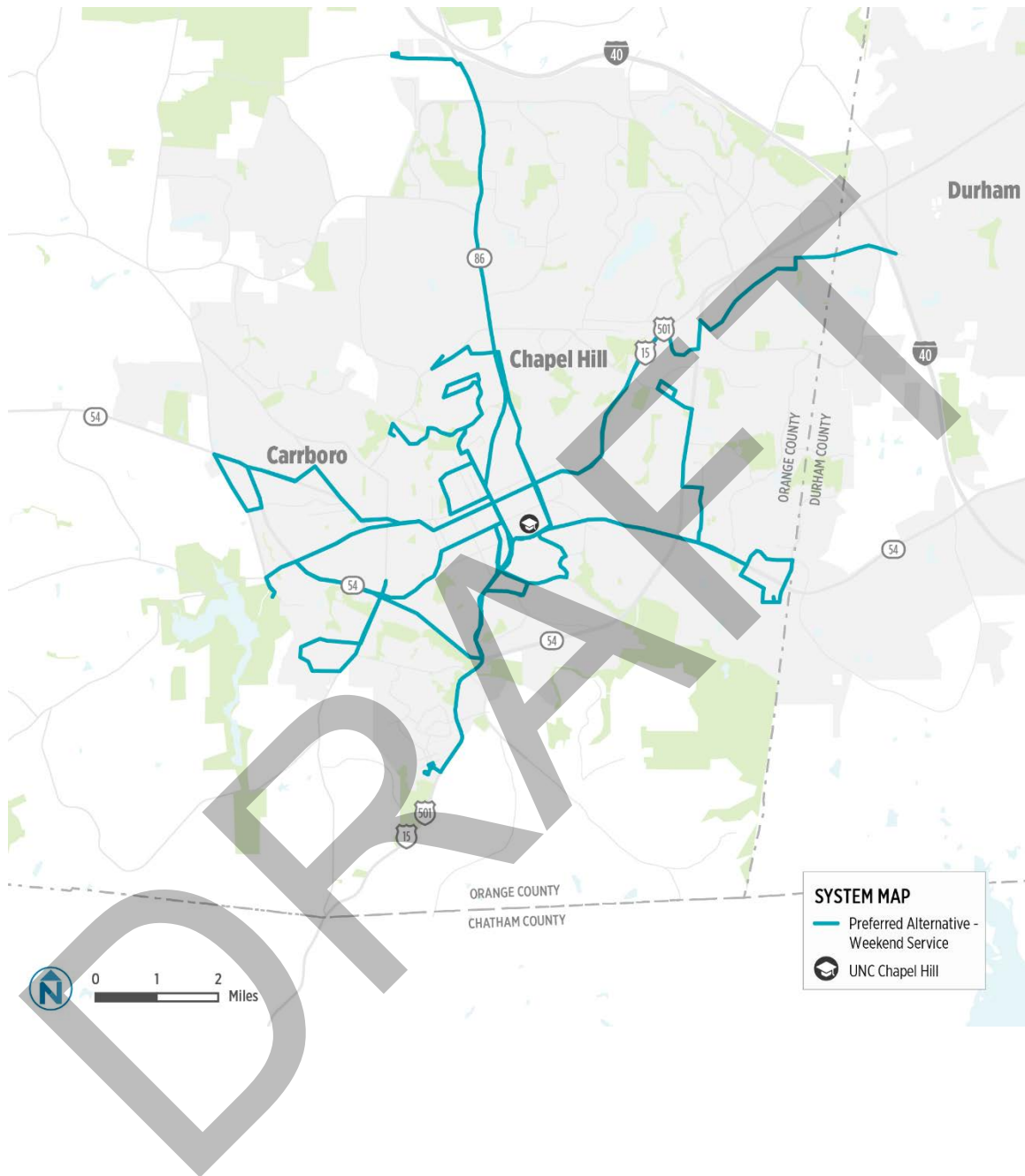
SHORT RANGE TRANSIT PLAN | PREFERRED ALTERNATIVE
Chapel Hill Transit

Figure 4 Preferred Alternative Midday Frequency



SHORT RANGE TRANSIT PLAN | PREFERRED ALTERNATIVE
Chapel Hill Transit

Figure 5 Preferred Alternative Weekend Route Network



Alignment with Project Goals

The Preferred Alternative aligns with CHT's established project goals, as summarized in Figure 6. In addition, the Preferred Alternative improves and aligns with the principles established at the beginning of the planning effort.

Figure 6 Preferred Alternative and CHT's Project Goals

Project Goal	Preferred Alternative Impacts	
Improve Transit Mode Shift	Preferred Alternative improves weekend service throughout the system, improves how often buses arrive, make service simpler and easier to understand, and provides more all-day service, which will help improve transit mode shift in the community.	✓
Increase Ridership	Preferred Alternative improves weekend service, increases service frequency, and makes service more direct, which will lead to increased ridership.	✓
Create High Frequency Transit Corridors	Preferred Alternative improves service frequencies in the highest demand areas, including East Franklin Street, and Martin Luther King Jr. Boulevard to provide a series of high frequency transit corridors.	✓
Emphasize Equity (Provide Transit Service where It Is Most Needed)	Preferred Alternative considered transit need as part of the service planning effort, and recommendations results in minimal change to existing service coverage.	✓
Improve Weekend Service	Preferred Alternative will provide Saturday and Sunday service on Routes A, CM, CW, D, J, N, NS, NU, and U.	✓
Enhance the Convenience of Living without a Private Vehicle	Preferred Alternative improves existing service frequencies, improves the directness of service, improves Saturday service, and dramatically increases the availability of Sunday service to enhance the convenience of living without a private vehicle.	✓

INDIVIDUAL ROUTE RECOMMENDATIONS

Route A

Route A's alignment would be significantly changed. Service to Colonial Heights would continue, as would service to UNC-Chapel Hill's campus. The alignment would be modified to serve Hamilton Road and University Place, including service to Glen Lennox Apartments.

While Route A will no longer operate on Hillsborough Street, Martin Luther King Jr Boulevard, Stadium Drive, Ridge Road, Manning Drive, or Pittsboro Street, these locations would continue to be served by Routes NS, HS, and N.

Weekend service will be added to Colonial Heights, and locations including Glen Lennox, Hamilton Road, and University Place will have new Sunday service and improved span of service on Saturdays.

Route B

The alignment of Route B would be modified to serve Ronald McDonald House and would no longer operate on US 15-501 between Manning Drive and Raleigh Road. Route B would operate with all-day service instead of peak-only service.

Route B does not currently have weekend service, and no weekend service would be offered in the Preferred Alternative.

Route CCX

Route CCX would be unchanged in the Preferred Alternative.

Route CL

The alignment of Route CL would be simplified to provide a consistent route from UNC-Chapel Hill campus to Eastowne Drive via E. Franklin Street, US 15-501 and Erwin Road. To improve on-time performance and speed up travel, the area south of US 15-501 would no longer served by this route; however, many of these locations would continue to be served by Route D.

Sage Road, Standish Drive, Old Oxford Road, and Summerfield Crossing Road would no longer be served in the Preferred Alternative. These areas are all within 1/2 mile of proposed service under the Preferred Alternative. Passengers currently accessing the system in these areas would be able to continue using the system at stops on US 15-501, Old Sterling Drive, or Erwin Road.

In the Preferred Alternative, Route CL would operate will all-day service instead of peak only service. Route CL would be scheduled to offset Route D's trips on East Franklin Street, so passengers on Franklin Street will have access to service that arrives every 10 minutes during peak periods, and every 15 minutes during midday.

No weekend service would be offered on Route CL.

Route CM

Route CM would be simplified to remove the western loop on NC 54 and Old Fayetteville Road and the extension on Manning Drive to the Family Medical Center. Frequency would be improved to every 15 minutes during peak periods and every 30 minutes at other times, including Saturday and Sunday.

Areas no longer served by Route CM would continue to be served by Routes RU, CPX, and CW. In the Preferred Alternative, Sunday service would be added to Route CM so it would operate seven days per week.

Route CPX

The alignment for Route CPX would not change in the Preferred Alternative, but the service span would be extended to operate all day from 6:30 AM to 8:00 PM rather than during peak periods only.

Route CPX does not currently have weekend service, and no weekend service would be offered in the Preferred Alternative.

Route CW

To improve travel times, Route CW would be simplified to eliminate a series of route deviations. Instead of operating from W Poplar Avenue to the Jones Ferry Road Park-and-Ride, the route will serve a loop between NC 54, Old Fayetteville Road, and W Poplar Avenue. Passengers currently utilizing service on the W Poplar Ave and Davie Road loop would have to walk to transit stops on NC 54 or Jones Ferry Road, less than ½ mile away.

Sunday service would be added to Route CW in the Preferred Alternative so that the route would operate seven days per week.

Route D

Route D is a strong performer in the CHT network, but maintaining reliability can be a challenge due to traffic levels on US 15-501. To improve reliability in the Preferred Alternative, the route would be simplified to operate in two directions along Legion Road and Old Chapel Hill Road, as well as shortened to remove the southern loop operating on Culbreth Road. Culbreth Road would continue to be served by Route HS, and Route CL would continue to serve passengers on the north side of US 15-501. However, service would be removed from Sage Road and Lakeview Drive, and passengers currently utilizing these areas would be within 1/2 mile of service and would be able to access the system at Erwin Road, US 15-501, or Old Chapel Hill Road.

In combination with the proposed Route CL, passengers will have access to service that arrives every 10 minutes during peak periods along East Franklin Street.

In the Preferred Alternative, Sunday service would be added to Route D so that the route would operate seven days per week.

Route F

Route F is one of the few routes in the CHT network that does not deviate to serve UNC Hospital. The Preferred Alternative would continue to connect Colony Woods and Carrboro. However, to reduce travel times and make service more direct, the alignment for Route F would be modified to serve University Place in two directions; service removed from Franklin Street and Elliot Road would continue to be served by Route CL and Route D.

To provide more connection points for passengers in Carrboro, service would be extended to Carrboro Plaza and the Jones Ferry Road Park-and-Ride, while service along Carol Street and into the McDouggle Middle School parking lot would be removed. Passengers accessing the system from these areas would be within 1/2 mile of the proposed system and would be able to continue reaching service on Hillsborough Road or Old Fayetteville Road.

Weekend service would not be offered on Route F due to low levels of demand. Saturday service is currently provided on Route FG.

Route FCX

In the Preferred Alternative, Route FCX would be replaced by an improved Route S. All locations and times currently served by Route FCX would be served by the proposed Route S. Route S would also come more frequently than the existing Route FCX.

Route G

To allow for consistent 60-minute service all day and match service levels with demand, the alignment for Route G would be simplified to operate from Lakeshore Drive to the UNC-Chapel Hill campus only. Service to University Place along South Road and Raleigh Road would be served by a modified Route A.

No weekend service would be offered on Route G, though existing Route G locations now served by Route A in the Preferred Alternative would have both Saturday and Sunday service. Existing Saturday service is offered on Route FG.

Route HS

Route HS is currently the only route in the CHT network that does not serve downtown Chapel Hill or UNC-Chapel Hill's campus; as a result, it is one of the lowest performing routes in the system. To increase the ridership potential of this route, the Preferred Alternative alignment would be simplified to remove the loop connecting Seawell School Road and Estes Drive and extended to provide service in two directions further south on Hillsborough Street to UNC-Chapel Hill, UNC Hospitals, and Culbreth Road.

Service removed from Estes Drive would continue to be served by Route NU. Passengers currently accessing the system through Seawell School Road and Estes Drive would have to walk to stops at Chapel Hill High School or at the intersection of Estes Drive and Seawell School Road, both less than 1 mile away.

In the Preferred Alternative, Route HS would provide service all day, with the exception of a two-hour gap during the midday time period—overall a longer span of service than what is currently offered. No weekend service would be provided on Route HS.

Route HU

In the Preferred Alternative, Route HU would be replaced by a restructured Route B, which would serve the Ronald McDonald House every 30 minutes all day. Existing HU riders from the Friday Center area would continue to have the option of using Route S.

Route J

Route J is a very strong performer in the existing CHT system; as such, the alignment for Route J would be unchanged in the Preferred Alternative. However, weekend service would be added so that the route operates seven days per week.

Route JFX

In order to simplify service and reduce route duplication, Route JFX would be replaced by upgraded, all day service on Route CPX and CM.

Route N

Route N is proposed to be extended to Meadowmont Village. Service would operate every 60 minutes all day. Route RU will continue to provide service to existing Route N stops on the southern UNC campus.

Weekend service would be offered on Route N so that the route operates seven days per week. Existing Saturday service is provided on Route JN.

Route NS

Route NS is another incredibly strong performer in the CHT system, and its existing alignment is proposed for conversion to Bus Rapid Transit (BRT) premium service in the future. As such, the alignment of Route NS in the Preferred Alternative would be the same as the existing alignment.

To help support planned future improvements to this route and meet existing demand, frequency would be improved during the morning peak period, and weekend service would be added so the route operates seven days per week.

Route NU

Route NU would be simplified to remove the loop traveling on Martin Luther King Jr Boulevard. Instead, this route would provide service in both directions on Hillsborough Street and make a loop through UNC Hospitals. Peak frequency would be improved to every 12 to 20 minutes.

Weekend service would be provided on Route NU in the Preferred Alternative during the same hours offered today.

Route RU

Route RU would be unchanged in the Preferred Alternative.

Route S

To help reduce duplication of service and confusion for customers, Route S would serve both the NC 54 and Friday Center Park-and-Rides, and the frequency would be improved to provide service every 5 minutes during the morning peak, every 20 minutes during midday, and every 10 minutes in the evening peak. While Route FCX would be eliminated, hours of service on Route S would be expanded to serve all times currently offered on Route FCX.

Route S does not currently have weekend service, and no weekend service would be offered in the Preferred Alternative.

Route T

Service on Route T is currently offered at irregular intervals, and much of the alignment is duplicated by other routes in the system. With this in mind, the alignment for Route T in the Preferred Alternative would be shortened to remove the loop through the UNC Campus and UNC Hospitals so that service can be provided at regular 60-minute frequency. Service along much of the route would continue to be duplicated by other routes in the system.

Weekend service is currently offered on Route T to provide an option for passengers traveling along Martin Luther King Jr. Boulevard. However, since the Preferred Alternative adds new Saturday and Sunday service on Route NS in this corridor, weekend service offered on Route T would be eliminated.

Route U

Route U would be unchanged in the Preferred Alternative.

Route V

Existing service on Route V is provided at irregular intervals, and much of the alignment is duplicated by other routes in the system. In the Preferred Alternative, portions of Route V would be removed and replaced by a modified Route N, and frequent service to the Southern Village Park-and-Ride would continue to be offered on Route NS.

Service into the Southern Village residential development would be removed in the Preferred Alternative due to low ridership. Passengers currently accessing the system would be able to continue accessing the system at the Southern Village Park-and-Ride which is within 1 mile of the existing alignment.

UNFUNDED IMPROVEMENTS

As part of the SRTP planning process, a number of desirable service improvements were identified that could not be achieved within the existing budget. Over the next few years, CHT should continue to evaluate available funding and pursue partnerships to advance implementation of these improvements.

Suggested improvements include the following:

- New or enhanced weekend service on Route CL, D, J, and NS
- Frequency improvements on Route CW, J, and NS
- Weekday service span improvements on Route HS
- Improved connections and service to new areas, including Patterson Place, Estes Drive and the West NC 54 corridor

The estimated total operating cost for these improvements is approximately \$3 million, and proposed service would require an additional 10 peak vehicles to operate.

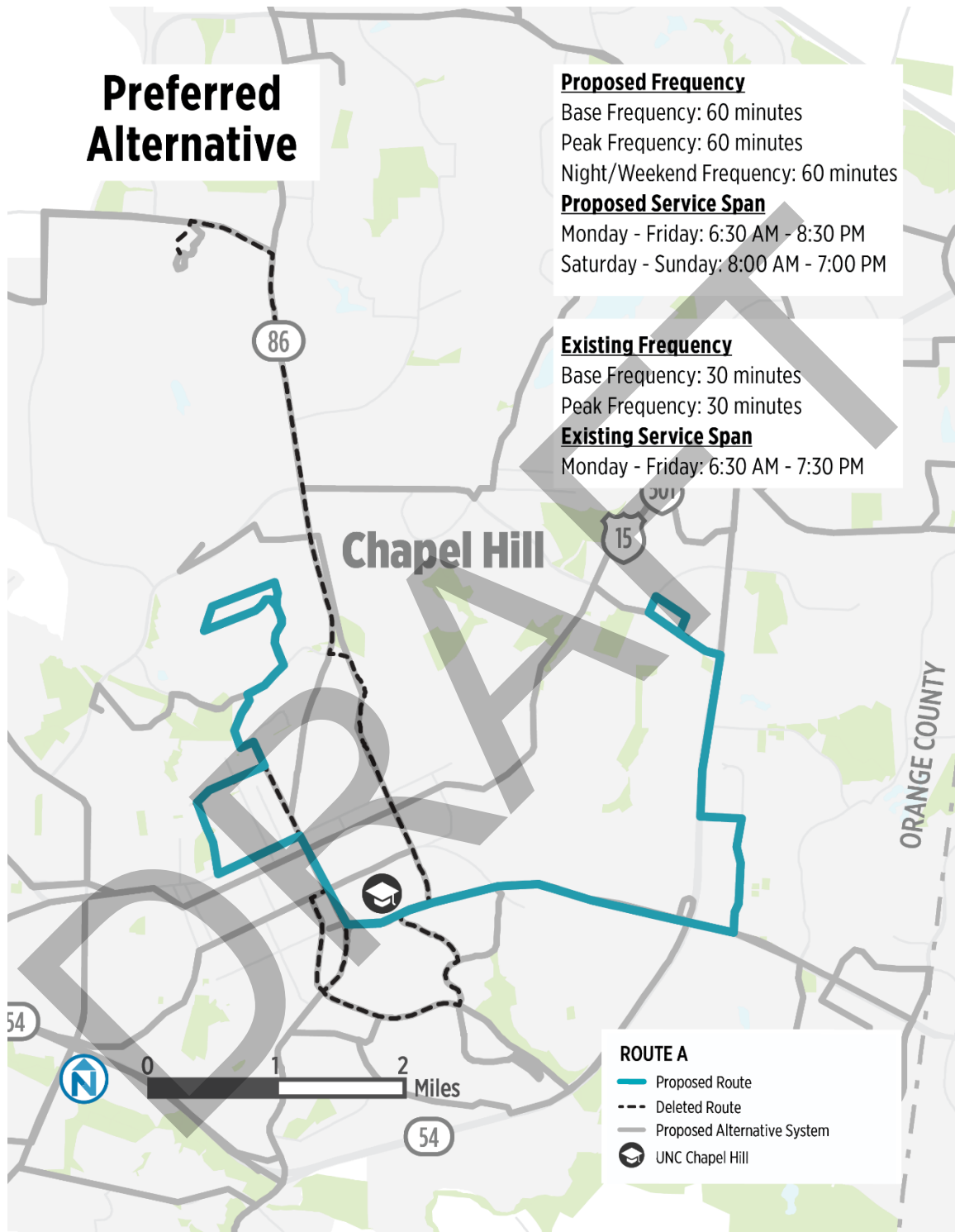
Figure 7 CHT Unfunded Improvements

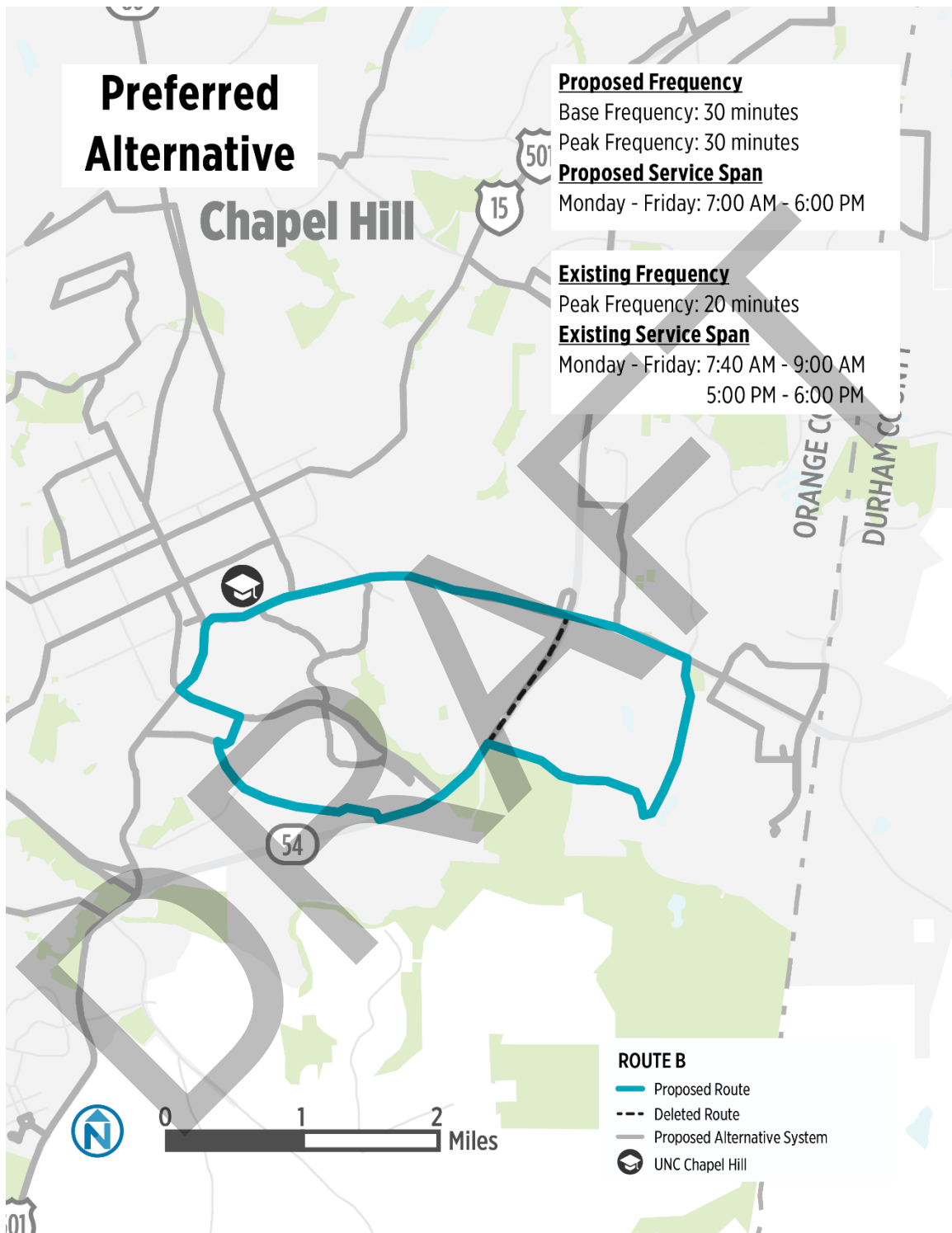
Route	Unfunded Service Improvement Summary	Additional Revenue Hours	Additional Peak Vehicles	Additional Annual Operating Cost	Frequency (minutes between buses)			Service Span
					Peak	Midday	Night/Weekend	
CL	Add weekend service.	1,300	0	\$133,000	20	30	60	6:30 AM - 10:00 PM (M-F) 8:00 AM - 9:00 PM (Sat) 8:00 AM - 7:00 PM (Sun)
CW	Improve midday service to 30 minutes.	1,500	0	\$154,000	20/30	30	60	7:00 AM - 9:00 PM (M-F) 8:30 AM - 6:30 PM (Sat-Sun)
D	Extend service to Patterson Place and provide Saturday service until 9 PM.	5,400	1	\$546,000	20	30	60	6:30 AM - 10:00 PM (M-F) 8:00 AM - 9:00 PM (Sat) 8:00 AM - 7:00 PM (Sun)
HS	Provide all-day service.	1,000	0	\$102,000	60	60	--	5:30 AM - 6:30 PM (M-F)
J	Improve morning peak frequency to every 10 minutes and offer 15-minute service until noon. Provide Saturday service until 11 PM and Sunday service until 9 PM.	3,200	2	\$328,000	10/15	15/20	40	6:30 AM - 12:00 AM (M-F) 8:00 AM - 11:00 PM (Sat) 8:00 AM - 9:00 PM (Sun)
NS	Improve morning peak frequency to every 6 minutes. Provide Saturday service until 11 PM and Sunday service until 9 PM.	2,300	3	\$239,000	6/10	15	30/40	5:30 AM - 11:30 PM (M-F) 8:00 AM - 11:00 PM (Sat) 8:00 AM - 9:00 PM (Sun)
West NC 54	New weekday peak-only service from White Cross to UNC-Chapel Hill.	1,500	1	\$154,000	70	-	-	6:30 AM - 9:30 AM; 3:30 PM - 6:30 PM (M-F)
Estes Drive	New crosstown service connecting UNC-Chapel Hill, University Place, and Glen Lennox via Estes Drive.	13,100	3	\$1,322,000	30	30	30/45	6:30 AM - 8:30 PM (M-F) 8:00 AM - 7:00 PM (Sat-Sun)
Total		29,400	10	\$2,978,000				

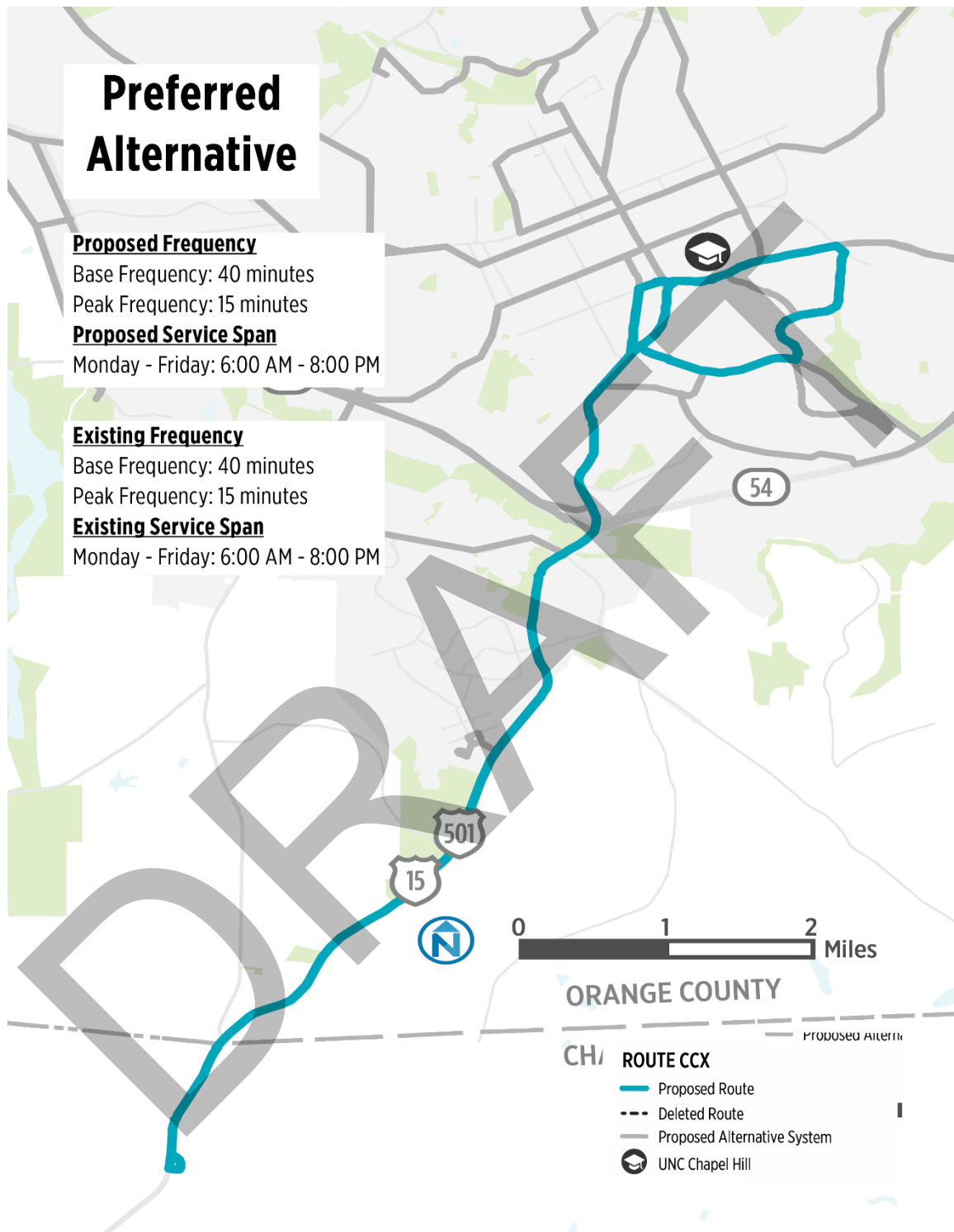
Appendix A

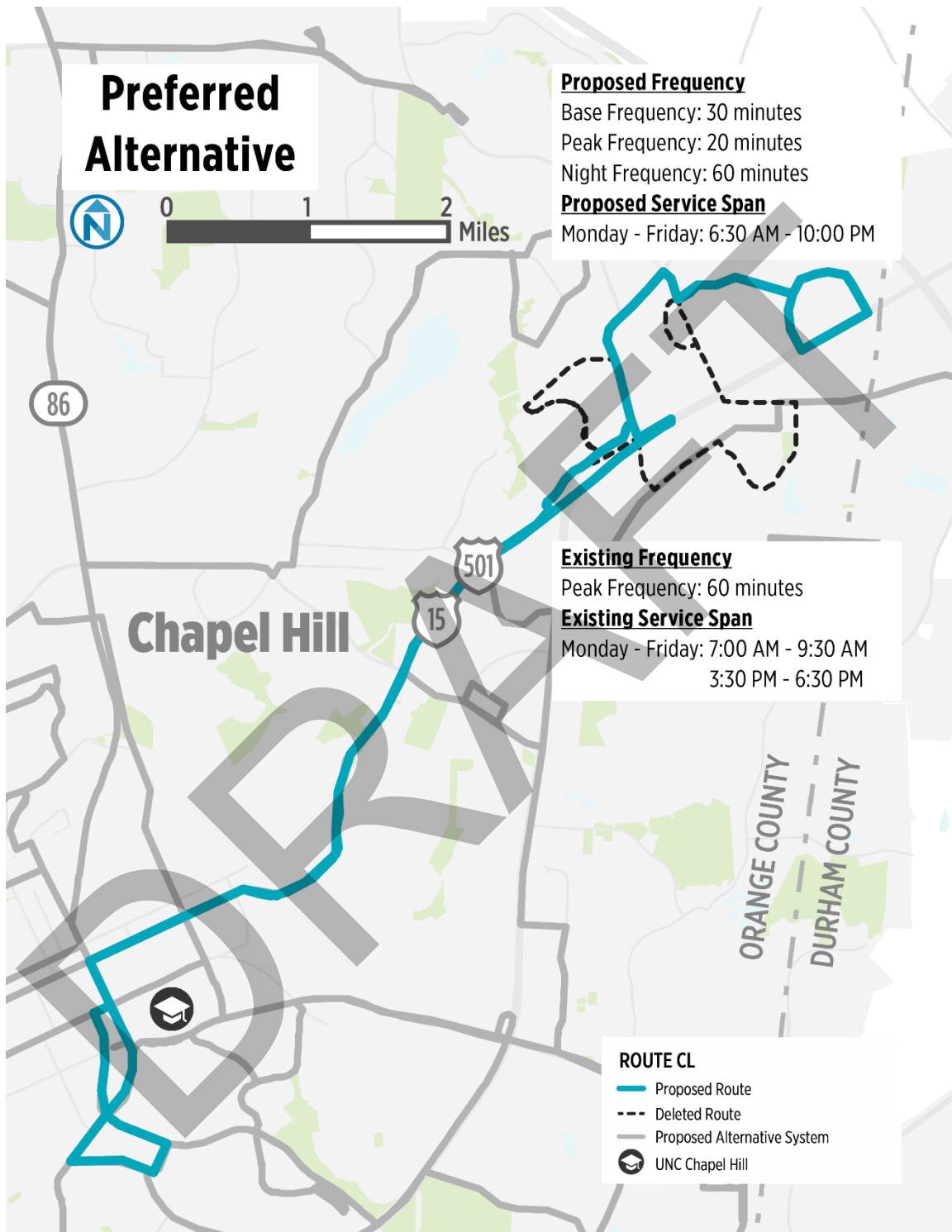
Preferred Alternative Route Maps

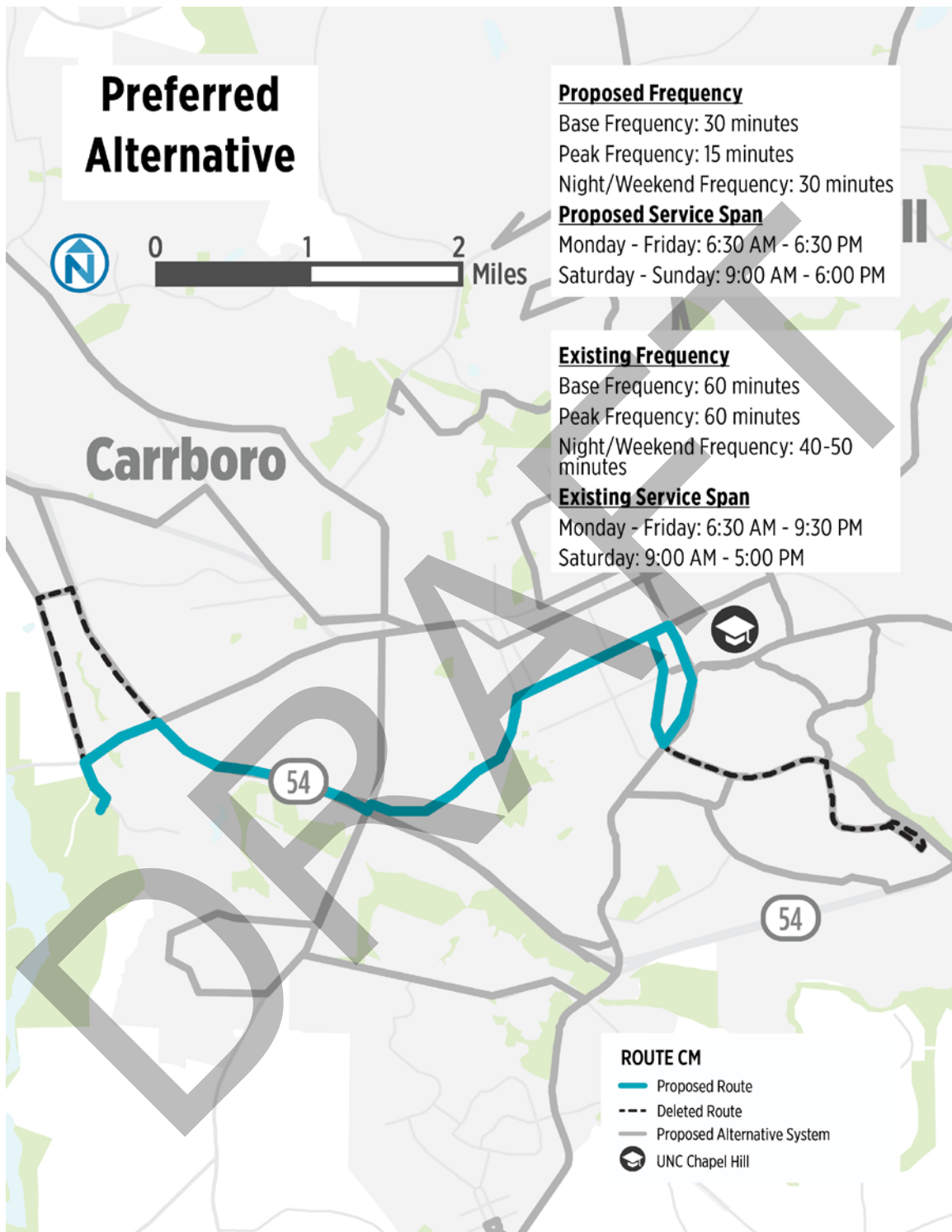
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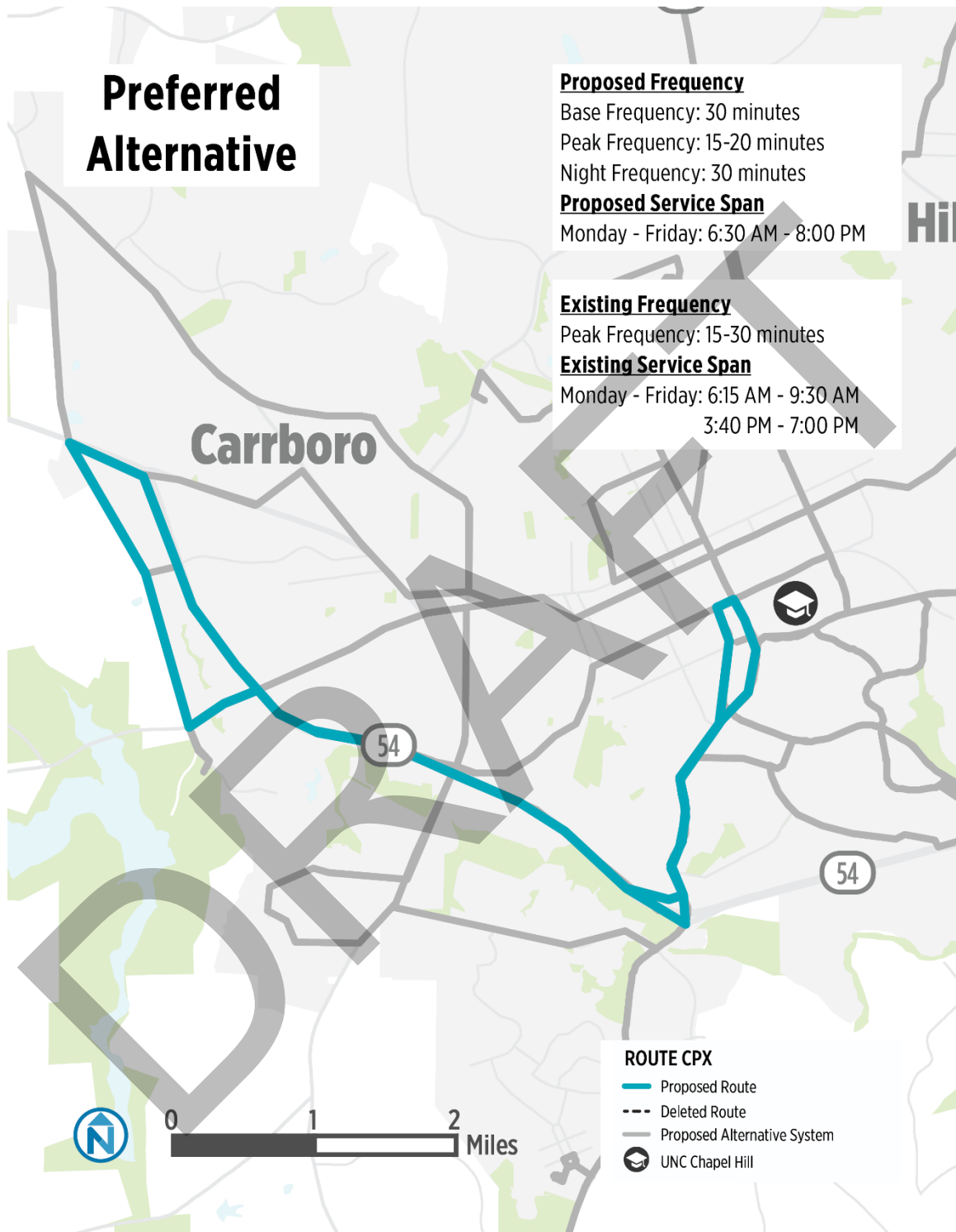


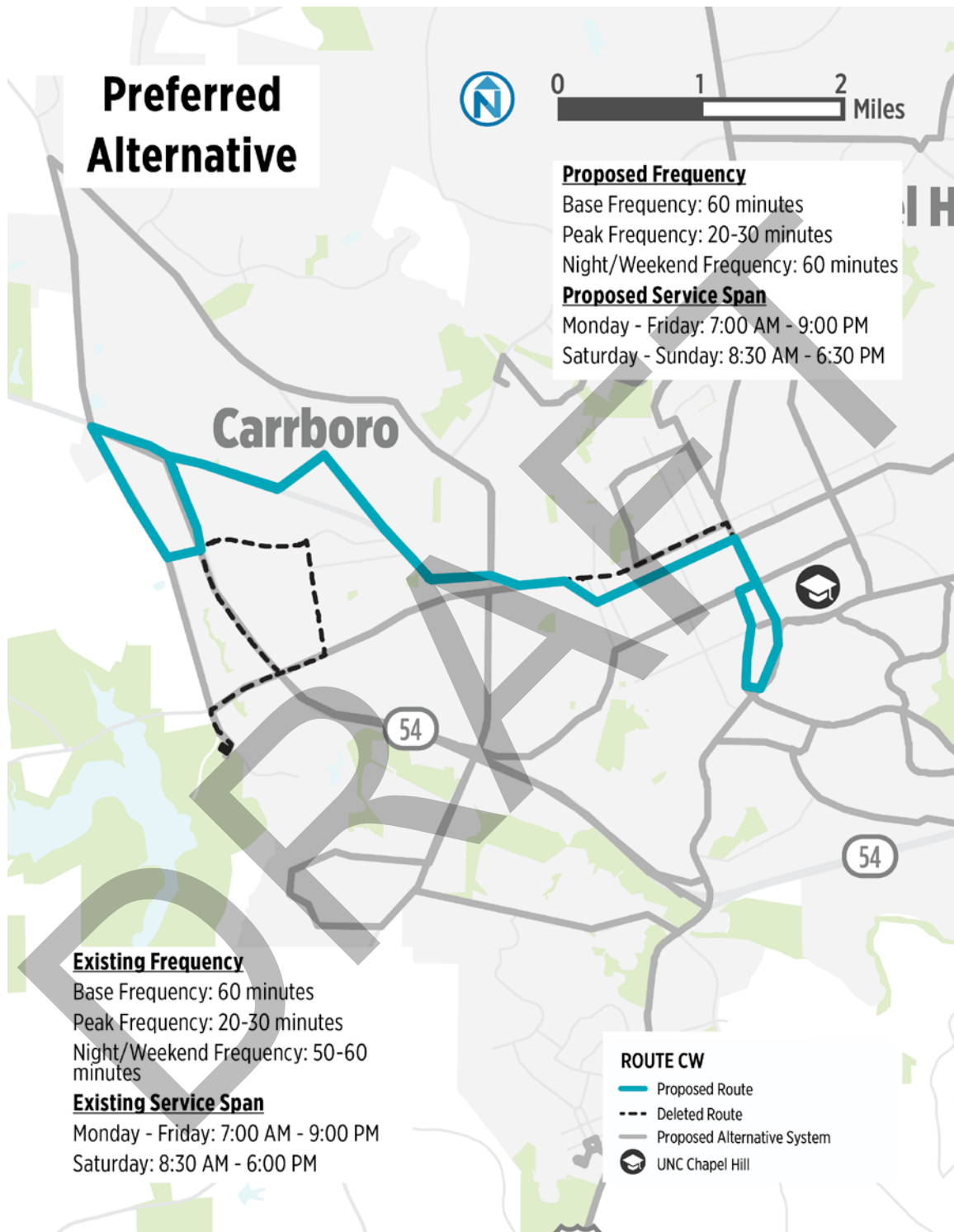


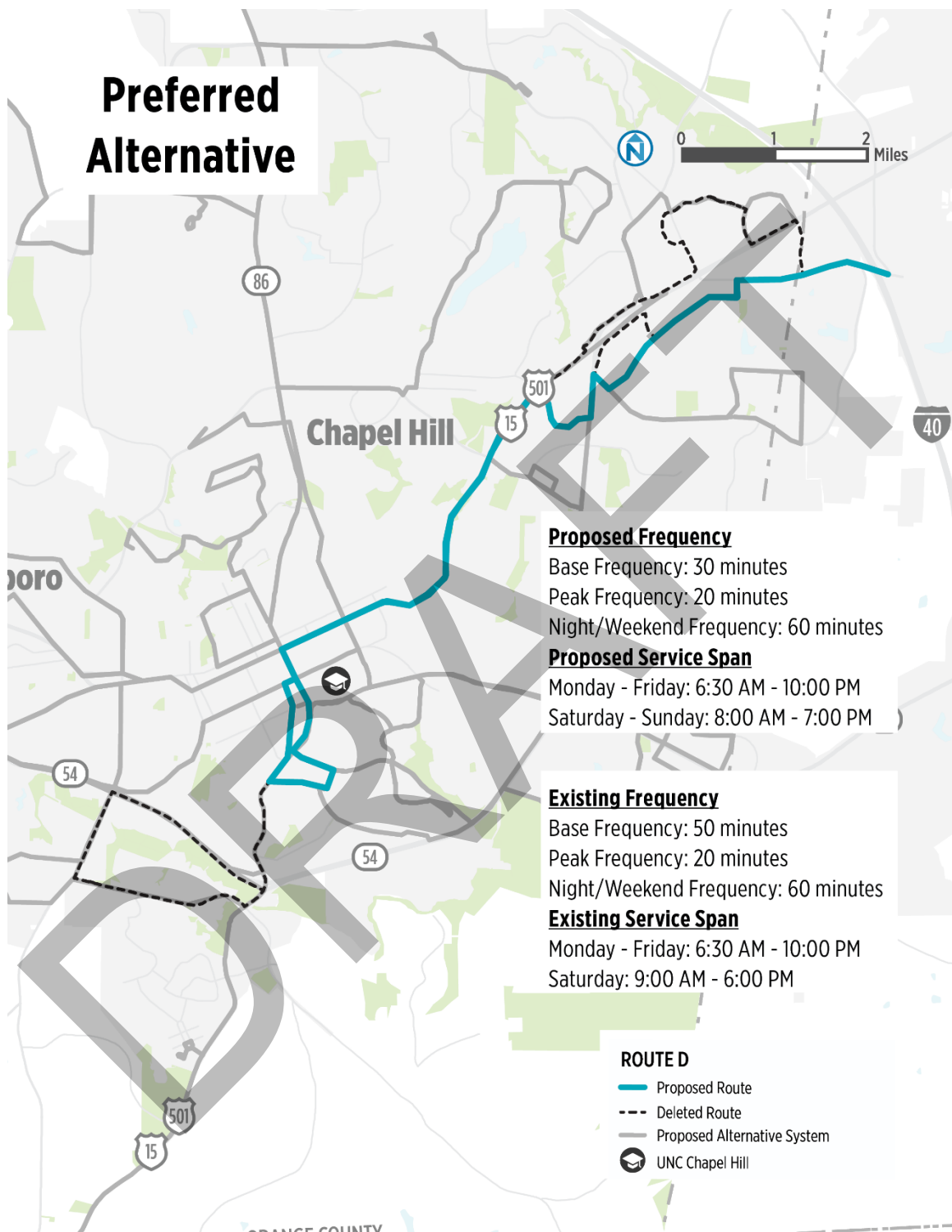




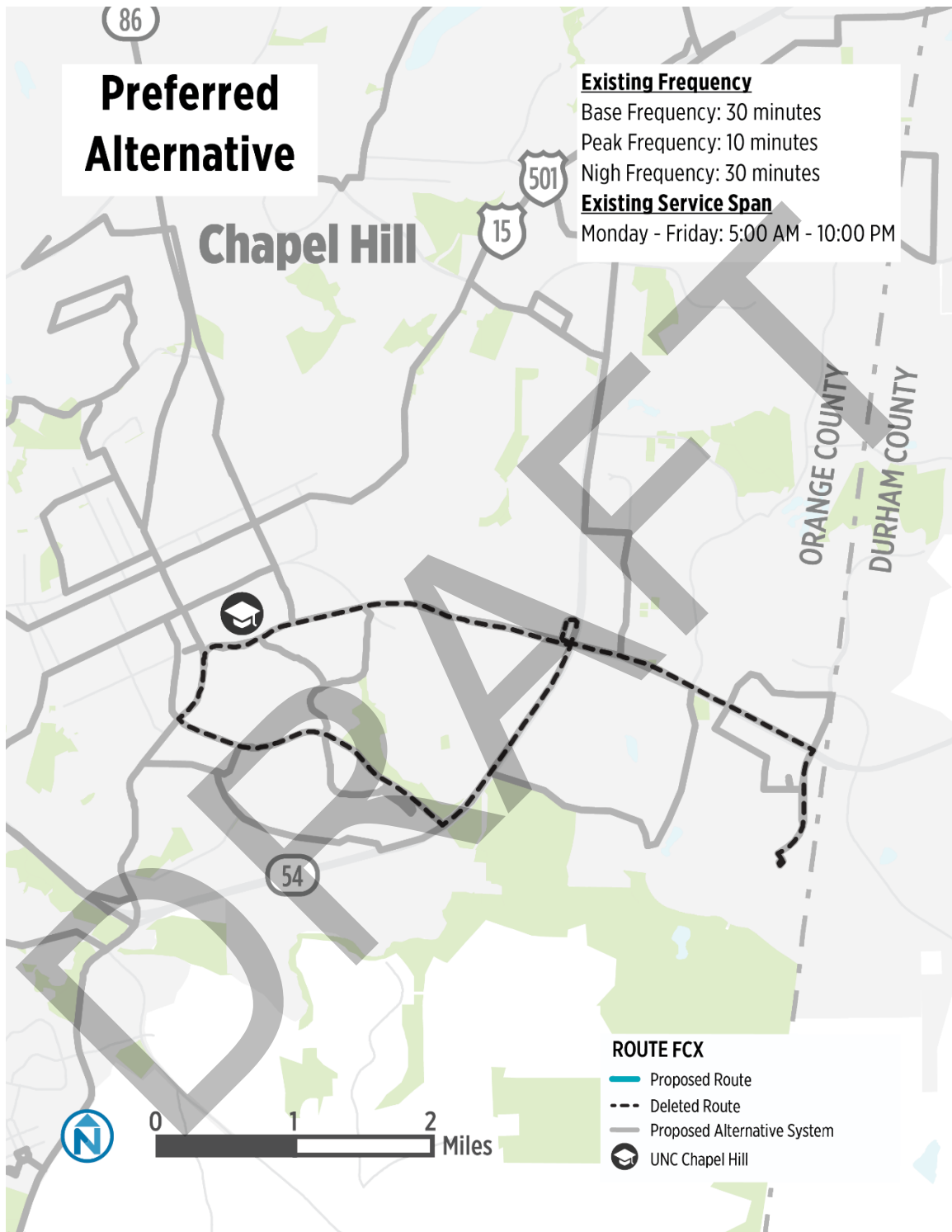








SHORT RANGE TRANSIT PLAN | **PREFERRED ALTERNATIVE**
Chapel Hill Transit



Chapel Hill Transit



Base Frequency: 60 minutes

Peak Frequency: 60 minutes

Night Frequency: 60 minutes

Proposed Service Span

Monday - Friday: 6:30 AM - 9:30 PM

Existing Frequency

Base Frequency: 60 minutes

Peak Frequency: 30 minutes

Night/Weekend Frequency: 60 minutes

Existing Service Span

Monday - Friday: 6:30 AM - 9:30 PM

Saturday: 9:30 AM - 6:00 PM (Route FG)

ROUTE F

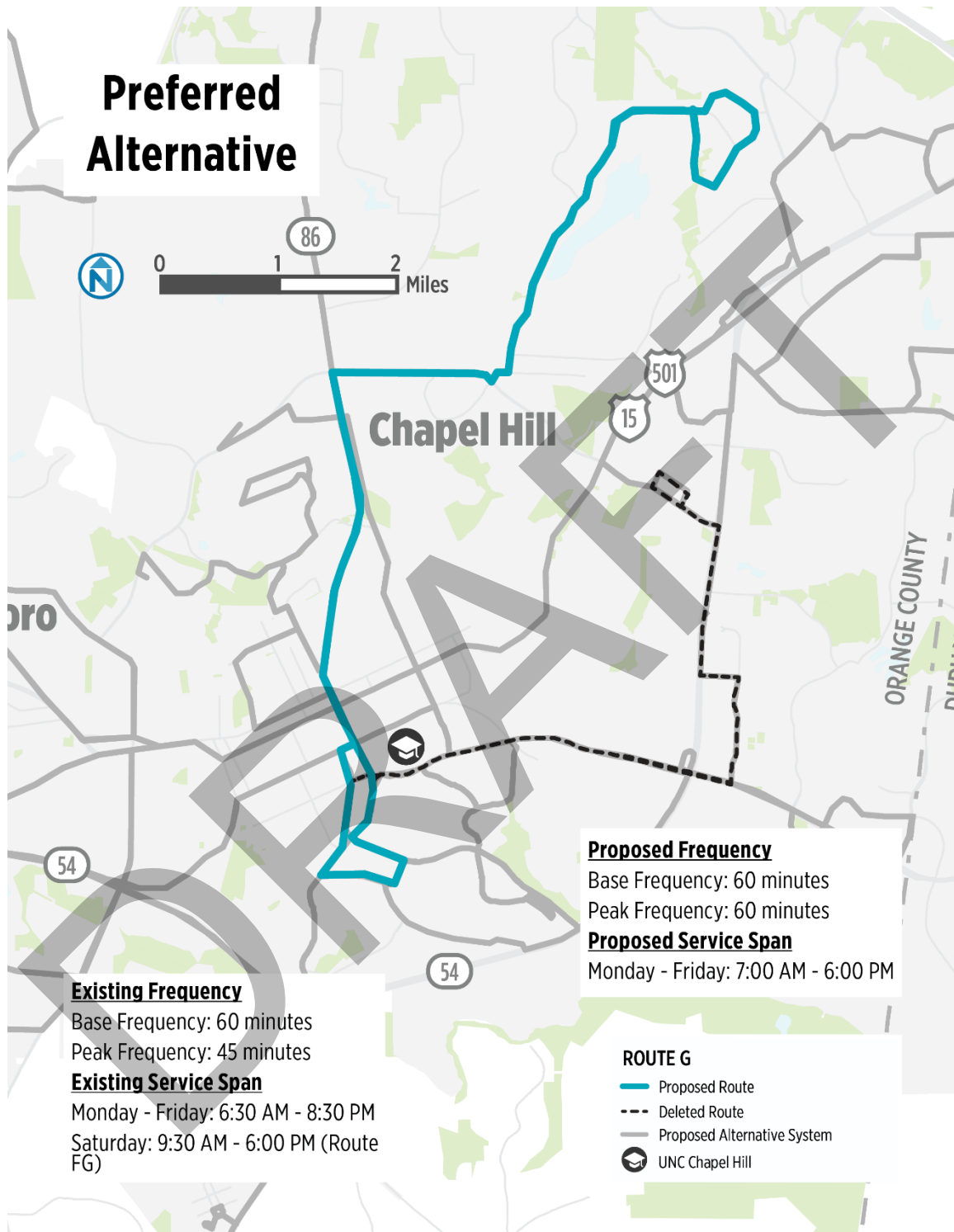
— Proposed Route

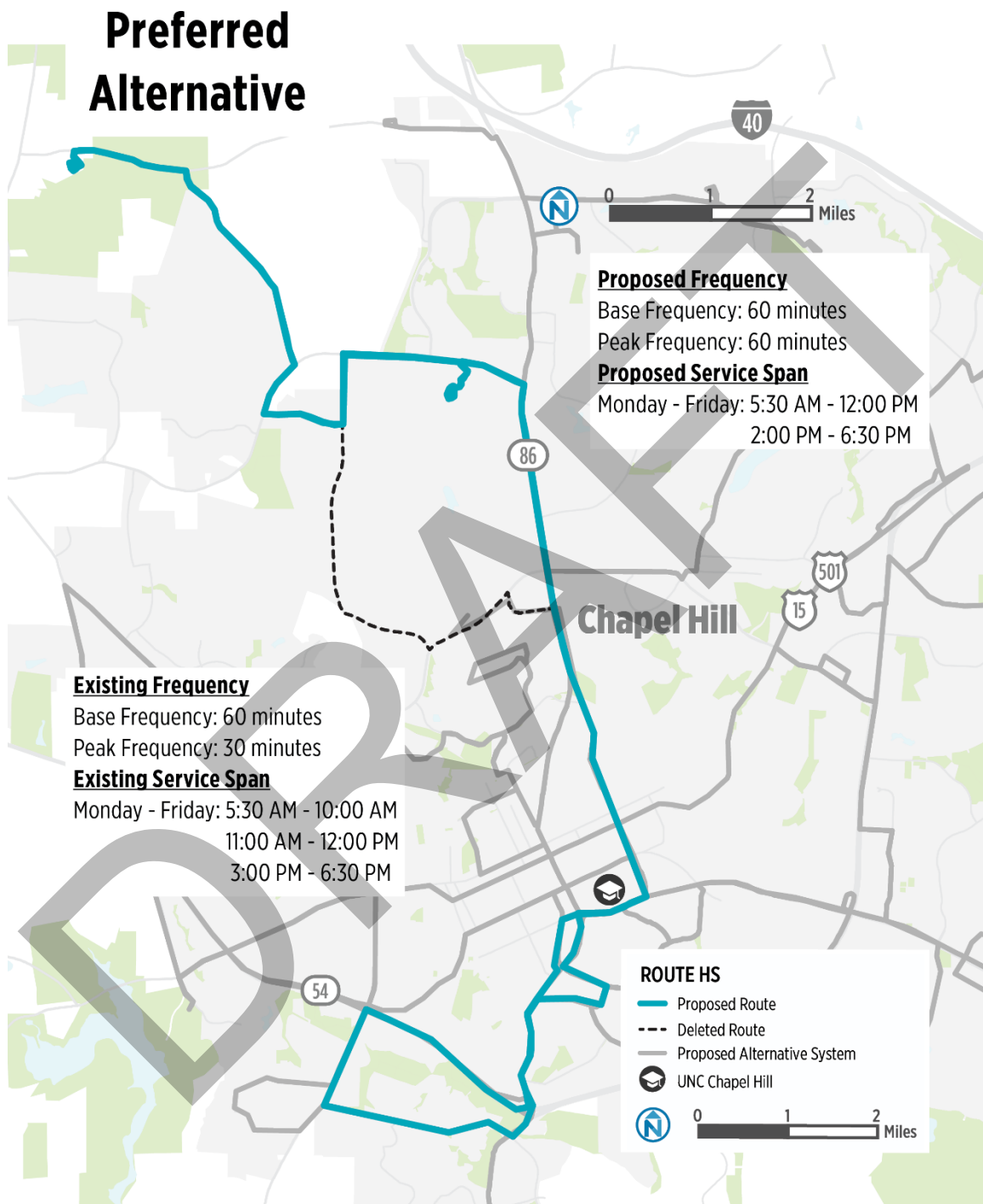
--- Deleted Route

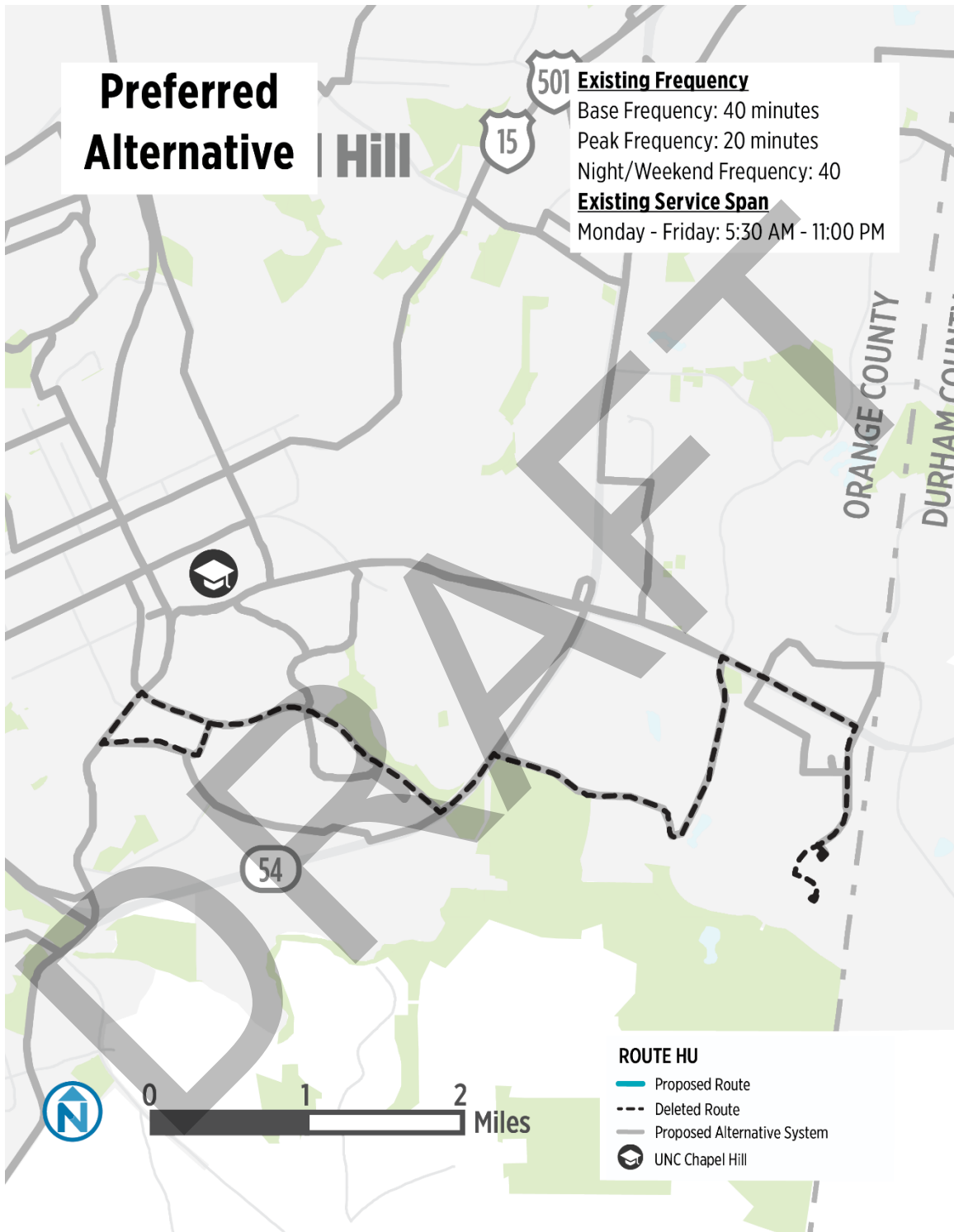
— Proposed Alternative System

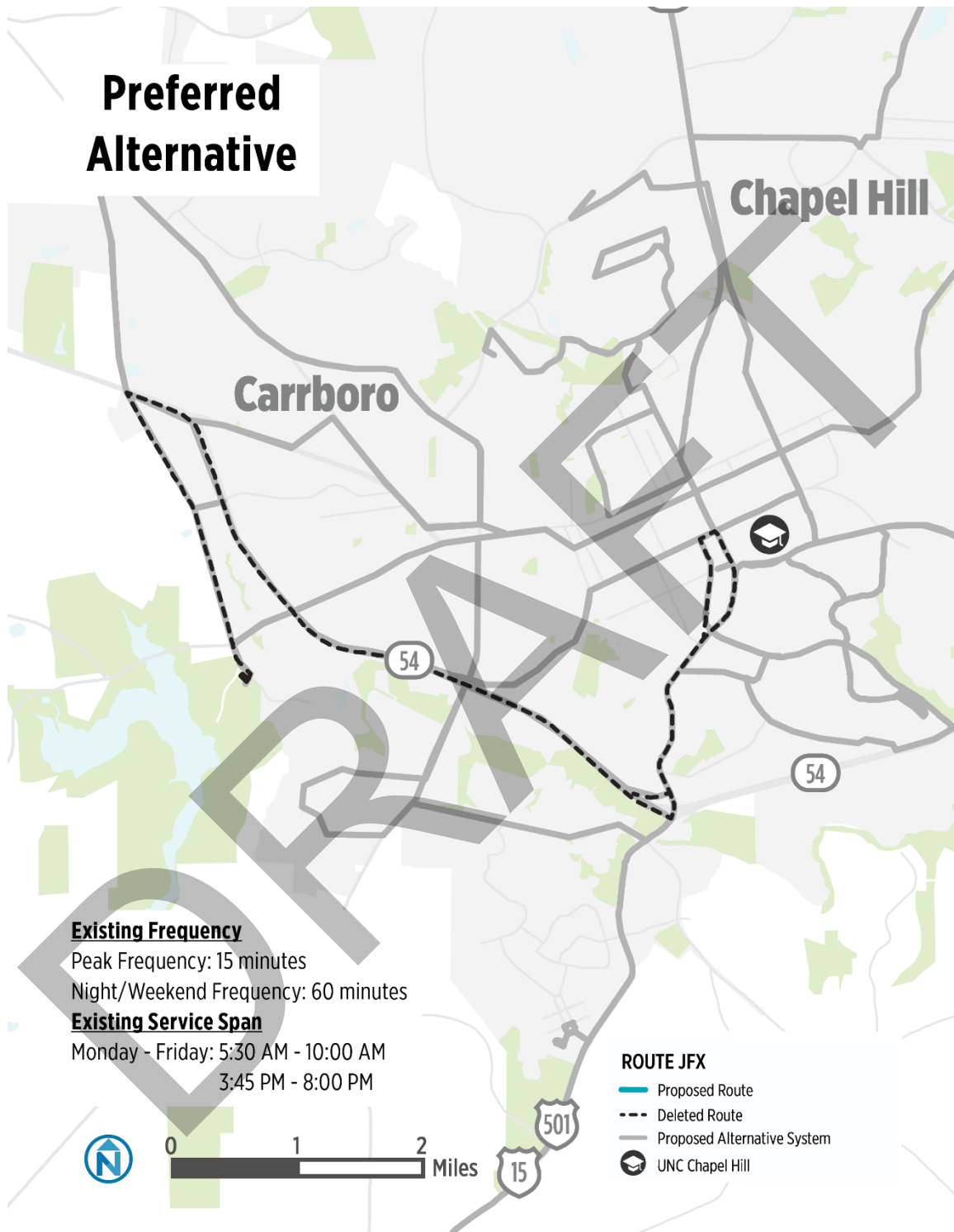


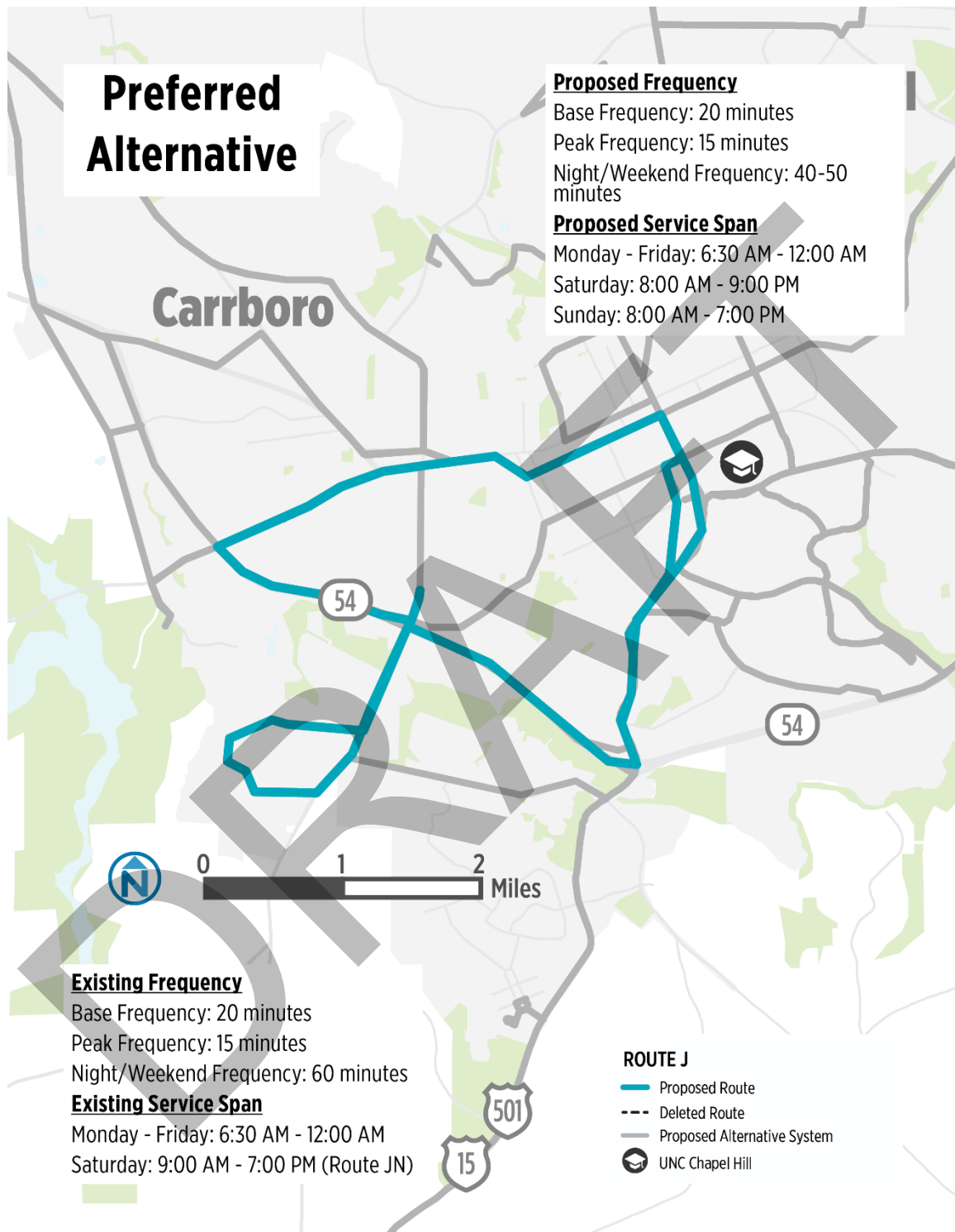
SHORT RANGE TRANSIT PLAN | PREFERRED ALTERNATIVE
Chapel Hill Transit

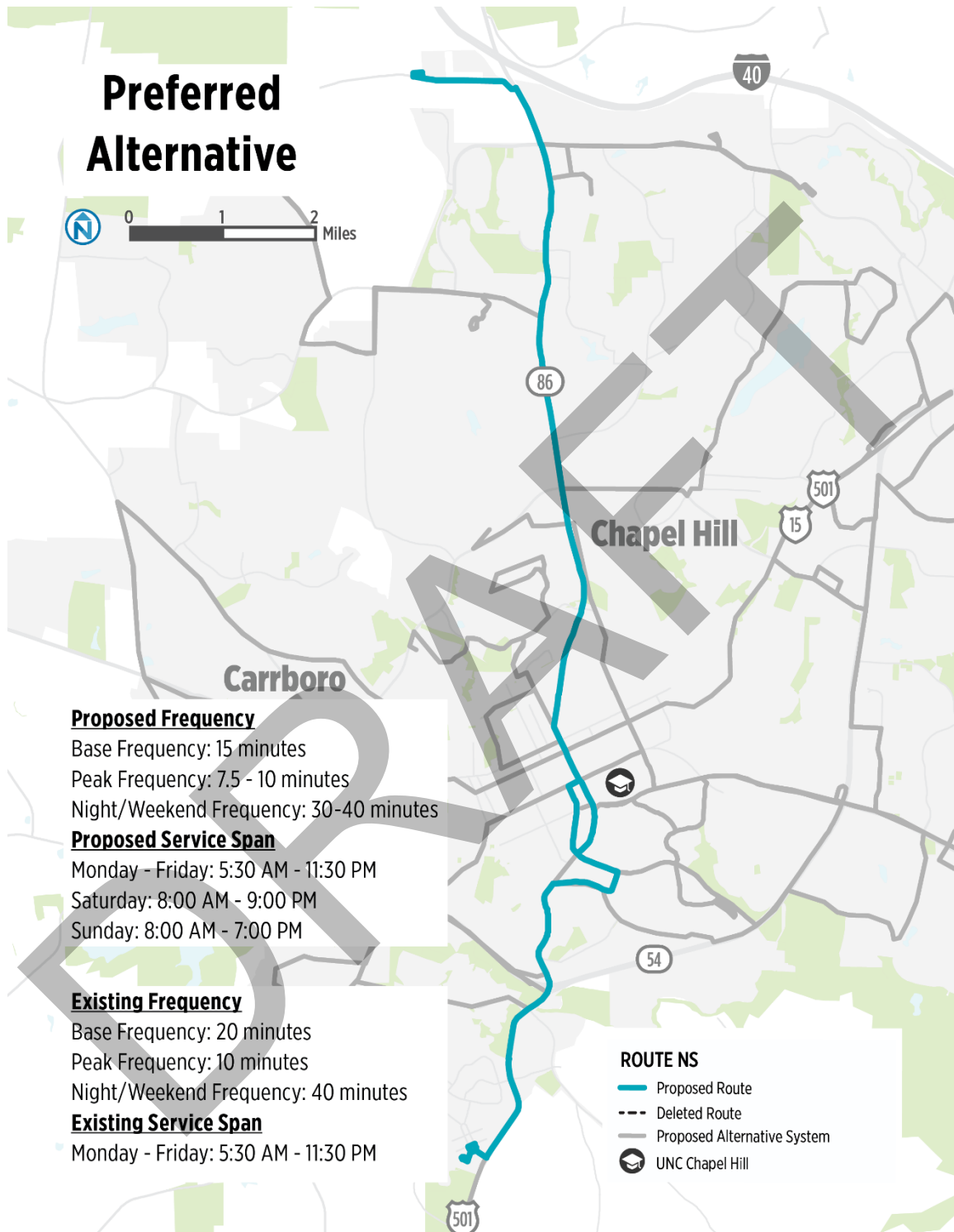


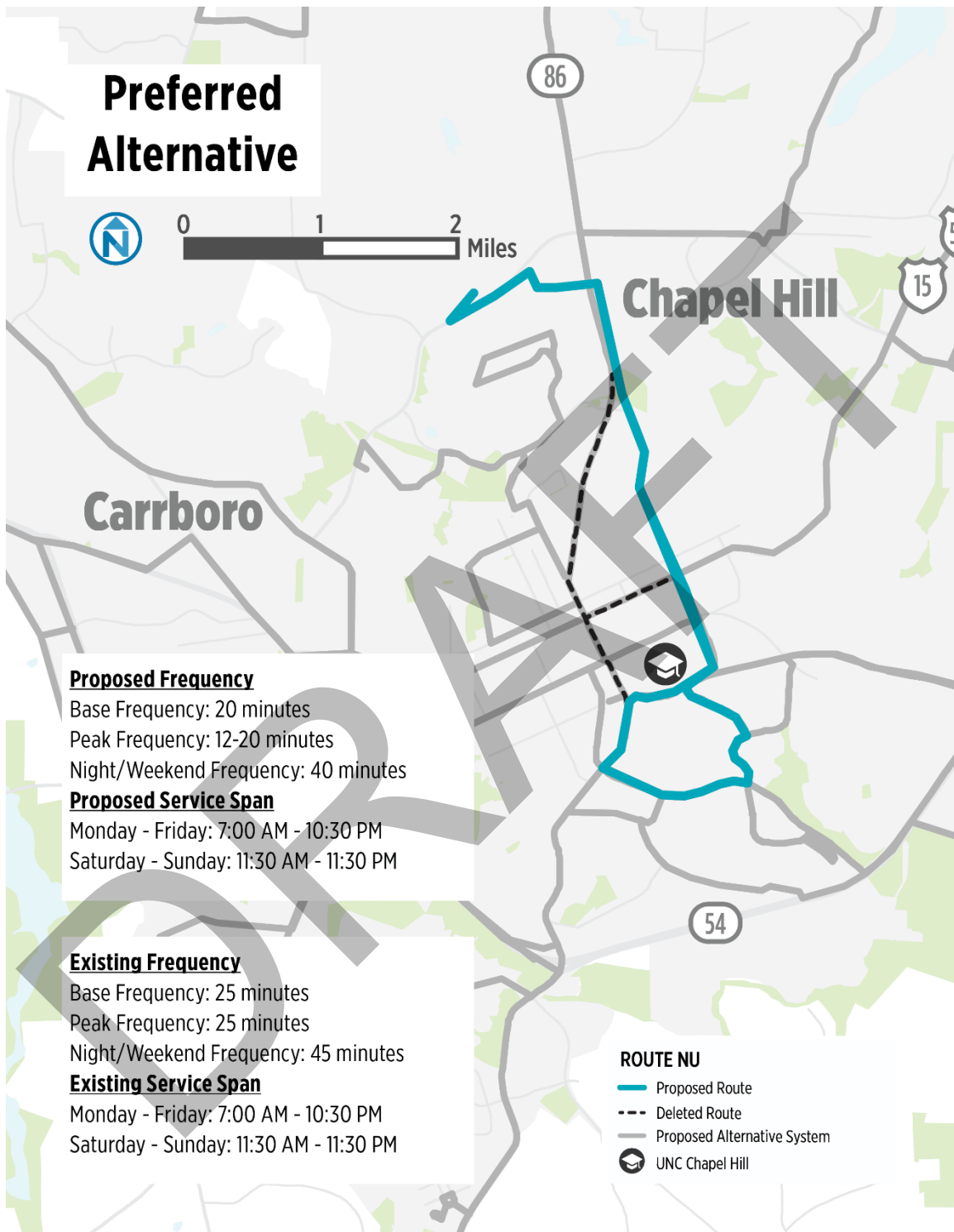


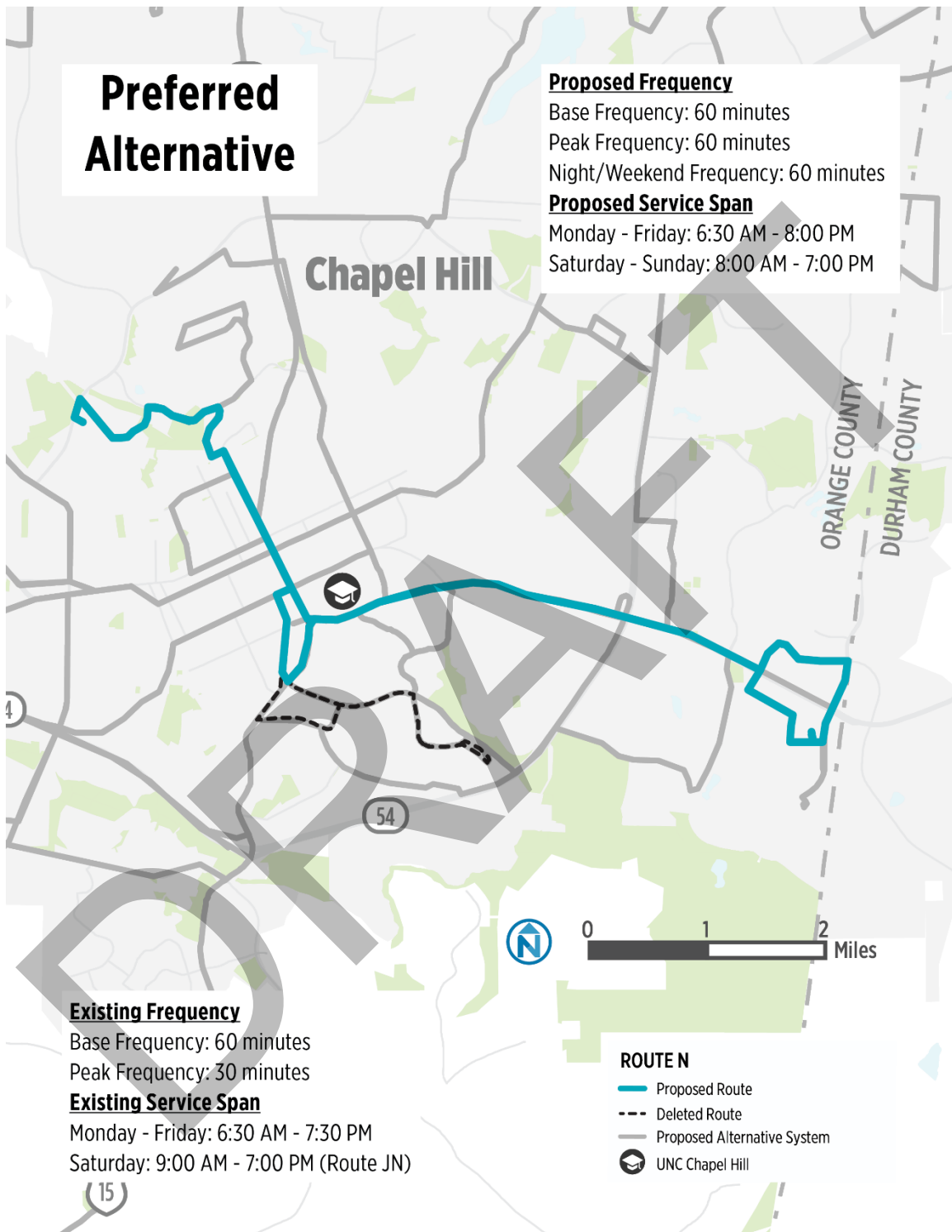


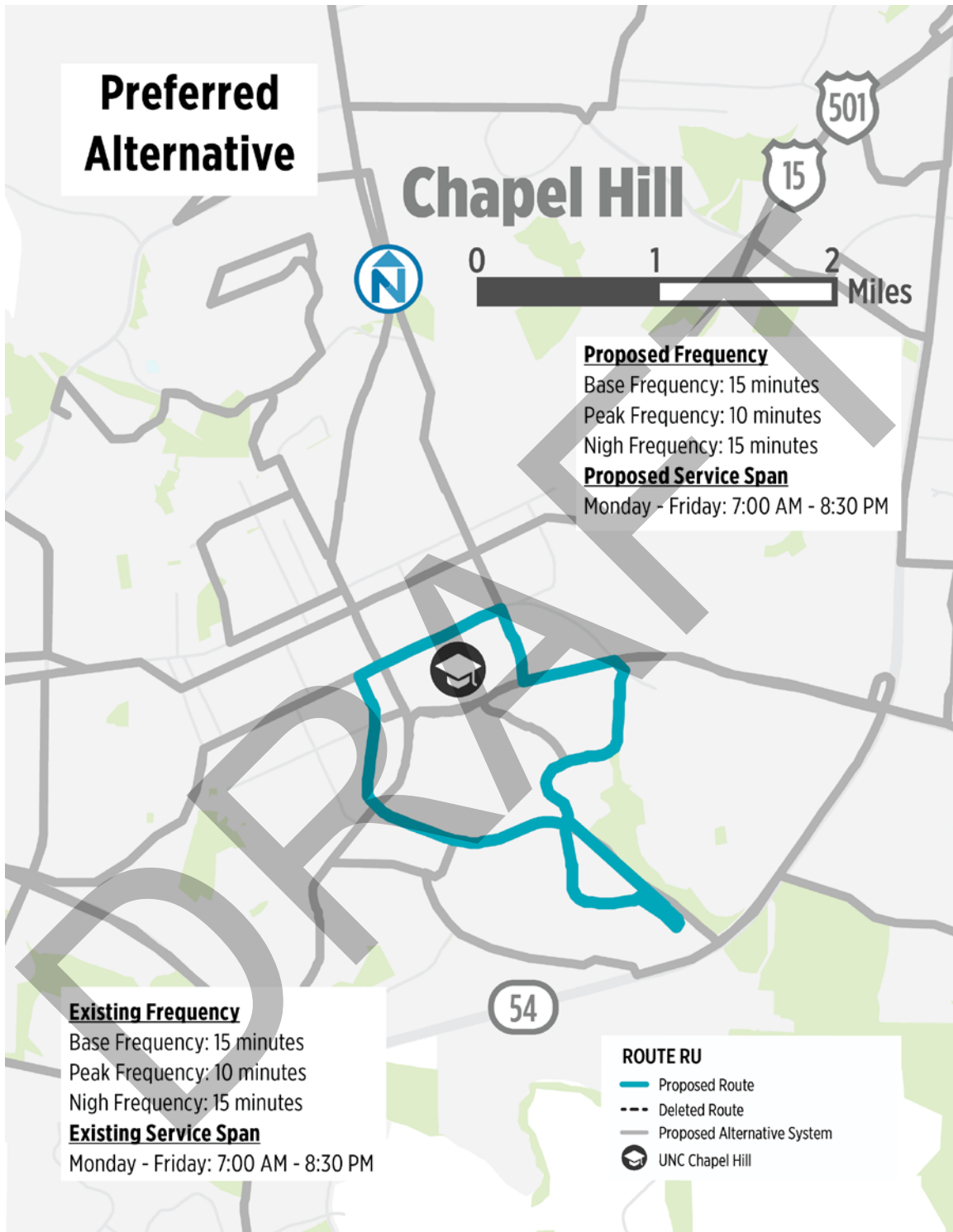


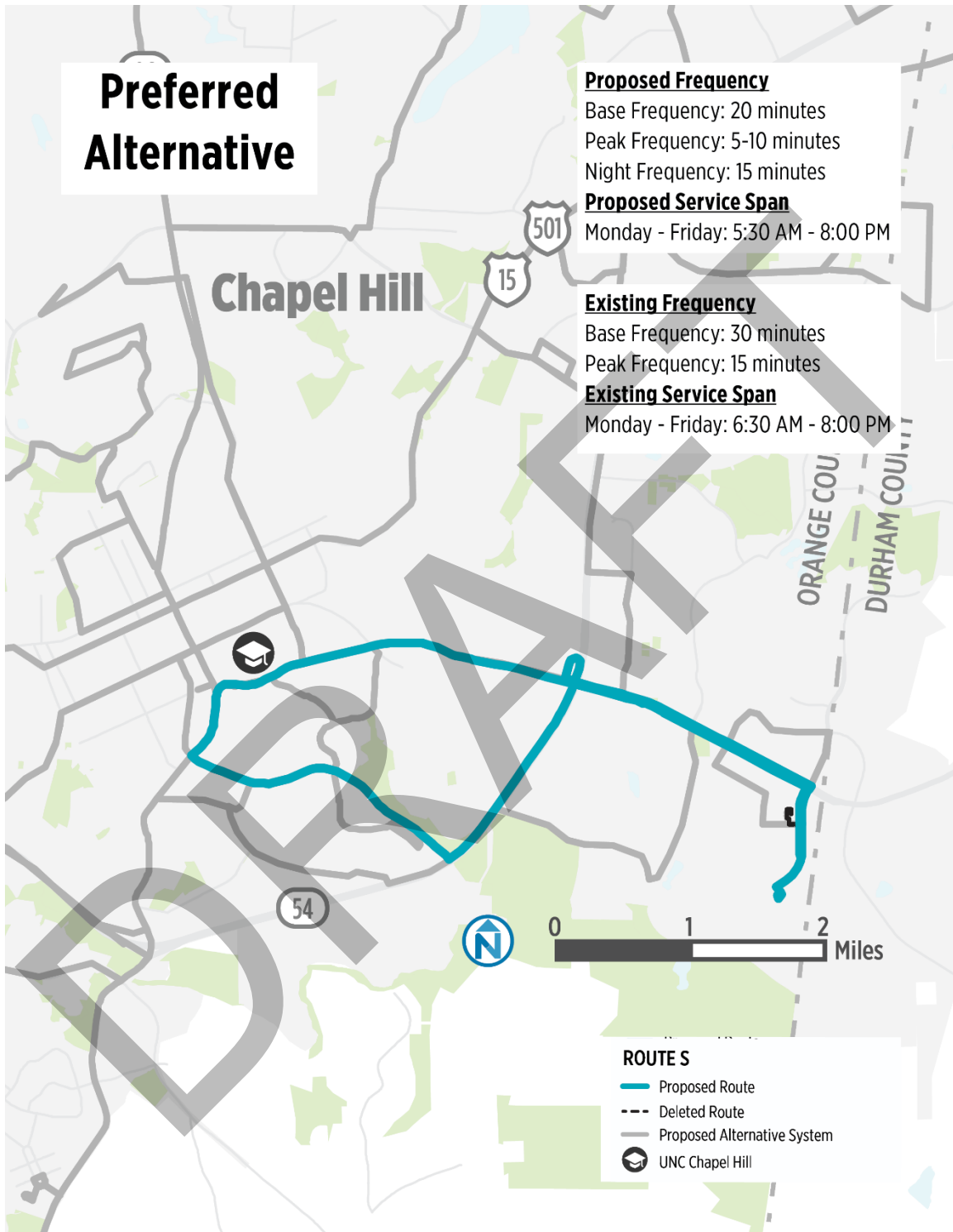


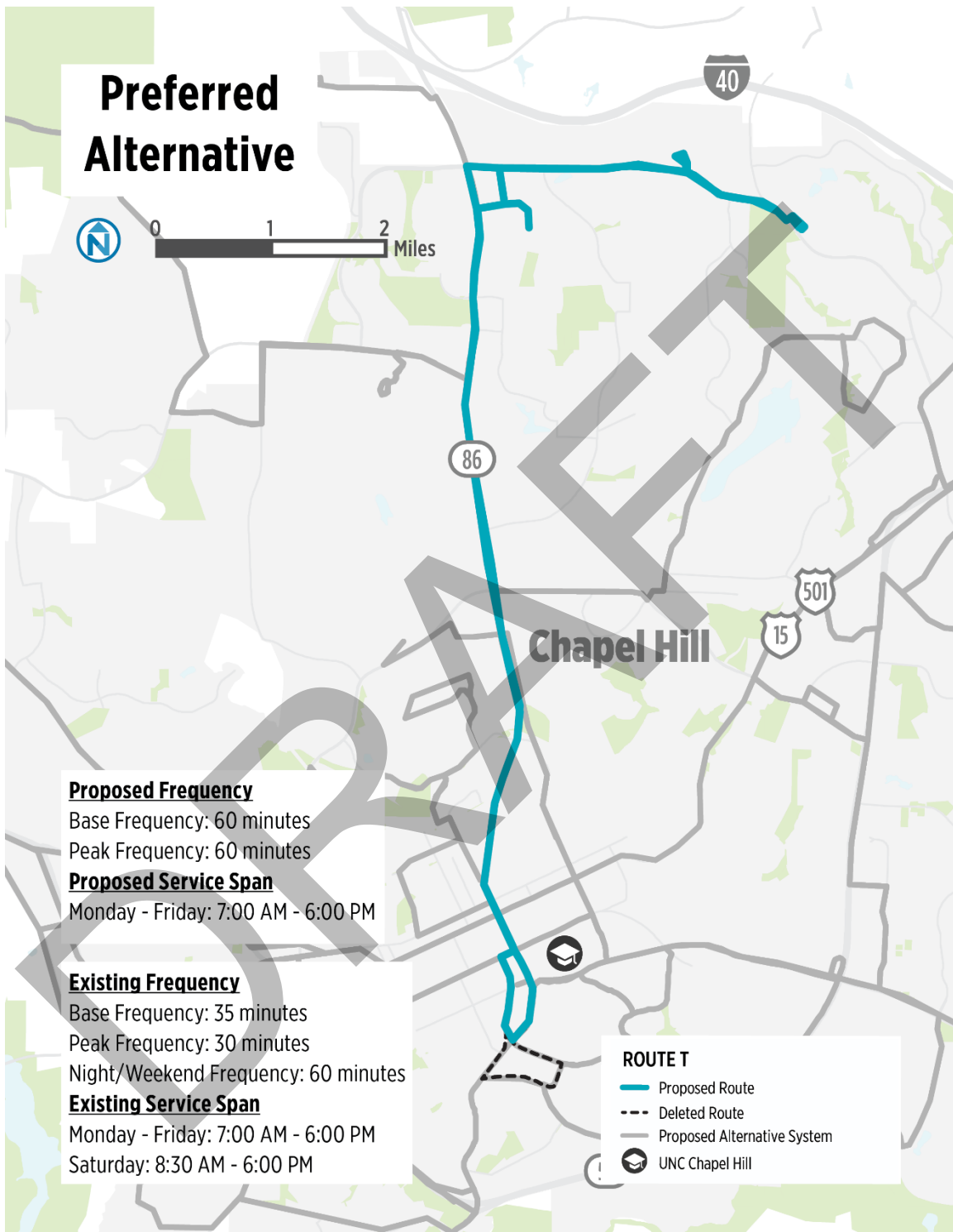


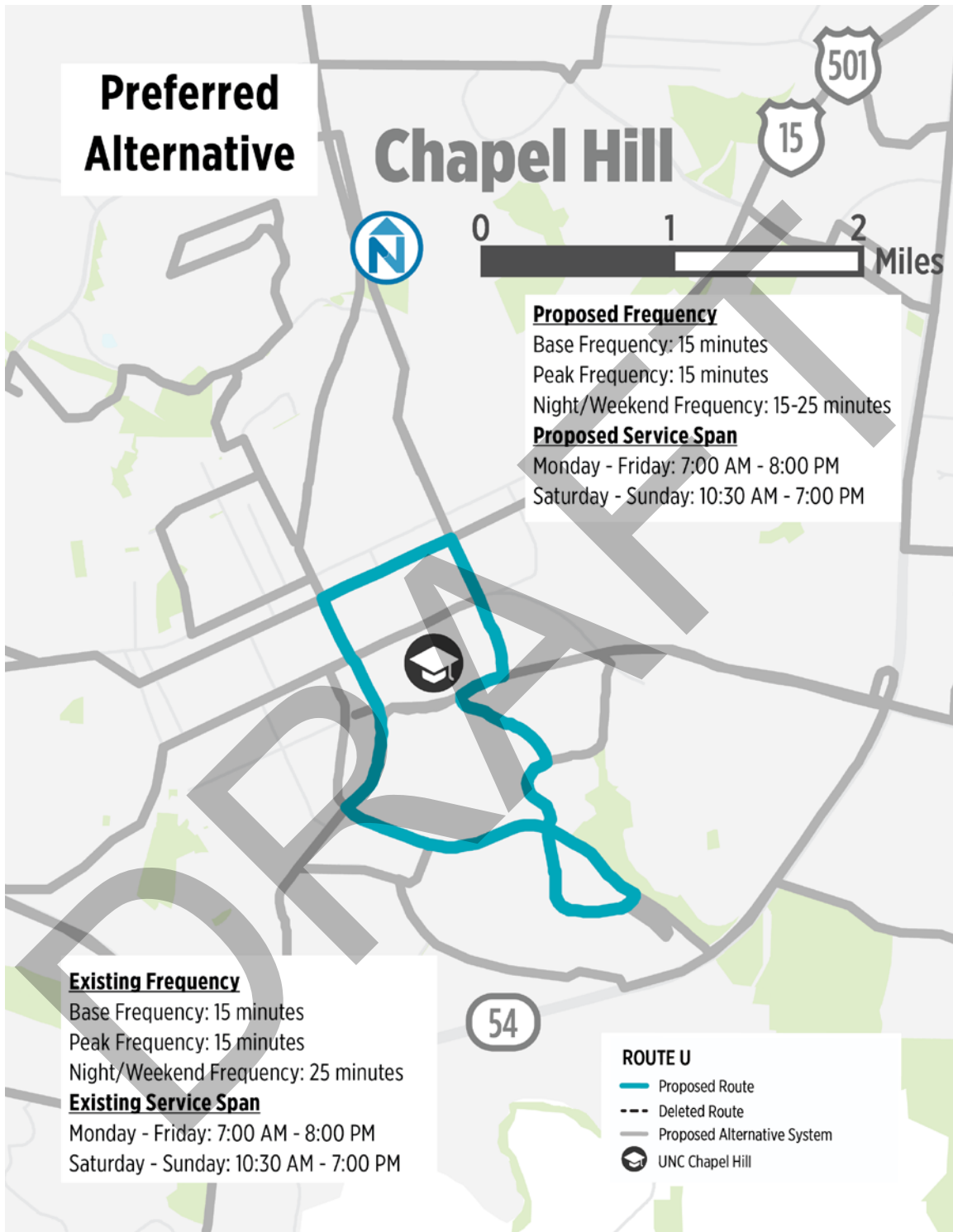


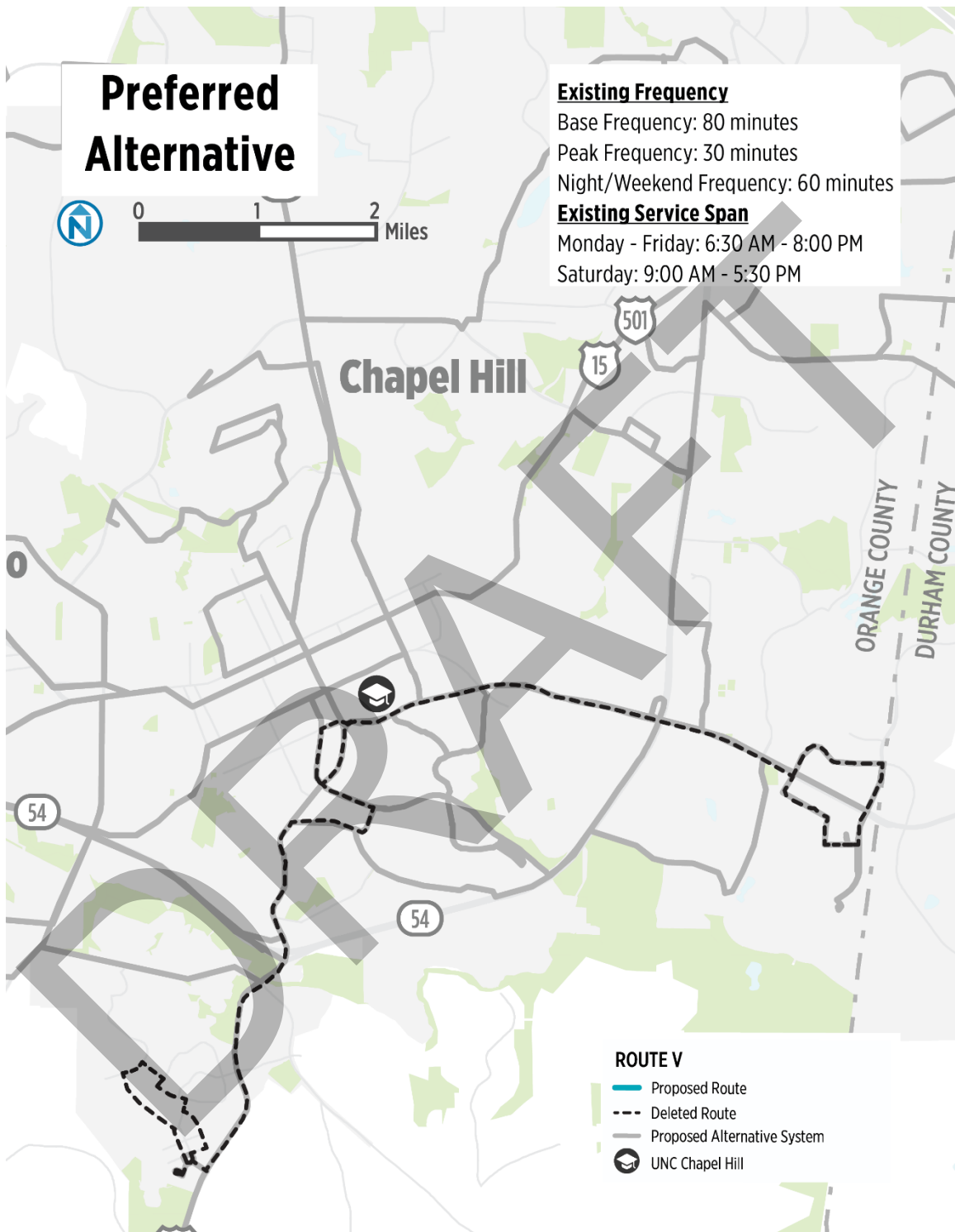












5D. August Service Adjustment Updates

Staff Resource: Nick Pittman, Transit Planning Manager

On Monday, August 13, 2018, Chapel Hill Transit implemented fall service changes in response to ridership trends, changing traffic patterns and growth in the area. The following changes were implemented.

More Bus Service (funded by the Orange County Transit Plan):

- **CW Route:** Designed to relieve overcrowding in the afternoon and evening peak, this improvement provides 20 minute service from 3:20 PM to 6:00 PM each weekday and match the AM service funded in FY18. These trips will aid overcrowding that is currently occurring on the CW and J routes along Franklin Street.
- **D Route:** Designed to relieve overcrowding in the afternoon and evening peak, this improvement provides 6 additional trips from 3:00 PM to 6:30 PM. All six (6) trips serve the University, Hospital, Franklin Street, Elliott Road and Blue Hill District. Two (2) of the six (6) trips also serve Culbreth Road and Smith Level Road in Carrboro.
- **Saturday Expansion:** Designed to meet the needs of customers using services on weekends to access employment and retail. This improvement expanded all Saturday Routes (CM, CW, D, FG, JN, T, and V) to operate from around 8:00 AM – 7:00 PM, adding 16 additional trips on Saturdays along with expanded service hours for Demand Response.

Service Adjustments:

- **B Route:** Adjusted schedule times to reflect running times in the corridor and improve on-time performance.
- **T Route:** All trips towards East Chapel Hill High will serve the Carol Woods stop (pulling off Weaver Dairy Road) upon request to improve customer's trip times.
- **Saturday CW:** Adjusted schedule times to reflect running times in the corridor and improve on-time performance.
- **Saturday T:** Adjusted schedule times to reflect running times in the corridor and improve on-time performance.
- **Saturday V:** Adjusted schedule times to reflect running times in the corridor and improve on-time performance.
- **All Routes:** Adjusted published time points to improve operational performance.

5E. Transit Advertising Request for Proposals (RFP) Update

Staff Resource: Brian Litchfield, Director
Kathryn McMillan, Procurement Specialist

Overview

Staff finalized a draft of the Request for Proposal (RFP) for outsourcing Transit Advertising. We are waiting for guidance from the Attorney's Office before we can submit our final draft to the Purchasing and Contract Manager for publication. Tentative publication date is the beginning of September 2018.

Attachment

- Draft Transit Advertising RFP



**REQUEST FOR PROPOSALS
FOR
TRANSIT ADVERTISING SERVICES
TOWN OF CHAPEL HILL, NORTH CAROLINA**

DATE: SEPTEMBER XX, 2018

BID: PXX-2018

TO: ALL PROSPECTIVE BIDDERS

FROM: PURCHASING AND CONTRACTS MANAGER

SUBJECT: REQUEST FOR PROPOSAL FOR TRANSIT ADVERTISING SERVICES

DATE AND TIME BIDS ARE DUE: SeptemberXX, 2018

LOCATION:
**TOWN OF CHAPEL HILL
PURCHASING OFFICE
405 MARTIN LUTHER KING JR. BLVD.
CHAPEL HILL, N.C. 27514**

The Town of Chapel Hill, North Carolina requests proposals from qualified advertising professionals to manage the Transit Advertising Program on behalf of Chapel Hill Transit.

If you should have any questions on the bidding procedures, please contact the Purchasing Division at (919) 969-5022.

Please note there will be a pre-bid meeting held on XXXday, September XX, 2018 at 11:00am at Chapel Hill Transit, 6900 Millhouse Rd, Chapel Hill, NC 27516. All potential bidders are hereby notified that attendance at the Pre-bid Meeting is optional.

Any additional questions that arise after the pre-bid conference must be sent in writing to Kathryn McMillan, Procurement Specialist, Chapel Hill Transit, at kmcmillan@townofchapelhill.org by 5:00 P.M. on XXXday, **September XX, 2018**. Responses to all questions received will be published in the form of an addendum on the Town's website at www.townofchapelhill.org by **September XX, 2018**.

Sealed proposals are due to the Purchasing & Contracts Manager, Town of Chapel Hill, 405 Martin Luther King Jr. Boulevard, Chapel Hill, North Carolina 27514 by XXXXday, September XX, 2018 at 3:00 P.M. All bids received after 3:00 P.M. on **September XX, 2018** will not be considered.

Any proposal may be withdrawn up until the due date and time set for bids. Any proposal not so withdrawn shall constitute an irrevocable offer to provide the services set forth in the Contract until one or more of the proposals have been duly accepted.

The bidder's attention is directed to the fact that the information submitted on the proposal will ultimately be considered as an integral part of the Contract executed with the successful bidder.

All proposals shall be in sealed envelopes and marked on the exterior, "Bid #PXX- 2018: Transit Advertising" and addressed to:

Purchasing and Contracts Manager
Town of Chapel Hill
405 Martin Luther King Jr. Boulevard
Chapel Hill, NC 27514

Note: If not mailed, proposals must be delivered to the Town's Purchasing Office at 405 Martin Luther King Jr. Boulevard, Chapel Hill, NC 27514 and received by 3:00 P.M. on **XXXXXX, 2018**.

All proposals received will be examined promptly after opening and an award will be made at the earliest possible date thereafter. NOTE -THE BID OPENING PROCESS WILL NOT BE OPEN TO THE PUBLIC.

The Town will select the proposal(s) that best meets its needs.

The Town specifically reserves the right to reject any and all proposals.

Special Requirements:

The successful bidder shall procure and maintain during the life of the contract the following insurance coverages:

Worker's Compensation: Coverage to apply for all employees for statutory limits in compliance with the applicable state and federal laws. The policy must include employer's liability with a limit of \$100,000 for each accident, \$100,000 bodily injury by disease each employee and \$500,000 bodily injury by disease policy limit.

Comprehensive General Liability: Shall have minimum limits of \$1,000,000 per occurrence combined single limit for bodily injury liability and property damage liability. This shall include premises and/or operations, independent contractors, products and/or completed operations, broad form property damage and explosion, collapse and underground damage coverage, sudden and accidental pollution losses, and a contractual liability endorsement.

Business Auto Policy: Shall have minimum limits of \$1,000,000 per occurrence combined single limit for bodily injury liability and property damage liability. This shall include: owned vehicles, hired and non-owned vehicles and employee non-ownership.

The Town of Chapel Hill is to be named as an additional insured on the Comprehensive General Liability policy.

Current, valid insurance policies meeting the above requirements shall be maintained for the duration of the project. Renewal certificates shall be sent to the Town of Chapel Hill thirty (30) days prior to any expiration date. There shall also be a 30 day notification to the Town in the event of cancellation or modification of any stipulated insurance coverage. Certificates of Insurance on an Accord 25 (8/84) or similar form meeting the required insurance provisions shall be forwarded to the Town of Chapel Hill. Wording on the Certificate of Insurance which states that no liability shall be imposed upon the company for failure to provide such notice is not acceptable. Original policies or certified copies of policies may be required by the Town at any time.

Hold Harmless: The Contractor agrees to indemnify and hold harmless the Town of Chapel Hill, It's employees and It's agents from all loss, liability, claims or expense (including reasonable attorneys' fees) arising from bodily injury, including death or property damage to any person or persons caused in whole or in part by the negligence or willful misconduct of the Contractor except to the extent same are caused by the negligence or misconduct of the Town.

I. Scope of Work and General Conditions

Chapel Hill Transit (CHT) provides public transportation services to residents and visitors of the Chapel Hill, Carrboro, and University of North Carolina communities. Since December 2012, CHT has offered transit advertising as a source of revenue to help offset system operating costs. Advertising is currently allowed on the exterior and interior of all 40 ft. fixed route buses. CHT is looking to outsource this service to a qualified firm who would be responsible for all aspects of the Marketing Program on CHT buses. *Please see Appendix A for advertising sizes and options.*

The successful bidder responsibilities would include:

1. Solicit and procure advertisers for available advertising space.
2. Develop and maintain good relationships with current or potential clients.
3. Perform all sales functions and account management including contracting for advertising with clients, billing, and collections.
4. Produce all sales pieces (rate cards, etc.) for CHT and would be responsible for sales and marketing for advertising agency's available transit assets except as directed by CHT. We reserve the right to use a set amount of advertising space for our exclusive use for any purpose deemed to be in the best interest of our agency.
 - a. Up to 4 exterior advertising spaces, including all panel sizes or wraps.
 - b. Up to 5 interior advertising spaces per vehicle.
5. Comply with all CHT Advertising Policies and ensure compliance by advertisers. Responsible for staying up to date on policy should any change occur in the future. *See Appendix B for CHT Advertising Policy.*
6. Responsible for the installation, removal, and disposition of interior and exterior advertising media. All advertising materials displayed on CHT shall be of a quality so as to maintain an attractive appearance and to withstand the elements and general asset maintenance (e.g. cleanings).
7. The installation and future removal of bus interior and exterior advertising will be conducted on-site at Chapel Hill Transit, 6900 Millhouse Rd, Chapel Hill, NC 27510. All installation and removal of ads will need to be scheduled in advance with CHT Maintenance Staff. Work will only be able to be completed on Sundays.
8. Restoration of artwork, production, and painting of vehicles used in the advertising program at the end of each ad campaign contract. Any damage to vehicles as a result from advertising shall be repaired at sole responsibility of the contractor for no additional cost to CHT.
9. Preparation of reports pertaining to the provision of the service on a monthly basis, including copies of all contracts with advertisers.
10. Other work as may be necessary to comply with the requirements contained in the agreement.

All costs of fulfilling these responsibilities will be borne by the Contractor. Contractor must furnish all equipment, labor, supervision, any/and all required materials and services.

Please Note: Geographic advertising sales will not be permitted. The fleet is assigned based on a variety of considerations and assigning vehicles to keep certain signs in certain parts of the service area will not be permitted.

Contract Length:

The initial term of the contract shall be for a three (3) year period beginning on the date of contract execution with the possibility of two (2) one (1) year options, for a total of five (5) years. The option years may be exercised by mutual agreement.

II. Proposal Requirements

All proposers are expected to examine the specifications and all instructions in the RFP. Failure to do so is at the proposer's risk. Each proposer must furnish the information required. Proposers must sign and submit all proposal forms, certifications, and affidavits. The person signing the proposal must have authority to do so.

The Town of Chapel Hill reserves the right to waive any minor proposal informalities or irregularities that do not affect the substance of the proposal or prejudice other proposers. The Town of Chapel Hill reserves the right to accept any proposal or any part or parts thereof or to reject any and all proposals submitted.

Proposals should include:

1. Proposals must include a cover letter that briefly introduces the firm, provide the name of point of contact including email address and phone numbers, and signed by an agent who has authority to commit the firm's personnel and resources to the project and to execute legal documents on the firm's behalf.
2. Proposals must provide a company profile that includes company's history and organization structure, the firms advertising capabilities and resources, the history of principals/officers including experience. Must also include plan to address employee turnover, promotions, or poor performance by project team to minimize impact on CHT.
3. Proposals should clearly state a payment proposal/revenue share for CHT. This should include:
 - a. Minimum guaranteed payment for compensation to CHT for each year of the proposed contract.
 - b. Percentage rate on sales revenue paid to CHT. Specifying the basis on which the percentage rate will be applied (gross or net revenue and what expenses are deducted to determine net revenue).
 - c. Method of payment to be used (i.e., monthly, quarterly, semiannually, or annually).
 - d. Compensation structures must be outlined for CHT with corresponding rational.
4. Proposals must include at least three (3) current and/or former clients as references including contact information. All references should list the date and length of time the firm served each client, the size of the operation, the creative methods used by the firm to increase revenue and the ways in which the firm increased revenue for each client. Examples of advertising artwork designs used should be submitted. Provide a list of major accounts added within the past 24 months.

5. Proposals should describe their approach to this project and how they will go about securing advertisers for maximum returns. As part of the project approach, contractors can consider use of alternate advertising mediums, for example, expanding advertising to our Demand Response Vehicles.
6. Proposals must list and briefly describe the circumstances and status of any litigation involving the firm that was initiated from January 1, 2013 to present.
7. Proposals should provide a statement on why the firm would be most qualified to handle this account and past experience serving transit companies and other public agencies.
8. Proposals should provide a statement of the financial condition of the company including at least one back reference and two supplier references.
9. Proposals can include items that were not addressed in this procurement but the bidders feels is relevant to their proposal.

III. Selection Criteria and Methodology

Chapel Hill Transit's selection committee will perform a review of all submissions and discard any submission which is non-responsive – the submission does not meet the minimum requirements of this Request.

The selection committee will score responses with consultation from other Town of Chapel Hill Staff, including Information Services. Chapel Hill Transit and the Town will enter into negotiations with the top candidate to achieve a contract. Proposals will be evaluated and scored based on the following criteria

Score Card Criteria

30 Points: Project Approach
25 Points: Firm Experience and Qualifications
15 Points: Client References
30 Points: Price Proposals (cost, rates, and revenue estimates)

OTHER TERMS AND CONDITIONS

The vendor agrees to the following:

To examine the RFP and conditions thoroughly. The failure of omission of any vendor to examine any form, instrument or document shall in no way relieve any vendor from any obligation in respect to their proposal.

To comply with all federal, state, and city laws, ordinances, and rules.

CHT expressly reserves the following rights:

1. To waive or reject any and/or all irregularities in the proposals submitted.
2. To waive or reject any and/or all proposals or portions thereof.

3. To base awards with due regard to cost of project, compliance with specifications and other such factors as may be necessary due to circumstance.
4. To make an award to a vendor whose proposal is in CHT's best interest.
5. To negotiate different terms and conditions with any vendor CHT chooses.

QUALIFICATIONS OF VENDOR

CHT may make such investigations as deemed necessary to determine the ability of the vendor to perform the work, and the vendor shall furnish all information and data for this purpose as CHT Staff may request. CHT reserves the right to reject any proposal if the evidence submitted by, or investigation of, such vendor fails to satisfy CHT that such Vendor is properly qualified to carry out the obligations of the contract and to complete the work contemplated therein. Conditional proposals will not be accepted.

PROJECT TIMELINE

September, 2018	RFP Released
September, 2018	Optional pre-bid meeting
September, 2018	Questions from vendors due
September, 2018	Addendum to RFP posted to Town website
September, 2018	Proposals due
October 2018	Proposal review complete and contract award

APPENDIX A

Chapel Hill Transit Advertising Program

Chapel Hill Transit (CHT) is the second largest transit system in North Carolina, providing over seven million rides per year. CHT serves the communities of Chapel Hill, Carrboro, and the University of North Carolina and Chapel Hill (UNC). The two towns and the university share annual operating and capital costs associated with CHT on a contractual bases.

CHT is a fare free system with fixed-route bus service on 31 weekday and weekend routes and EZ Rider demand response (ADA) service. CHT has a fleet of 119 vehicles (93 fixed-route and 17 demand response) covering over 2.5 million miles per year in a service area of 62 square miles. Our fixed-route fleet consists of eleven (11) 35' buses, seventy-seven (77) 40' buses, and five (5) 60' buses.

All buses in the fleet used in service through vehicle rotation and per FTA guidelines are not assigned to specific routes. Buses are periodically taken out of service for preventative maintenance and repairs. CHT does not make guarantee of how long each individual bus will be in service, but will offer make goods on advertising posted on buses that are down for extended periods due to maintenance and repairs.

Special rates are provided for non-profit, partners, and state and local government entities.

Advertising Space Inventory

Exterior advertising space is available on eighty (80) Transit Buses while interior advertising is available on all buses. Not included in this total is the four buses that CHT reserves for advertising for their Transit Partners.

Proposers can suggest alternative means of advertising.

Advertising Styles and Sizes:

40 ft Buses

King: 144" W x 30" H

Queen Panels: 108" W x 30" H

Tail: Size varies based on bus make

Full Wrap: Covers entire bus

Interior Cards: 20" W x 10.75" H

Interior Bulk Head Cards: 21" W x 21.5" H

60ft Buses

King: 144" W x 30" H

Tail: Size varies

Full Wrap: Covers entire bus

Interior Cards: 20" W x 10.75" H

Interior Bulk Head Cards: 21" W x 21.5" H

EXAMPLES OF ADVERTISING

FULL WRAP



KING PANEL



QUEEN PANEL



TAIL PANEL



TRANSIT ADVERTISING POLICY

**POLICIES AND STANDARDS FOR ADVERTISING
ON CHAPEL HILL TRANSIT FACILITIES**

Chapel Hill Transit (CHT) is a regional transit system created under section of the Town of Chapel Hill Ordinances. Chapel Hill Transit owns and operates buses, bus shelters, a garage and other properties (collectively referred to as “Transit Facilities”) in conjunction with its regional transit system. It is in the public interest to make advertising space available upon payment of rent in accordance with CHT’s adopted rental schedule on certain designated Transit Facilities to generate revenue and help fund the operation of the regional transit system or upon acceptance of the advertising as unpaid public advertising or public service announcements in accordance with this policy in order to support public agencies and community non-profit services.

I. PURPOSE

1.01 Limited Public Forum; Commercial/Proprietary Functions. Chapel Hill Transit will rent space on its Transit Facilities for limited types of advertising (“Permitted Advertising”). By allowing limited types of advertising on or within its buses and or bus shelters and providing limited space at no charge pursuant to this policy, Chapel Hill Transit does not intend to create a full public forum for open public discourse or expressive activity, or to provide a forum for all types of advertisements. The display of Permitted Advertising upon payment of rent in accordance with CHT’s adopted rental schedule on designated Transit Facilities is intended only to supplement fare revenue, tax proceeds and other income that fund the regional transit system.

1.02 Certain Excluded Advertising. Chapel Hill Transit will not accept for display on its Transit Facilities the types of advertising defined in Section 2.01 of these policies and standards (“Excluded Advertising”). By not accepting Excluded Advertising, Chapel Hill Transit can:

- (a) maintain a professional advertising environment that maximizes advertising revenues and minimizes interference or disruption of the commercial aspects of its regional transit system;
- (b) protect passengers, employees and Chapel Hill Transit facilities from harm or damage that can result from some individual’s reactions to political or controversial materials; and
- (c) help build and retain transit ridership.

1.03 Limits on Permitted Advertising. Placing reasonable limits on Permitted Advertising displayed on its Transit Facilities will enable Chapel Hill Transit to:

- (a) avoid subjecting its passengers and other members of the public to material that may discourage them from using regional transit services;
- (b) maintain an image of professionalism and decorum;

- (c) avoid displaying material that is not suitable for viewing by minors who ride on Chapel Hill Transit buses or those individuals whose neighborhoods are served by Chapel Hill Transit bus routes; and
- (d) maximize revenues by attracting and maintaining the patronage of passengers.

II. ADVERTISING POLICIES

2.01 Excluded Advertising. For the purposes of these policies and standards, the advertising described in this Section 2.01 is “Excluded Advertising.” Chapel Hill Transit will not accept the following Excluded Advertising for display, posting or placement on or within its buses, or other Transit Facilities:

- (a) ***Alcoholic Beverages.*** Advertisements and images soliciting or promoting the sale or use of alcoholic beverages.
- (b) ***Tobacco Products.*** Advertisements and images soliciting or promoting the sale or use of tobacco products including, but not limited to, cigarettes, cigars and smokeless tobacco.
- (c) ***Advertisements about Chapel Hill Transit.*** Advertisements and images that relate to Chapel Hill Transit and services, except public service advertisements provided by Chapel Hill Transit itself.

2.02 Permitted Advertising. Subject to the viewpoint-neutral standards contained in Section 3.01 of these policies and standards, Chapel Hill Transit will accept “Permitted Advertising” for display or placement on designated Chapel Hill Transit Facilities. For the purposes of these policies, “Permitted Advertising” is advertising that:

- (a) Does not qualify as Excluded Advertising under Section 2.01.
 - (b) Generally relates to the economic interests of the advertiser and its audience.
- Advertising defined in Section 3.02 and 3.03 also is Permitted Advertising.

2.03 Prohibitions on Literature or Product Distribution and Leafleting.

Chapel Hill Transit’s purpose in operating a regional transit system is to meet the public’s need for efficient, effective and safe public transportation. Chapel Hill Transit Facilities are not intended to be public forums for public discourse or expressive activity. Literature or product distributions, leafleting and similar activities can disrupt or delay passengers who are boarding and exiting buses and other transit vehicles, distract passengers, distract bus operators, cause maintenance issues, and otherwise create safety issues for passengers, operators and surrounding traffic. Accordingly, distribution of literature, leafleting, and other informational or activities are prohibited within Chapel Hill Transit buses or other transit vehicles and within Chapel Hill Transit bus shelters, except for the provision of leaflets and information provided by Chapel Hill Transit itself that are related to provision of or are for the benefit of transportation-related public services or public events sponsored by the Town of Chapel Hill, the Town of Carrboro, or the University of North Carolina.

III. ADVERTISING STANDARDS AND RESTRICTIONS

3.01 Advertising Standards and Restrictions. Chapel Hill Transit will make available on designate Chapel Hill Transit Facilities space for advertisements subject to the viewpoint-neutral restrictions in this Section 3.01 that limit certain forms of advertising.

Advertisements cannot be displayed or maintained on Chapel Hill Transit Facilities if the advertisement or information contained in the advertisement falls within one or more of the following categories:

- (a) ***False, Misleading, or Deceptive Advertising.*** Advertising or any material or information in the advertising that is false, misleading or deceptive.
- (b) ***Disrespectful Advertising.*** Advertising or any material or information in advertising that is, or that is intended to be (or reasonably could be interpreted as being) disparaging, disreputable or disrespectful to persons, groups, businesses or organizations, including but not limited to advertising that portrays individuals as inferior, evil or contemptible because of their race, color, creed, sex, pregnancy, age, religion, ancestry, national origin, marital status, disability, including those related to pregnancy or child birth, gender identity, or gender expression or sexual orientation, or any other characteristic protected under federal, state or local law.
- (c) ***Unauthorized Endorsement.*** Advertising that implies or declares that Chapel Hill Transit endorses a product, service, point-of-view, event or program. The prohibition against endorsement does not apply to advertising for a service, event or program for which Chapel Hill Transit is an official sponsor, co-sponsor or participant, provided Chapel Hill Transit's Director or other designated representative gives prior written approval regarding the endorsement.
- (d) ***Obscene Material.*** Advertising that contains obscene materials as defined in North Carolina General Statute Sec. 14-190.1(b), or that displays sexual conduct or information in a manner that would be offensive to a reasonably prudent person of average sensitivity in the community.
- (e) ***Offensive Materials.*** "Offensive materials" means displays or information that would be offensive to a reasonably prudent person of average sensitivity in the community, including advertising that contains derisive, distorted, immoral, profane or disreputable language or impressions.
- (f) ***Unlawful Goods or Services.*** Advertising or any material or information in the advertising that depicts, promotes or reasonably appears to encourage the use or possession of unlawful or illegal goods or services.
- (g) ***Unlawful Conduct.*** Advertising or any material or information in the advertising that: depicts, promotes or reasonably appears to encourage unlawful or illegal behavior or conduct, including unlawful behavior of a violent or antisocial nature; is libelous or an infringement of copyright; is otherwise unlawful or illegal; or is

likely to subject Chapel Hill Transit to liability.

- (h) **Adult Entertainment.** Advertising that promotes or displays images associated with adult book stores, adult video stores, nude dance clubs and other adult entertainment establishments, adult telephone services, adult internet sites and escort services.
- (i) **Graffiti.** Advertising that uses images or symbols that depict or represent graffiti.
- (j) **Illegal Firearms and Weapons.** Advertising that contains images or depictions of illegal firearms or any firearms, or the unlawful use of firearms or other weapons.
- (k) **Internet Addresses and Telephone Numbers.** Advertising that directs viewers to internet addresses or telephone numbers that contain materials, images or information that would violate these advertising standards if the materials, images or information were contained in advertising displayed or posted on Chapel Hill Transit Facilities.
- (l) **Distractions and Interference.** Advertising that incorporates or displays any rotating, revolving, or flashing devices or other moving parts or any word, phrase, symbol or character, any of which are likely to interfere with, mislead or distract traffic or conflict with any traffic control device or motor vehicle regulation.
- (m) **Libelous Material.** Advertising that is libelous.

3.02 Political Campaign Advertising. Advertising promoting or opposing named candidates for elective office or issues upon which a referendum is being held shall be permissible. All such advertising shall bear conspicuously a paid advertising disclaimer that shall be consistent with the requirements as outlined in Attachment A.

3.03 Other Permitted Advertising and Public Service Announcements. Chapel Hill Transit may make advertising space available for advertising proposed by governmental entities, academic institutions or tax-exempt nonprofit organizations (examples include: ads focusing on personal health or wellness issues, or ads informing the public about programs, services or events). Non-profit entities must document their tax-exempt status. On a limited basis, Chapel Hill Transit may make unpaid advertising space available for public service announcements. Costs associated with the design, production, installation and removal of public service announcements are the responsibility of the group or organization requesting the public service announcement. The advertising and public service announcements permitted under this section cannot contain displays or messages that qualify as Excluded Advertising under Section 2.01 and must comply with these advertising policies and standards. Unless the source of the advertising or public service announcement is obvious from the content or copy, the advertisement or public service announcement, whether paid or un-paid, must specifically identify the sponsor of the advertisement or the message and, if paid, shall bear conspicuously a paid advertising disclaimer that shall be consistent with the

requirements as outlined in Attachment A.

3.04 Space Availability. Chapel Hill Transit limits the amount of space on its Transit Facilities available for advertising and does not represent that it can accommodate all requests for advertising space. Advertising space will be made available only on Chapel Hill Transit Facilities designated by Chapel Hill Transit. No advertising, signs and other types of postings or messages may be displayed, posted or placed on any other Chapel Hill Transit Facilities.

A maximum of three (3) individual panel ads at one time conveying the identical message by the same sponsor shall be permitted on any individual bus operated by Chapel Hill Transit, provided that the permitted number shall be five (5) for tandem buses. This includes any combination of overhead rack signs and bulkhead signs.

3.05 Agency Disclaimer. Chapel Hill Transit shall post at conspicuous locations appropriate disclaimers to advise riders that the views expressed in advertising are not endorsed by the Town of Chapel Hill or Chapel Hill Transit.

3.06 Reservation of Rights. Chapel Hill Transit reserves the right to amend these policies and standards at any time. Subject to any contractual obligations, Chapel Hill Transit reserves the right to discontinue advertising on Chapel Hill Transit Facilities and discontinue accepting advertising for display or posting on Chapel Hill Transit Facilities. Chapel Hill Transit reserves the right to limit the availability of advertising space on its Transit Facilities and remove advertising that does not comply with these advertising policies and standards and, subject to any contractual obligations.

IV. APPEAL OF ADVERTISING DECISIONS

4.01 Initial Reviews. Chapel Hill Transit's Advertising Manager will consult with legal staff for the Town and will make initial decisions about accepting or rejecting proposed advertising. The decisions will be based on these policies and standards. Chapel Hill Transit's Advertising Manager, or other designated Chapel Hill Transit staff, will work with advertisers to resolve issues about advertisements that do not comply with these policies and procedures. Resolution may include modification of the art, copy, or both.

4.02 Appeals to Transit Director. An advertiser may appeal a decision to reject or remove an advertisement by filing a written request with the Transit Director within ten (10) business days after the rejection or removal decision. The advertiser's request must state why the advertiser disagrees with the decision in light of Chapel Hill Transit's advertising policies and standards. The Transit Director shall consult with the Town legal counsel. The Director will review the basis for the rejected or removed advertisement and will consider the advertiser's reasons for filing the request. The Transit Director will make a decision on the request and will notify the advertiser of its decision in writing within fifteen (15) business days after receiving the advertiser's request.

4.03 Further Review by Town Manager. The Town Manager may review Transit Director's

decisions.

ATTACHMENT A
POLITICAL, RELIGIOUS, OR ISSUES ADVERTISING DISCLAIMER
REQUIREMENTS

I. DISCLAIMER REQUIREMENTS

- A. Political Candidates** - On an advertisement that is authorized and paid for by a candidate or his/her campaign committee, the disclaimer must identify:
1. Who paid for the message.
- B. Political Candidate Advertisement Paid by a Different Party** - On an advertisement that is authorized by a candidate or his/her campaign committee, but is paid for by another person, the disclaimer notice must:
1. Identify who paid for the communication.
 2. Indicate that the candidate authorized the message.
- C. Political Advertisement Not For Political Candidate** – On an advertisement that is not authorized by a particular candidate or his/her campaign committee, the disclaimer notice must:
1. Identify who paid for the message.
 2. State that it was not authorized by any candidate or candidate's committee.
 3. List the permanent address, telephone number or world wide web address of the person who paid for the communication.
- D. Religious Oriented, Political Issue or Other Noncommercial Issue Ads**
- The disclaimer notice must:
1. Identify who paid for the message.
 2. List the permanent address, telephone number or world wide web address of the person who paid for the communication.

SAMPLE CONTRACT- DO NOT FILL OUT

**STATE OF NORTH CAROLINA
COUNTY OF ORANGE**

**CONTRACT FOR
{DESCRIPTION OF SERVICES TO BE
PROVIDED UNDER THIS CONTRACT}**

This Contract is made and entered into by and between the “Town of Chapel Hill”, herein “Town”, and “{Contractor’s Full Legal Name}”, herein “Contractor”, for services hereinafter described for the Town of Chapel Hill. This Contract is for {Description of Services to be Provided Under This Contract}.

WITNESSETH

That for and in consideration of the mutual promises and conditions set forth below, the Town and Contractor agree:

1. Duties of the Contractor: The Contractor agrees to perform those duties described in Exhibit A attached hereto and incorporated herein by reference.
2. Duties of the Town: The Town shall pay for the Contractor’s services as set forth in Exhibit A.
3. Fee Schedule and Maximum Sum: Contract amount is not to exceed {insert a not to exceed amount}. Payment shall be made according to Exhibit A.
4. Billing and Payment: The Contractor shall submit a bill to the Town for work performed under the terms of this Contract. The Contractor shall bill and the Town shall pay the rates set forth therein. Payment will be made by the Town within thirty (30) days of receipt of an accurate invoice, approved by the contact person or his/her designee.
5. Indemnification and Hold Harmless: The Contractor agrees to indemnify and hold harmless the Town of Chapel Hill and its officers, agents and employees from all loss, liability, claims or expense (including reasonable attorneys’ fees) arising from bodily injury, including death or property damage to any person or persons caused in whole or in part by the negligence or willful misconduct of the Contractor except to the extent same are caused by the negligence or misconduct of the Town.
6. Insurance Provisions: The Town requires evidence of Contractor’s current valid insurance (if applicable) in the amounts stated below during the duration of the named project and further requires that the Town be named as an additional insured for Comprehensive General Liability and Business Automobile policies. The required coverage limits are: 1) Comprehensive General Liability and Business Automobile - \$1,000,000 per occurrence and 2) Workers’ Compensation - \$100,000 for both employer’s liability and bodily injury by disease for each employee and \$500,000 for the disease policy limit.
7. Non-Discrimination: The Contractor contractually agrees to administer all functions pursuant to this Contract without discrimination because of race, creed, sex, national origin, age, economic status, sexual orientation, gender identity or gender expression.
8. Federal and State Legal Compliance: The Contractor must be in full compliance with all applicable federal and state laws, including those on immigration.

9. E-Verify: The Contractor shall comply with the requirements of Article 2 of Chapter 64 of the North Carolina General Statutes. Further, should Contractor utilize a subcontractor(s), Contractor shall require the subcontractor(s) to comply with the requirements of Article 2, Chapter 64 of the General Statutes. Pursuant to North Carolina General Statute § 143-133.3 (c)(2), contracts solely for the purchase of apparatus, supplies, materials, and equipment are exempt from this E-Verify provision.
10. Amendment: This Contract may be amended in writing by mutual agreement of the Town and Contractor.
11. Termination: Either party may terminate this Contract at any time by giving the other party thirty (30) days written notice of termination prior to the end of the term as described herein.
12. Interpretation/Venue: This Contract shall be construed and enforced under the laws of North Carolina. The courts and the authorities of the State of North Carolina shall have exclusive jurisdiction over all controversies between the parties which may arise under or in relation to this Contract. In the event of any dispute between the parties, venue is properly laid in Orange County, North Carolina for any state court action and in the Middle District of North Carolina for any federal court action. Contrary to any provision that may be contained in any exhibit attached hereto the Town shall not consent to 1) resolving any dispute by means of arbitration and/or 2) waiver of a trial by jury.
13. Preference: In the event that the terms of any exhibit attached hereto are not consistent with the terms of this Contract, this Contract shall have preference; provided that where either any exhibit attached hereto or this Contract establishes higher standards for performance by either party, the higher standard, wherever located, shall apply.
14. Severability: The parties intend and agree that if any provision of this Contract or any portion thereof shall be held to be void or otherwise unenforceable, all other portions of this Contract shall remain in full force and effect.
15. Assignment: This Contract shall not be assigned without the prior written consent of the parties.
16. Entire Agreement: This Contract shall constitute the entire agreement of the parties and no other warranties, inducements, considerations, promises, or interpretations shall be implied or impressed upon this Contract that are not expressly addressed herein. All prior agreements, understandings and discussions are hereby superseded by this Contract.
17. Construction Project Related Sales Tax: If applicable, the Contractor shall furnish the Town certified statements setting forth, the cost of all materials purchased from each vendor and the amount of North Carolina sales and use taxes paid thereon. In the event the Contractor makes several purchases from the same vendor, the Contractor's certified statement shall indicate the invoice number, the inclusive dates of the invoices, the total amount of the invoices, and the North Carolina sales and use taxes paid thereon. The Contractor's certified statement shall also include the cost of any tangible personal property withdrawn from the Contractor's warehouse stock and the amount of North Carolina sales or use tax paid thereon by the Contractor. The Contractor shall furnish such additional information as the Commissioner of Revenue of the State of North Carolina may require to substantiate a refund claim by the Town for sales or use taxes. The Contractor shall obtain and furnish to the Town similar certified statements by the subcontractors. The certified statements to be furnished shall be in the form of the standard CONTRACTOR'S SALES TAX REPORT and

shall be submitted with each request for payment. The Town will not make payment to the Contractor until the CONTRACTOR'S SALES TAX REPORTS ARE SUBMITTED. Any and all refunds received by the Town of said taxes shall remain with the Town, and the Contractor shall not be entitled to such refund.

18. Term: This Contract, unless amended as provided herein, shall be in effect until {_____, ____}, 20{_____}.

[SIGNATURES ON FOLLOWING PAGE.]

This Contract is between the Town of Chapel Hill and {Contractor's Full Legal Name} for {Description of Services to be Provided Under This Contract}.

IN WITNESS WHEREOF, the parties hereto cause this agreement to be executed in their respective names.

{CONTRACTOR'S FULL LEGAL NAME}

SIGNATURE

PRINTED NAME & TITLE

WITNESS

PRINTED NAME & TITLE

TOWN OF CHAPEL HILL

DEPARTMENT HEAD OR DEPUTY/TOWN MANAGER

PRINTED NAME & DEPARTMENT

ATTEST BY TOWN CLERK:

TOWN CLERK

TOWN SEAL

Town Clerk attests date this the ____ day of ____, 20__.

Approved as to Form and Authorization

TOWN LEGAL STAFF

This instrument has been pre-audited in the manner required by the Local Government Budget and Fiscal Control Act.

FINANCE OFFICER

DATE

5F. Tar Heel Express Update

Staff Resource: Brian Litchfield, Director

Background

Chapel Hill Transit provides express bus service from Park and Ride locations around Chapel Hill and Carrboro to University of North Carolina at Chapel Hill home football games, home men's basketball games and other special events. Park and Ride locations vary based on the event; however, they generally consist of Friday Center, Southern Village, Jones Ferry and Airport Drive (103 Airport Drive). Similar to previous years, University Place will not operate as a park and ride location.

Maribeth Lewis-Baker, Operations Manager – Fixed Route, will continue to serve as the Tar Heel Express liaison to the University. Maribeth and her team will continue to work with the University to provide the quality service our customers expect for this service.

We are also working jointly with University Parking and Transportation staff to test a bus only lane along South Road, during football season, to see if we can decrease the travel time from park and ride to the stadium. We will provide updates throughout the season.

Next Steps

Chapel Hill Transit staff and University of North Carolina at Chapel Hill staff are preparing for the upcoming season and are working together on marketing materials for this service.

INFORMATION ITEM

August 24, 2018

5G. FY 17-18 Summary Performance Report

Staff Resource: Matt Cecil, Transportation Development Manager

This item will be provided at the Partners meeting on Tuesday.

6A. Operations

Staff Resource: Maribeth Lewis-Baker, Fixed Route Operations Manager
Travis Parker, Lead Transit Supervisor
Peter Aube, Maintenance Manager
Katy Luecken, Training Coordinator

Fixed Route Operations Manager – Maribeth Lewis-Baker**Fixed Route Division – June 2018**

- Perfect Attendance – June 2018 – 33 or 32% of the Fixed Route Operators had perfect attendance for the month
- On time Performance (OTP) – June 2018 – 84%
- June Operations/Safety Meetings – we had a summer construction update, overview of Fall service changes, and a payroll update on the changes to the payroll cycle.
- We supported the 2018 Eric Montross Father's Day Basketball Camp for children ages 7-13 and their fathers. Each year we support this event and coordinate transportation along our campus routes for the campers to safely facilitate the large group.

Catch us at our Best – June :

On June 1, 2018, a customer sent in feedback related to Operator Rinaldo Marsh and his handling of a mechanical breakdown. "The bus had mechanical failure on June 1 around 1:30pm on 15-501. Customer stated the operator was extremely professional and did a great job of keeping them informed of the situation and keeping them cool. She says we have a great employee!"

On June 1, 2018, customer Landy Qualls contacted the Regional Call Center to pass along the following feedback: "Ms. Landy says that she has few commendations for drivers on the NS route. 5/23/2018 NS leaving Eubanks at 6:40am bus#1607 driver Jessie was very nice and good driver. 5/24/2018 NS leaving Eubanks at 11:09am bus #1109 driver Marlin was very nice and good driver. 5/25/2018 NS leaving Eubanks at 6:50am bus#1313 driver Doranda was very nice and good driver." Kudos to operators Jessie Cameron, Marlene Williams, and Doranda Murphy for their dedication to excellent service.

On June 5 2018, Operator Bradley Glover was observed on the G Route in action: "I was headed home this evening when I observed a man trying to catch your bus who appeared to be visually impaired / blind. The gentleman was far behind but your driver pulled over

and allowed the gentleman to get to the bus and board safely. Where most people would have driven off your driver showed compassion and took the time to help this person. GREAT JOB!!!!!!!!!!!!!!"

Fixed Route Division – July 2018

- Perfect Attendance – July 2018 – 28 or 28% of the Fixed Route Operators had perfect attendance for the month
- On time Performance (OTP) – July 2018 – 84%
- July Operations/Safety Meetings – Training Coordinator Katy Fontaine presented a training on Emergency Procedures, we reviewed the Restroom Stop Procedure, and the Wellness at Work program presented information on the Smoking Cessation program.
- We assisted Flip4Kids, a Foreign Language Immersion Camp, with multiple field trips to coordinate their large group trips along our existing bus routes throughout the month.
- On July 28th, we operated a shuttle for the Police Department to support their Open House for recruitment.

Catch us at our Best – July:

On July 13, 2018 – Operator Lance Hamilton received the following feedback regarding his operation of the Senior Shuttle:

"Lance provides excellent and "gentleman-like" service on the Senior Shuttle. Great driving and is very courteous."

Demand Response – Travis Parker

Demand Response – Travis Parker

June 2018 Monthly Reports
• Total Trips - 5,229 trips
• On-Time Performance (OTP) – 87%
• Cancellations – 21.3%
• Missed Trips - 0
• Perfect Attendance – 44%

July 2018 Monthly Reports
• Total Trips - 4,706 trips
• On-Time Performance (OTP) – 87%
• Cancellations – 24.0%
• Missed Trips - 0
• Perfect Attendance – 72%

- Welcome Packet and the EZ Rider Handbook are completed, will be used for workshops and Community Outreach events.
- EZ Rider Web Site: was update on August 1, 2018, please review

Training Coordinator – Katy Fontaine

1. Training Classes
 - a. Fixed Route:
 - i. May 29th: One trainee moved to full time, three finishing training
 - ii. June 25th: Two trainees moving to independent driving
 - iii. July 30th: Four trainees in route training
 - iv. September 4th: Expecting a class of two trainees
 - b. Demand Response:
 - i. Made one (1) conditional offer so far
 - ii. Estimated start date of class September 17th
2. Projects
 - a. Hired Training and Safety Specialist
 - b. Training Program Support employees as Operator Trainers
 - c. Developing new hiring and recruitment practices

Maintenance Manager – Peter Aube

June

- Demand response ran 38,500 miles in June
- Non-revenue vehicles ran 23,821 miles in June
- Fixed route ran 187,801 miles in June
- Maintenance performed 40 Preventive Maintenance Inspections in June (100% on-time).

- Four (4) Maintenance Employees completed the month of June with Perfect attendance
- Maintenance performed 8 road calls in June (23,400) miles per road call for fixed route
- Maintenance performed 1 road call in June (38,500) miles per road call for demand response
- Maintenance completed 1 engine overhaul on a 2007 Gillig in June

July

- Demand response ran 36,323 miles in July
- Non-revenue vehicles ran 22,806 miles in July
- Fixed route ran 187,202 miles in July
- Maintenance performed 52 Preventive Maintenance Inspections in July (100% on-time).
- Six (6) Maintenance Employees completed the Month of July with Perfect attendance
- Maintenance performed 13 road calls in July (14,400) miles per road call for fixed route
- Maintenance performed 2 road calls in May (18,161) miles per road call for demand response
- Maintenance completed engine overhaul on 2 Gillig buses in July
- Completed inventory
- Continue testing Calibrations with Allison transmission Engineers to improve fuel mileage on 2017 Gillig's. (Improved to 4.46 MPG with upgraded calibration.)

6B. Director

Staff Resource: Brian Litchfield, Transit Director

- The Director's Report will be provided at the meeting on August 28, 2018.



CHAPEL HILL TRANSIT
 Town of Chapel Hill
 6900 Millhouse Road
 Chapel Hill, NC 27514-2401

phone (919) 969-4900 fax (919) 968-2840
www.townofchapelhill.org/transit

CHAPEL HILL TRANSIT PUBLIC TRANSIT COMMITTEE

FUTURE MEETING ITEMS

August 28, 2018

September 25, 2018 - No Meeting	
Action Items	Informational Items
October 23, 2018	
Action Items	Informational Items
Short Range Transit Plan North South BRT	Safety Update
November 27, 2018	
Actions Items	Informational Items

Key Meetings/Dates

2018 Annual APTA Meeting – September 23-26, 2018, Music City Center, Nashville, TN

MPO Board- **September 12, 2018, and October 10, 2018, November 14, 2018**, 9-11AM Committee Room, Durham City Hall

MPO Technical Committee Meeting – **September 26, 2018, October 24, 2018, November 28, 2018**, 9-11AM Committee Room, Durham City Hall