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## 4. SERVICE INVENTORY

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Four transit services are provided within Pitt County that are subject to this study. The City of Greenville operates the GREenville Area Transit system under the name GREAT. East Carolina University operates ECU Transit. Pitt County operates Pitt Area Transit System (PATs). Pitt County Memorial Hospital operates a parking lot shuttle system around its facilities.

These facilities are discussed individually in the following sections. Where available, the latest ridership information has been included. Financial data were not available for FY 2001 at the time of the report preparation.

### GREENVILLE AREA TRANSIT SERVICE (GREAT)

#### Service Description

The City of Greenville operates a fixed-route transit system under the name of GREAT. The radial route system is focused around a central transfer point on Reade Street & Third Street, two blocks north of East Carolina University's (ECU) main campus, south of Fifth Street and four blocks from ECU Transit's focal point at Mendenhall Student Center. It is adjacent to some of ECU's parking lots. The system is designed to allow a timed-transfer among GREAT routes at the transfer point. Buses operate on a 60-minute frequency of service, leaving the transfer center at 30 minutes past the hour. **Exhibit 4-1** shows the GREAT system in February 2003.



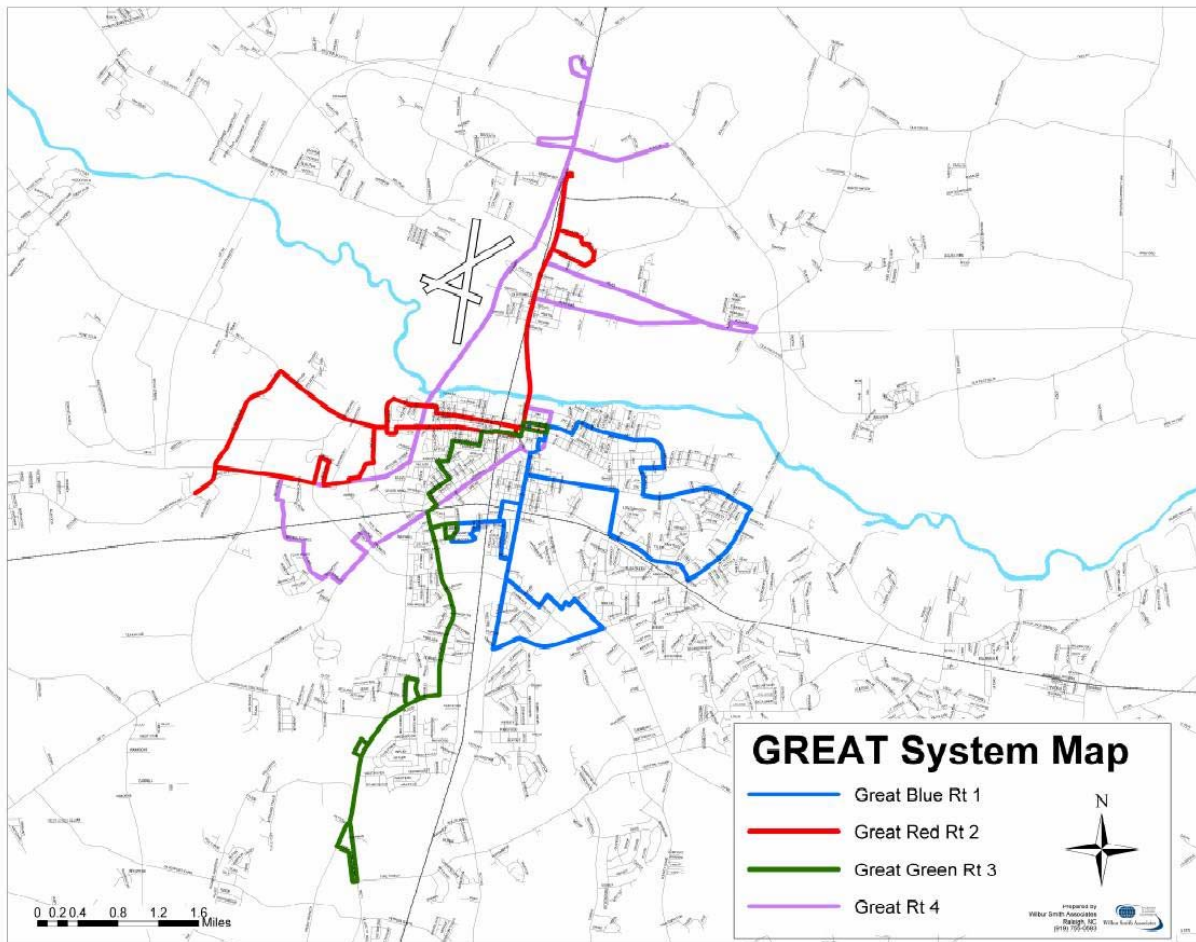
GREAT had a route and schedule evaluation conducted in 1995. Several changes were implemented as a result of that evaluation. The largest change was the introduction of Route 4 Northern Express in March 1998.

Route 1 serves the east and southeast areas of Greenville. Although it serves different sides of town, the routing has the buses going through the transfer point in only one direction. Route 2 serves the north side of the river and the west side of town. It, too, only goes through the transfer point in one direction. Route 3 serves the south side of town and begins and ends at the transfer point. Route 4, the Northern Express, serves the area north of the Tar River, and begins and ends its route at the transfer center.

Routes 1, 2, and 3 operate from 6:30 AM to approximately 7:00 PM, Monday through Saturday. These routes generally have the same weekday and Saturday schedule, although Saturday service begins one and one-half hours later and ends one hour earlier than weekday service. No service is provided on Sundays or holidays. Route 4 only operates during peak hours. No service is provided between 9:30 AM and 1:30 PM, or Saturdays.

One bus is used to provide the service on each route, resulting in four buses in operation during the peak and three buses in operation during the midday.

### Exhibit 4-1 2002 GREAT Bus Routes



Complementary Americans with Disabilities Act (ADA) paratransit service is required since GREAT provides fixed-route service. The City of Greenville contracts with PATS to provide the ADA service.

### Ridership

Ridership has shown a declining trend over the past four years. **Exhibit 4-2** shows the ridership by route for the period. Overall ridership has decreased at a compounded annual rate of 5.7 percent during this period. With the exception of Route 4, all routes have shown a steady decline. Part of the decline can be attributed to Hurricane Floyd, which hit North Carolina in September 1999 (the '99-'00 year). With the enormous flooding in Greenville, many of the traditional GREAT riders were displaced from their homes, especially on Route 2, which operates north of the Tar River. Route 4's ridership growth from '97-'98 to '98-'99 is due to its first full year of operation. During '97-'98, the route began service in March 1998, resulting in only four months of ridership during that year.

ADA ridership has shown a fairly constant rate of growth. Other than a dip in 1998-1999, ridership has grown in each of the past three years, for an overall compounded annual growth rate of 5.6 percent.

**Exhibit 4-2**  
**GREAT Ridership Trends**

Route	'97-'98	'98-'99	'99-'00	'00-'01	Annual Change
1	58,208	55,240	53,778	50,521	-4.6%
2	70,185	66,354	54,065	47,166	-12.4%
3	80,881	73,926	69,924	69,319	-5.0%
4	5,018	13,623	12,857	12,503	35.6%
Total FR	214,292	209,143	190,624	179,509	-5.7%
ADA	2,721	2,569	3,046	3,207	5.6%

Counts are from July to June; tour bus passengers not included

To determine the ridership by trip, two random weeks were selected for analysis – February 19, 2001 and April 9, 2001. More than 600 trips were operated during these weeks, which provide a high level of confidence for the approximately 16,000 trips operated annually.

**Exhibit 4-3** shows the average daily ridership. Shown in bold are trips where the average load exceeded 80 percent of the average number of seats per bus (22 seats). The average GREAT bus has 28 seats, calculated by averaging four buses with 30 seats and two buses with 24 seats. The peak hour for ridership was between 4:30 PM and 5:30 PM, with 72 riders. The morning peak hour was between 8:30 AM and 9:30 AM, with 63 riders. The relatively low 39 riders in the hour before would tend to imply that the typical 8-5 worker does not use the GREAT system.

**Exhibit 4-3**  
**GREAT Average Daily Ridership by Trip**

Time	Rt 1	Rt 2	Rt 3	Rt 4	Total
6:30	1	0	3	2	6
7:30	10	12	14	3	39
8:30	14	13	<b>22</b>	14	63
9:30	12	12	<b>25</b>	3	52
10:30	14	15	20	-	49
11:30	13	13	20	-	46
12:30	18	15	<b>23</b>	-	56
1:30	16	15	<b>31</b>	-	62
2:30	17	15	<b>26</b>	5	63
3:30	18	16	20	4	58
4:30	19	14	21	18	72
5:30	20	18	22	1	61
6:30	10	7	12		29
7:30	2	3	1		6

The levels should be used with caution, however, because they show the total number of boardings on a round trip. For Routes 3 and 4, the level should be fairly representative of the maximum load, assuming that most riders travel into downtown in the morning and out from downtown in the evening. For Routes 1 and 2, the maximum ridership load is probably less than the counts shown since both of these routes come into downtown twice during a round trip. The maximum load on-board could be less than half the total boardings shown. A boarding and alighting count by stop and trip would be required to determine the maximum load per trip.

## Fares

GREAT's fares are divided into two broad categories – general public, and elderly and disabled. The regular fare is \$0.60 one-way, with a \$0.30 half-fare for the elderly and disabled riders. Transfers cost \$0.10 each, and up to two children under 44 inches in height (roughly the farebox height) can ride free for each adult fare. Multi-ride passes are offered at two levels – 40 rides and 20 rides, priced at \$24 and \$12 respectively. While the passes are the same price as the regular fare, pass users do not have to pay the transfer charges. Half-price passes are available for the elderly and disabled riders. [Note: After this report was initially prepared, GREAT raised the base fare to \$0.75 and \$0.35 for elderly and disabled.]

An analysis of ridership by fare category was made for the 2000-2001 year. The results are shown in **Exhibit 4-4**. The largest fare category is regular, cash riders, at almost 46 percent of total boardings. Transfer riders (either cash or free) are almost one-fourth of the ridership, with pass users of any category comprising approximately one-fifth of the ridership.

**Exhibit 4-4**  
**Fixed-Route Ridership by Fare Category**

Category	Fare	Ridership	Percent
Regular Riders	\$0.60	82,532	45.9
Passes	\$12-\$24	36,843	20.5
Elderly/Disabled	\$0.30	8,992	5.0
Children	Free	7,372	4.1
Transfers	Free-\$0.10	44,048	24.5
Total		179,787	100.0

## Miles of Service

The revenue miles of bus service has changed. As shown in **Exhibit 4-5**, there was a substantial jump in revenue miles in '98-'99 due to the full year of operation of Route 4 Northern Express. The drop in revenue miles in '99-'00 reflects the impact of Hurricane Floyd recovery. Overall, revenue miles on the fixed-route system have grown at a compounded annual rate of 3.5 percent, while the ADA demand-response system has shown a significant 23.4 percent annual growth rate.

### Exhibit 4-5 GREAT Revenue Miles of Service

Service	'97-'98	'98-'99	'99-'00	Annual Change
Fixed Route	166,909	181,597	178,688	3.5%
Demand Response	22,641	29,881	34,471	23.4%

Source: NCDOT Operating Statistics Summary

### Fleet Characteristics and Capital Facilities

GREAT's fleet consists of seven buses, one of which is held in reserve since it lacks a lift. The six active buses are four 1990 Thomas Built Buses with 30 seats and two 1997 Blue Bird buses with 24 seats. All active buses are equipped with fareboxes, wheelchair lifts and bicycle racks on the front of the bus. An additional two vans are required for the ADA service and are included in PATS fleet.



Four new buses will be ordered to replace the existing four Thomas Built Buses. The replacement vehicles will be of similar size. These buses went into service in June 2003.

GREAT's fleet is maintained at the City of Greenville garage located on Beatty Street. This facility also maintains the other vehicles in the City's fleet, and ECU's buses. The maintenance facility consists of two bays that have been funded by the Federal Transit Administration, plus a separate washer bay. An additional five bays are present for maintaining large city vehicles, plus four bays for maintaining cars and similar sized vehicles.



One of the two FTA bays is equipped with a maintenance pit and the other is equipped with a lift. A bus washer has been recently upgraded, and it is used to wash GREAT's buses as well as ECU's and PCMH's.

### Organization and Staffing

GREAT is a division of the City of Greenville's Public Works Department. The Transit Division is headed by the Transit Manager, who has the remaining personnel reporting to her. **Exhibit 4-5** lists the personnel titles and number of employees in the Transit Division. The secretary also is responsible for taking the ADA paratransit reservations and forwarding the trip requests to the PATS contractor for scheduling.

**Exhibit 4-5**  
**GREAT Personnel**

Title	Positions
Transit Manager	1
Secretary	0.5
Relief Driver/Operations Assistant	1
Full-time Driver	7
Part-time Driver	2
Total Personnel	11.5

**Financial Data**

GREAT receives financial support from several sources to pay for the approximately \$600,000 annual cost of providing the transit service.

The principal sources of funds are the Federal Transit Administration's (FTA) Section 5307 formula funds, state matching grants, and fares. **Exhibit 4-6** shows the funding sources for the past three years. Total revenues have decreased at a compounded annual rate of 4.6 percent, while operating revenues have decreased at a slower annual rate of 2.5 percent.

**Exhibit 4-6**  
**GREAT Revenue Sources**

Category	'97-'98	'98-'99	'99-'00	Annual Change
<b>Operating Revenues</b>				
Fares and tickets	\$ 91,138	\$ 89,013	\$ 74,790	
PCC/ECVC/Pitt County Subsidy	\$ 9,391	\$ 10,652	\$ 12,128	
Advertising	\$ -	\$ 8,159	\$ 7,115	
Gas Tax Refund	\$ 8,471	\$ 5,412	\$ 9,644	
Other	\$ 49	\$ 39,178	\$ 65	
Total Operating Revenues	\$109,049	\$152,414	\$103,742	-2.5%
<b>Non-operating Revenues</b>				
Elderly Grant	\$ 4,954	\$ 4,851	\$ 5,383	
FTA Sec. 5307 Urban Formula	\$172,674	\$203,500	\$241,008	
FTA Sec. 5303 Planning	\$ 22,130	\$ 25,128	\$ 23,806	
FTA Sec. 5311 Non-urban Formula	\$187,745	\$ 37,053	\$ 30,687	
NCDOT Public Trans. Funds	\$ 62,532	\$ 63,076	\$136,923	
Other	\$ 1,900	\$ 2,954	\$102,513	
Transfer from General Fund	\$146,171	\$161,888	\$128,843	
Total Non-operating Revenues	\$598,106	\$336,562	\$540,320	-5.0%
TOTAL REVENUE	\$707,155	\$488,976	\$644,062	-4.6%

Included in the GREAT revenues is approximately \$12,000 annually in subsidies received from a combination of Pitt Community College, East Carolina Vocational Center, and Pitt County to fund the operation of GREAT service to areas outside of the city limits.

The expenses associated with running the GREAT system are shown in **Exhibit 4-7**. The increase in operating expenses reflects the additional service provided by Route 4 Northern Express. Overall, expenses have grown at a compounded annual rate of 9.8 percent. ADA service cost jumped dramatically, increasing at an annual rate of almost 32 percent in the last three years.

**Exhibit 4-7**  
**GREAT Expenses**

Category	'97-'98	'98-'99	'99-'00	Annual Change
Administration	\$20,007	\$22,433	\$24,682	11.1%
Operations	\$480,148	\$558,777	\$578,439	9.8%
Capital	\$337	\$1,074	\$351	2.1%
Total	\$500,492	\$582,284	\$603,472	9.8%
ADA Expenses	\$20,945	\$29,096	\$36,356	31.7%

Source: GREAT data and NCDOT Operating Statistics Summary

## **PITT AREA TRANSIT SYSTEM (PATS)**

### **Service Description**

The PATS service is a demand-responsive service designed for the human service providers in Pitt County. Most of the riders are regularly scheduled trips, which allows PATS to create a quasi fixed-route transit service. The general public is allowed to ride on these routes on a space available basis, but the availability of this service is not publicized. An informal focal point for the service is provided at ECVV, which is also served by GREAT Route 4 Northern Express.

The service is operated under contract to Pitt County by Laidlaw Transit Services. Laidlaw has held the contract for more than 12 years, and periodically receives extensions on their contract. The County owns the vehicles, while Laidlaw supplies the operators, schedulers, dispatchers, and is responsible for the vehicle maintenance.

Service is provided between the hours of 5:00 AM and 7:00 PM, Monday through Friday. No service is provided weekends or holidays. Reservations are accepted for trips between the hours of 8:00 AM and 12:00 noon on the day prior to the requested trip.

A total of 25 vehicles currently are required at peak times to provide the service, including two vehicles required for the Greenville ADA service. From the Vehicle Utilization Chart in the 1999 Community Transportation Services Plan (CTSP), the vehicle requirement is stable during the day. At that time, 18 vehicles were required in the morning, 16 during the midday, and 16 in the evening. Midday demand at the time was helped by having three vehicles assigned to deliver meals on wheels. This requirement is now up to four vehicles.

## Ridership

The ridership of PATS was analyzed by organization over the past three years to identify which organizations are the major users of the service. **Exhibit 4-8** lists the major users in order of their total ridership over the previous three years. Not included are the GREAT ADA riders, which are discussed in GREAT's section, or the meals-on-wheels program of the Council on Aging, which does not provide passenger trips. Had GREAT's service been included, it would be ranked sixth in total ridership over the three-year period. Due to the variation from year-to-year, program assignment to sponsoring agency is estimated in some cases.

The major user of the PATS service is the Pitt County Department of Social Services with six programs over the past three years. The large increase in the last year is primarily due to the Adult program, which includes the start up of Work First. The East Carolina Vocational Center (ECVC) is the second highest user with eight programs over the past three years, the largest of which is vocational rehabilitation. The Pitt County Department of Mental Health, which has had 13 programs over the past three years, is the third largest user. Its substantial drop in ridership is due to a decline in ridership on most programs; the largest declines were on the Challenge House, Pitt County Greenhouse, Green Pre, Intervention Center and the Partial Hospitalization. Most of the ridership loss can be attributed to cutbacks in the programs due to budget constraints. The Council on Aging is the fourth largest user with its five programs, not including the meal delivery program. The Pitt County Department of Solid Waste is the fifth largest user due to its program to employ Greene County prisoners at the landfill.

**Exhibit 4-8**  
**PATS Annual Ridership by Program**

Agency	'97-'98	'98-'99	'99-'00	Annual Change
Pitt County Dept of Social Services	12,130	16,144	23,652	39.6%
Eastern Carolina Vocational Center	12,799	15,664	13,727	3.6%
Pitt County Dept of Mental Health	23,582	8,447	4,579	-55.9%
Council on Aging	9,714	11,880	9,783	0.4%
Pitt County Dept of Solid Waste	5,382	5,351	4,138	-12.3%
Pitt County Schools	2,015	2,462	3,457	31.0%
Pitt County Development Commission	608	1,247	1,365	49.8%
Greenville Community Shelter	766	1,054	809	2.8%
Eastern Carolina School for the Deaf	2	-	2,426	-
Adult Dialysis	629	874	903	19.8%
Others	1,701	1,192	2,526	12.9%
Total	69,328	64,315	67,365	-1.4%
Meals-on-Wheels	0	4,265	5,607	-

Source: Annual billing statistics

Note: Does not include GREAT ADA riders

Overall, ridership excluding GREAT ADA has shown a slight decline of 1.4 percent. When including the meal deliveries, overall vehicle trips increased at an annual rate of 2.6 percent.



This stable overall level of activity masks the individual program fluctuations as shown in the above exhibit.

According to the 1999 CTSP, PATS averages a 43 percent occupancy per vehicle when all routes are considered together.

### Fares

PATS bills the participating agencies for the full cost of providing the service. The charges are specified in the contract between the County and Laidlaw. The 2002 charges are \$1.02 per vehicle mile, with an adjustment for the total miles of service and a fuel price adjustment clause.

Agencies are billed for their allocated cost of each vehicle trip. If all riders on a trip are part of the same funding program, the entire cost of trip is charged to the agency. If riders from multiple agencies are on the same vehicle trip, the cost of the trip is allocated based upon the number of riders in each program.

While most vehicle trips are the same from day-to-day, since the ridership does not vary much, the charge per vehicle trip remains constant. This charge can vary, however, based upon the actual riders.

The general public would be charged at the same rate as the agencies, that is \$1.02 for every mile of travel. This charge will vary, however, depending upon how many other riders are using the same vehicle trip. The individual rider would not know the fare until the trip was scheduled and the total ridership is known. This uncertainty in fares does not encourage the casual user.

### Miles of Service

The miles of service provided has shown a dramatic increase over the past three years. **Exhibit 4-9** shows the year-by-year level of service supplied. The increase can be attributed to additional program agencies joining in PATS service.

**Exhibit 4-9**  
**PATS Vehicle Miles of Service**

Service	'97-'98	'98-'99	'99-'00	Annual Change
Demand Response	480,869	594,060	752,901	25.1%

Source: NCDOT Operating Statistics Summary

Note: Does not include GREAT ADA

### Fleet Characteristics and Capital Facilities

PATS has a total fleet of 33 vehicles, all of which are gasoline powered Dodge vans. Approximately half (18 of 33) vehicles are equipped with a wheelchair lift at the rear of the vehicle. Seven vehicles are dedicated to the meals-on-wheels program. None of the vehicles have fareboxes.

The vans are relatively new, with most under 10 years old. Passenger capacity ranges from nine to 14 passengers, with the average vehicle having a 13-passenger capacity with 1.3 wheelchairs.



The vehicles are stored at the PATS offices next to the Eastern Carolina Vocational Center in an unsecured parking lot. The contractor has office space just inside the building with visual surveillance possible. The reservation/dispatching/scheduling functions are located in the same area. The meals-on-wheels vehicles are stored behind the building next to the commissary.

Maintenance of the vehicles is the responsibility of the contractor. The contractor performs the maintenance at Colony Tires, located on the same street as PATS facility.

### Organization and Staffing

PATS is contracted to a private operator, Laidlaw Transit Services. Most employees work for Laidlaw, with only the Assistant County Manager having any transit responsibilities. Advising the Assistant County Manager is a nine-member Board of Directors, which includes the GREAT Transit Manager.



**Exhibit 4-10** lists the number of personnel by position titles that provide the transit service. The Assistant County Manager only spends a small portion of his time on transit service. The validator confirms the rider eligibility and inputs the requests into the computer.

**Exhibit 4-10**  
**PATS Personnel**

Title	Positions
Assistant County Manager	1*
General Manager	1
Dispatcher	2
Reservations/Scheduling	1
Validator	1
Full-time Drivers	6
Part-time Drivers	24
Total Personnel	36

\* ACM is not full-time on transit

## Financial Data

Laidlaw bills the county for the cost of the services according to the terms of their contract. No specific breakdown of the cost categories is provided. The total costs are shown in **Exhibit 4-11**.

**Exhibit 4-11  
PATs Service Cost**

Service	'97-'98	'98-'99	'99-'00	Annual Change
Demand Response	\$455,667	\$526,392	\$570,876	11.9%

Source: NCDOT Operating Statistics Summary

Note: Does not include GREAT ADA

The cost of the service is based upon a rate per mile schedule that ranges from \$0.96 per mile for 600,000 annual miles to \$0.92 per mile if 800,000 or more annual miles are provided. Escalation clauses are included to cover for increases in the cost of fuel and the minimum wage beyond those in effect at the time of the contract.

PATS is not eligible for any Rural General Public (RGP) funds from NCDOT since they do not offer this service. If PATs become a Community Transportation (CT) provider, they would be eligible for these funds.

## EAST CAROLINA UNIVERSITY TRANSIT

### Service Description

East Carolina University Student Transit Authority is a student-run organization that provides transit services to the ECU community. The bus service is open to all students, faculty, staff, and visitors to the various ECU campuses. It has been in operation since 1969.



The focal point for service is the Mendenhall Student Center. Out of the 10 routes in operation in August 2000, nine serve the Mendenhall Student Center. The lone exception is the Silver Route, which terminates at the Christenbury Gym. Routes are timed to connect at Mendenhall, with the main pulse time at 20 minutes past the hour. GREAT Routes 1 and 4 provide service one to two blocks away on Reade and Evans.

Six routes are designated by colors and operate Monday through Friday generally from 7:00 AM to 7:00 PM. Most routes provide service every 30 minutes, except for the Blue route, which operates every 45 minutes, and the Purple route, which is supplemented by the Pirates Cove service. These routes are designed to connect the Greenville area with the ECU Campus. The primary audience of these routes is students who live off-campus, and the routes are oriented to major apartment complexes that cater to students. The Blue route is designed to take on-campus students to shopping locations, and operates only in the afternoons and on weekends.



**Exhibit 4-13**  
**ECU Service Levels**

Route	Service Days	Frequency	Span	Buses
Blue	Monday – Thursday Saturday – Sunday	45 minutes	3:15 PM – 9:00 PM 1:00 PM – 6:15 PM	1
Brown	Monday – Thursday Friday	30 minutes	6:50 AM – 6:20 PM 6:50 AM – 5:20 PM	1
Gold	Monday – Friday	30 minutes	6:50 AM – 7:50 PM	1
Purple & Pirates Cove	Monday – Thursday Friday	30 minutes	6:50 AM – 10:00 PM 6:50 AM – 5:20 PM	2
Red	Monday – Friday	30 minutes	6:50 AM – 5:50 PM	1
Silver	Monday – Thursday Friday	30 minutes	7:00 AM – 6:30 PM 7:00 AM – 5:30 PM	1
Campus Shuttle	Monday – Friday	20 minutes	7:00 AM – 6:00 PM	1
Commuter Shuttle	Monday – Friday	6-8 minutes	7:00 AM – 6:00 PM	4
Freshman Shuttle	Sunday Monday – Thursday	10-12 minutes	6:00 PM – 12:00 AM 8:00 PM – 12:00 AM	1 (night)
Pirate Ride	Sunday – Wednesday Thursday Friday – Saturday	20 minutes	8:00 PM – 12:20 AM 8:00 PM – 2:20 AM 11:00 PM – 2:20 AM	1 (night)

The peak bus requirement is 12 buses out of the passenger fleet of 19 vehicles. This peak requirement is for scheduled service only. Charters, which occasionally are during peaks, add to the vehicle requirement.

### Ridership

Ridership on the ECU Transit system varies by semester, with the Fall semester historically showing the highest ridership levels. **Exhibit 4-14** shows the ridership trends by semester for the past four years. The ridership counts are based upon a one-week count taken by the drivers each semester. In some cases the data has been reported by weekday, in other cases only the average or total counts have been available.

**Exhibit 4-14**  
**Average Weekday ECU Ridership by Semester**

Semester	'97-'98	'98-'99	'99-'00	'00-'01	Annual Change
Summer	(1)	351	(1)	574	
Fall	5,890	4,977	(2)	4,524	-8.4%
Spring	5,154	4,426	4,408	4,643	-3.4%

(1) No counts available

(2) No count taken due to flooding

Note: Ridership reporting varied from year to year.

The ridership counts show a declining trend in overall ridership. The cause of the decline is shown more clearly in **Exhibit 4-15**, which compares ridership by route for the Spring semesters

in 2000 (FY '99-'00) and 2001 (FY '00-'01). Ridership has fallen, in some cases severely, on all routes except the Commuter Shuttle. ECU officials surmise that this fall is the result of students being more dispersed from the impacts of the flooding. Overall ridership did show an increase in the past year due to the Commuter Shuttle, which is over half of the system ridership.

Ridership during the week is relatively constant, except for Friday. Ridership Monday through Thursdays is within 15 percent of the average weekday ridership. Friday's ridership, however, is two-thirds to three-fourths of the average weekday ridership.

No specific trip-by-trip ridership information was available. To estimate the peak load on each route, the daily totals were manipulated to develop peak period estimates. For the daytime routes, 40 percent of the average daily ridership was assumed to occur in the peak period (3 hours each in the AM and PM), with the remaining 20 percent of the ridership assumed to be in the non-peak hours. Since the Blue Route only operates in the afternoon, 80 percent of its ridership was assumed in the peak period. To estimate the maximum potential average peak load, all riders in the peak period were assumed to be going in the same direction – to campus in the morning and from campus in the evening.

**Exhibit 4-15**  
**Average Weekday ECU Ridership by Route**

Route	Percent Of '01 Riders	Spring 2000	Spring 2001	Annual Change
Blue <sup>(1)</sup>	1.6%	83	72	-13.3%
Brown	5.3%	270	244	-9.6%
Gold	11.4%	558	529	-5.2%
Purple	11.0%	682	509	-25.4%
Red	0.9%	66	42	-36.4%
Silver	6.7%	435	309	-29.0%
Pirates Cove	2.2%		100	
Campus Shuttle	2.5%		116	
Commuter Shuttle	55.3%	2,126	2,567	20.7%
Freshman Shuttle <sup>(1)</sup>	2.0%	132	92	-30.3%
Pirate Ride	2.1%	123	97	-21.1%
<b>TOTAL</b>	<b>100.0%</b>	<b>4,408</b>	<b>4,643</b>	<b>5.3%</b>

(1) No service operated on Fridays

Weekday average reflects only the days of operation; total reflects all weekdays.

**Exhibit 4-16** shows the results of this calculation. These estimates should be used with caution since ECU experiences heavy loads on the trips immediately prior to class bells. The estimates in this table represent an estimated average peak load during the peak period. Some trips may have loads in excess of twice these numbers, while other trips may be substantially lower. Without specific trip counts, however, these estimates provide a general indication of which routes are near capacity and which are not.

**Exhibit 4-16**  
**Estimated Peak Period Average Trip Ridership**

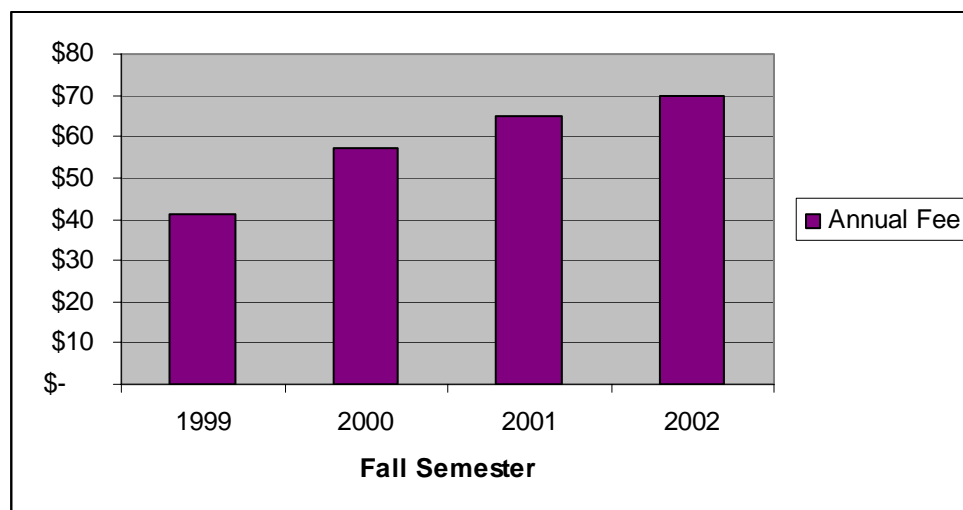
Route	Daily Riders	Peak Riders	Bus Trips	Riders/Trip
Blue	72	58	4	14
Brown	244	98	6	16
Gold	529	212	6	<b>35</b>
Purple	509	204	6	<b>34</b>
Pirates Cove	100	80	6	13
Red	42	17	6	3
Silver	309	124	6	21
Campus Shuttle	116	46	9	5
Commuter Shuttle	2,567	1,027	26	<b>40</b>

Bold riders/trip amounts are in excess of 80 percent of the average number of seats per bus (27 of 34 seats). These estimates show the Gold and Purple routes are at capacity, and the Commuter Shuttle is estimated to be over capacity. The remaining routes are estimated to be half full or less for the average peak trip.

### Fares

No fares are explicitly charged for the ECU Transit services. Instead, all students are assessed a \$57 fee for the school year for use of the transit system. This fee has increased from \$41 in 1999 and is expected to increase to \$70/year in 2002/03 to pay for new vehicles. **Exhibit 4-17** illustrates the trend in annual student transportation fees.

**Exhibit 4-17**  
**Annual Student Transportation Fees**





## Miles of Service

The miles of service offered have fluctuated over the past three years. Overall there has been a slight decline over the period, but this decline may be related to the effects of the Hurricane Floyd, which hit in September 1999 ('99-'00 year). **Exhibit 4-18** shows the changes in miles of service.

**Exhibit 4-18**  
**ECU Transit Annual Bus Miles**

	'97-'98	'98-'99	'99-'00	Annual Change
Bus Miles	285,344	290,530	278,923	-2.3%

Note: Includes charter and fixed-route mileage

## Fleet Characteristics and Capital Facilities

In January of 2001, ECU fleet consisted of 19 passenger vehicles; not including vehicles designated as surplus vehicles. The majority of the vehicles are Thomas Built Buses ranging in age from 1983 to 2000. Chevrolet and International each manufactured one bus in the fleet, and one Ford van is part of the active fleet. Three support vehicles are also in the fleet. All vehicles are diesel fueled with the exception of the Ford van and the support vehicles. The newest vehicles include air conditioning and wheelchair lifts. Four vehicles are scheduled for delivery, three of which are replacing the oldest buses and one bus for expansion. With these vehicles, only three buses in the fleet will not be lift equipped.

The seating capacity of the buses ranges from 21 seats to 43 seats, with the buses on order having 43 seats. The average bus has 34 seats.

As noted in the GREAT section, the vehicles are all serviced and stored at the City of Greenville's garage. Greenville performs all of the maintenance on the vehicles under contract to ECU. ECU purchases fuel from the NC Department of Transportation pumps.

ECU provides a limited number of passenger shelters, with five stops offering some protection to riders.

## Organization and Staffing

The East Carolina University Student Transit Authority (ECUSTA) is technically a separate organization within the ECU community. ECU administration has a full-time advisor for ECUSTA within the Student Involvement Department. Assisting the advisor and students is an 11 member Transit Advisory Board. All remaining transit personnel are students who work part-time at the transit authority. **Exhibit 4-19** lists the number of positions.



**Exhibit 4-19**  
**ECU Transit Personnel**

Title	Positions
Transit Advisor	1
General Manager	1
Associate Manager/Operations	1
Assistant Manager/Charters	1
Assistant Manager/Logistics	1
Diver Examiner	1
Driver Trainer	1
Full-time Drivers	0
Part-time Drivers	40
Office Assistant	1
Total Personnel	48

All employees except for the Transit Advisor are part time employees. Driver shifts are assigned based upon the available time from the students. As such, the actual number of drivers may vary depending upon student schedules.

**Financial Data**

ECU's revenues have been increasing over the past three years. Student fees make up the majority of the revenue from the service (78 percent), with revenues from other sources making up the balance. The Administrative Transfers are funding provided by the ECU Parking and Transportation Department to support the operation of the Commuter Shuttle service. The annual revenues for the ECU service are shown in **Exhibit 4-20**. In recent years, ECU has also received a subsidy from the Pirates Cove Apartments to supply supplemental service for their residents. This subsidy is approaching \$10,550 a semester.

**Exhibit 4-20**  
**ECU Transit Annual Revenues**

Category	'97-'98	'98-'99	'99-'00	Annual Change
Student Fees	\$440,316	\$616,695	\$745,280	30.1%
Interest Income	\$15,250	\$18,147	\$30,160	40.6%
Charters	\$75,831	\$66,439	\$77,712	1.2%
Administrative Transfers	\$50,000	\$100,000	\$100,000	40.6%
Other	\$8,905	\$7,616	\$354	-80.1%
Total Revenues	\$590,302	\$808,896	\$953,507	27.1%

The annual expenses associated with running the ECU Transit system are given in **Exhibit 4-21**. Over the past three years, administrative related expenses have increased at an annual rate of 10.8 percent, operating and maintenance expenses have increased at 2.7 percent, and capital expenses have increased 87.5 percent. Without the capital expenses, which reflect the cost of purchasing new buses, the costs have increased 3.5 percent, approximately the level of inflation.

**Exhibit 4-21**  
**ECU Transit Annual Expenses**

Category	'97-'98	'98-'99	'99-'00	Annual Change
Administration	\$51,753	\$53,115	\$63,547	10.8%
Operations				
Fuel	\$48,320	\$41,928	\$47,250	
Insurance	\$21,736	\$18,818	\$18,325	
Wages	\$257,276	\$259,400	\$255,022	
Greenville Maintenance	\$95,143	\$72,116	\$76,067	
Other Maintenance	\$36,472	\$73,668	\$74,193	
Total O&M	\$452,555	\$471,253	\$477,126	2.7%
Capital	\$110,931	\$109,926	\$389,991	87.5%
TOTAL EXPENSES	\$615,238	\$634,293	\$930,664	23.0%

**PITT COUNTY MEMORIAL HOSPITAL**

**Service Description**

Pitt County Memorial Hospital operates two routes in the parking lots within their campus. One route serves the front of the hospital and the parking lots to the east, while the other route serves the back area of the campus. These two routes serve several purposes – to take people to their cars, to provide internal circulation, and to provide a security function within the parking lots. The vehicles are also used to transport special groups within the region. **Exhibit 4-22** shows the location of the two routes.

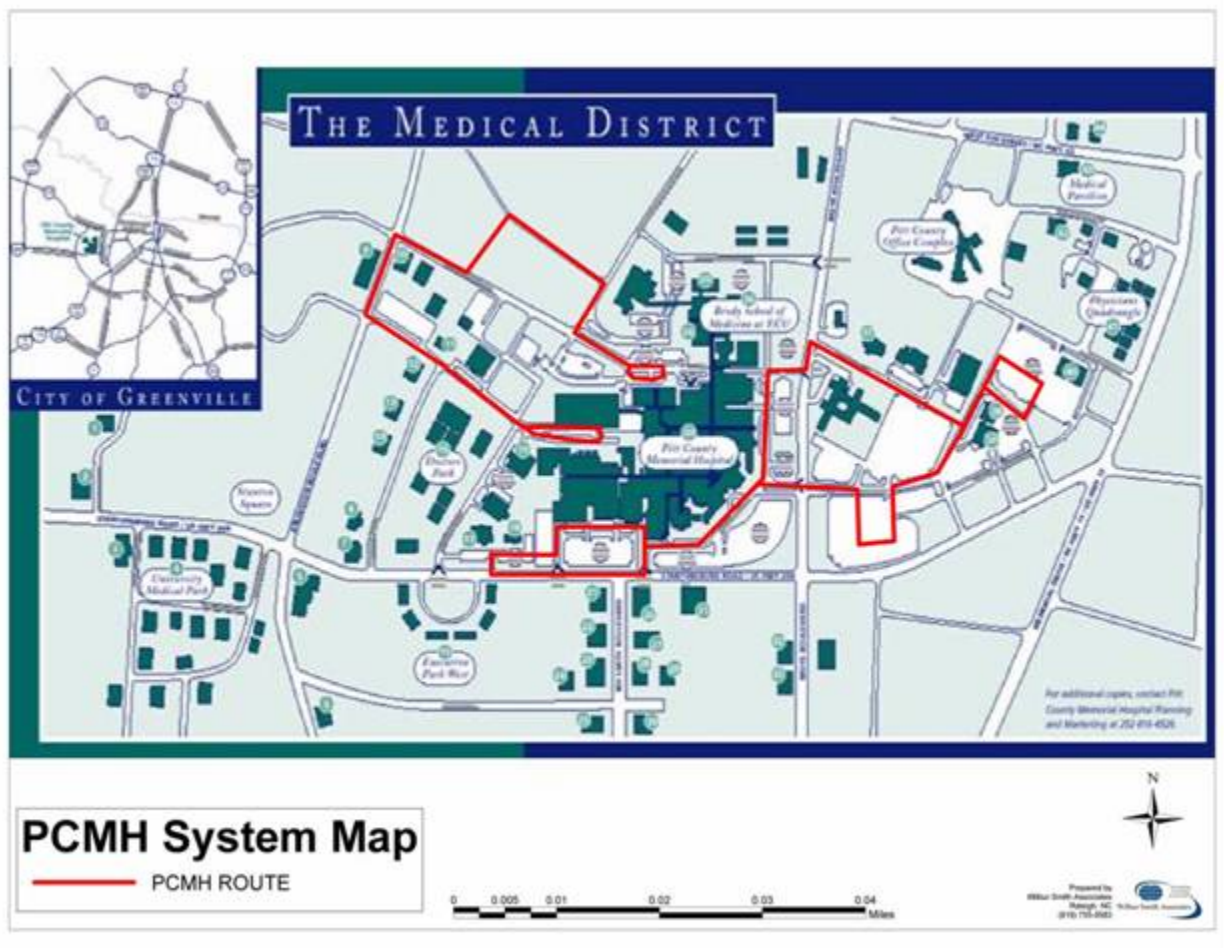


Service is provided from 6:00 AM to 12:00 midnight five days per week. No service is provided on weekends or holidays, since most personnel can park closer to the hospital on those days. No set schedule is in place for the service, but the frequency of service is approximately every ten minutes.

Three buses are required on the Front Route from 6:00 AM to 6:00 PM and two buses operate from 6:00 PM to 12:00 midnight. Two buses are required at all times on the Rear Route. The average bus has 21 seats.

The routes both connect with the GREAT Route 2. The Front Route connects along the Campus Loop at the ECU Brody School of Medicine and at the main hospital entrance. The Rear Route connects along Beasley Drive between Medical Drive and Arlington Boulevard. GREAT Route 4 also connects with the Front Route (through a short walk) from its service along Stantonsburg Road. The Front Route connects with the ECU Transit Red Route at the Brody School of Medicine, but no connection is made with the Rear Route.

### Exhibit 4-22 PCMH Route Map



### Ridership

**Exhibit 4-23** shows the available ridership information for fiscal year 1999-2000 (October – September). A breakdown in ridership by route was not available for the previous years, but total ridership was 300,274 in 1997-1998 and 313,877 in 1998-1999. These amounts result in a compounded annual growth rate of 3.9 percent.

### Exhibit 4-23 PCMH Ridership FY 2000

Route	Ridership per		
	Year	Weekday	Trip
Front	205,122	817	8
Rear	118,735	473	5
Total	323,857	1,290	-

Assumes 251 days/year and 102 trips/day

If the ridership is heavily peak oriented, the maximum load per trip could be significantly higher than the average load shown above. If 40 percent of the ridership is in each peak period (and the remaining 20 percent is at night) and all of the ridership is heading in the same direction, the average peak load per trip could be 18 on the Front Route and 11 on the Rear Route.

### Fares

No fares are charged for the service. It is available free of charge to staff and visitors to the hospital complex. The routes are considered an administrative benefit to the staff.

### Miles of Service

**Exhibit 4-24** provides the historical information on total ridership. No historical information is available on the miles of service provided by route. Over this three year period, miles of service increased at a compounded annual rate of 2.8 percent, although the miles provided declined in 1999-2000 from what was offered in 1998-1999.

**Exhibit 4-24**  
**PCMH Miles of Service**

	'97-'98	'98-'99	'99-'00	Annual Change
Front Route			93,781	
Rear Route			70,335	
Total Miles	155,411	170,792	164,116	2.8%

### Fleet Characteristics and Capital Facilities

There are eight active buses for the five peak vehicle requirement. There is one van in the fleet that is held in reserve. The vehicle age ranges from new to one bus that is 12 years old. Champion manufactured most buses, however the oldest bus in the fleet is a Thomas Built Bus and newest two buses are Blue Birds (shown). Historically, PCMH purchases about one bus per year. The vehicles are stored at the hospital grounds. All maintenance is performed by an outside contractor. The buses are washed at Greenville's public works facility under a separate contract.



Pitt County Memorial Hospital has 11 shelters provided throughout the campus.

### Organization and Staffing

The campus bus service is located in the Transportation Services Division, which includes parking as well as motor pool functions. **Exhibit 4-25** lists the number of positions and their titles.

**Exhibit 4-25**  
**PCMH Transit Personnel**

Title	Positions
Administrator Transportation Services	1*
Director Transportation and Campus Bus	1*
Supervisor Campus Bus Services	1
Full-time Drivers	12
Part-time Drivers	4
Total Personnel	19

\* The administrator spends only a portion of time on transit  
The director is approximately half time on transit

### Financial Data

Information was supplied for the cost of the service for three years. **Exhibit 4-26** provides the background on the costs.

**Exhibit 4-26**  
**PCMH Transit Costs**

Category	'97-'98	'98-'99	'99-'00	Annual Change
Operations	\$257,189	\$302,041	\$328,090	12.9%
Maintenance	\$ 98,969	\$104,610	\$102,495	1.8%
Total	\$356,158	\$406,651	\$430,585	10.0%

Overall, operating & maintenance costs have been increasing at a 10 percent annual rate. No information was available on the capital costs of the buses.

### OTHER SERVICE PROVIDERS

Other service providers operate within Pitt County. These providers are both local within Greenville and intercity services. They may provide additional opportunities for developing a coordinated system.

### Taxicab Companies

According to the 2000-2001 telephone book, seven taxicab companies are in the Greenville area. **Exhibit 4-27** lists the companies and their telephone numbers.

**Exhibit 4-27**  
**Greenville Area Taxicab Companies**

Company	Telephone
Aladdin Taxi	830-5466
City Cab Company	758-2161
Courtesy Cab Company	757-1558
Dependable Cab Company	757-0288
Eagle Cab Company	757-3687
Express Taxi	830-1336
Starliner Cab Company	753-4892

The number of taxicab companies is the same as the number listed in the 1999 Community Transportation Services Plan (CTSP). Only five of the companies are the same, however – Aladdin, City, Dependable, Eagle, and Starliner. The other companies are new.

According to the CTSP, fares are based upon a zonal structure and range from \$1.75 to \$6.00 each way depending upon the number of zones crossed.

**Intercity Bus Service**

Intercity bus service is provided by Carolina Trailways, a Greyhound affiliated company. Carolina Trailways provides three northbound and three southbound trips each day from their station near downtown on Martin Luther King, Jr. Drive. **Exhibit 4-28** lists the trips.



**Exhibit 4-28**  
**Carolina Trailways Service**

	Schedule Number	Time	Origin	Destination	Comments
South	571	12:40 pm	Richmond, VA	Camp LeJeune	
	104	6:40 pm	Raleigh, NC	Washington, NC	Flag stop in Farmville
	575	10:40 pm	Richmond, VA	Camp LeJeune	
North	105	10:35 am	Washington, NC	Raleigh, NC	Flag stop in Farmville
	570	10:35 am	Camp LeJeune	Richmond, VA	
	576	8:35 pm	Camp LeJeune	Richmond, VA	

Source: *Russell's Official National Motor Coach Guide*, July 2001

Next day fares on the trips are \$9.00 to Washington, \$19.00 to Raleigh or Camp LeJeune, and \$33.00 to Richmond.

Blue Goose Bus Line is also listed as a bus company in the phone book, but no information on this company is available in the *Russell's Guide*.

### **Charter Bus Companies**

Several charter bus companies are listed in the telephone book. **Exhibit 4-29** lists the companies with local phone numbers. Eight other companies offer service in Greenville, but are not located within the area.

**Exhibit 4-29**  
**Greenville Area Charter Bus Companies**

Company	Telephone
Day Star Tours	448-0381
4 Wynnes Travels	355-5611
Laidlaw Transit Services	830-3855
Ollison Coach & Van Line	745-4937
Southeastern Tours	830-1090

Only 4 Wynnes and Southeastern Tours were listed in the 1999 CTSP.