

# Recommended Route Changes for Summer 2018



**Greenlink, the public transit system serving Greenville County, SC, wants to improve the system to better serve its customers, residents, and visitors.** To do so, Greenlink hired Connetics Transportation Group from Atlanta to study the bus system. In the study, called a “Comprehensive Operational Analysis,” the researchers looked at which routes and stops perform well and which routes need improvements, and they made revenue-neutral recommendations for better transit service.

Revenue-neutral means that Greenlink can modify its routes and stops using only the funds it currently receives from the City and County of Greenville, the state, federal government, and rider fares. Greenlink receives far less funding from local government

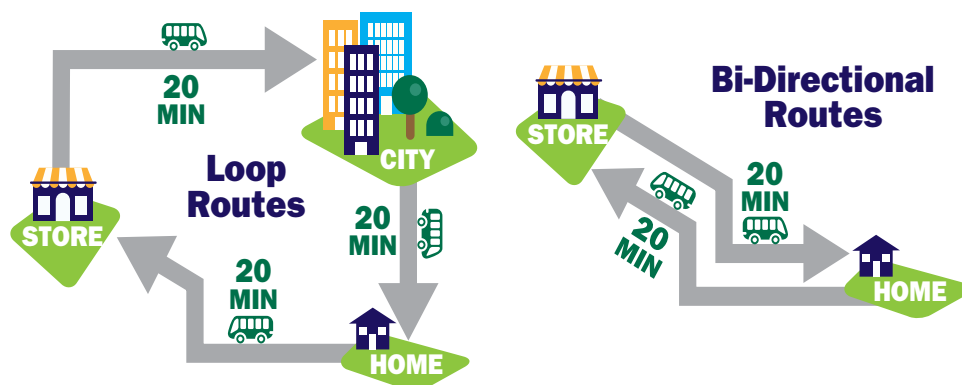
than similar bus systems in the Southeast. The study found that it is running a lean system and is efficient with the dollars it receives. But these service change recommendations will not cost Greenlink any more money, so they cannot increase service hours, frequency, or geographic area. This means Greenlink is running a lean system and is efficient with the dollars that are spent on the system.

We believe these recommendations will provide better service for the vast majority of our riders, but we want to hear from you. These route changes are just recommendations, and we are taking the time to listen to the community before we make final decisions in early 2018.

## More Bi-Directional Routes

Why are bi-directional routes important? Today, many Greenlink routes are loops, meaning customers must take long rides to reach their destinations or transfer points. If you buy frozen foods at the grocery store, for example, they might melt by the time you get home.

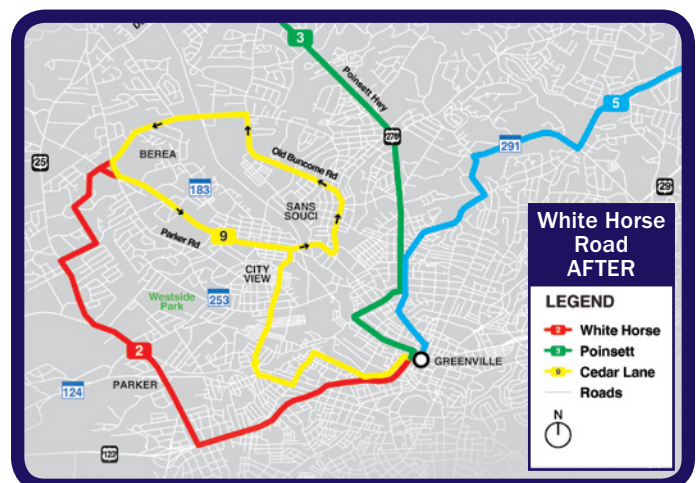
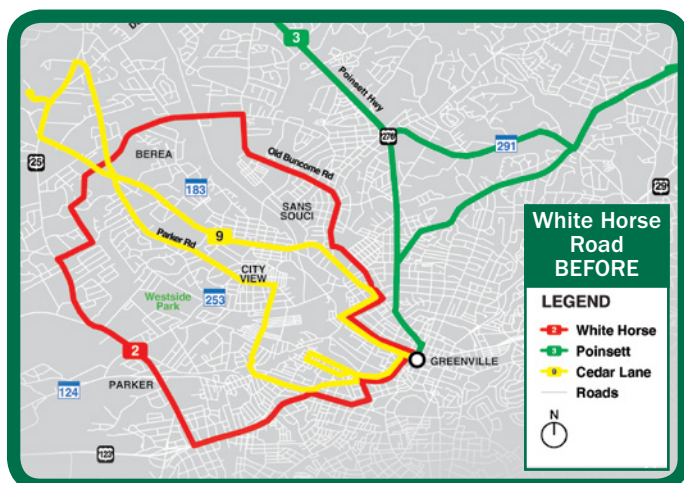
Bi-directional routes go up and down the same road so you can get off the bus on one side of the street and back on the bus on the other side of the street. This means that while the route may take an entire hour to complete the trip, you could receive bus service twice during that time – once in each direction.



**The proposed route changes increase bi-directional route miles by 62%**

**Modified or added bi-directional routes:**

- Pleasantburg/Cleveland Park – **Route 1**
- White Horse Road – **Route 2**
- Poinsett Highway – **Route 3**
- Rutherford Road – **New route**
- Grove Road/Anderson Road/ Dunean – **Route 6**
- Circulator – **Route 16**



## Extend Route 1 – Pleasantburg Improve Efficiency and Reach More Destinations of Interest

### CURRENT

- Currently, Route 1 serves a small geographic area of Cleveland Park, Nicholtown, and Pleasantburg Drive.
- Its performance, when measured by the number of riders, ranks the route low – coming in at 7 out of 11 routes.
- It arrives at the transit center early 62% of the time because it is not heavily used and covers a small area.

### PROPOSED CHANGES

By extending Route 1 to connect with Route 10 – Augusta Road (the second most popular route) – residents of both areas can more easily access the South Pleasantburg Bi-Lo, Greenville Tech, and jobs and residential areas along both routes



## Split Route 14 Mauldin/Simpsonville – into Two Routes

### CURRENT

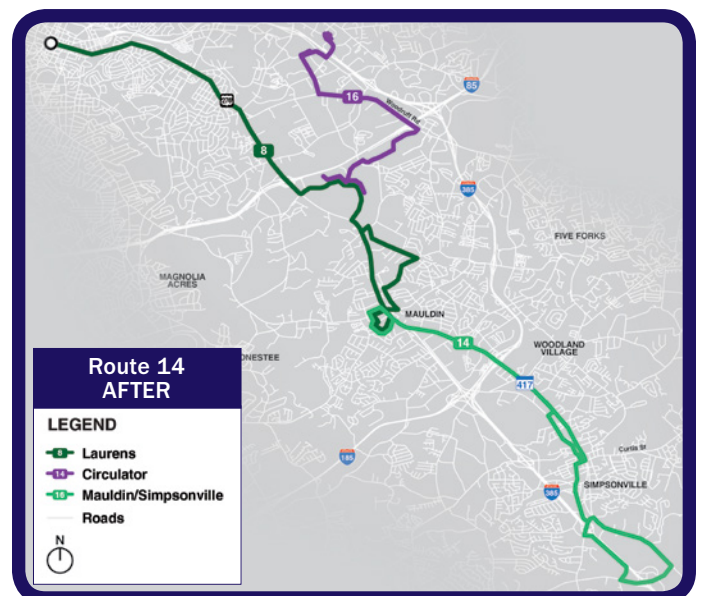
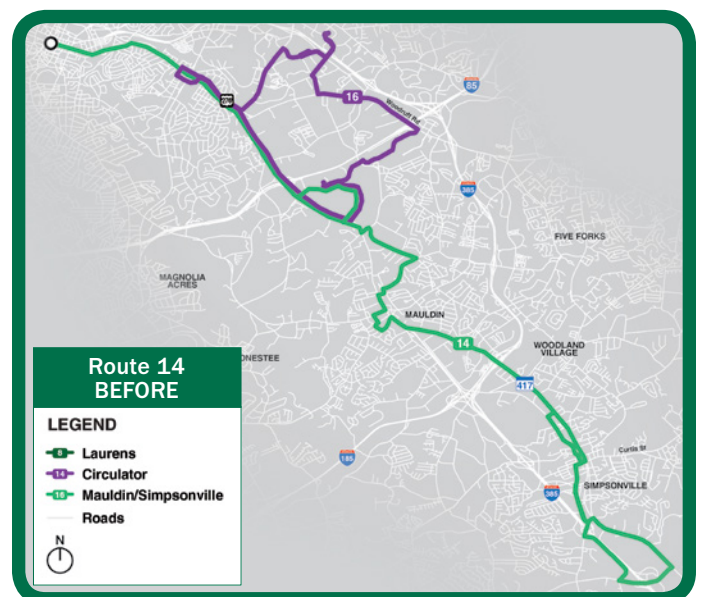
Route 14, serving the Golden Strip to Hillcrest Hospital from downtown Greenville, takes almost two hours to ride round trip.

Most riders use either the Laurens Road portion in Greenville or the Golden Strip portion, with few passengers riding the entire distance.

### PROPOSED CHANGES

By splitting the route in two, riders in the Golden Strip can still have service focused in their community but can connect to downtown Greenville with a new bus on Route 8

The new Route 8 will serve the popular segment of Laurens Road connecting Greenville to Mauldin





## Split Route 3 – Poinsett Hwy. and Rutherford Rd. – into Two Separate Routes

### CURRENT

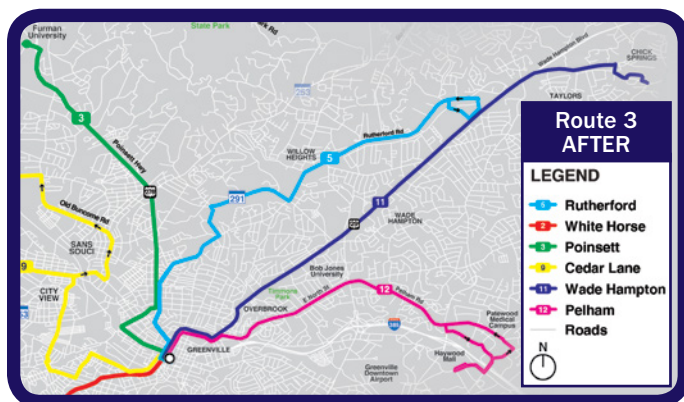
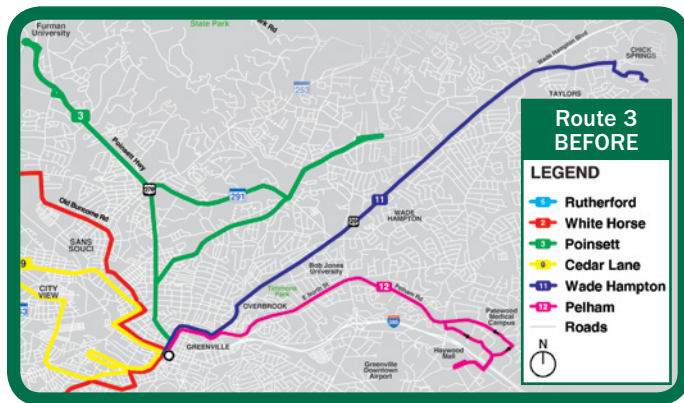
- Route 3 serves both Poinsett Hwy and Rutherford Rd and is the third most popular route when measured by ridership.
- It runs late 91% of the time because it is so well-used and covers so many miles on busy roads.
- Its long loop, traveling up Poinsett Hwy to Furman and then to the State Farmers Market on Rutherford before heading back downtown, causes many riders to get out of their way.

### PROPOSED CHANGES

Proposed Route 3 gives dedicated service to the Poinsett Hwy area, serving Cherrydale and Furman University, offering bi-directional service

A new proposed Route 5 serves Rutherford Rd including House of Raeford. Reaching the Walmart in Taylors, creating a new transfer opportunity to Route 11 – Wade Hampton, could eliminate the need to travel to the transit center

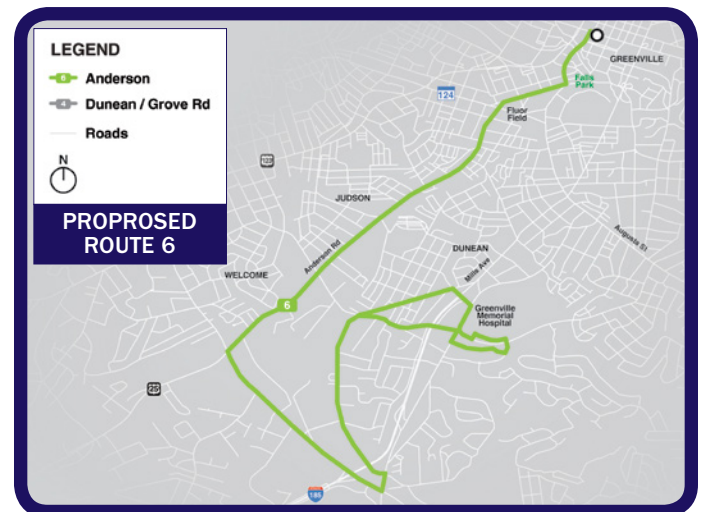
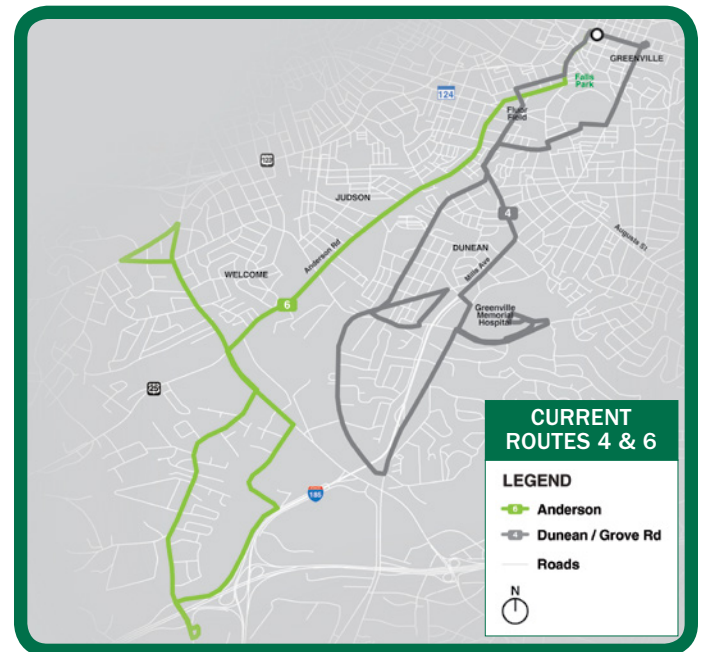
Rutherford Rd ranks high in job density, with 6-10 jobs per acre. Creating a more direct service will benefit those traveling to and from work



## Combine Route 4 – Dunegan Grove Rd. – and Route 6 – Anderson Rd.

Routes 4 and 6 are the two worst performing regular routes in the system, ranking 10th and 9th, respectively, out of 11 when measuring ridership. But, the neighborhoods and bus stops they cover are close to each other.

By combining the most popular stops and destinations of these two routes into one new route, the area can still have bus service, but in a way that Greenlink can afford to provide with its limited funds.



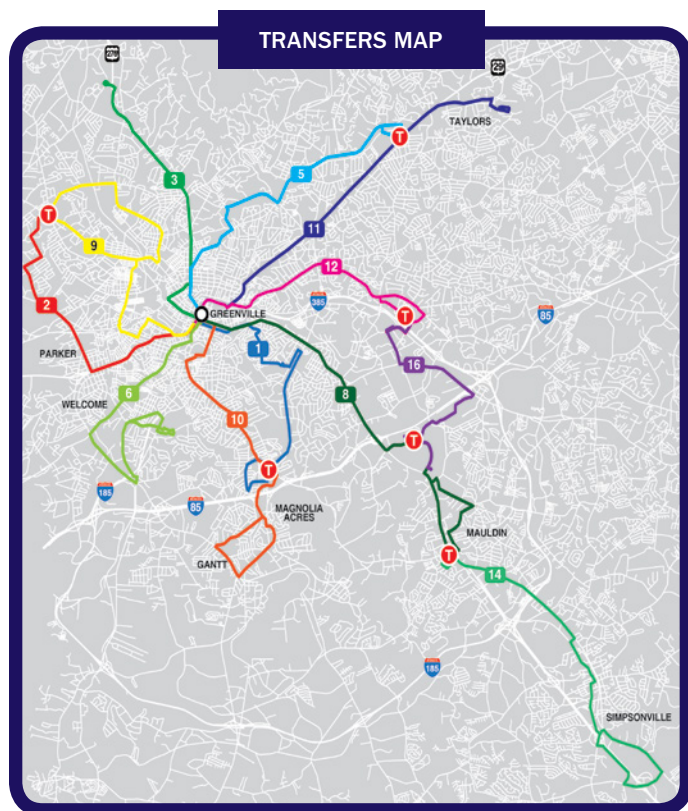
## Benefit Highlights

- The proposed network will **increase bi-directional route miles by 62.9%**.
- The revised routes result in a **6.9% reduction in the service area footprint**, however, only 2.4% of existing Greenlink riders are using the stops in the areas losing service.
- There will be a **50% increase in the number of route connections** outside of downtown Greenville.
- To put it another way, the proposed network will offer **more efficient, reliable, and dependable service to 98% of existing riders** by vastly improving the operation of routes through bi-directional service.

## Add Two Transfer Points Outside of Downtown, Increasing Number From Four to Six

Many Greenlink riders transfer, meaning that their destination isn't on the same route that they got on.

While 83% of transfers happen cross-town, meaning the downtown transit center makes sense as the transfer hub, more opportunities to transfer outside of the downtown transit center gives riders more options for traveling across the county.

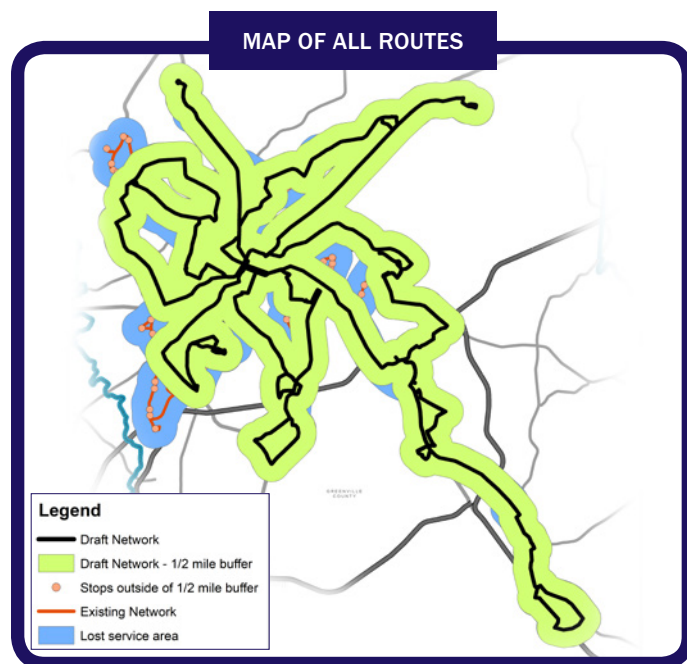


## What Would We Miss?

The proposed route changes would still operate within a half mile of 98% of the existing customer base, so the vast majority of riders will still have access to the system. Our goal is to make service better for everyone.

But with these changes, some stops will be eliminated. Most of these stops are used by two or fewer riders. Greenville Technical College's Northwest Campus in Berea is one of those stops. Greenlink is committed to connecting riders with education, but during the study period, no riders used the Northwest Campus bus stop, and the bus drivers agree that this stop is rarely used.

A difficult recommendation is the elimination of the stop by Grove Station Apartments on the current Route 4. This stop is moderately well used, but it is at the end of a long route that is not well used at all, so the bus must travel a long distance to pick up a small group of people. Greenlink staff and GTA Board members are confident that there are residents all over Greenville County like those at Grove Station Apartments who are desperately in need of transportation to work, school, the grocery store, and more. We hope that someday our funding will allow us to expand service to connect more people with the places they need to go.



## We Want Your Input

We thank you for your time to evaluate and consider these proposed changes, and now it's time to hear from you.

What do you like about this proposal? How would you change the proposed routes?

Why are these changes important to you? What impact would these changes have on your community?

Please submit your comments to [nmcaden@greenville.org](mailto:nmcaden@greenville.org) or call 864-298-2756.