

# GOLD RUSH CIRCULATOR UPDATE

## Council Dinner Briefing

April 22, 2013



# BACKGROUND



**GOLD RUSH**  
CIRCULATOR SERVICE  
FREE FARE

# BACKGROUND



- **Purpose**  
*An identifiable, signature city service that complements existing transit services and provides an affordable, frequent, convenient, and sustainable option to a variety of user groups.*
- **Carries nearly 1 million riders per year**
  - Orange Line carried 300,769 (FY12)
  - Red Line carried 643,340 (FY12)
- **Cost \$1.5 million to operate in FY13**
  - CATS (\$380,000)
  - State Transit Funds (\$356,290)
  - 2 Federal Grants (\$393,361)
  - Private Contributions (\$380,000)

# FY14 FUNDING GAP



- Both federal grants expire at the end of June
- Corporate contributions to the service have been declining.
- CCCP gathered commitments from:
  - Bank of America
  - Johnson C Smith University
  - Central Piedmont Community College
- CATS and CCCP recommend temporary suspension of the Gold Rush Orange Line beginning July 1, 2013.

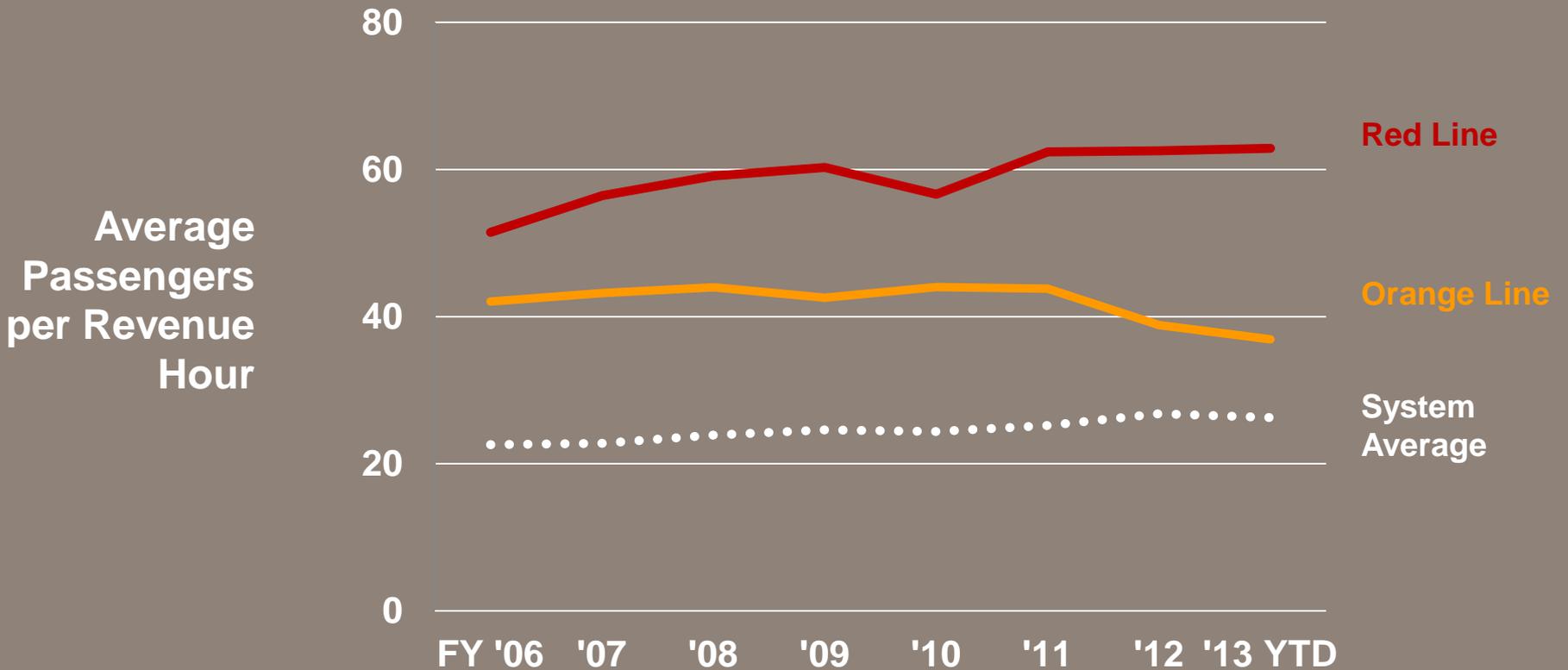
# GOLD RUSH STUDY



- The City and CCCP hired Nelson/Nygaard to study the Gold Rush
  - Review what is working and what should be changed
  - Bring best practices from peer services in other cities – operations and funding
  - Identify strategies to:
    - Improve operations
    - Fund the service more equitably
    - Address funding gap moving forward

# STUDY FINDINGS

## Productivity: Average Riders per Revenue Hour



# RELEVANT PEER CIRCULATORS



# BEST PRACTICES FROM PEERS



- Target downtown commuters and visitors
- Part of broader parking & transportation strategies
- Long term funding agreements
- Use simple routing and regular service intervals
- Use specialized branding

# SERVICE AREA REVIEW

Center City Charlotte has all the components of a strong transit market



Population



Employment



Activity Centers

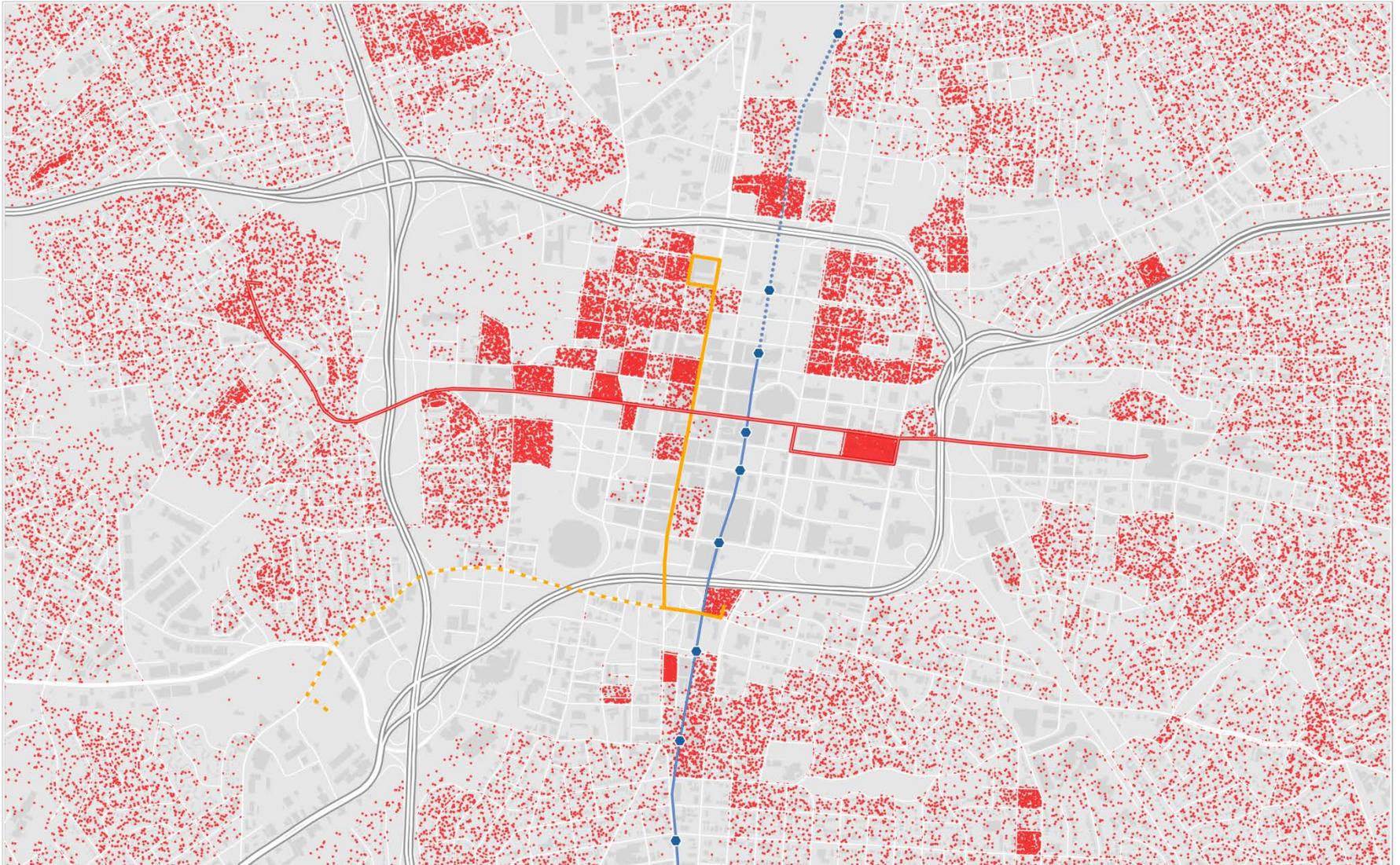


Neighborhoods

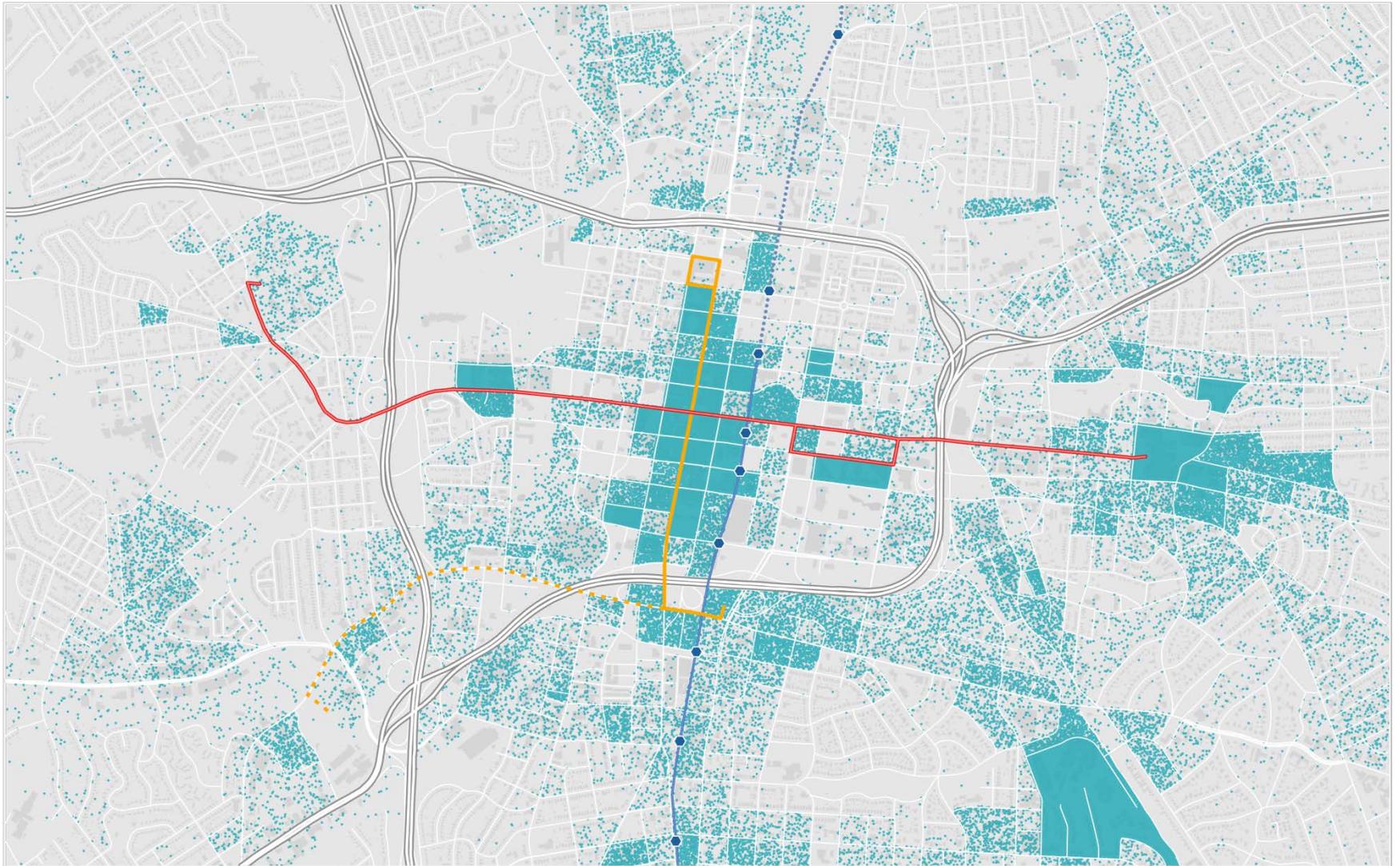


Transit Connections

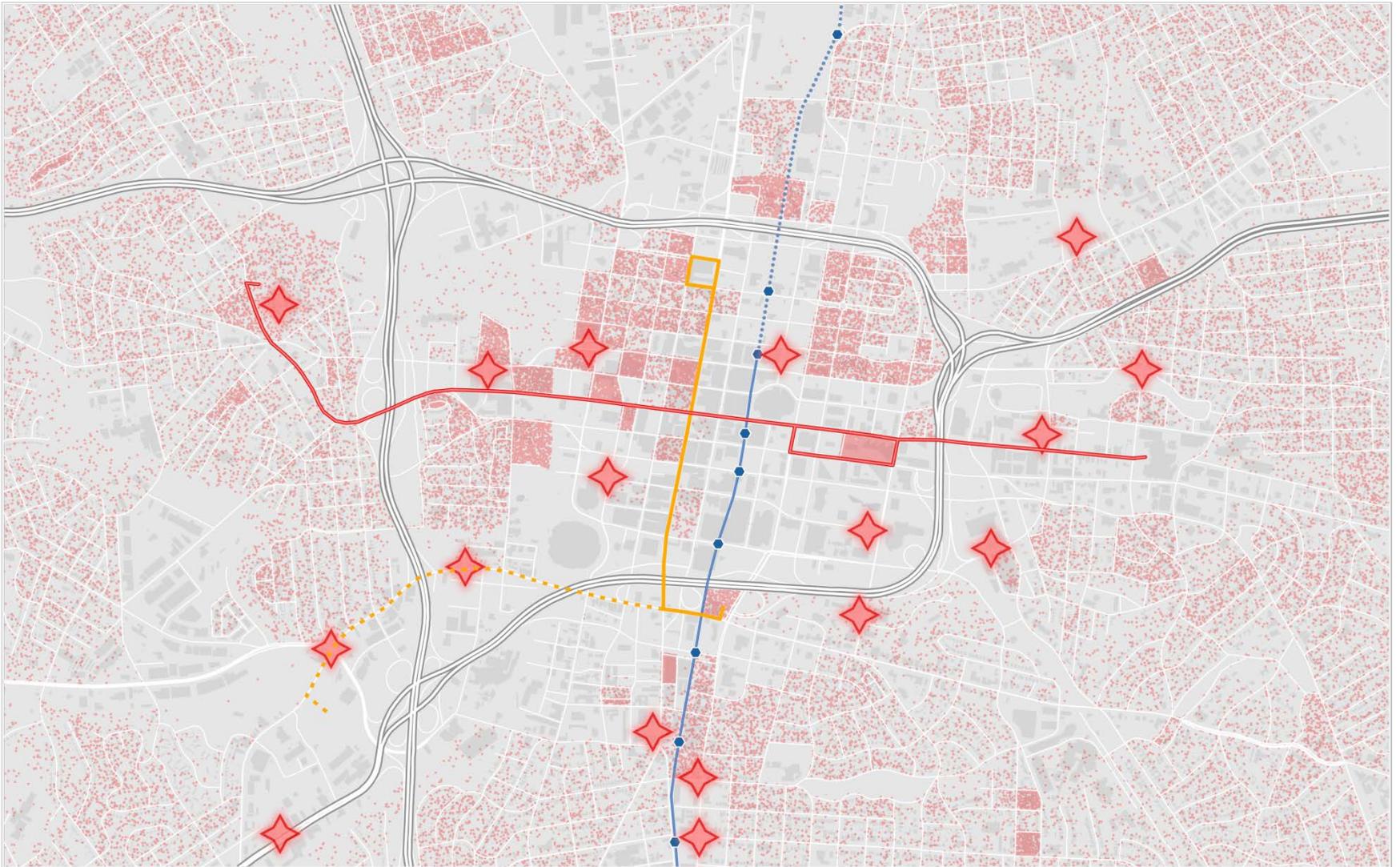
# SERVICE AREA POPULATION



# SERVICE AREA EMPLOYMENT



# SERVICE AREA NEIGHBORHOOD CENTERS



# NEXT STEPS



- Our consultants continue to work on the strategy for FY15 and beyond
- Strategy is needed for funding the operations of the service and financing new vehicles
- Urban mobility through a Center City circulator will be part of the Center City Transportation Plan update underway this year
- CCCP, City and CATS staff will continue to coordinate and collaborate

# QUESTIONS & DISCUSSION

## Gold Rush Circulator Update

