



## Legislation Text

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**TO:** Mayor and Members of City Council

**THRU:** Jay Reinstein, Assistant City Manager

**FROM:** Randy Hume, Transit Director

**DATE:** September 10, 2018

**RE:**  
Fayetteville Advisory Committee on Transit (FACT) Annual Report

**COUNCIL DISTRICT(S):**  
All

### **Relationship To Strategic Plan:**

Goal 4: Desirable Place to Live, Work and Recreate

Objective D: To develop and maintain public transportation investments with high quality transit and airport services.

### **Executive Summary:**

City Council has established the Fayetteville Advisory Committee on Transit (FACT) to address the public transportation needs of Fayetteville. FACT Chairman Michael Worrell will provide an overview and update of the Committee's activities this past year and plans for the year to come.

### **Background:**

FACT was established by City Council to address the public transportation needs of the City in a proactive way by providing recommendations to City Council, management, users and the general public in an effort to create a comprehensive and cohesive transit system that responds to the community's present and future needs. FACT meets regularly on the third Tuesday of each month at the new FAST Transit Center.

FACT has nine (9) voting members appointed by City Council consisting of a regular bus rider, two ADA rider/representatives, a FAST driver/operator, two City residents, a City resident who lives outside the FAST service area, a local community business representative, and a designee of the Fayetteville Area Metropolitan Planning Organization (FAMPO). The Assistant City Manager and Transit Director are ex-officio members.

A few of the highlights of the past year includes the opening of the new FAST Transit Center, start of Sunday services, and move of Greyhound and Megabus to the new center. The year also included

numerous route changes, primarily related to the transit center move, but also the modification to Route 11 as a result of the termination of the student pass agreement with FSU. FACT also reviewed plans for shuttle services downtown related to the new ballpark as well as special services for major events in downtown. FACT also reviewed plans for an anticipated fare increase and for changes to FASTTRAC!/ADA paratransit policies.

The Committee has also been working to reverse the troubling decline in ridership experienced by FAST as well as other transit systems around the country. These efforts include an overhaul of FAST's marketing plan to "rebrand" FAST in the eyes of our residents, more effective methods of educating the public on our transit services, an emphasis on better customer service and possible introduction to mobile ticketing. FACT has started a regular review of key performance indicators, is working on ways to better target students (and their parents) at FSU, FTCC and Methodist University. FACT plans to continue to work with staff on special event service plans and on ways to better service Fort Bragg.

One major objective of FACT is to develop a framework for a five year service plan, building on the adopted Transit Development Plan to better outline future objectives and planned expenditures.

**Issues/Analysis:**

None

**Budget Impact:**

None

**Options:**

Receive the report, or request additional information before accepting the report.

**Recommended Action:**

Receive the report

**Attachments:**

Presentation