

**PLANNING AND
COMMUNITY DEVELOPMENT**

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**Transylvania County Transportation
Advisory Board
February 12, 2025, at 2:00 PM**

MINUTES

CALL TO ORDER

- I. **WELCOME:** Sabrina Griffin, Chair, called the meeting to order at 2:00 PM. Greta Gosnell, Jeff Adams, Abby Incze, Shana Norris, and Sara Knapp were present in the room. Members present on Zoom were Carla Hill and Deb Haight. Absent were Amy Freeman, Traci McCormick and Vicki Eastland (excused). A quorum was present. Darby Terrell, Planner was present as well.

Since there were new members present the board members and staff introduced themselves.

- II. **AGENDA MODIFICATIONS:** There were no agenda modifications.

III. **CONSENT AGENDA**

- A. Minutes (November 13, 2024)

Mr. Jeff Adams motioned to approve the minutes as presented, seconded by Ms. Griffin. The motion passed unanimously.

IV. **OLD BUSINESS:**

- A. Q2 FY25 Transylvania County Operational Statistics
- i. Quarter Breakdown Summary of Demand Response
 - ii. Fixed Route Summary

Ms. Terrell went over the organizational statistics for the previous quarter. She highlighted that compared to last fiscal year there was an overall uptick this quarter for the Fixed Route ridership and for our Cab Demand Response riders. The TAB discussed the numbers presented.

- B. Ridership Passes Use

Ms. Terrell informed the board they would be getting an update on the number of passes used for both the Fixed Route and Demand Response. She stated the Fixed Route passes have seen a drop this quarter which could easily be due to the seasonal drop we get in the winter months with ridership. Ms. Terrell then

explained that the Demand Response passes stayed the same as last quarter, which is around 165 passes used. She highlighted that this number was higher than the previous years. The board had questions about how much the passes cost, and how individuals can purchase passes. Staff answered there is a bundle option of 20 rides for \$15, or you can put on as much as you would like, and a monthly option of paying \$30 for unlimited rides.

C. Fixed Route Rerouting Update

Mr. Adams updated the board on the recent survey results. He informed the Board the official count of surveys was around 93, but the presentation showed the results from a couple days ago when the count was around 75 surveys. Mr. Adams went through the survey results and answered questions. He did state the survey would close around the 2nd week in March.

The biggest takeaways were most people didn't use the service because they had a car and/or because they still didn't know where the stops were located. They would like to see new stops at Aldi's, CVS, and Silvermont Park. The top reasons for the participants to start using the Fixed Route are if it had more frequent service, Shelters at the stop locations, stops ten minutes away from their home, and easier access to the schedule. Most of the respondents would like to see the expansion of hours at the weekend, specifically on Saturday.

There was a discussion on improving the brochure specifically with how the times are presented. The TAB members seemed unanimous in their discussion to have a timetable present for the stops, because it would be easier to understand.

D. Land of Sky – RPO: There was no update from the Land of Sky RPO.

E. Transportation updates from Staff

- i. Silver Squirrel Update
- ii. Marketing Update
- iii. Newsletter

Ms. Terrell gave a quick update on the improvements they have made by reaching out for the survey advertising the services. She explained that they have recently used Transylvania Times and White Squirrel Radio. Ms. Terrell informed the board that the Fixed Route survey advertisement was sent to the school system for all parents and students in the High Schools. She stated it was also sent out to multiple departments within Transylvania County to promote the survey and sent it to boards we oversee. Ms. Terrell also informed the board there will be a Newsletter sent out quarterly to update the TAB and other organizations.

Mr. Adams updated the board on the Silver Squirrel voucher program. He informed the board there had been 752 riders or 6% of total rides between July 2024 to January 2025. There were savings of \$6,400. Mr. Adams updated the Board on the Pisgah Health grant that provides funding for one of our drivers. He informed the

board of the 251 rides that were given by the driver, and a savings of \$11,654 that was not paid to the Cab company for trips.

V. NEW BUSINESS

A. 5310 Operating Application Review

Mr. Adams informed the board of the total number that was approved by the Board of Commissioners for the Unified Grant Applications for FY2026. He also went over each line item of what budgets have been, the actual amount we have received/used so far this year, and what has been proposed next year.

VI. PUBLIC COMMENT

Mr. Adams mentioned he would start presenting to the Board what comments and complaints the department has received in this section of the meeting going forward. He believes this is part of the board's purview.

VII. BOARD MEMBERS' COMMENTS:

No comments were made.

ADJOURNMENT

Ms. Shana Norris motioned to adjourn the meeting at 3:10 PM, seconded by Ms. Abby Incze. The motion passed unanimously.



Darby Terrell, Planner



Chair

