



GREENVILLE TRANSIT AUTHORITY BOARD OF DIRECTORS MEETING

Thursday, July 23, 2026

GTA Operations & Maintenance Facility
205 Arcadia Drive - Board & Community Room
Greenville, SC 29609

Members Present: Mr. Bill Forsythe, Mr. David Mitchell, Mr. Sean Rusnak (Chair), Ms. Walker Smith, Mr. Barry Strohl, Mr. John Slipke (Vice Chair), Ms. Amanda Warren (Treasurer) – Virtual Attendance
Greenlink Staff: James Keel (Director)

Mr. Sean Rusnak (Chair) called the meeting to order at 12:30 p.m.

Pledge of Allegiance (led by Mr. Barry Strohl).

Quorum Established.

Mr. David Mitchell made a motion to approve June 25, 2026, GTA Board Meeting Minutes. Ms. Walker Smith seconded the motion. There is no opposition. The motion carries.

No Public Comments related to items on the agenda.

Driver of the Quarter Presented (Presented by General Manager Sean Ford): Kenneth Kinzie was selected as Driver of the Quarter. Kenneth was presented with an award and letter of recognition for outstanding performance from Sean Ford, General Manager. The 3 nominations he received spoke of his character, friendliness and overall dedication.

Q4 KPI Review (Presented by Transit Finance and Compliance Administrator Kat Moreland): Key Performance Indicator (KPI) for April – June 2026.

- Service Announcements occurred. Mainstreet Street Trolley Route 910 began May 1. Clark Street and Church Street Detours ended. Modified service hours started July 1, 2026.
- Down 1 Paratransit Operator due to FMLA. Down 2 Bus Operators due to FMLA. Two Bus Operator openings with 2 in hiring process.
- Quantity of Service: Ridership increase of 3% occurred in June. There was one less services date in May which impacted ridership. Down 2% for the year. Excited for the start of 30-minute service. The downward trend seems to be reversing.
- Trolley ridership increased substantially. The Board set Main Street trolley ridership goal of 9,570 riders. Ridership at 5,775 riders. Have met 60% of goal. Route 908 experienced 40% increase in ridership. Last year ran 3 trolleys; this year ran only 1 trolley. Main Street trolley is doing good. GAP ridership is steady but down slightly. One driver out for the quarter.
- Quality: Above punctuality target this month. Currently at 84% for the quarter. This is a 9% increase over prior year. Scheduled trips delivered 99.6%. Reliability and on time impacted. Accidents are down 62% over prior year.
- Paratransit excessive trips down. Slight increase in average time.
- There were a lot of comments such as Driver interaction and the bus being hot. A lot of positive comments.
- Bus reliability dropped due to unavailability of buses caused by an inability to obtain parts needed for repairs.
- Overall interruptions decreased as has become the trend.
- Technology Usage (App Engagement): Increase number of active users. 46% of riders paid with UMO this quarter.
- Upcoming Service Announcements: At the beginning of July extended Saturday Service to 10:30 pm. Added 30-minute service to routes 504 and 508. Other targeted routes. Modified weekday service from 11:30 to 10:30 pm. Targeting two additional routes for 30-minute service in Fall 2026 (501 and 510).

Fare Modernization Proposal (Presented by Transit Projects Coordinator William Flake):

Mr. Keel stated that today staff are not asking the Board to approve the fare change. Staff are seeking permission to take this concept to the public for feedback to be incorporated into a proposal to be presented to the Board later.

- The last time the Board asked staff to investigate fare changes was last year. Nicole McAden gave a presentation. Greenlink's most recent fare change was in 2011. This included a review of peer agencies' fare structure. Current fare structure for Greenlink is \$1.50 for single ride. Only GTA charges for transfers. Other Peer agencies of comparable size

either offer free transfers or have a discounted full fare that they charge at every boarding.

- Staff asked in May/June 2025 to solicit feedback from Bus Operators on how transfers and other fare payments affected operations. They expressed that there was substantial time loss with collecting cash/coin. Operators preferred options which reduced paper transfer tickets. Staff looked at how peer agencies handled this to ensure industry standards were met.
- Currently, GTA has two separate fare systems. The dollar amount is the same but the way riders pay and some of the limitations and the rules that apply to them are very different if using cash and coin or using UMO App/Smartcard or Tap-to-Pay.
- Currently fare is advertised as \$1.50 and 0.50 for transfers. Riders insert two one-dollar bills, and a \$0.50 transfer is automatically printed. 25% of these transfer tickets are never used. When using UMO App/Smart card, fare is paid using stored value and is the exact amount needed for fare.
- Transfers are \$0.50 for routes that travel through the downtown transit center. If using connector route, free transfer is available.
- Prepaid passes are offered. If boarding a bus and paying with cash, a day pass can be purchased for \$5.00. If using UMO, a day pass is not available. With UMO a 7-day and 31-day pass is offered. Most riders who purchase 31-day pass do not ride enough to justify cost. A 20-ride pass is also offered with UMO but is not valid for transfers, which is confusing.
- Fare capping is offered when using UMO. There is a \$12.50 weekly cap and \$50 monthly cap.
- Seniors, Medicare recipients and passengers with disabilities get 50% discount. When paying with cash and coins, they must present proof of eligibility which must be presented at every boarding. With UMO App proof of eligibility is validated once a year.
- Veterans get 50% off with Greenlink EasyID at boarding. With UMO App, proof of eligibility is validated once. Students get \$0.25 off fare. Student IDs must be presented when paying with cash. Drivers must verify that an ID comes from one of the 100+ Greenville County Schools, colleges and universities. UMO verification is one time.
- Over the years new products have been added, enhanced capabilities between the two systems have diverged, creating friction opportunities for customers. Transfer tickets become unreadable and get lost. Bills not being read causes delays. When using UMO, the weekly and monthly passes are redundant with fare capping and result in customers overpaying.

Staff's Proposal:

- Combine fare products and have only with system. The unified system would be called Greenlink OneFare. It is an electronic-first system that builds on the UMO system that customers already know. It has a simplified fare structure and is designed for simplicity, speed and equity for our passengers. The existing UMO cards will continue to work. We will have new reloadable OneFare cards available at the transit center and key locations throughout the network through InComm. Accounts are reloadable with cash or card at the transit center, via app/web, or at an InComm retailer.
- For a one-way trip staff is proposing \$2.00. After paying \$2.00 through the UMO app, automatically get two free transfers applied that to be used within 2-hour window. Instead of offering pre-paid passes, will lean more heavily on automatic fare capping through UMO. Daily maximum \$5.00, Weekly maximum \$15 and monthly maximum \$50. People visiting and using GSP Connection Service can use debit or credit card through Tap-to-Pay with daily maximum fare of \$5.00 already applied. Therefore, customers are not overpaying by buying passes they do not need. Cash will still be accepted on board and at the terminal for \$2.00 per ride and no transfers available.
- All eligibility checks for discounted fares can be done at one time at the transit center and are automatically applied going forward. Seniors, Medicare Cardholders, Customers with Disabilities and Veterans get 50% discount. With the OneFare card: First Boarding \$1.00. Two free transfers within 2-hour window. With fare capping, daily maximum is \$2.50. With Easyride ID can still pay \$1.00 cash, but they will be encouraged to get a OneFare card in order to get free transfers and fare capping.
- For Students, with OneFare Card or UMO App first Boarding \$1.50 with 2 free transfers and 20% off for Daily, Weekly and Monthly passes. Students will not be given a cash discount due to 100s of student IDs.
- There are additional benefits for customers with OneFare. Balance protection for registered accounts that can be transferred to a new card. Customers can go online to check value, check balances, get receipts, view account history and track progress towards fare caps. If customer's account balance is not enough to cover fare, they can still take one more ride with the remainder so they can get home. The negative balance is paid off when funds are added.
- Due to the high cost to operate Paratransit, the ADA permits paratransit fares up to 2 times the amount of cash fares for a similar length fixed route trip. Existing fare is flat \$3 rate regardless of trip length. Staff proposes with OneFare to change fare based on similar fixed route trip lengths. Fare for trip that stays within one fixed route would be \$4.00. Going from Simpsonville to Mauldin would cost \$4.00. Fare for trip that stays within two fixed routes would be \$5.00. Going from Simpsonville to downtown Greenville would cost \$5.00. Fare for trip that would utilize three fixed routes would be \$6.00. Going from Simpsonville to Furman University the fare would cost \$6.00. This is half of what ADA allows.



Now is a good time for this change due to current trends indicating that most rides will be done electronically within the next year. Also, we have rolled out open payments where visitors can now use credit/debit card tap-to-pay.

Looking at industry trends, many agencies all over the southeast and beyond are transitioning to a similar fare structure. MARTA (Atlanta) has New Breeze Program, CATS (Charlotte) Undergoing Fare Modernization Program and WeGo (Nashville) is called QuickTicket.

- All have App or smartcard as the primary method of payment.
- Automatic free transfers, no transfer tickets
- Automatically applied discounts
- Cash for single one-way trips only

Transition Plan:

- July Board Approval to get public feedback
- Two-months long public feedback period.
- Report back in September with feedback from the public.
- Pending approval, staff prepared to roll out OneFare January 1, 2027.
- To help ease transition, free OneFare cards will be given out November 23 through January 30, 2027.

In summary:

Greenlink OneFare is simple, fast and fair. It is simple because fare is \$2.00 with 2 free transfers. Do not have to keep transfer ticket. Fast because lightning-fast scanners use 5g. and riders can get discounts without onboard ID checks. Fair because customers get automatic daily, weekly and monthly fare caps allowing customers to get the value they paid for. Riders can get access to OneFare cards and add money to it at downtown transit center and retail stores throughout the InComm network.

Q&A:

- Any college in Greenville County can get discount.
- Have ability to suspend access to OneFare.
- With start of airport service, hope customers use tap to pay credit or debit card.
- Copies of presentation uploaded on one drive through TEAMS accounts.
- Most agencies have switched to electronic.
- Presentation will be simplified for the public.
- There will be a variety of resources to get info out and get feedback.
- Encourage seniors to transition to OneFare to get free transfers, but cash will still be accepted.
- Paratransit operates differently. It is handled by Ecolane.

Mr. Bill Forsythe made motion to approve staff taking Fare Modernization Proposal to the public for feedback. Ms. Walker Smith seconded the motion. There is no opposition. The motion carries.

Director's Report (Presented by Director James Keel):

- Next TDP Steering Committee scheduled for August 5.
- Safety and Training Manager in hiring process. Shift Supervisor opening. Safety & Training Specialist opening. Staff member, John Wright was awarded Onboarding & Risk Programs Coordinator position.
- GTA Awarded \$4 million Build Grant for redevelopment of the GTA terminal on McBee. GTA will not incur any expenses until the PGA is signed with the USDOT.
- All 22 digital signs were installed. Static signage going up. New signs & timetables at 41 stops, 73 in process. Phase NR-2 and NR-3 in SCDOT permitting. There are 57 stops waiting for SCDOT permits. Working on site improvements. Three new stops have been installed in Nicholtown for bidirectional service. NR-4 and NR-5 are in design (63 stops). Working on site selection for additional 30 stops in NR-6.
- Increased frequencies occurred for 504 and 508. Rollback of later hours occurred on weekdays but added later hours for Saturday, which now matches weekday service.
- GTA was awarded \$50,000 a microtransit pilot grant in tandem with the downtown trolley.
- Budget amendment being presented today on wrapping up funding on new facility that needs to be spent.

City's Monthly Financial Report for May 2026 (Presented by City Budget Administrator Kristina Junker):

- Passenger fares decreased 3% from the prior year.
- Salaries, Wages and Fringe Benefits approximately 11% higher. Insurance reflects a 26% increase over prior year.
- Federal Grants are higher by 16% due to higher percentage of reimbursable operating expenses.
- Federal Capital Grants reflects a 15% decrease compared to prior year.
- Accounts Payable through the end of May are \$1,219,017.77.
- Accounts Receivable at the end of May are \$521,486.84. As of May 17, 2026, outstanding balance is \$540.00

GTA Board Invoices (Presented by City Budget Administrator Kristina Junker):

Date	Vendor	Description	Invoice #	Amount (\$)
6-25-26	Accufund	Accounting Suite Software Renewal 9/1/26 – 8/31/27	202647603	6,693.75
7-7-26	Amazon	4 Electric Wheelchairs	1YGP-NQW1-XX7Q	4,964.01
6-30-26	B & H Photo	iPad Cover for Intern Della Avent	245924560	86.39
6-30-26	Burr Forman	General Counsel through 6-30-26	1666567	300.00
7-1-26	Capstone Language	Monthly Landscaping Services	105061	4,532.00
6-30-26	City of Greenville	June Expenses	93443	1,177,167.96
7-6-26	Lefler Electronics	BDA Testing	89226	208.75
6-30-26	McGriff Insurance	Property Renewal	5758289	3,444.00
7-6-26	MSS Solutions, LLC	BMS Upgrade	73446	13,500.00
7-7-26	MSS Solutions, LLC	Troubleshoot Boiler System	73670	3,960.00
6-30-26	Optima Engineering	Engineering Design Services for adding cooling to Maintenance Bay	OE25698	11,000.00
7-13-26	Quebec Inc.	Transit App Renewal Year 3	3630	11,113.00
6-30-26	Reeves Young	O&M Construction Services through 6-30-26	APP037	45,720.31
7-1-26	Remix Technologies, LLC	Transit Planning & Scheduling Software, Year 1	INV031-2081	33,200.00
6-11-26	ROK Brothers	1 Year Renewal NetCloud Mobile Essentials Plan	INV219038	6,660.60
7-13-26	RTS Public Safet Communications	Field Survey	626261	450.00
6-24-26	Spika Design & Mfg.	Railings for Scaffolding System	4530	7,460.03
6-30-26	TD Card Services	TASC Registration for Bill Forsythe & Barry Strohl	7062026-Board	890.00
7-8-26	TD Card Services	Rescue Randy Manikin	7062026JC-Board	1,305.65
6-30-26	Transit Solutions	Onboard Video Camera System	100600	14,643.00
6-30-26	Travelers	Insurance Deductibles	678937	500.00
6-30-26	WSP USA, Inc.	2026 Transit Development Plan	40397561-03	76,419.11
Total				\$1,424,218.56

Mr. John Slipke made a motion to pay invoices totaling \$1,424,218.56, subject to the availability of funds. Ms. Walker Smith seconded the motion. There is no opposition. The motion carries.

Resolution 2026-11 - FY27 Budget Amendment #1 & Change Order Authorization with Reeves Young (Presented by Director James Keel): Augusta Street property was sold. Funds from this sale had to either be reinvested in this project or sent back to the Feds. Staff have been waiting for the Engineering report to come back on some cooling options for maintenance. We now have the report and this has this priced out. Charging management for our EV infrastructure included. There is a life cycle review that we are at now and a warranty piece for a little over \$9,000. Three-way valves need to be installed on devices for heat recovery unit to control temperature in winter and prevent bays from reaching into the high 80s degree. The second bus wash will be built out. Have a change order for Reeves Young to install bus wash and install cooling options and add CNG fueling posts for additional buses we hope to pursue. The cost is \$2,075,703.67.



Mr. John Slipke made a motion to approve Board Resolution # 2026-11 to approve and adopt the fiscal year FY2027 Capital Budget Amendment No. 1 and Change Order Authorization with Reeves Young. Ms. Walker Smith seconded the motion. There is no opposition. The motion carries.

No Public Comments Related to Items not on the Agenda.

Important Updates:

- Mr. Rusnak urged Board and Staff to reach out to Senator Graham's office to offer condolences.
- Mr. Forsythe attended County Council Meeting where they had referendum on agenda for Penny Tax. There was an amendment to it to increase funding to transit from 3% of proceeds from the tax to 5%. The amendment did not pass.

Ms. Walker Smith made a motion to adjourn. Mr. John Slipke seconded the motion. There is no opposition. The motion carries.

Prepared by: Lorrie Brown Date: 8/27/26
Lorrie Brown, Board Secretary

Approved by: Sean Rusnak Date: 8/27/26
Sean Rusnak, Chair