

# Oconee County Transit Feasibility Study

## Project Overview Presentation

January 23, 2014



**URS**

# Overview

- Original Study Completed in December 2008
- Purpose of Update
  - Demographics – 2010 Census data
  - CAT's success
  - Economy
  - Perceptions/opinions of transit



# Goals of Update

- Re-engage public
- Integrate 2010 Census data
- Review current transit service
- Benchmark peer communities
- Recommend next steps



# Public Involvement

- Stakeholder Outreach
  - Village of Fair Play
  - Town of Salem
  - City of Seneca
  - City of Walhalla
  - City of Westminster
  - Town of West Union
  - Keowee Key and surrounding “lake area”



# Public Opinion Survey

- Distribution
  - 347 responses
  - Local governments and service providers
  - 72% online / 28% hardcopy
- Geographic response
  - Seneca – 12%
  - Walhalla – 37%
  - Westminster – 2%
  - West Union – 4%
  - Elsewhere in Oconee County – 45%



# Selected Responses

46%  
have used CAT bus

92%  
more transit is needed  
in Oconee County

81%  
expanding CAT bus  
is the most  
appropriate way to  
provide more transit

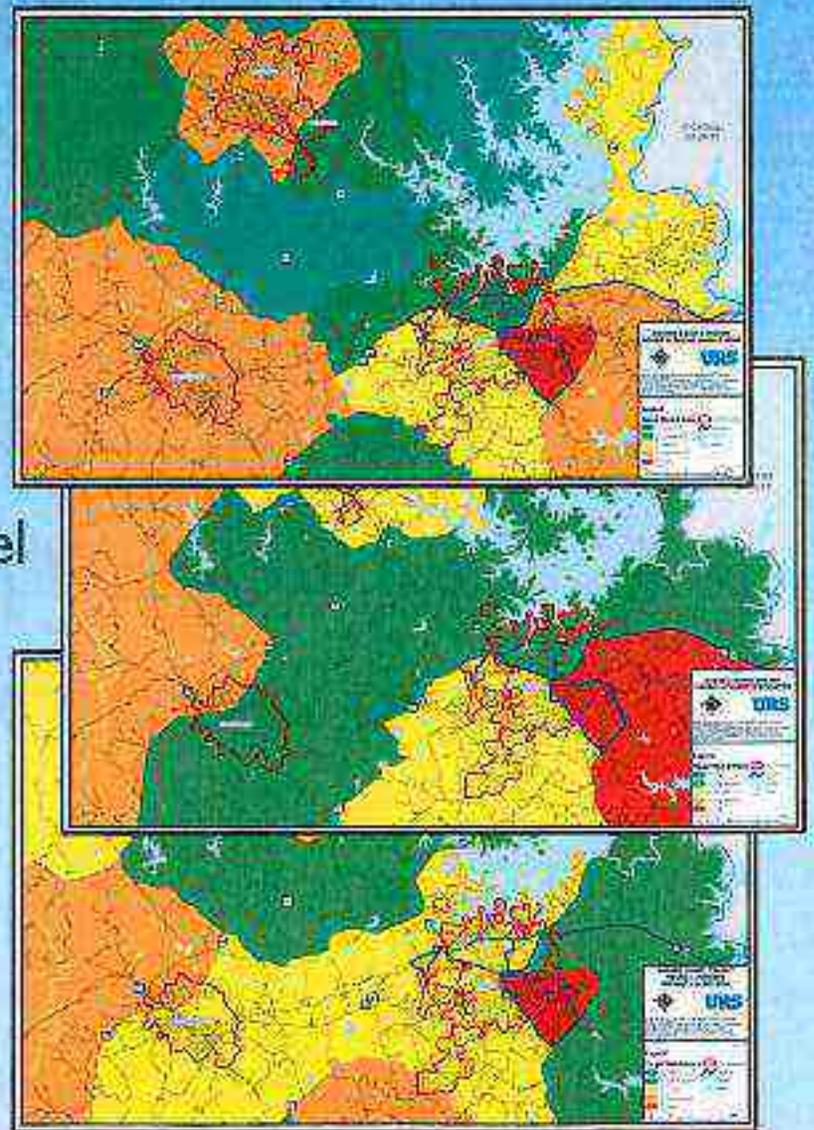
70%  
would use  
expanded transit

73%  
would be willing to  
pay a fare to ride



# Census 2010 Data

- Key Transit Indicators
  - Persons 18 to 24 years of age
  - Persons 65 and older
  - Non-white populations
  - Persons below the poverty level
  - Households without vehicles
  - Persons with disabilities
  - Persons with no HS diploma



# Key Demographic Observations

- Rising **elderly** population
- Stable rural **youth** population
- Declining **minority** population
- Increase in **below poverty level** population
- Rising **no vehicle households**



# Review of Current Transit Service

- Clemson Area Transit (CAT)
- Began operating in Oconee County in 2006
  - Three routes
  - 50% in City of Seneca
  - 50% in unincorporated Oconee County



# Peer Community Analysis

- Five peer transit agencies were reviewed (Anderson, SC; Asheville, NC; Charlottesville, VA; Lynchburg, TN; Spartanburg, SC)
- Identified potential service operational characteristics of a fully expanded Oconee County transit system
  - Cost per revenue hour = \$60-\$70
  - Annual operating cost of \$700,000 to \$1 million



# Path Forward

- Form Transit Advisory Task Force
- Perform an origin-destination study
- Begin dialogue with the City of Seneca and CAT concerning expanded service
- Identify dedicated funding source
- Finalize service plan
- Finalize financial plan
- Initiate new services



# Typical Reasons for Transit Service Implementation

- Establish a new and attractive community mobility alternative
- Improve access between activity centers and other destinations
- Facilitate trips over multiple destinations
- Obtain environmental benefits
- Create a safer and more convenient local travel alternative



# Conceptual Service Development

- Route alignment
- Service days
- Service hours
- Service frequency
- Target ridership markets and destinations
- Image
- Vehicle type



# Discussion



## Oconee County Transit Feasibility Study Update

Oconee County desired to update the Transit Feasibility Study that was conducted in 2008. Key reasons for the update were the recent availability of new 2010 demographic data, success of Clemson Area Transit in and around the City of Seneca, changes in the economy, reengaging the public to understand current public opinion and perception toward transit, and updating the recommendations of the plan to reflect current realities. The following are the core work items of the update:

### **PUBLIC INVOLVEMENT**

Targeted stakeholder meetings were conducted to identify perceptions, desires, and expectations regarding transit service in Oconee County. Meetings included:

- Village of Fair Play
- Town of Salem
- City of Seneca
- City of Walhalla
- City of Westminster
- Town of West Union
- Keowee Key and surrounding lake communities

A public opinion survey was made available both online and in hardcopy format. Several municipalities and social service providers assisted in distributing hardcopies to those who might not have internet access. The survey received broad exposure with 347 surveys returned; of these, 28% were hardcopy and 72% were online.

### **CENSUS DATA UPDATE**

Demographic data was updated as available from the 2010 US Census. The update included revising key metrics within the study and the maps presented.

### **REVIEW OF CURRENT TRANSIT SERVICE**

The history and performance of Clemson Area Transit (CAT) within Oconee County was reviewed and analyzed. CAT has seen impressive ridership growth in Oconee County and leads South Carolina transit agencies in a number of key performance metrics.

### **PEER COMMUNITY ANALYSIS**

Transit agencies from five peer communities were analyzed to identify potential service operational characteristics for expansion of transit service in Oconee County. Based on this review, a fully expanded transit system that serviced all of Oconee County would likely be similar to the Anderson or Spartanburg systems and ultimately have an annual operating cost of approximately \$750,000 to \$1 million.

### **PATH FORWARD**

Based on the information gathered through the original feasibility study process and this update, several next steps were developed to assist Oconee County in moving toward more robust transit/mobility options. These include:

- Formation of a Transit Service Advisory Task Force;
- Performance of an origin-destination study;
- Initiation of a dialogue with the City of Seneca and CAT concerning expanded service;
- Identification of funding;
- Finalization of a service plan and financial plan; and
- Initiation of new service.

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# Oconee County Transit Feasibility Study Update



June 2013

Prepared by

**URS**

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## 1. Introduction

The City of Seneca conducted the Oconee County Transit Feasibility Study in 2008. The intent of the study was to determine the potential for an expansion of the current transit system and to help Oconee County gauge the short- and long-term benefits and demands for such an expanded system. While the study provided a number of recommendations, none advanced past the study phase.

### *Need for Update*

In 2012, attention again focused on the feasibility of an expanded transit system in Oconee County. Several factors contributed to this renewed interest:

- **2010 Census** – The original study was conducted in 2008 and utilized the most current demographic data available at that time; however, this data was collected in 2000, making it nearly a decade old. With the 2010 Census now compiled and available, the County desired to review this data to determine how demographics had changed since 2000 and what effect that might have on expanded transit service in the County.
- **CAT's Success** – Having begun operations in Oconee County (i.e., in and around the City of Seneca) in 2006, Clemson Area Transit (CAT) service was new to the County when the original study was initiated in 2007. At that time, the CAT Seneca service was a pilot project and its success was yet to be realized. CAT service has now existed in Oconee County for more than six years, with ridership demonstrating its popularity and success. Additionally, the City of Seneca was recently awarded a federal grant to completely modernize its rolling stock, making it the only transit system in the country to operate an entirely electric-powered fleet of buses.
- **Economy** – The economy was just beginning its downturn in 2007-2008 when the original study was completed, and the recession's length and full effect were yet to be understood. This had several implications for transit. To begin, along with all local governments, the County's revenues and priorities were impacted by the recession, making the idea of starting an independent transit agency operated by the County (as recommended in the original study) more challenging. Additionally, with many people's job status and incomes affected by the economic downturn, the need for transit increased. Finally, with many people losing their employment, access to jobs and training/education is now more important than ever.
- **Public Opinion** – With both the success of CAT Bus' pilot project in Oconee County and the affects of a changing economy, it was believed that the public's opinion of transit may have changed. Based on anecdotal evidence, leaders felt that the idea of expanded



transit might be gaining broader acceptance with County residents. Leaders wished to re-engage the public and municipal governments to determine how much support does exist for expanded transit service.

### ***Role of the Update***

This update is not intended to be a comprehensive analysis of transit need, as the original study established such need. Rather, this update seeks to first assess the current level of support for transit. Then, provided sufficient support exists, determine the most appropriate next steps for expanding transit service in Oconee County.

Employing a measure of both qualitative and quantitative study, several targeted evaluations were performed. These evaluations provide key insight into the probability for success of expanded transit service.

- **Public Engagement** – Two primary areas of public engagement were performed: stakeholder meetings; and public opinion survey.
- **Census Data Update** – Demographic data was updated as available from the 2010 Census. The update includes the revision of key metrics and maps presented in the original study.
- **Review of Current Transit Service** – Data concerning CAT’s service in and around the City of Seneca was reviewed to determine the success of this pilot project and its potential for expansion to other parts of Oconee County.
- **Peer Community Analysis** – Communities of similar demographic and geographical makeup to Oconee County that currently provide transit service to their constituents were reviewed to determine applicability and transferability to Oconee County.

Sections 2, 3, 4, and 5 of this document summarize the respective areas listed above, while Section 6 presents next steps in a path forward to a more complete transit system in Oconee County.



## 2. Public Engagement

The original study included public engagement, but it was limited in scope. Determining public support for transit was a primary focus of this update; therefore, Oconee County desired to broaden public engagement through the inclusion of all municipal governments and communities and a larger cross section of the general public. To accomplish this, two primary areas of public engagement were pursued and are presented below.

### *Stakeholder Meetings*

Targeted stakeholder meetings were conducted to identify perceptions, desires, and expectations regarding transit service in Oconee County. The main intent of these meetings was to determine what may have changed since the publishing of the original study. Individual meetings were conducted to the convenience of each stakeholder group, and therefore took several months to complete. Some meetings were specially called, while others were conducted as part of an already scheduled meeting.

Meetings included:

- Village of Fair Play
- Town of Salem
- City of Seneca
- City of Walhalla
- City of Westminster
- Town of West Union
- Keowee Key and surrounding lake communities



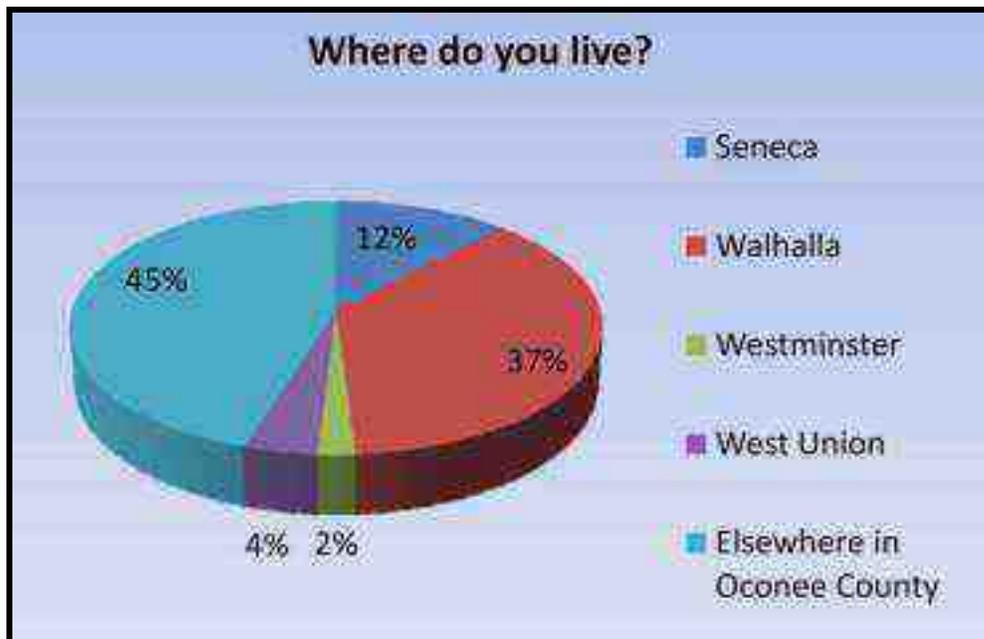
The following summarize input received from the stakeholder meetings:

- Overall, there was a general consensus that expanded transit service in Oconee County is needed and would be used if available. Specific reasons for this need included higher gas prices, limited incomes, distance to destinations and services, training and job access, and promoting economic growth.
- When asked, “Who in your community would use transit?” responses included people without transportation, elderly, disabled, single parents, and young people.
- A variety of destinations that would be accessed if transit were available were mentioned, including places of employment, Clemson University, Tri-County Technical College, Clemson football games, church, high school sporting events, grocery stores, pharmacy, Walmart, doctors’ offices, library, City/Town Halls, County services, soup kitchens, food banks, and thrift stores.
- Most expressed that expanded transit should be timely and convenient. Designated stops with appropriate comforts such as benches and shelters should be provided. Headway was also a concern, as people did not want to have to wait too long for the next bus.
- While some communities were willing to consider partnering on the financing of expanded transit, others felt transit (both existing and future) should pay for itself.
- Most believe that riders would be willing to pay some type of fare, depending on realized benefits.
- Negative perceptions of transit, such as it being associated with crime and vagrancy were mentioned by several as potential barriers to its success.
- While most responses were positive towards transit, representatives for some of the communities along Lake Keowee did not see the demand for it and expressed a preference for bike lanes and sidewalks over transit.

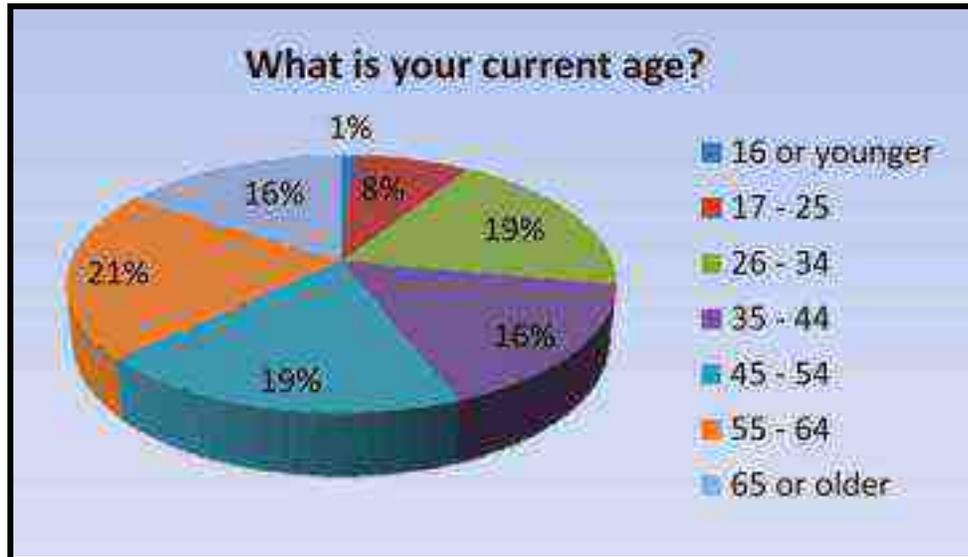


### Public Opinion Survey

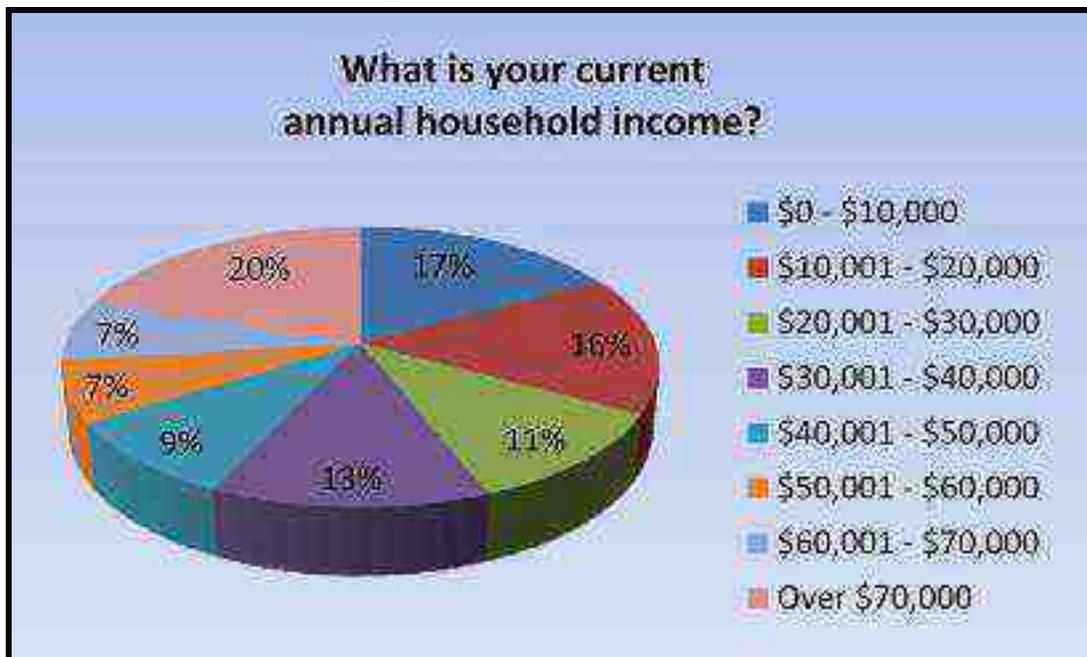
A public opinion survey was made available both online and in hardcopy format. Stakeholders, including municipalities throughout the County, were encouraged to post a link to the survey from their respective websites. Several municipalities and social service providers assisted in distributing hardcopies to those who might not have internet access. The survey received broad exposure with 347 surveys returned; of these, 28% were hardcopy and 72% were online. As shown in **Figure 2-1**, geographic response was well distributed throughout the County, with the largest number of responses coming from unincorporated areas. Similarly, respondents were well distributed in both age and income as seen in **Figure 2-2** and **Figure 2-3** respectively.



**Figure 2-1**  
Survey Respondent Geographic Distribution



**Figure 2-2**  
Survey Respondent Age



**Figure 2-3**  
Survey Respondent Household Income



Several key indicators from the survey are presented below<sup>1</sup>. These show a large degree of public support for expanded transit in Oconee County. Additionally, extending CAT service is the preferred method of expansion.

46%  
have used CAT Bus

92%  
feel more transit is  
needed in Oconee  
County

81%  
believe expanding  
CAT Bus is the most  
appropriate way to  
provide more  
transit

70%  
would use  
expanded transit

73%  
would be willing to  
pay a fare to ride

<sup>1</sup> A complete summary of both online and hardcopy survey responses is included in Appendix A.



### 3. Census Data Update

Several demographic data sets were presented in the original study to assist with analysis of transit dependency in Oconee County. With the release of 2010 Census data, those demographic sets are revisited as part of this update.

Transit-dependent population groups are described as those segments of the population that are precluded from driving vehicles and are highly dependent upon others for transportation. The types of limitations that are the reason for their dependence include physical, financial, legal, and self-imposed limitations:

- **Physical limitations** may include permanent disability, frailty due to age, blindness, paralysis, or development disabilities. They may also include temporary disabilities, such as injury, which would preclude an individual from driving.
- **Financial limitations** may be short- or long-term. Short-term financial limitations may be the result of layoffs, high gas prices, unexpected bills, etc. Long-term financial limitations may include fixed income level, single head of household, high automobile insurance rates, or other barriers to purchasing or owning a private vehicle.
- **Legal limitations** are typically related to persons too young to drive or persons that have had their driving privileges revoked.
- **Self-imposed limitations** are made by persons who choose not to own or drive a vehicle for reasons other than those listed in the other categories above. Persons in this category may include environmentalists, persons new to the area, or any others that consciously make a choice not to drive. Data for this final category is not readily available and this group typically represents a small portion of the transit population.

For comparison purposes, census information related to transit dependent populations as presented in the original study and updated to the most current estimates is presented in **Table 3-1** and **Table 3-2** respectively.



**Table 3-1**  
Transit Dependent Population Factors (2006 Data)

Geographic Area*	Population				Households		
	Age 17 to 25	Age 65+	Minority	Below Poverty Level	Owner Occupied	No Vehicle	Median Income
<b>Seneca</b>	9.5%	16.0%	36.7%	15.6%	60.4%	1.7%	\$32,643
<b>Walhalla</b>	8.3%	15.7%	16.8%	17.2%	59.9%	3.9%	\$29,063
<b>Westminster</b>	9.6%	15.3%	14.4%	9.3%	62.9%	6.7%	\$30,802
<b>West Union</b>	12.8%	16.5%	12.5%	27.1%	70.1%	1.5%	\$24,250
<b>Oconee County</b>	8.0%	15.6%	10.9%	10.8%	78.4%	4.4%	\$36,666
<b>South Carolina</b>	10.2%	12.1%	33.9%	14.1%	72.2%	9.0%	\$37,082

Source: U.S. Census Bureau, 2006 \*Data not available for Salem.

**Table 3-2**  
Transit Dependent Population Factors (2011 Data)

Geographic Area*	Population				Households		
	Age 18 to 24	Age 65+	Minority	Below Poverty Level	Owner Occupied	No Vehicle	Median Income
<b>Seneca</b>	5.6%	17.7%	26.6%	23.9%	58.6%	10.3%	\$35,294
<b>Walhalla</b>	3.3%	20.3%	18.2%	23.8%	58.7%	16.8%	\$35,792
<b>Westminster</b>	10.5%	17.3%	4.6%	18.0%	79.9%	8.7%	\$35,195
<b>Oconee County</b>	8.2%	18.5%	9.4%	18.1%	76.0%	5.8%	\$42,641
<b>South Carolina</b>	10.3%	13.5%	31.4%	17.0%	69.8%	7.1%	\$44,587

Source: U.S. Census Bureau, 2011 \*Data not available for Salem or West Union.



In reviewing the above data, several observations were made:

- **Rising Elderly Population** – Compared to South Carolina as a whole, Oconee County has a higher percentage of persons age 65 and over. Additionally, from 2006 to 2011 the percentage of persons age 65 and over has risen by almost 3% in Oconee County. South Carolina has seen its age 65 and over population rise at half that rate. With Oconee County continuing to be an attractive location for retirees, it would be expected that this trend would continue.
- **Stable Rural Youth Population** – Oconee County has a lower population percentage of persons ages 18 to 24 than the State. From 2006 to 2011 this segment of Oconee County's population remained stable across the County as a whole, but saw significant declines in Seneca and Walhalla. This indicates that a larger portion of the youth population is now located in more rural, unincorporated areas of the County.
- **Declining Minority Population** – Each of the municipalities and Oconee County as a whole are well below the State for minority population. Oconee County's percentage at 9.4% is less than one-third of the State's percentage at 31.4%. Higher percentages are experienced in the municipalities of Seneca (26.6%) and Walhalla (18.2%). Overall, the percentage of minority population has declined in Oconee County since 2006, but a similar drop has been experienced statewide.
- **Increase in Below Poverty Level Population** – Oconee County's percentage of persons living below the poverty line has nearly doubled since 2006. Municipalities within the County have seen similar increases. This is more than double the percentage increase experienced by South Carolina.
- **Rising No Vehicle Households** – While not dramatic, the percentage of households without a vehicle rose from 4.4% in 2006 to 5.8% in 2011. That equates to more than 1,700 households or more than 4,300 people in Oconee County without access to a vehicle.



To identify concentrations of the target transit markets identified in Table 3-2, several maps from the original study were updated with this new data. The method for identifying the concentration of the target transit markets utilizes an index scoring system. This numeric index score represents the level of concentration of potential transit markets. The index, unless otherwise noted, is a composite of 2010 Census data for:

- Persons 18 to 24 years old;
- Persons age 65 and older;
- Non-white populations;
- Persons below poverty;
- Households without vehicles;
- Persons with disabilities<sup>2</sup>; and
- Persons without a high school diploma.

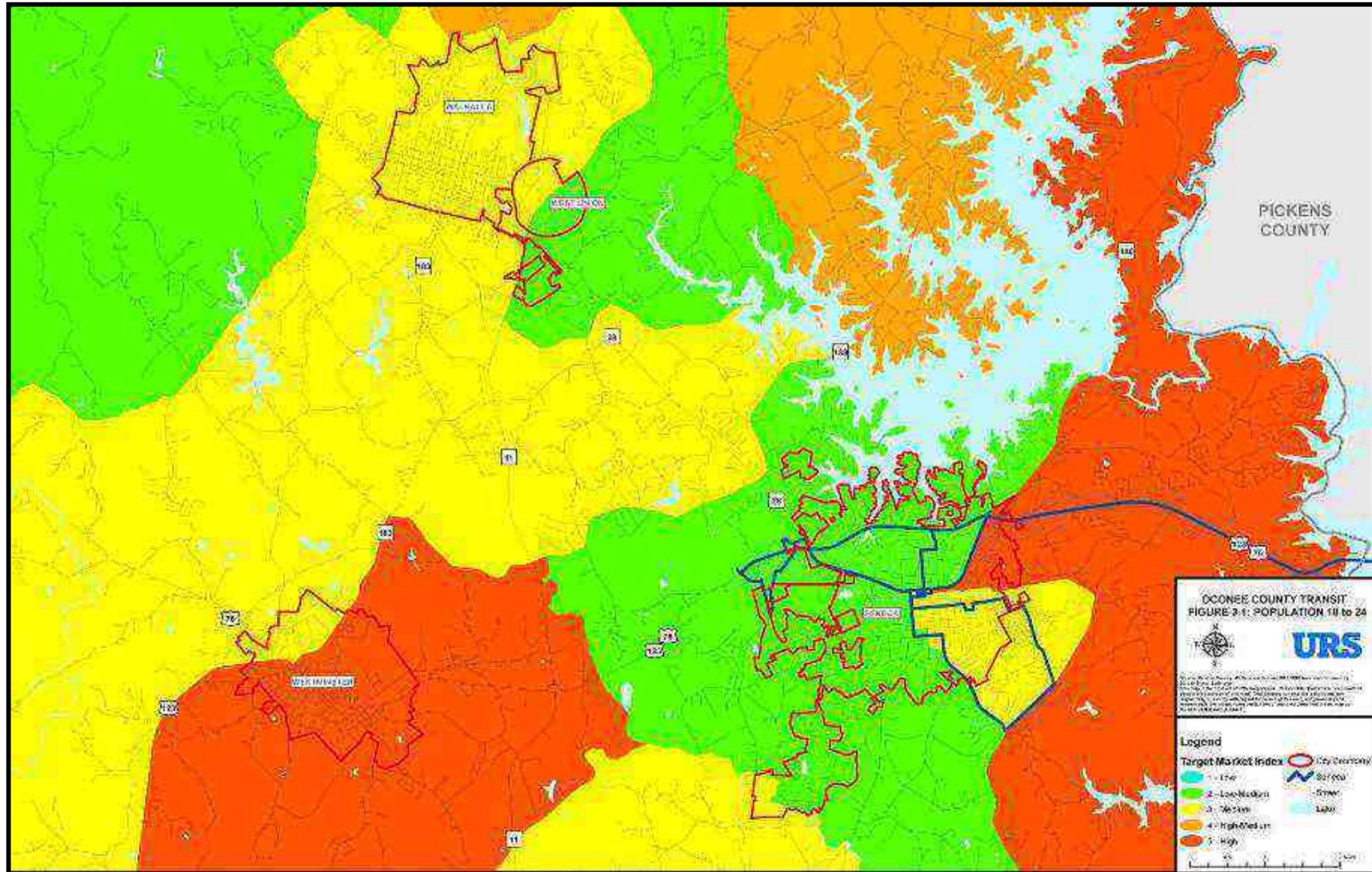
**Figures 3-1 through 3-7** respectively depict the above metrics.

**Figure 3-8** illustrates the composite target transit market index<sup>3</sup>. The higher the composite index the greater the intensity of the variables in the geographical areas. Figure 3-8 makes it clear that the highest composites of transit dependent variables exist on the eastern side of Seneca and in and around Walhalla and Westminster.

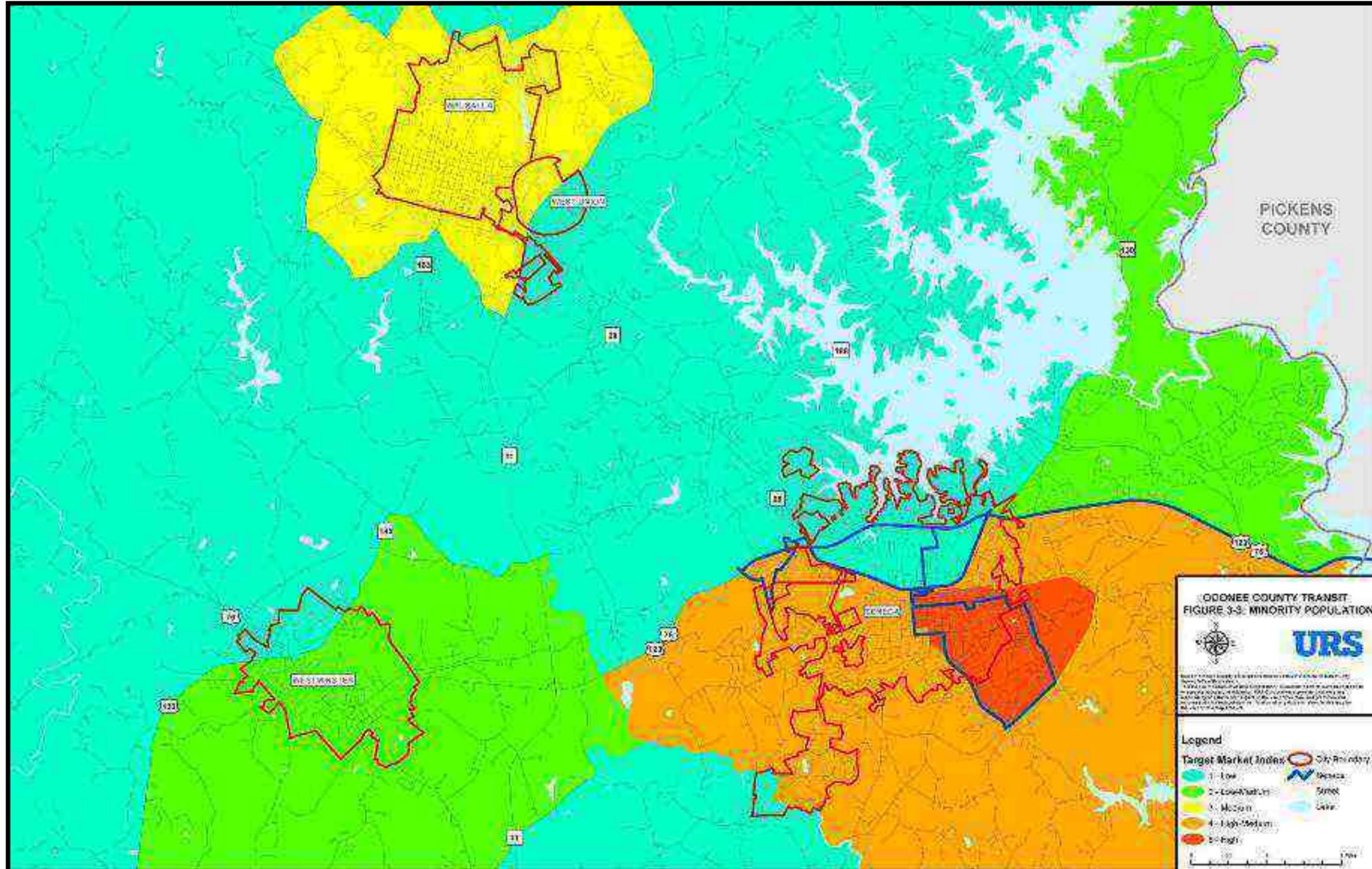
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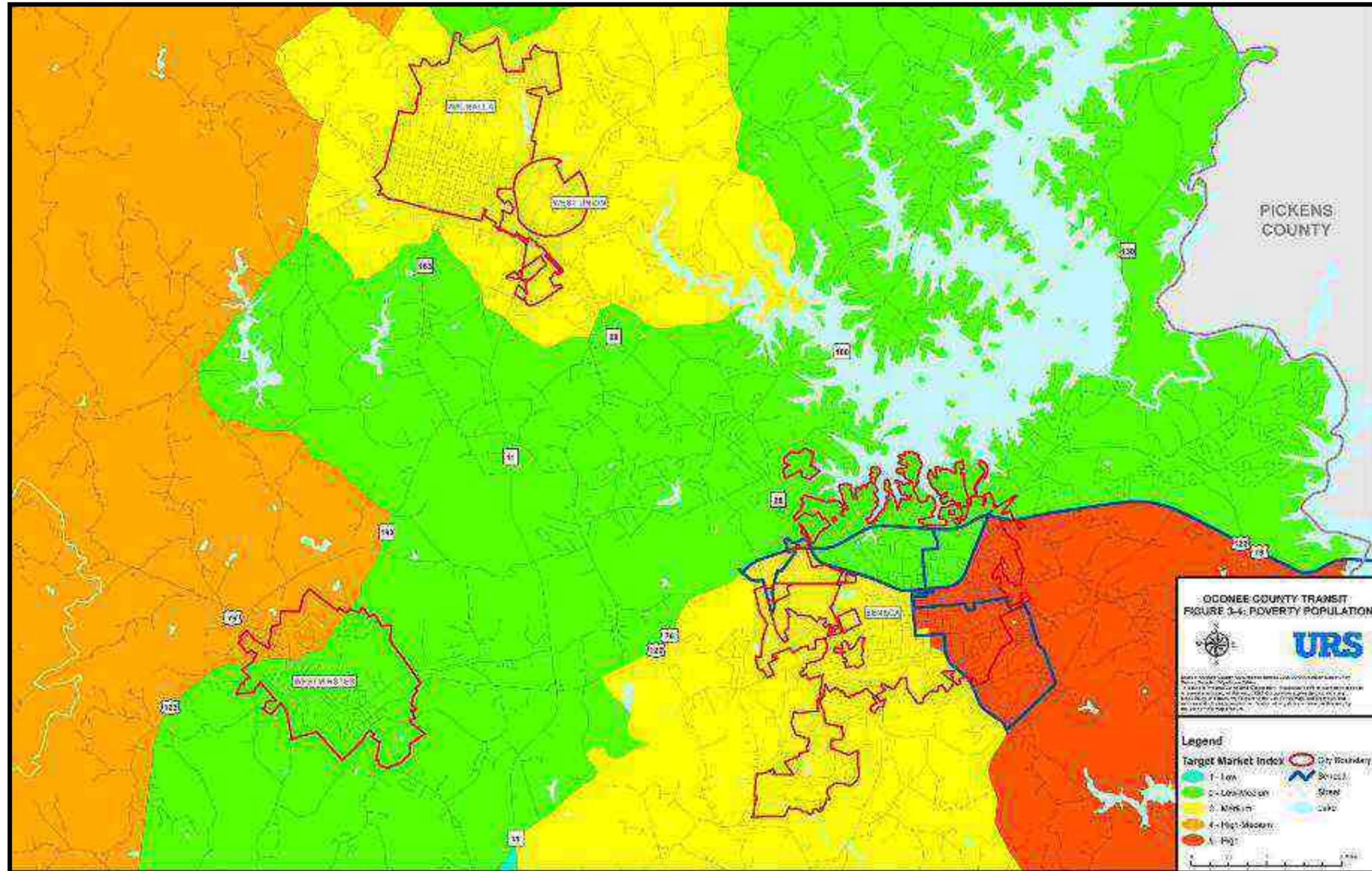
<sup>2</sup> 2010 Census data has not been released for this metric; therefore, 2000 Census data was utilized.

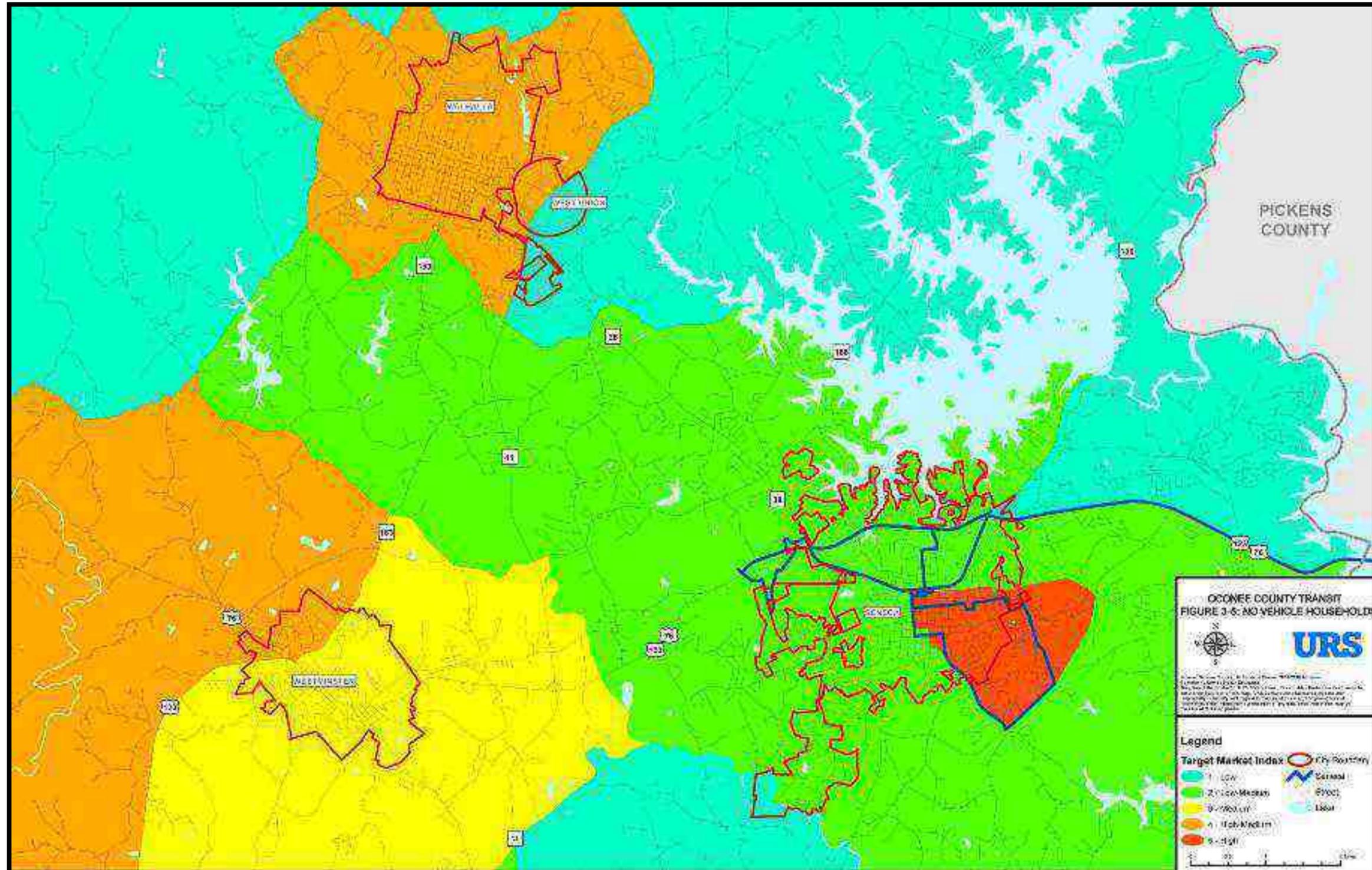
<sup>3</sup> Index scores were derived through the methodology described in Appendix B.

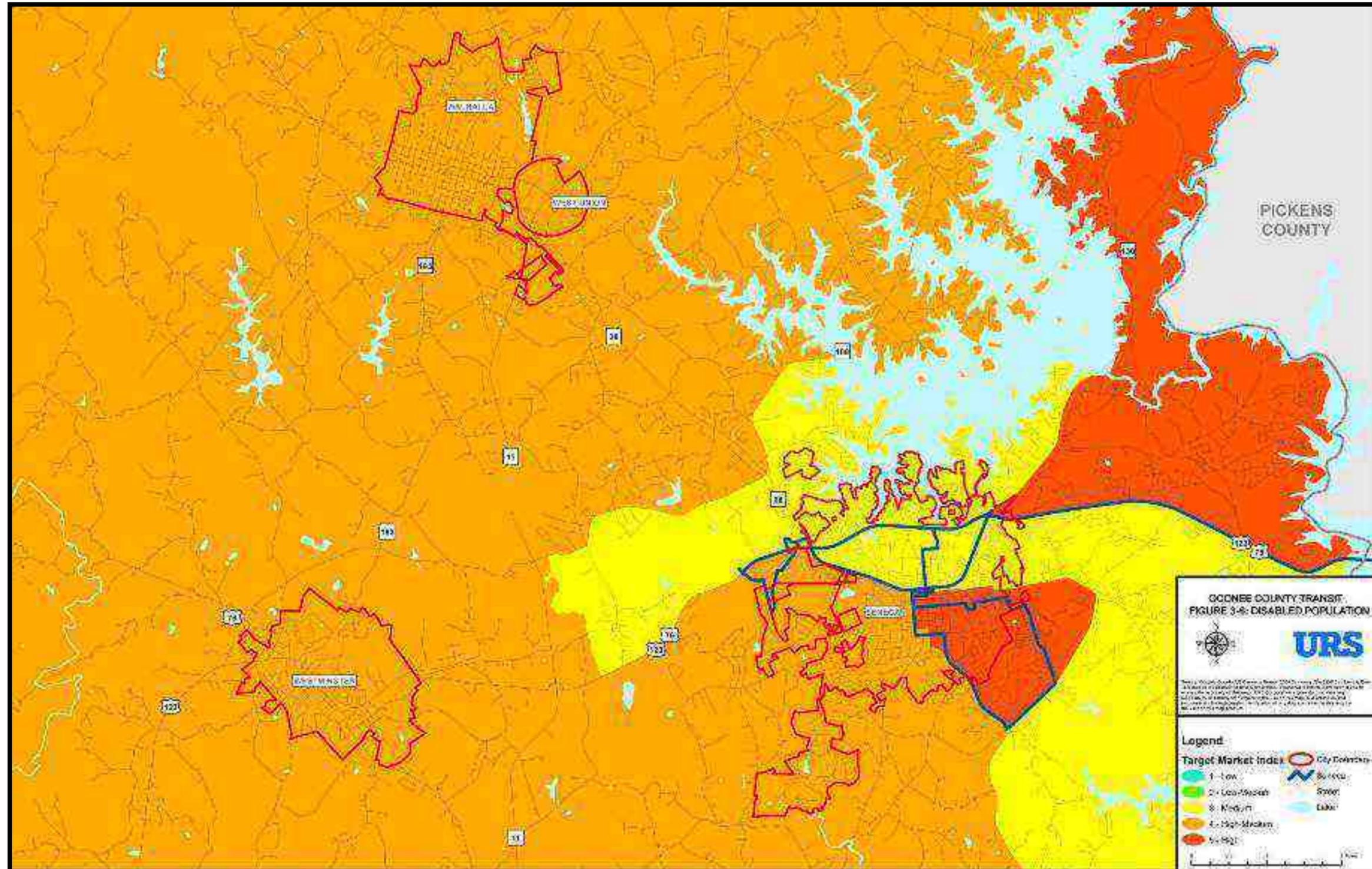


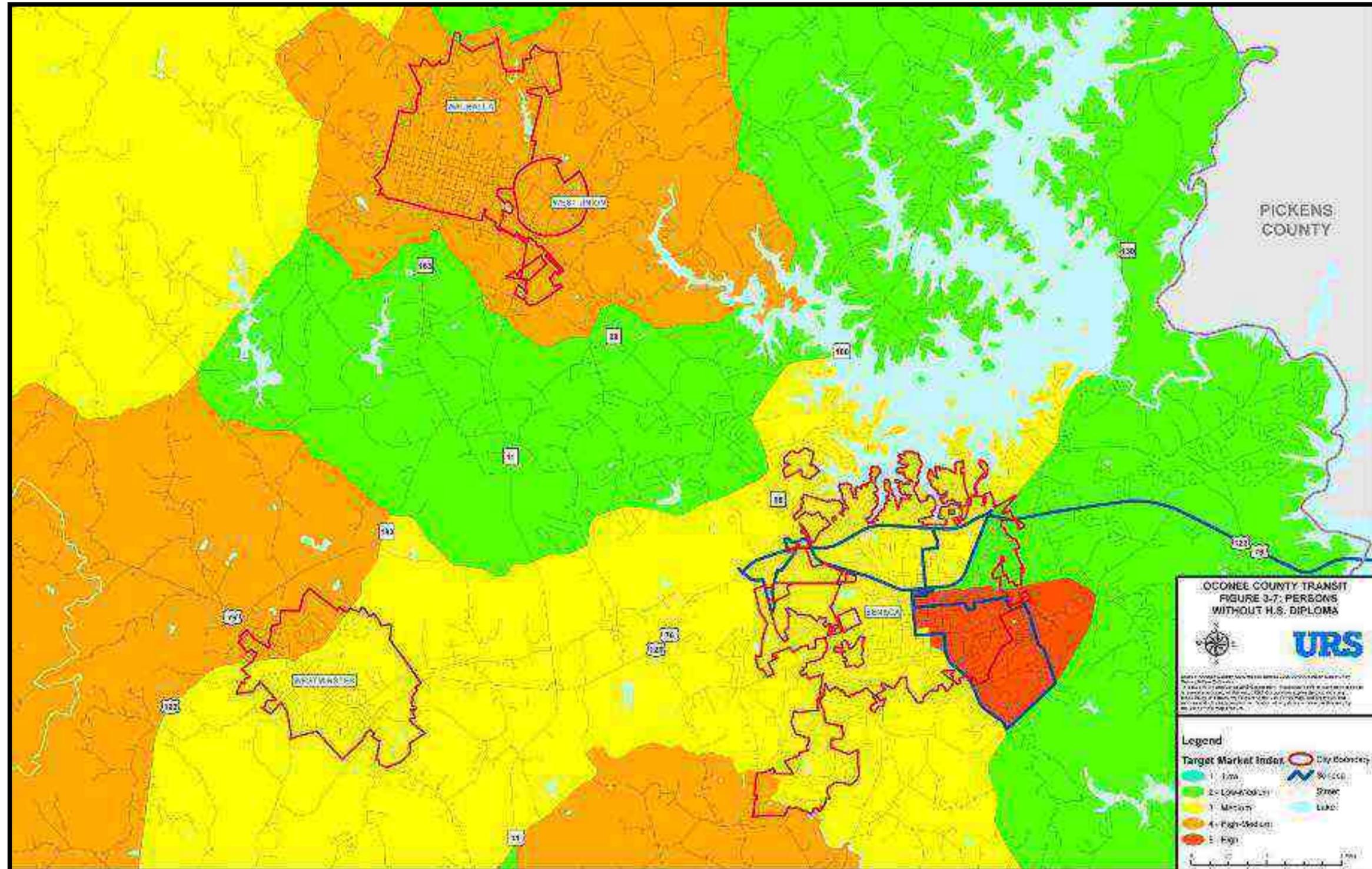


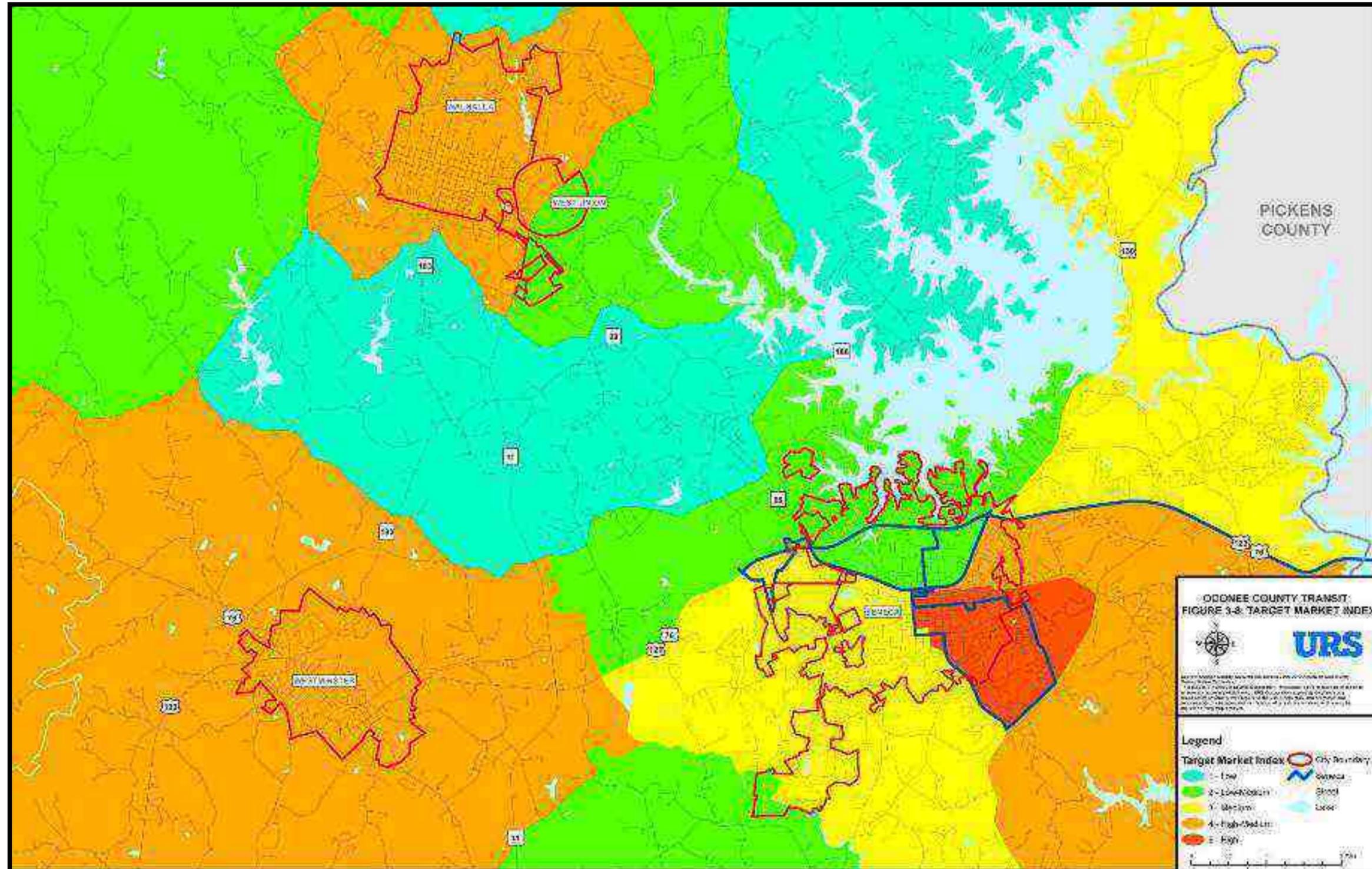














## 4. Review of Current Transit Service

### Overview

Clemson Area Transit (CAT), known locally as “CAT Bus,” is operated by the City of Clemson. CAT Bus provides public transit service to the Cities of Clemson and Seneca, Towns of Central and Pendleton, Clemson University, and Tri-County Technical College. The CAT Bus system also provides connecting bus service to the City of Anderson’s Electric City Transit bus system<sup>4</sup>.



Funded through partnerships with the Federal Transit Administration (FTA), South Carolina Department of Transportation (SCDOT), Clemson University, City of Clemson, City of Seneca, Town of Central, Town of Pendleton, and Anderson County, this public transit service is provided fare-free. Through annually-renewed agreements with Clemson University and the City of Clemson, CAT Bus receives approximately \$2.3 million from student fees and city funds for use in the operation of its system<sup>5</sup>. Clemson students are assessed a fee of \$33.50 per semester (\$67.00 per year) to provide the University’s revenue contribution.

CAT Bus has recently added several advanced buses to its fleet, taking delivery in 2012 of five “Smart Bus” models and in 2013 a single articulated-bus model. The “Smart Bus” additions tout the lightest vehicle weight in the industry and feature an advanced electric cooling system to further reduce greenhouse gases<sup>6</sup>. The articulated bus is the first such vehicle in operation in the state of South Carolina. CAT Bus intends to retire up to eight of its aging buses, several of which will be replaced by the articulated model<sup>7</sup>.



**New articulated CAT bus with new headquarters building in background.**

Source: [www.masstransitmag.com](http://www.masstransitmag.com)

<sup>4</sup> [www.catbus.com/home/general.html](http://www.catbus.com/home/general.html)

<sup>5</sup> <http://www.independentmail.com/news/2012/aug/14/annual-agreement-approved-continue-cat-bus-service>

<sup>6</sup> [www.novabus.com/media/latest-news/clemson-area-transit-has-chosen-the-lfs-smart-bus.html](http://www.novabus.com/media/latest-news/clemson-area-transit-has-chosen-the-lfs-smart-bus.html)

<sup>7</sup> [www.metro-magazine.com/news/story/2013/02/clemson-puts-nova-artic-into-service.aspx](http://www.metro-magazine.com/news/story/2013/02/clemson-puts-nova-artic-into-service.aspx)



In addition to incorporating advanced transit vehicles in its fleet, CAT has recently completed construction of a new headquarters building that features advanced sustainability concepts such as solar power panels and electric vehicle charging stations. Partially funded by a \$2.5 million American Recovery and Reinvestment Act (ARRA) award, the new headquarters is South Carolina's first green transit building, according to a February 15, 2011 *GSA Business* article.

### **Existing Oconee County Transit Service**

In 2006, CAT began operating a pilot project in Oconee County in cooperation with the City of Seneca. Today, CAT provides the only public transit service in Oconee County, operating three routes for the City of Seneca. According to CAT, of the total mileage on these three routes, approximately 50% is within Seneca's city limits and 50% is in unincorporated Oconee County. **Figure 4-1** graphically depicts these routes.

The Seneca Express route operates Monday through Friday between Clemson University and Seneca, with outbound service beginning at 5:50 AM with 60-minute headways. The last bus arrives in Seneca at 6:15 PM. Inbound service from Seneca begins at 6:25 AM with 60-minute headways. The last bus arrives at the Clemson University Hendrix Center transfer center at 5:48 PM. The Seneca Residential and Business Loops operate in tandem Monday through Friday from 6:20 AM to 6:20 PM with 30-minute average headways. All routes operate out of a transit hub on Main Street in downtown Seneca, which includes a 200+ space park-and-ride lot. The transit hub doubles as a farmers market and festival venue.



**Seneca Business Loop bus at transit hub.**

Source: URS

In November 2011, the FTA awarded a \$4.1 million Transit Investments in Greenhouse Gas and Energy Reduction (TIGGER) grant to the City of Seneca. The grant was one of only 46 awarded nationwide and is being used to replace the current fleet of diesel buses used by CAT in Seneca with 35-foot, fast charge battery electric buses. The buses are being built locally by Proterra in Greenville, South Carolina. Once the buses are placed in service, CAT will operate the first and only all-electric bus fleet in the United States. Electric charging stations will also be installed to accommodate the approximate 10-minute quick-charging of the buses; under ideal conditions, buses will be able to operate for 30 miles between charges.



**Figure 4-1**  
Clemson Area Transit Existing Oconee County Service  
Source: [www.catbus.com](http://www.catbus.com)



Performance Data

Table 4-1 presents five-year system data for CAT obtained from the FTA National Transit Database (NTD). Additionally, data taken from the SCDOT's State Fiscal Year 2011-2012 Public Transit Performance Report is presented in Table 4-2.

Table 4-1
Clemson Area Transit NTD Data

Table with 5 columns: Year, Annual Unlinked Passenger Trips, Operating Costs, Operating Cost Per Passenger Trip, Capital Costs. Rows for years 2011, 2010, 2009, 2008, 2007.

Source: National Transit Database

Table 4-2
SCDOT FY2011-12 Performance Data

Table with 5 columns: Provider, Passenger Trips, Cost Per Passenger Trip, Cost Per Vehicle Mile, Passenger Trips Per Vehicle Revenue Mile. Rows for Clemson Area Transit, City of Seneca Transit, South Carolina.

Source: South Carolina Department of Transportation

With over 1.5 million passenger trips in FY2011-12, CAT had the third highest number of passenger trips of any transit provider in South Carolina. Charleston Area Regional Transit Authority (CARTA) in Charleston and Central Midlands Regional Transit Authority (CMRTA) in Columbia, two of the largest urbanized areas in South Carolina, held positions first and second respectively. When you combine the passenger trips of CAT and City of Seneca Transit, which is



operated by CAT, CAT almost ties for second with less than 1% fewer passenger trips than CMRTA.

CAT does claim the lowest cost per passenger trip of any transit provider in South Carolina at \$1.71. Even when combining CAT and City of Seneca Transit metrics, CAT still has the lowest cost per passenger trip in the state at \$1.80. This metric demonstrates good service effectiveness. Service productivity is also quite impressive; CAT’s 2.91 passenger trips per revenue mile is the best in the state and almost five times that of the state average.

**Table 4-3** presents the most current ridership data for CAT’s Seneca service in Oconee County. When the original Oconee County Transit Feasibility Study was completed in 2008, monthly ridership was roughly 13,000. Now, ridership is consistently in excess of 21,000 with October 2012 having a peak ridership of 27,182. Ridership increased from FY 2010-11 to FY 2011-12 by more than 6.5%. This year, ridership is on pace to top 280,000, a more than 10% increase over last year.

**Table 4-3**  
Seneca Ridership

	FY 2010-11	FY 2011-12	FY 2012-13
<b>July</b>	22,599	19,026	21,992
<b>August</b>	22,922	22,406	26,760
<b>September</b>	21,112	23,016	23,735
<b>October</b>	20,906	22,552	27,182
<b>November</b>	19,592	21,214	24,891
<b>December</b>	18,055	19,337	21,925
<b>January</b>	15,912	19,206	24,230
<b>February</b>	17,662	21,061	23,756
<b>March</b>	19,233	21,519	22,033
<b>April</b>	19,115	21,379	-
<b>May</b>	19,675	22,388	-
<b>June</b>	21,822	21,196	-
<b>TOTAL</b>	<b>238,605</b>	<b>254,300</b>	<b>216,504</b>

Source: Clemson Area Transit



## 5. Peer Community Analysis

Peer analysis is a common practice for identifying service operational characteristics for start-up and expansion of transit services. To assist in determining the merits of expanding transit service in Oconee County, a peer analysis was conducted. Areas with similar characteristics to Oconee County that currently provide transit services were identified to examine what types of services are provided as well as operating characteristics of the systems. Five transit agencies were selected due to the relative similarity of their service areas to Oconee County.

### *Peer Selection*

Peer reviews are most successful when one can identify characteristics within the peers that relate to the area under evaluation. The Oconee County area is largely rural, with five municipalities – Salem, Seneca, Walhalla, Westminster, and West Union. Five peer areas in the Southeast were identified with population and other characteristics similar to that of Oconee County: Anderson, SC; Asheville, NC; Charlottesville, VA; Lynchburg, TN; and Spartanburg, SC. The peer systems consist of fixed route bus service and complementary Americans with Disabilities Act (ADA) demand response service.

The peer transit system operations were assessed by comparing their service characteristics. Data from the 2011 NTD were gathered for each system and summarized. The evaluation considered the following parameters: service area population, annual unlinked passenger trips, vehicle revenue miles, vehicle revenue hours, total operating funds expended, operating cost per revenue hour, and number of peak vehicles. **Table 5-1** shows a summary of the peer comparison.



**Table 5-1**  
Oconee County Peer Community Performance Comparison

Statistic	Bus Service				
	Anderson Transit Authority, Anderson, SC	Asheville Transit System, Asheville, NC	Charlottesville Area Transit, Charlottesville, VA	Greater Lynchburg Transit Company, Lynchburg, TN	Spartanburg Transit System, Spartanburg, SC
Service Area Population	75,702	83,393	81,449	80,846	70,000
Annual Unlinked Passenger Trips	327,415	1,493,271	2,312,126	2,731,251	513,526
Annual Vehicle Revenue Hours	12,496	71,639	88,831	102,625	22,491
Operating Expense	\$782,127	\$5,131,312	\$6,175,458	\$7,120,881	\$1,386,233
Operating Cost Per Revenue Hour	\$62.59	\$71.63	\$69.52	\$69.39	\$61.64
Cost Per Unlinked Passenger Trip	\$2.39	\$3.44	\$2.67	\$2.61	\$2.70
Unlinked Passenger Trips per Vehicle per Revenue Hour	26.2	20.8	26.0	26.6	22.8
Peak Buses / Paratransit Vans	0 / 4	16 / 6	25 / 0	22 / 8	11 / 0

Source: National Transit Database



### Peer Analysis

The peer service area population ranges from approximately 70,000 people to over 83,000, which is comparable to Oconee County's 2011 population estimate of 74,418<sup>8</sup>. According to the 2011 NTD, the peer systems annually expended between \$780,000 to over \$7 million in operating expenses; operated between 12,500 and 100,000 vehicle revenue hours; and recorded between approximately 325,000 and 2.7 million passenger boardings. These operating figures are often used to generate standard transit industry service statistics. These statistics are Operating Expense per Vehicle Revenue Hour (Service Efficiency); Operating Expense per Unlinked Passengers Trip (Service Effectiveness); and Unlinked Passengers per Vehicle Revenue Hour (Service Productivity).

As a whole, the peer systems operate their services efficiently because the range of cost per revenue hour is approximately \$60 to \$70. An estimate for expanded Oconee County service would be an operating cost per revenue hour of approximately \$65, based on the peer group and industry knowledge. A fully expanded transit system that serviced all of Oconee County would likely be similar to the Anderson and Spartanburg systems and ultimately have an annual operating cost of approximately \$750,000 to \$1 million.

The service effectiveness metric of cost per unlinked passenger trip<sup>9</sup> also indicates that the peer group is performing well overall. The group ranges between \$2.39 and \$3.44 for cost per passenger boarding, which is below the national average of \$3.60 for bus mode. Because the service effectiveness metric utilizes actual passenger data, it is difficult to predict how a potential Oconee County service would perform if it were implemented. However, the peer group experience can give insight into reasonable expectations for the service.

Unlinked passenger boardings per vehicle revenue hour (service productivity) is another key metric. This one also involves passenger activity, which for the potential service is undetermined. Yet, the peer group matrix indicates that transit systems in areas similar to Oconee County generate between 20 and 27 passenger boardings per vehicle revenue hour.

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<sup>8</sup> US Census Bureau, State and County Quick Facts

<sup>9</sup> An unlinked passenger trip is defined as a passenger boarding a transit service. For example, a passenger using two different bus routes for the same journey would board two different buses and be counted as two unlinked passenger trips.



## 6. Path Forward

Based on the information gathered through the original feasibility study process and this update, the following next steps have been developed to assist Oconee County in moving toward more robust transit/mobility options.

1. Form Transit Service Advisory Task Force – An advisory task force should be established to push forward the next steps of this study update. The task force should be chaired by Oconee County; membership should include the City of Seneca and each of the municipalities that has expressed an interest in being included in expanded transit service. Additional membership on the task force should include special interest advocates for seniors, disabled and other citizen groups that would benefit from the transit service.
2. Perform an origin-destination study – In order to identify current County travel patterns, conducting an origin-destination study is recommended. Such a study will assist in a more accurate understanding of potential transit ridership. Demographics of riders, their needs, and desired route structures would be more fully grasped, allowing any new service to best respond to probable customers.
3. Begin dialogue with the City of Seneca and CAT concerning expanded service – Based on the information obtained during this study update, desire for expanded transit service throughout Oconee County is real and the highest interest is along a route between Seneca and Walhalla. This would seem to be the most likely candidate for expansion of the Seneca pilot service that has now proven successful. Additionally, the vast majority of survey respondents support extension of CAT service as the most logical way to expand transit in Oconee County. This course of action should be considered unless a competitive procurement process is required.

Oconee County and its newly formed Transit Service Advisory Task Force should begin a dialogue with the City of Seneca and CAT to determine the most appropriate method for extending service to Walhalla. These discussions should include determination of the route, availability of transit vehicles, potential operating and capital costs, and funding structures. While discussions will initially be an examination of what it will take to make expanded transit a reality, it is hoped that this dialogue would move Oconee County toward realizing such transit service in the near-term. Partnering with the City of Seneca and CAT would enable the County to expand transit service but would not require the County to establish and solely operate a new system. Brand recognition for CAT is high and continuation of this brand would result in immediate understanding by riders.



4. Identify funding – While beginning a dialogue with the City of Seneca and CAT the task force should also concurrently seek to identify potential funding sources; establishing funding takes time and this should begin immediately. Without the necessary funding, any transit system struggles to stay in existence. Commitments to providing local funding for the transit service by Oconee County and Walhalla must occur first, regardless of other identified sources. Once they have committed to funding the transit service, other local, state, and federal sources of funding can be sought.
5. Finalize service plan – Assuming an agreement is reached with CAT to operate and manage the expanded service, an operating plan for the service must be finalized prior to implementation. This will include service parameters and policies, inter-agency agreements, and identification of specific stops.
6. Finalize financial plan – Once the determination is made for the level of service to be provided, the financial plan can be finalized. The financial plan will need to include capital, operating, maintenance, administrative, and any other elements determined to be necessary for the successful implementation of the proposed transit service.
7. Initiate new service – Following are some of the tasks that will be required to initiate the new service:
  - Develop marketing/promotional materials – Marketing and promotional materials will be needed to publicize the expanded transit service. CAT marketing staff can assist in the development of a name for the service and appropriate logo, if desired. Once these are established, they should be used on all marketing materials, brochures, web sites, vehicles, etc.
  - Acquire additional vehicles – If CAT has available vehicles, this may not be necessary. However, no matter how vehicles are supplied for the expanded service, agreements should be developed to deal with any issues that may arise (i.e., insurance, maintenance, replacement, etc.).
  - Install bus stops and shelters – Benches and shelters should be provided at major bus stops and transfer points. The shelters will provide an area for passengers to wait with some shade and shelter from the weather. An “adopt-a-shelter” program could be considered to aid in the cost of erecting and maintaining shelters.



- Hire and train additional drivers – This task may be unnecessary if CAT decides to use existing drivers for any new service. If existing drivers are utilized for the new service, additional training may be necessary for new service areas.
  
- Monitor service – Once the expanded service is implemented, the task force should continually monitor the performance of the system. These performance measures will track service quality and efficiency. A monitoring program is essential to determine the effectiveness of the service being provided. Monthly reports should be provided to the task force to outline the system’s statistics. In addition to the internal monitoring of the system, annual statistics may be required for certain state and federal grant programs.



**APPENDIX A**  
Public Opinion Survey

## Oconee County Transit Feasibility Study Survey

Hardcopy + Online

Question	Hardcopy	Online	Total	Percentage	
1. Where do you live?					
Within the city limits of Seneca	8	32	40	12%	
Within the city limits of Walhalla	51	78	129	37%	
Within the city limits of Westminster	3	5	8	2%	
Within the town limits of West Union	6	7	13	4%	
Elsewhere in unincorporated Oconee County	29	127	156	45%	
	Total	97	249	346	100%
2. What is your current age?					
16 or younger	3	1	4	1%	
17 - 25	6	21	27	8%	
26 - 34	12	54	66	19%	
35 - 44	15	39	54	16%	
45 - 54	12	55	67	19%	
55 - 64	22	49	71	21%	
65 or older	26	31	57	16%	
	Total	96	250	346	100%
3. What is your race?					
American Indian	5	3	8	2%	
African-American	2	8	10	3%	
Asian		3	3	1%	
Caucasian	82	218	300	88%	
Hispanic	4	11	15	4%	
Other (please specify)		4	4	1%	
	Total	93	247	340	100%
4. What is the highest level of education you have completed?					
Some High School	23	4	27	8%	
High School diploma or GED	39	41	80	24%	
Some College	8	45	53	16%	
Associate's Degree	7	40	47	14%	
Bachelor's Degree	4	59	63	19%	
Master's Degree	3	43	46	14%	
Doctorate Degree	1	10	11	3%	
Other (please specify)	6	3	9	3%	
	Total	91	245	336	100%
5. What is your current annual household income?					
\$0 - \$10,000	42	13	55	17%	
\$10,001 - \$20,000	24	28	52	16%	
\$20,001 - \$30,000	11	24	35	11%	
\$30,001 - \$40,000	3	37	40	13%	
\$40,001 - \$50,000	1	27	28	9%	
\$50,001 - \$60,000	2	21	23	7%	
\$60,001 - \$70,000	2	19	21	7%	
Over \$70,000	2	62	64	20%	
	Total	87	231	318	100%
6. Are you disabled?					
Yes	38	28	66	20%	
No	54	218	272	80%	
	Total	92	246	338	100%
7. What is your employment status?					
Full-time employment outside the home	17	129	146	42%	
Part-time employment outside the home	8	26	34	10%	
Full-time student		10	10	3%	
Part-time student		7	7	2%	
Employed, but work from home	1	10	11	3%	
Retired	25	42	67	19%	
Unemployed, but able to work	15	16	31	9%	
Unemployed, due to disability	28	17	45	13%	
	Total	94	257	351	100%

8. Where do you work or attend school?				
Seneca	12	49	61	27%
Walhalla	24	50	74	33%
Westminster	4	10	14	6%
West Union	2	10	12	5%
Elsewhere in Oconee County	3	12	15	7%
Pickens County		21	21	9%
Anderson County	1	7	8	4%
Other (please specify)	7	14	21	9%
Total	53	173	226	100%
9. Please describe the mode of transportation you typically use to commute to work or school.				
Drive alone	40	148	188	81%
Carpool	2	5	7	3%
CAT Bus	7	3	10	4%
Public School Bus	1	4	5	2%
Walk	7	3	10	4%
Bicycle	2	1	3	1%
Work from home		1	1	0%
Other (please specify)	8	1	9	4%
Total	67	166	233	100%
10. Do you have a vehicle for your personal use?				
Yes, I have one	65	220	285	84%
Yes, I borrow one	4	3	7	2%
No	25	23	48	14%
Total	94	246	340	100%
11. Which statement best describes your thoughts about using public transit?				
I would never use public transit	5	9	14	4%
I would only use public transit if I had no other choice	27	63	90	27%
I would use public transit at least once a week	20	74	94	28%
I would use public transit instead of my vehicle	42	99	141	42%
Total	94	245	339	100%
12. Would you be willing to pay a fare to ride the bus?				
Yes	69	176	245	73%
No	22	68	90	27%
Total	91	244	335	100%
13. How much would you be willing to pay?				
\$0.25	13	14	27	11%
\$0.50	21	44	65	27%
\$0.75	4	7	11	4%
\$1.00	22	70	92	38%
\$1.50	1	6	7	3%
\$2.00	7	19	26	11%
Other (please specify)		17	17	7%
Total	68	177	245	100%
14. Have you ever used a public transit service?				
Yes, in South Carolina	34	118	152	37%
Yes, outside South Carolina	26	153	179	44%
No	46	30	76	19%
Total	106	301	407	100%
15. Please describe your experience with the service.				
Poor	1	7	8	3%
Fair	7	21	28	10%
Good	31	112	143	53%
Excellent	16	75	91	34%
Total	55	215	270	100%
16. Have you ever used the CAT busses?				
Yes	32	122	154	46%
No	62	122	184	54%
Total	94	244	338	100%

17. Which CAT bus routes in Oconee County have you used?				
Seneca Express	15	38	53	23%
Seneca Residential Loop	11	32	43	18%
Seneca Business Loop	23	51	74	32%
None of the above	11	53	64	27%
Total	60	174	234	100%

18. Do you feel there is a need for more public transit in Oconee County?				
Yes	90	218	308	92%
No	2	26	28	8%
Total	92	244	336	100%

19. What is the most appropriate method to provide this additional public transit service?				
Enhance existing CAT bus service by adding amenities such as bus shelters or adding more busses to decrease wait time, but add no more routes	7	11	18	6%
Expand the existing CAT bus service by adding more routes farther into Oconee County	74	180	254	81%
Start a new bus service operated by Oconee County	12	14	26	8%
Other (please specify)	4	13	17	5%
Total	97	218	315	100%

20. If public transit service was available for your commute, what day would you or members of your household use it? Check all that apply.				
Monday	71	149	220	75%
Tuesday	66	143	209	71%
Wednesday	72	155	227	77%
Thursday	51	146	197	67%
Friday	72	158	230	78%
Saturday	56	109	165	56%
Sunday	45	63	108	37%
Total	98	197	295	

21. If a public transit service was available for your commute, what time of day would you or members of your household use it? Check all that apply.				
Before 6:00 AM	18	23	41	14%
6:00 AM to 10:00 AM	49	136	185	62%
10:00 AM to 2:00 PM	54	87	141	47%
2:00 PM to 6:00 PM	56	149	205	69%
After 6:00 PM	30	70	100	33%
Total	98	201	299	

22. If a public transit service was available to you, what should be the maximum acceptable scheduled wait time between busses?				
20 minutes	36	92	128	41%
30 minutes	37	84	121	39%
40 minutes	7	8	15	5%
1 hour	12	26	38	12%
Other (please specify)	3	9	12	4%
Total	95	219	314	100%

23. Please mark the top 5 destinations that you or members of your household would commute to using public transit service.

Church	32	47	79	25%
City/Town government offices	37	57	94	30%
Clemson University	13	63	76	24%
County government offices	21	74	95	30%
Downtown shopping	41	90	131	42%
Entertainment venues	19	47	66	21%
Grocery store	67	119	186	60%
Hospital	39	53	92	29%
K-Mart	27	45	72	23%
Library	25	77	102	33%
Medical appointment	52	85	137	44%
Museum/Cultural center	8	28	36	12%
Pharmacy	50	59	109	35%
Post office	39	51	90	29%
Public school	19	37	56	18%
Park/Recreational venues	18	62	80	26%
Restaurants	22	79	101	32%
Senior center	14	24	38	12%
Technical/Vocational school	13	34	47	15%
Wal-Mart	64	105	169	54%
Work	34	93	127	41%
Other (please specify)	7	13	20	6%
Total	98	214	312	

24. Which of the following public funding options would you be willing to consider to finance public transit in Oconee County? Check all that apply.

Property tax	22	69	91	25%
Vehicle Registration fees	13	65	78	22%
Gas Tax	20	54	74	21%
Sales Tax	22	79	101	28%
Rental Car fee	20	35	55	15%
None of the above	29	60	89	25%
Other (please specify)	4	32	36	10%
Total	130	229	359	

25. Please provide any additional comments about public transit in Oconee County. (hardcopy)

There are many people who do not have their own transportation and need to have a way to do errands, pay bills, dr. appt., etc. Taxi fares are too expensive and many can't afford to pay them. All the government offices are in Walhalla and those who don't live there need a way to go. Also many people have a dr. in Seneca and need a way to get there. It would benefit a lot more people if it ran in all of Oconee County.

To Walhalla, at Social Services and on Pine Street, new public library and County offices.

We need this in Walhalla. People can't afford to get to work and need help.

Pay fare if I had to.

It would be good to be able to go to Greenville for night programs.

Fare prices should be according to the person if they have the money.

Rode the CAT bus to the Walhalla Oktoberfest.

I live at Wagner Circle apartments in Walhalla. We need a bus through here for the older people that are disabled and don't have a way to go to the Doctor, grocery store, and dollar store. I would be willing to pay a fare if I have the money.

Any trip to Walhalla should service county offices not just early morning and later afternoon.

Bus service would be of great value within Walhalla. It would increase the ability and increase their shopping experience.

Walhalla has DSS, courthouse, and jail

Just because I might not need it now but when I get older I will, or if I get to where I can't drive anymore. Other may need it now.

We need it because of Walhalla being the county seat.

It needs CAT bus in Walhalla.

Would not need it but believe many really need.

Also include Fair Play

The older people in Walhalla need it bad.

I used to buy a weekly pass in Syracuse, NY for \$7. It allowed me to ride the city bus anywhere in Syracuse for 7 days unlimited!! Road to and from work every day.

Given the state of the economy it would help to have transit to get to places.

We need this in West Union for disabled people.

I think it would be very helpful for the CAT buses to come to Walhalla also for people who have no car, or people who need to get to work, church, doctors appts., etc.

People with kids also so they don't have to walk with their children.

Somebody should be aware of drug dealers at bus station in Seneca Old Town. They can be very dangerous and give a nasty and crappy look to our city.

Too many homeless visit that area and make it look bad!

I enjoyed it when I lived in Seneca. It's awesome for the environment too.

It's about time it came to Walhalla.

We use it.

We need it.

I believe we need it because people that have no licence need a way of going without getting in trouble, and for people that can not afford a vehicle. It would be nice for people who do not drive and for people to get to work.

We need the CAT bus to extend out to include Walhalla, Westminster and West Union.

We need the CAT bus route to extend to Walhalla, West Union and Westminster.

There are many folks without transportation or money for gas who would benefit from county transit service.

Use smaller vehicles, like a smaller bus or large van instead of the huge buses that have few riders. This would save on fuel and maintenance costs. A minimal fee to ride.

**Q25. Please provide any additional comments about public transit in Oconee County. (online)**

1	a route should come to Walhalla, the county seat	Feb 19, 2013 10:01 PM
2	Not needed.	Feb 1, 2013 11:46 AM
3	I work with a lot of disadvantaged families in Oconee County and feel that the CAT bus expansion would help them get a job or better jobs. I also have a friend that is a Guardian Ad Litem, and often times the families have a difficult time arranging transportation to their meetings at the DSS office which are required as part of their family plans.	Jan 31, 2013 11:58 AM
4	Please extend a route to Walhalla, it would benefit the area greatly and I'd certainly use it!	Jan 30, 2013 11:47 PM
5	Walhalla has been behind Clemson and Seneca on transportation. I hope that now will be the time it will change.	Jan 30, 2013 6:44 PM
6	We are 75 years old. We live in Salem. It's 20 miles to either Walhalla or Seneca for groceries, prescriptions, etc. We feel our driving days are numbered. We don't want to sell our farm and move into the city but we may be forced to if there is not public transportation made available soon.	Jan 30, 2013 11:52 AM
7	We, the Oconee public, need public transportation to Clemson U. Library and the Amtrak train station, as well as transportation between public buildings in Walhalla and Seneca.	Jan 22, 2013 12:08 PM
8	It is needed. Please provide it further into Oconee County.	Jan 21, 2013 2:45 PM
9	I do not feel that Public transportation needs to be a tax we pay for.	Jan 15, 2013 12:50 AM
10	There needs to be much more of it, and with more convenient bus stops, more buses and shorter wait times. We need to get serious about public transportation in this county.	Jan 13, 2013 6:14 PM
11	Walhalla & Westminster need it just as bad if not more than Seneca, because it is farther for us to go to shop. We do not have adequate shopping places in our towns.	Jan 12, 2013 4:38 AM
12	I have no transportation at all. I need help.	Jan 11, 2013 12:52 PM
13	It is a game changer for the amount of poverty that is in this county.	Jan 10, 2013 9:48 PM
14	With the county offices being in Walhalla, we need the bus routes there. Also, this would give Walhalla residents the opportunity to take jobs in the Seneca area.	Jan 10, 2013 9:07 PM
15	I filled this out because I have student interns who would like to work at the Oconee Heritage Center or the Westminster General Store Museum but have no transportation from Clemson University to get there. It really hampers their ability to volunteer at museums outside of the CAT bus system.	Jan 10, 2013 4:34 PM
16	I think that public transit in Oconee County is a great thing to have, but it would be nice if it went into Walhalla, Westminster and other towns in Oconee County as well. It would also be nice if it ran later than 6pm and on the weekends.	Jan 10, 2013 3:05 PM

**Q25. Please provide any additional comments about public transit in Oconee County. (online)**

17	would like to see cat bus making rounds in Walhalla	Jan 10, 2013 12:53 PM
18	I live in Walhalla, and would use the Seneca but--except that I already have to drive over halfway to Clemson just to use the Catbus. Instead, I opt to finish driving myself. If the service was in Walhalla, I would definitely use it.	Jan 10, 2013 11:18 AM
19	What comes first the car or the job? One requires the other causing many Oconee people to have neither. Thanks for considering public transit for Walhalla. This may be the answer.	Jan 9, 2013 11:46 PM
20	I have a disabled teenager and elderly parents who would benefit greatly by having public transportation available	Jan 9, 2013 9:51 PM
21	We should be willing to provide those who do not have a way around some means of getting to at least a doctor and meds. This would improve the counties health and quality of life for all those in the county. As it is now only seneca and the gated communities seem to be improving while the rest of the tax payers are neglected.	Jan 8, 2013 10:40 PM
22	I do not think it will be used	Jan 8, 2013 7:17 PM
23	I don't believe public transportation should be allowed to make stops on the highways without a specific bus stop. I also don't think the busses should be allowed to pick-up within the boundaries of private property unless approved by the owner.	Jan 7, 2013 2:08 PM
24	Busses running to Walhalla would be a great idea so that people can make it to the tax office, courthouse to pay child support payments and visit the DSS building. Right now people are unable to make it to these places by bus and are having to find a ride.	Jan 5, 2013 7:32 PM
25	I have heard people in Walhalla do not want the CAT busses.	Jan 4, 2013 4:03 PM
26	We have been in business in the city of Seneca for 30 years. 3 years ago, we moved from a downtown location that had served us well to another location, still in city limits but out of the downtown area. The CAT buses played a big part in our decision to move after all these years. The bus stop was in sight from the front doors of our business and the bus stop became a hang out area for drunks, winos, etc and to get out of the heat or cold, they would ride the buses. Also, on many occasions I would observe the riders asking people getting out of their cars to come into business for money, cigarettes etc... It was not usual to see blue lights from the city police flashing almost daily around the CAT bus stop area.. Not all that ride the bus fall into this category, but a large amount do. This problem will find it's way to Walhalla if you allow it. In my opinion, it would take another police officer full time to control these potential problems. If any council members have any doubts about this whatsoever, please just so sit in a parked car near the downtown Seneca bus stop for a day and watch the activity and you will have a change of heart of this.	Jan 4, 2013 1:07 PM
27	Free transit in this area is stupid and the hard-working people who pay for it all are real sick of carrying the non-hard-working people. GET RID OF IT - this is not Greenville or Atlanta - we are a small rural area that does not need the added cost - consider fixing the 100+ bumps, holes, cut-ins, patches on	Jan 4, 2013 6:06 AM

**Q25. Please provide any additional comments about public transit in Oconee County. (online)**

Seneca's main street instead of public transportation.

- |    |   |                       |
|----|---|-----------------------|
| 28 | question #9 needs a "other" option, I would only use public trans. to get to GSP or to meet someone downtown Greenville which I've wanted to do many times before, getting to the airport is key.   | Jan 3, 2013 4:17 PM   |
| 29 | I FEEL LIKE CAT SHOULD EXPAND THEIR ROUTES INTO WALHALLA,EXTEND HOURS TO 8.P.M.,AND ALSO PROVIDE SATURDAY SERVICE   | Dec 31, 2012 11:09 AM |
| 30 | Buses need to travel to where people live, there are no bus routes anywhere near my residence.  | Dec 18, 2012 2:22 PM  |
| 31 | Cat bus is needed here to get around  | Dec 14, 2012 7:01 PM  |
| 32 | Since I live outside the city limits, it would not be convenient for me.  | Dec 13, 2012 2:45 PM  |
| 33 | I have an elderly father who needs public transportation from Walhalla to Seneca. Other individuals in Walhalla have similar needs for transportation to Seneca and throughout the county.  | Dec 13, 2012 12:40 PM |
| 34 | The largest demographic that I have seen using the CAT bus do not have computers and/or internet access. Most of the places I visit in Oconee do not warrant a long bus ride because my car is faster and money is not an issue for me at this time.  | Dec 13, 2012 12:34 PM |
| 35 | I think there is a great need to provide public transportation in Walhalla, so people will have a way to get work outside of walking distance from their homes. There are many people without vehicles that can't find work, because their options are so limited.  | Dec 13, 2012 12:33 PM |
| 36 | Need to reduce dependence on Federal money. From what I read, electric bus service is not cost effective.   | Dec 12, 2012 5:24 PM  |
| 37 | I think Oconee needs to be a leader in the "green" movement, starting with decent public transit but not ending there. I think a good marketing effort needs to be made to show businesspeople that this is the way to go. Work with local companies/plants to maybe provide discounted bus fare for their employees (thereby guaranteeing initial support). Consider opening an express route for larger employers (Itron, Oconee Medical, schools) that travel through several main stops in Clemson and Seneca. In more remote areas where it is not feasible to provide many stops, perhaps provide a centralized parking lot with covered bus stop, so people can then use public transit to go the rest of the way into Seneca or Clemson. It may also be feasible to operate a Ride Share system, especially for morning/evening work traffic. I know there have to be people that work near me and also live near me, but finding them is difficult. The number of DUI incidents in this county is alarming. One immediate need in public transit might be for a flexible route (maybe with a van or smaller bus) to carry inebriated people home. It might collect multiple people per venue, and take them all straight home. This might reduce the "moped problem" on our streets today. | Dec 10, 2012 2:05 PM  |
| 38 | Public transit should be self supporting and not funded with taxpayer money   | Dec 8, 2012 3:51 PM   |

**Q25. Please provide any additional comments about public transit in Oconee County. (online)**

39	If I had this transportation I could keep a job.	Dec 1, 2012 3:03 PM
40	I worked as a case worker for DSS for over 5 years, and I had families all over the county and transportation was always an issue! Having this service for everyone in the county would be a a huge step in the right direction in more than one way!	Nov 28, 2012 10:05 AM
41	Just another tax so a few people can profit from hard working Americans.	Nov 27, 2012 4:02 PM
42	Having public transportation throughout the county and intercity would help so many people -- both users and service providers/business owners. In addition, I think the local policy makers and elected officials should ride the buses at least once a month. Another challenge is the transfer point at Norton-Thompson Park -- should be smoke-free and trash-talk free. Also, having a CAT bus riders' input group that gets together regularly could generate helpful ideas to stimulate improved service and community involvement. Finally, with a countywide service, I can stop wondering why I can get to south Anderson using public transit but can't get to Walhalla or Westminster, even though I live in Oconee County. Thanks.	Nov 27, 2012 1:47 PM
43	We do not need public transportation	Nov 25, 2012 1:22 AM
44	PLEASE BRING THE CAT BUS TO WALHALLA!!!!	Nov 19, 2012 11:42 PM
45	The system needs to have designated stop, off the major roads. The buses currently cause traffic problems and safety issues when they stop anywhere to pick up or drop off. Putting up designated bus stops would help.	Nov 15, 2012 4:28 PM
46	I feel all of Oconee County should prosper from the bus service not just the ones it is servicing.	Nov 14, 2012 3:48 PM
47	Oconee County does not need the CAT bus. If it is going to continue, it should be funded solely by the ridership.	Nov 13, 2012 9:31 PM
48	It would be nice to have a number to call if you needed service outside of regular hours.	Nov 13, 2012 8:03 PM
49	Please require the CAT or any future buses to pull off the main highway (US 76/123) to load and unload. This is an extremely dangerous practice. Someone is going to die. There is no excuse for this policy as there are PLENTY of available parking lots, businesses, on/off 'ramps' (Palms), driveways, wide places in the road, etc. etc. with which to cure this. This is a horrible practice, to stop a loaded bus in the road way full of traffic. Please, please FIX THIS. Thank you.	Nov 9, 2012 4:36 PM
50	It would provide a ride to county government offices in Walhalla and to shopping areas in Seneca.	Nov 9, 2012 2:20 PM
51	What a great idea! Thanks for posting this survey.	Nov 9, 2012 12:04 PM
52	The idea of more public transit is wonderful! Please add a stop near the intersection of Wells Hwy and Shiloh Rd. (Consider game day busing to Clemson)	Nov 9, 2012 10:25 AM

**Q25. Please provide any additional comments about public transit in Oconee County. (online)**

53	I work in Seneca within view of the main Cat Bus stop. It's not uncommon to see the city police down there several times a day for some type of disturbance. My advice would be anyone in Walhalla that thinks they want this in their town should just come sit for a day and watch the bus stop and then decide do you want some of this crowd to have transportation to your quiet little town. It's basically putting alot of criminals on wheels.	Nov 9, 2012 7:43 AM
54	Bus should operate at least 6 days a week, and after 6PM.	Nov 7, 2012 7:16 PM
55	To save energy--gasoline, auto upkeep, etc. Some people can't afford, don't have cars	Nov 7, 2012 6:22 PM
56	The residents of Oconee County need more public transportation. I drive every weekday between Seneca and Walhalla for work. I would ride the Catbus everyday if it ran this route. I would have attended the public meeting this year, and the one several years ago but my work schedule precluded my participation.	Nov 7, 2012 4:08 PM
57	The Walhalla bus stop should be located in front of the public restroom.	Nov 6, 2012 12:54 PM
58	We have had 50 adults (mostly young) go through our GED program in Tamassee THIS YEAR; without a bus, they have no way to regularly go to town in search of work or to work. PLEASE MAKE A WAY FOR THEM TO PURSUE A LIVELIHOOD. It's a desperate situation in our community.	Nov 2, 2012 9:00 AM
59	This would be a great improvement for our community.	Nov 1, 2012 8:28 PM
60	Please bring public transit to Oconee County!!! It would help me so much with going to school. I have a hard time getting too and back from school so this would help me out alot!	Nov 1, 2012 8:28 PM
61	Walhalla needs a Catbus route desperately!!!!!!!!!!!!!!	Oct 31, 2012 10:39 AM
62	It is absolutely necessary for the economic growth of this community.	Oct 31, 2012 7:51 AM
63	we need public transit in oconee county. because we have so many seniors on fixed income, that can't buy. food, medication. and pay someone to take them everywhere they need to go. when they are being over charged. they are still valuable citizens that need a little help!! and RESPECT!!! SO PLEASE LET THE BUS ROLL IN WALHALLA, S. C. GOD is!!!!	Oct 28, 2012 4:11 PM
64	Seneca has had free transportation for a number of years and our county taxes are helping fund this venue. I do think everyone in Oconee County needs and could benefit from this service. Our Road System will not currently support this kind of venue. Just be in and around Seneca, watch how these busses are driven and sudden stops on busy highways, Seneca done a poor job of this by not providing safe pull offs for the busses. and streets downtown are too small as busses are across the centerline and someone is going to be hurt. I guess to sum this up the money paid for surveys and studies done for feasibility are not being studied with our current roads and layout of this county. We are unique and never got big updated roads like the bigger cities Clemson, Anderson, Greenville are always getting Road work and changes to fit needs of community our county was left to be just what we are. No where to really grow.	Oct 26, 2012 9:12 PM

**Q25. Please provide any additional comments about public transit in Oconee County. (online)**

65	I travel from Seneca to Walhalla every weekend to care for elderly relative. My relative and I would both make use of public transit.	Oct 26, 2012 6:55 PM
66	We very much need it for people who r handicap senior citizens and for people who can't drive because they have medical problems	Oct 26, 2012 2:10 PM
67	My only hesitation comes from witnessing random bus stops on Hwy 123. I would like to safe, established bus stops that are well maintained and patrolled. I have used the CAT buses on campus and also on the weekend it comes to Walhalla for Oktoberfest. The buses seem to be well maintained and clean. I'd like to see that the bus continues to be clean. Since the county seat is Walhalla, I think there is a need for the route to come to tax offices, DSS, courthouse, etc. so that "lack of transportation" is no longer an excuse.	Oct 26, 2012 11:05 AM
68	This would provide so many people within our community with the means to meet their needs independently.	Oct 25, 2012 11:27 PM
69	I feel it would help the unemployment rate drop, people having a ride closer to jobs. People would also do more shopping, no worry for gas money for the week !	Oct 25, 2012 10:28 PM
70	We need public transit to the County office buildings, including Pine Street, courthouse, magistrates' offices, probation office, DSS	Oct 25, 2012 10:05 PM
71	This would GREATLY help my mother who is unable to drive and depends on others for rides.	Oct 25, 2012 10:02 PM
72	It will take time for us to even learn how to use the system~! Once it catches on it would be a wonderful thing for our county. I have a car but I am no longer able to drive so I have to pay someone to drive me in my own car, which surely cost more than bus fare~! Kudos to a good bus system for the whole of Oconee~!!	Oct 25, 2012 6:10 PM
73	We shouldn't provide bus in our county.	Oct 25, 2012 6:06 PM
74	For all the business and plants in Seneca. A lot of the workers are from Walhalla and West Union. They may need help getting to work just like the people that live in Seneca. Some of the older people need to get to Drs or grocery stores.	Oct 25, 2012 5:48 PM
75	A CAT bus stop in Walhalla is definitely needed. Some direct routes (or with limited stops) that go to Clemson and to Tri-County are needed. It shouldn't take an hour to get from Seneca to Clemson!	Oct 25, 2012 5:33 PM
76	Until the County provides the public with rider numbers per bus, per day, per stop, we will not support further service. Also, make riders pay.	Oct 25, 2012 12:09 PM
77	I work 11pm to 7am as a nurse @ OMC and would use the bus back and forth to work if available	Oct 25, 2012 11:04 AM
78	Westminster and walhalla need help getting to personal and medical appointments.it will benefit all of oconee county all the way to anderson.we all at times have important events and need help getting there.we would be so gracious.to have the opportunity for public transportation.	Oct 25, 2012 9:24 AM
79	THERE IS GREAT NEED FOR THIS SERVICE IN OTHER CITYS BESIDES	Oct 23, 2012 8:52 PM

**Q25. Please provide any additional comments about public transit in Oconee County. (online)**

SENECA PLEASE CONSIDER US

- |    |  |                       |
|----|--|-----------------------|
| 80 | People need to get to jobs between all of the listed cities when no car is available   | Oct 22, 2012 6:21 PM  |
| 81 | It would be nice to save fuel and wear and tear on my car and truck.   | Oct 15, 2012 9:25 PM  |
| 82 | I'm not sure that this survey can be effective for the general public because most people that need transportation cannot use a computer or do not have a computer. . . mostly the elderly and people who do not have the means to buy a car.  | Oct 15, 2012 2:05 PM  |
| 83 | "A developed country is not a place where the poor have cars. It's where the rich use public transportation" - Mayor of Bogota   | Oct 15, 2012 1:07 PM  |
| 84 | If nothing else a route from Salem Walhalla Westminster with secured parking lots along the way. All of these routes could feed to Walmart so we could then take the cat bus. You could add smaller shuttles that people could request if no request in that area then they don't run. The smaller routes could drop at the main lines. I wouldn't mind waiting if I can save has and wear and tear.   | Oct 15, 2012 12:33 PM |
| 85 | CAT is a proven, reliable and successful mode of transportation and world renown. It would be a great disservice to the citizens of Oconee County to ignore such a great resource. It would likewise be an insult to citizens to spend so much on the infrastructure to bring business and manufacturing without building its correlation in transportation. I hope that this study takes into account the people this would benefit the most who are unable to participate in online studies or in person interviews. | Oct 15, 2012 11:29 AM |
| 86 | There is no such thing as a free bus even though CAT claims to be "free". Someone is paying.   | Oct 9, 2012 4:38 PM   |
| 87 | We don't need it.  | Oct 8, 2012 6:35 PM   |
| 88 | Agree we need expanded/connecting routes in OC, to include three larger cities and Duke to begin   | Oct 5, 2012 4:47 PM   |
| 89 | Would be great to extend hours and surrounding communities   | Oct 4, 2012 11:13 AM  |
| 90 | I would LOVE to see more options. Although I said I would not be willing to pay, I would be willing to pay <\$50 for a year long pass.   | Oct 4, 2012 10:37 AM  |



**APPENDIX B**  
Target Transit Market Index



## **Target Transit Market Index**

### **Overview**

This numeric index score represents the level of concentration of potential transit markets. The index is a composite of 2010 and 2000 census tract data for

- Persons 18 to 24 years
- Person's age 65 and older
- Non-white populations
- Persons below poverty
- Households without vehicles
- Persons with disabilities
- Persons with no diploma.

The higher the composite index, the greater the intensity of the variables in the geographical areas. The index score was derived through the spatial analysis described below.

### **Methodology**

#### Data Sources

Census tract population and race data was obtained online from the US Census Bureau through the American Factfinder website, using the 2006-2010 American Community Survey 5-year Estimates. The data is only available at the census tract level. Data for disabled population was not available for the 2010 census year, so the 2000 census data was used.

#### Calculations

- 1.) Populations from the datasets at the census tract level for geographic comparison and analysis purposes.
- 2.) For each demographic variable, the percent of total population or households by census tract was calculated by dividing the number of persons or households by the total number of all persons or households for Oconee County.
- 3.) For each demographic variable, the county-wide maximum percentage value is used to calculate the ratio of each census tract's value to the county-wide maximum. For instance, the census tract with the highest percentage of persons with no diploma has a ratio of '1.00' for the demographic variable 'Persons with no diploma'. A census tract at 50% of the highest percentage would have a ratio of '0.50'



Therefore, the census tracts of Oconee County are indexed against themselves to depict the highest level of these concentrations within the county itself.

4.) For each census tract, individual index scores are assigned a number from 1 to 5 based on the ratio calculated in step three above. The assignment of index scores goes as follows:

<u>Ratio Value</u>	<u>Index Score</u>
0.00 – 0.20	1
0.21 – 0.40	2
0.41 – 0.60	3
0.61 – 0.80	4
0.81 – 1.00	5

5.) Once each demographic variable has been assigned an individual index score, the composite index can be calculated by adding the individual index scores and dividing by the total number of variables (7). For example census tract 301 has the following individual indices:

<u>Demographic Variable</u>	<u>Individual Index Score</u>
Person's age 18 to 24	2
Person's age 65 and older	4
Non-white populations	1
Persons below poverty	4
Households without cars	1
Persons with disabilities	4
Persons with no diploma	3

The composite index of the above census tract is calculated to be 2.7 ( $19 \div 7$ )

**PUBLISHER'S AFFIDAVIT**

STATE OF SOUTH CAROLINA  
COUNTY OF OCONEE

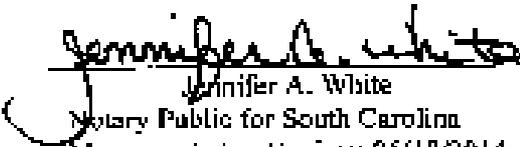
OCONEE COUNTY COUNCIL

IN RE: Oconee Cty Transit Advisory Task Force

BEFORE ME the undersigned, a Notary Public for the State and County above named, This day personally came before me, Hal Welch, who being first duly sworn according to law, says that he is the General Manager of THE JOURNAL, a newspaper published Tuesday through Saturday in Seneca, SC and distributed in Oconee County, Pickens County and the Pendleton area of Anderson County and the notice (of which the annexed is a true copy) was inserted in said papers on 12/24/2011 and the rate charged therefore is not in excess of the regular rates charged private individuals for similar insertions.

  
\_\_\_\_\_  
Hal Welch  
General Manager

Subscribed and sworn to before me this  
12/24/2013

  
\_\_\_\_\_  
Jennifer A. White  
Notary Public for South Carolina  
My commission Expires: 05/18/2014

## LEGAL NOTICES

## LEGALS

1. Staff Records
2. Update on SAR appointments and Comprehensive Plan
3. Other Business
4. Adjourn

## LEGAL NOTICES

## LEGALS

The Glenside County Transit Advisory Task Force Committee will hold a meeting on Thursday, January 23, 2014 at 6:00 p.m. in Council Chambers, Glenside County Administration Offices, 415 S. Alco Street, Waukegan, IL.

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**Beth Hulse**

---

**From:** Beth Hulse  
**Sent:** Friday, December 20, 2013 1:48 PM  
**To:** Beth Hulse; classadmgn@upetatatoday.com  
**Subject:** Transit Advisory Task Force Committee - first meeting

Please run below at earliest convenience.  
Thanks.

---

The Oconee County Transit Advisory Task Force Committee will hold a meeting on Thursday, January 23, 2014 at 6:00 p.m. in Council Chambers, Oconee County Administrative Offices, 415 S. Pine Street, Walhalla, SC.

**Elizabeth G. Hulse**  
**Clerk to County Council**  
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## Beth Hulse

---

**From:** Beth Hulse  
**Sent:** Friday, December 20, 2013 1:48 PM  
**To:** Beth Hulse; Carlos Galarza; Chad Dorsett; DJM News Editor; Greenville News (localnews@greenvillenews.com); Kevin; Norman Cannada (ncannada@upstatetoday.com); Ray Chandler; Westminster News / Kowee Courier (westnews@ballsouth.net); WGOG (dickmangrum>wgog.com); WSPA TV - Channel 7 (assignmentdesk@wspa.com)  
**Subject:** Transit Advisory Task Force Committee - first meeting

The Oconee County Transit Advisory Task Force Committee will hold a meeting on Thursday, January 23, 2014 at 6:00 p.m. in Council Chambers, Oconee County Administrative Offices, 415 S. Pine Street, Walhalla, SC.

### **Elizabeth G. Hulse**

#### **Clerk to County Council**

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