

Key Keolis Evolve insights helped uncover new opportunities for GTA:



The existing network is designed to go downtown while many of the trip generators are outside of downtown



Travel to Greensboro's most popular destination, the commercial area near Wendover Ave/ I-40, is underserved by transit with only one direct connection



GTA service stops several miles short of major employment areas and destinations such as the airport



Most GTA routes do not capture a significant share of ridership in operating corridors

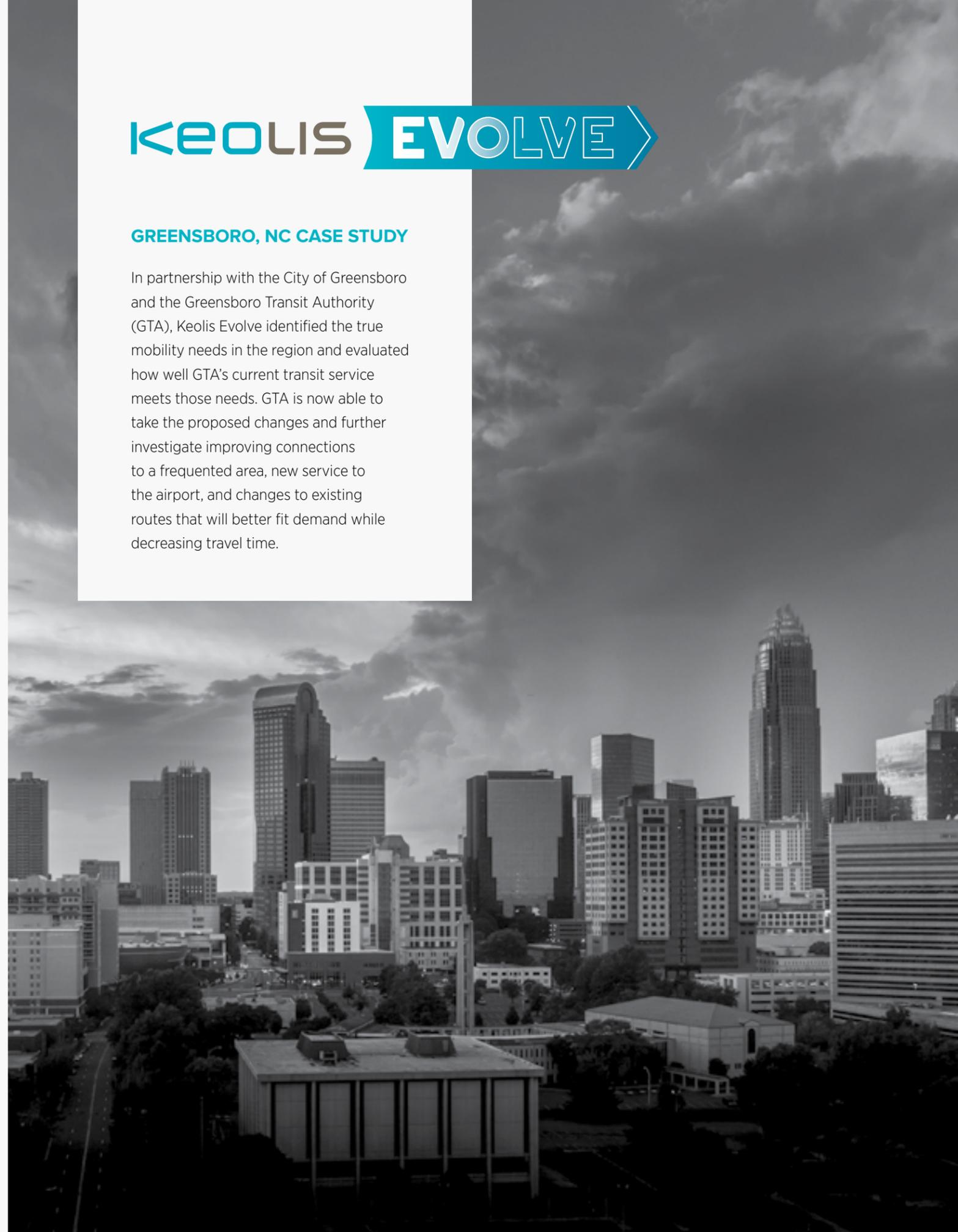
Our Keolis Evolve determined that, on average, GTA trips take 5.7 times longer than if someone was to drive their own car. This information helped tailor the recommendations to improve travel times and provide more viable transit options for the Greensboro community.

Avg with Public Transit trip (min)	57
Avg car trip (min)	10
Ratio	5.7



GREENSBORO, NC CASE STUDY

In partnership with the City of Greensboro and the Greensboro Transit Authority (GTA), Keolis Evolve identified the true mobility needs in the region and evaluated how well GTA's current transit service meets those needs. GTA is now able to take the proposed changes and further investigate improving connections to a frequented area, new service to the airport, and changes to existing routes that will better fit demand while decreasing travel time.



Keolis Evolve partnered with GTA to analyze mobility demand and mode usage, travel breakdowns, and major trip generators. Key findings included:

Key Recommendations

555,128

trips taken each weekday regardless of mode

451,781

trips taken each weekend regardless of mode

2.2

average daily trips taken per resident on weekdays

1.8

average daily trips taken per resident on weekends

4.2 miles

average trip length

34%

weekday trips within ¼ miles of a GTA stop

30%

trips can be completed with a one-seat, direct ride



Improve route connections to Wendover/I-40 commercial area



Streamline services to reduce transfers for riders



Connect airport area to the GTA transit network



Explore on demand opportunities in underserved areas