

# CASE STUDY GREENSBORO, NC

## Problem Statement

The City of Greensboro and the GTA sought to determine mobility trends in the community to find the best opportunities for growth and the most promising opportunities for service improvements.

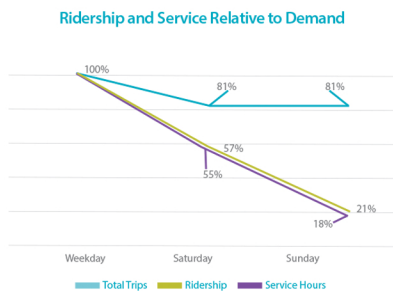
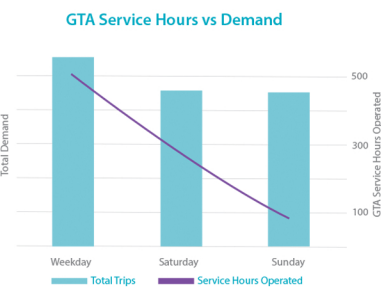
## Process

In 2019, Keolis completed an Evolve study for the City of Greensboro/Greensboro Transit Authority (GTA) transit system. To do this, GTA and Keolis sought details on the mobility demands and mode usage in its community.

## Implementation

As a result of these new insights, the GTA shifted gears with its budget for the year. The agency canceled planned service cuts and instead invested in the service. Effective July 4th, 2021, weekend operating hours nearly match weekdays, and the Monday-Saturday routes operate on Sundays instead of the special Sunday-only route network, creating a more coherent daily network. In addition, one route expanded service hours from peak only to all day, to support a busy commercial corridor with high latent demand.

In this image, we show how travel volume within Greensboro did not change significantly from weekday to weekend, but service levels dropped considerably, reducing the attractiveness of the service on weekends, particularly on Sunday.



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**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

**BETWEEN 2021 AND 2022 – SINCE EVOLVE’S FINDINGS WERE IMPLEMENTED, OVERALL RIDERSHIP ON GTA HAS GROWN BY MORE THAN 26 PERCENT\***



\* (citation: <https://www.apta.com/wp-content/uploads/2022-Q2-Ridership-APTA.pdf>)