



## LOOKING AHEAD.....

In the coming months, CARTA staff will be working to develop the 5-Year Strategic Plan, attending important meetings to receive updates from the Federal Transit Administration and SCDOT–Mass Transit Division, working to develop the 2015 Annual Budget, finalizing approvals for real-time passenger information signage, designing a new package of bus shelters for construction, having fun marketing events, and finalizing it's Annual audit.

It was CARTA Night at the Stingrays on January 31st, 1500 Chatter Sticks were given out!



## IMPORTANT DATES

Next Finance Committee and Board Meeting Date:

March 19, 2014

IMPLEMENTATION OF NASH EXPRESS

February 16, 2014

# CHARLESTON AREA REGIONAL TRANSPORTATION AUTHORITY

## EXECUTIVE DIRECTORS REPORT

Christine Wilkinson, - Executive Director

JANUARY-FEBRUARY 2014

### RIDERSHIP NEARLY 5 MILLION FOR 2013— FARE REVENUE UP 11.3%!

CARTA ridership for 2013 was 4,879,174 (4,805,736 - Fixed Rt., 73,438-Tel-A-Ride), which is a 0.88% decrease from 2012 (4,851,704- Fixed Rt., 70,745-Tel-A-Ride). Farebox Revenue for 2013 was \$4,698,550.89, which is an 11.3% increase over CY 2012 (\$4,221,517.76).

### WEATHER CONDITIONS LEAD TO RE-ROUTING, REVISIONS, SUSPENSION OF SERVICE

Two separate weather events in the last two weeks have had a major impact across South Carolina and the Southeast. CARTA Service was suspended for the afternoon of Tuesday, January 28th until 10:00 A.M. on February 1st. During the second event from February 10th–February 13th, in which an Ice Storm Warning was issued, service was maintained the entire time as forecast temperatures for the CARTA service area were not as low as expected.

twitter



*“A major bridge remains closed in CHS, but public transportation doesn't give up that easily. For updates @RideCARTA*

*- Twitter User Hannah Moseley morning reporter Live 5 News @HannahLive5*



Closures to the Ravenel Bridge required re-routing Mt. Pleasant Services to the Don Holt.

**This weather has been crazy!**

- Lot's of re-routing!
- Assisted Sheriff's office with transportation to warming shelters
- Had to de-ice equipment before heading out in the mornings!



NEW CARTA DIESEL ELECTRIC HYBRID BUS AT NEW FLYER PLANT IN CROOKSTON MN ALMOST READY TO GO

## NEW HYBRID'S NEARLY HERE!

Veolia Maintenance Director David Bonner traveled to the New Flyer finishing plant in Crookston, MN to inspect CARTA's new buses prior to them being released and brought to Charleston. While it's not the best time to visit Minnesota, David didn't miss too much weather-wise by being there! Charleston had plenty of it's own Winter weather too!

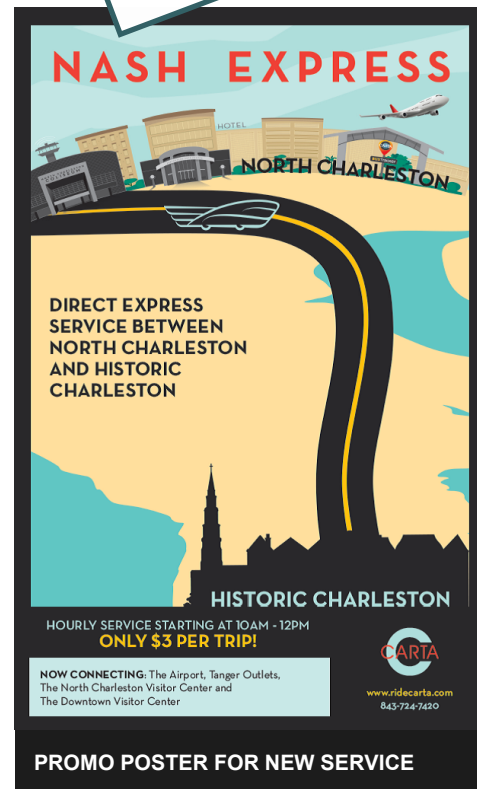
He reports that the new buses really look great and everyone is excited to have them coming into service very soon. As part of the new configuration put together for CARTA's order, one of the two buses purchased will undergo testing in Florida for a couple of weeks to build data for component manufacturer Allison Transmissions.

## HYBRID BUS TO BE USED ON NEW NASH EXPRESS ROUTE

On February 16th, CARTA will implement revised service for NASH—the North Area Shuttle. Service will now include a direct link with Express service between the Airport, Boeing, Tanger Outlets, and the Visitor Center in downtown Charleston. Circulator service will operate between the Old Village in North Charleston, Tanger, and the Colesium and Convention Center Complex. The Express Route will be \$3 one way and the circulator will be FREE!

## New NASH Express Tickets Will Facilitate Vendor Sales

A new single trip ticket has been developed to facilitate vendor sales for NASH Express, which will link North Charleston to downtown Charleston directly at each city's Visitor Center.



PROMO POSTER FOR NEW SERVICE

## ANNUAL CELEBRITY ROADEO PARTICIPANTS

The celebrities who participated in the event for charity included:

Bill Walsh, Chief Meteorologist WCSC-TV 5

Tessa Spencer, Co-anchor of Good Morning Charleston and Lowcountry Live, also mid-day personality on Starr 99.7

Rob Concannon, President of South Carolina Stingrays Hockey

Michael T, On-Air Personality and Program Manager at Starr 99.7

Dee Jay Cass, Afternoon Personality Z-93 Jamz

Yonni Rude, Afternoon Personality 95SX



CELEBRITY PARTICIPANTS—JANUARY 25, 2014

## CARTA CELEBRITY ROADEO!

The participants of the celebrity portion competed for donations to the charity of their choice. Bill Walsh placed first, donating \$2,000 to Ronald McDonald House, a program that provides a "home-away-from-home" for families so they can stay close by their hospitalized child at little or no cost. Dee Jay Cass placed second, donating \$1,000, to Susan G. Komen Foundation, and Bill Burr placed 3rd and made a \$500 donation to Lowcountry Food Bank.

Following the celebrity portion of the event, 12 drivers participated in the Bus Roadeo to compete to move on to the state competition. Bus operators challenged their driving skills on various obstacle courses, and were judged on identifying defects on a vehicle during their pre-trip inspections, safety habits, and skill as they maneuvered 35 and 40 foot buses through the course.

Professional drivers that will be representing CARTA at the State Roadeo in Myrtle Beach March 1st Competition include:

- Bernard Sumter—35 FT Category
- Andrew McKelvey—40 FT Category
- Sharon Maxwell—Paratransit Category

**WISH THEM THE BEST- OF- LUCK!**