



We Are Columbia

The Columbia City Council will conduct a Special Called Meeting at 6:00 p.m. and 6:00 p.m. on Thursday, November 10, 2016 at City Hall, Council Chambers, 1737 Main Street, 3rd Floor, Columbia, SC 29201. The full agenda packet can be viewed online at www.columbiasc.net/city-council/agendas.

The Honorable Mayor Stephen K. Benjamin ▪ The Honorable Sam Davis, District I
The Honorable Tameika Isaac Devine, At-Large ▪ The Honorable Moe Baddourah, District III
The Honorable Howard Duvall, Jr., At-Large ▪ The Honorable Edward McDowell, Jr., District II

Prior to entering the meeting please turn all electronic communication devices to the silent, vibrate or off position. All presenters are asked to speak directly into the microphone for recording purposes.

CALL TO ORDER

EXECUTIVE SESSION AT 5:30 P.M.

1. Discussion of employment of an employee – S.C. Code §30-4-70(a)(2)

Organizational Structure

PRESENTATION & CITY COUNCIL DISCUSSION AT 6:00 P.M.

2. COMET Update - Mr. Bob Schneider, Ph.D., Executive Director of The COMET

APPEARANCE OF THE PUBLIC

ADJOURNMENT



We Are Columbia

MEETING DATE: November 10, 2016

DEPARTMENT: City Clerk

FROM: *Erika Moore, City Clerk*

SUBJECT: Discussion of employment of an employee – S.C. Code §30-4-70(a)(2)

FINANCIAL IMPACT: Organizational Structure



We Are Columbia

MEETING DATE: November 10, 2016

DEPARTMENT: City Clerk

FROM: *Erika Moore, City Clerk*

SUBJECT: COMET Update - Mr. Bob Schneider, Ph.D., Executive Director of The COMET

PRESENTER: Bob Schneider, Executive Director

FINANCIAL IMPACT:

ATTACHMENTS:

- **#a:** The_Tale_of_The_COMET (PDF)



The Tale of The COMET: Columbia City Council October 2016

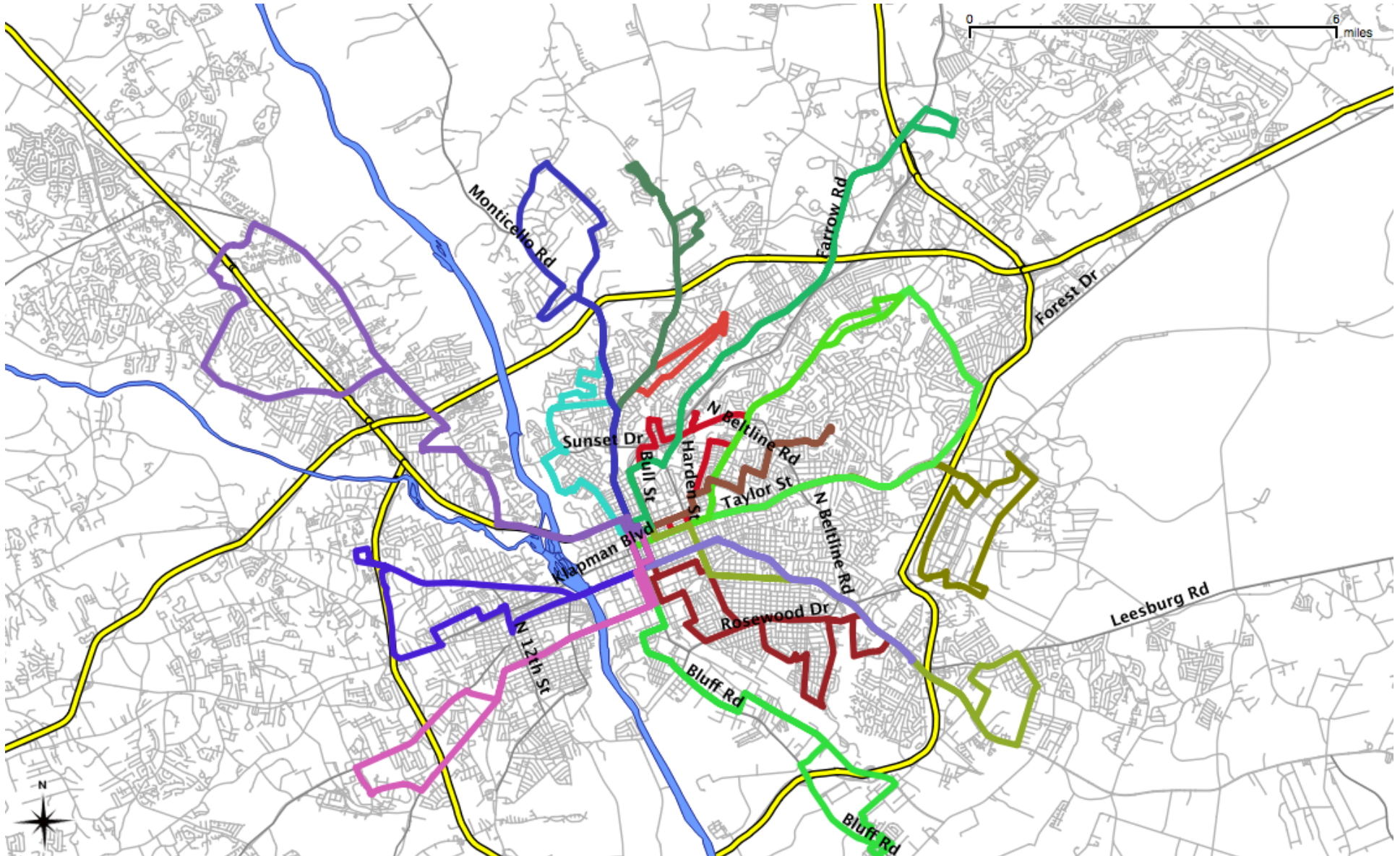
Robert A. Schneider, PhD
Executive Director of The COMET

Stable Finances

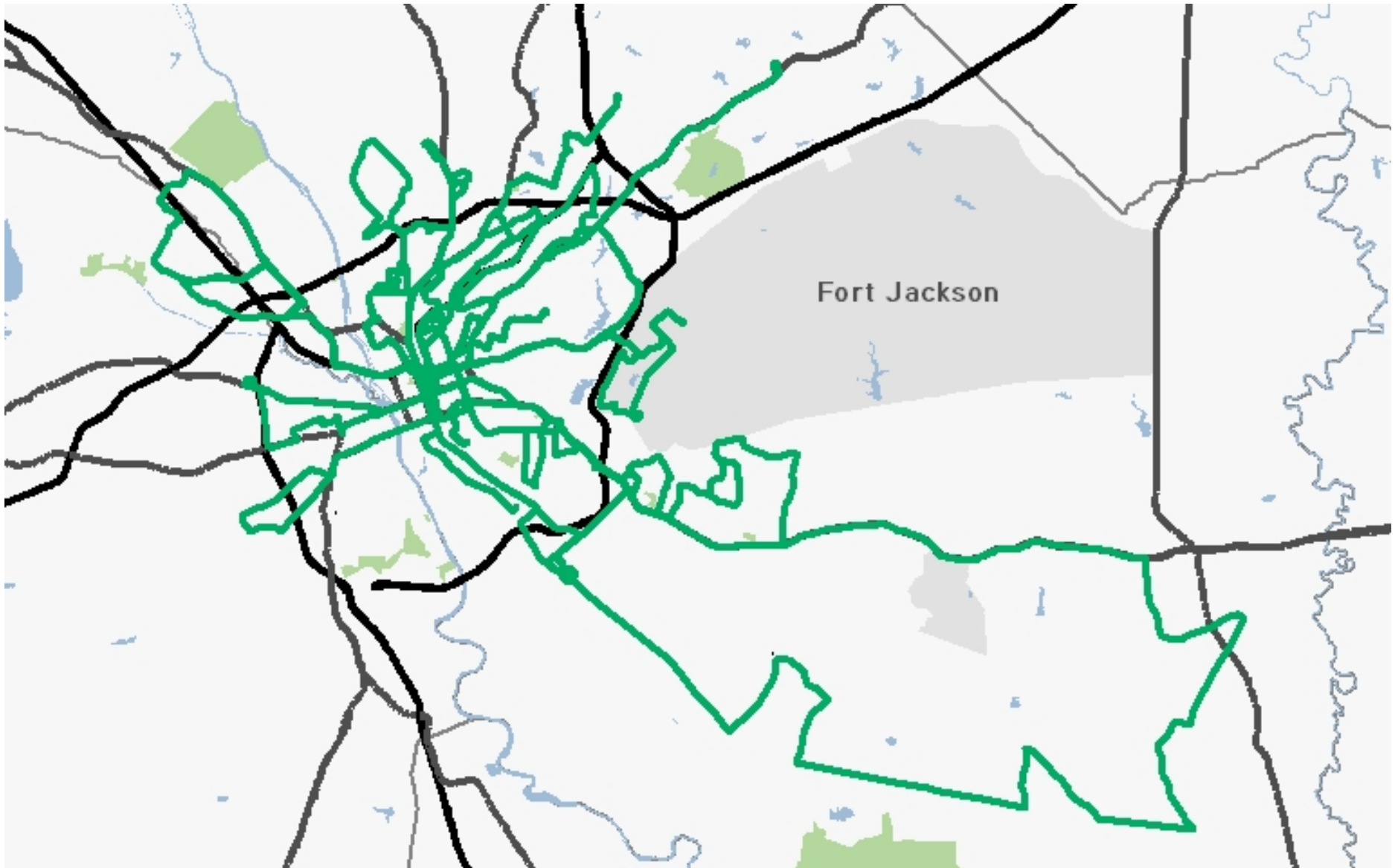
- 29% of Richland Penny (\$15.5 million a year)
- Annual budget - \$19 Million (plus capital)
- Able to match Federal Grants

THE
COMET

Service Footprint - Spring 2012



Service Footprint - September 2016



Tripled Transit Service

- More frequent trips
- Later hours, weekends & holidays
- Services from 2010 restored

The logo for 'THE COMET' features the word 'COMET' in a large, bold, italicized sans-serif font. Above the 'C' is the word 'THE' in a smaller font. To the left of 'COMET' is a stylized graphic of a comet tail or a flame, rendered in white and grey.

New Infrastructure and New Look

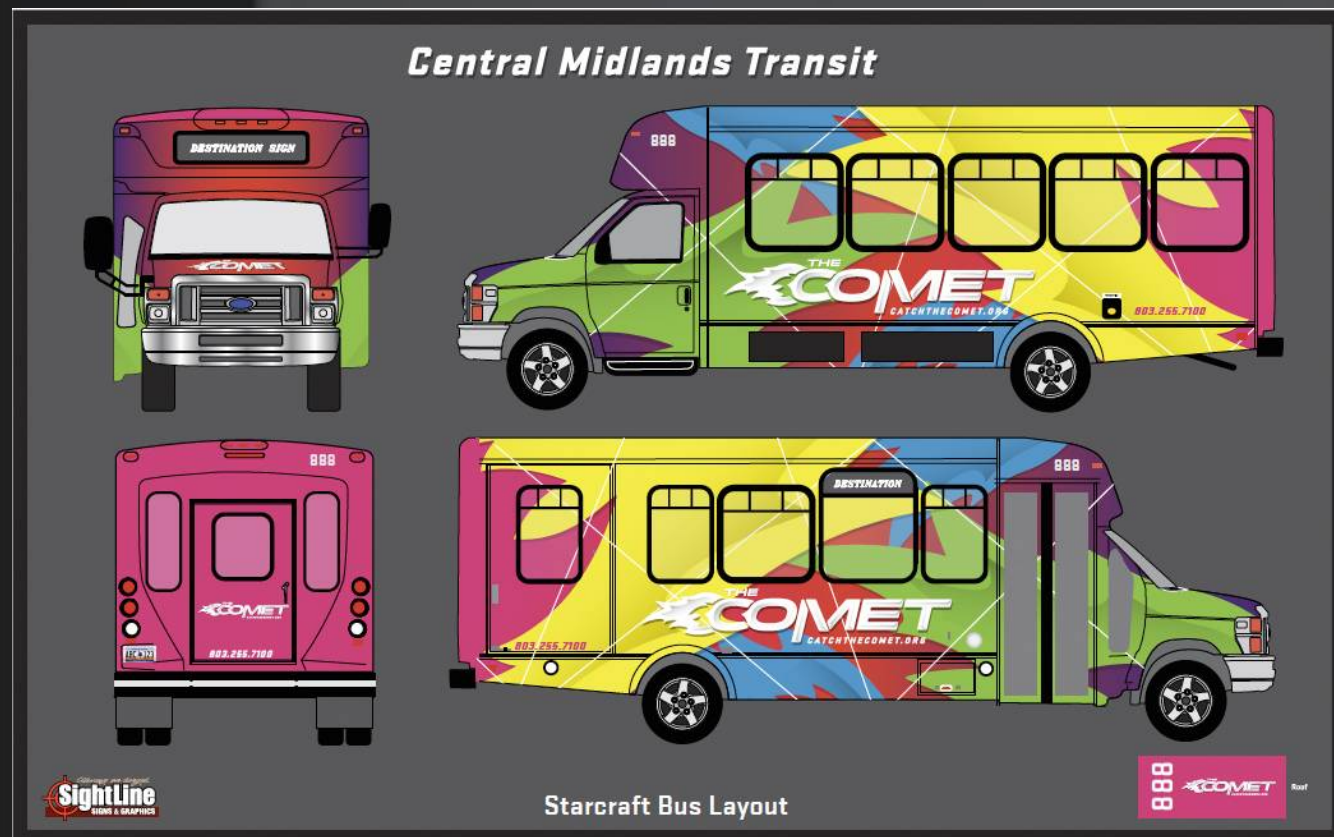
- Rebranded as The COMET



THE
COMET

New Infrastructure and New Look

- 8 NEW small buses on order for 2017



THE COMET

New Infrastructure and New Look

- 31 NEW large buses on order for 2017



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New Infrastructure and New Look

- 1,181 Signs



THE
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New Infrastructure and New Look

- New Shelters & Benches (14)



THE
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New Technology:

- Google Maps trip planning
- Bus tracking by smartphone
 - TransLoc Rider (Apple and Droid)
- Smartphone pass purchase
 - catchTheCOMET.com
- Security/Safety Cameras on Buses (2017)
- Wi-fi in 2017 ???

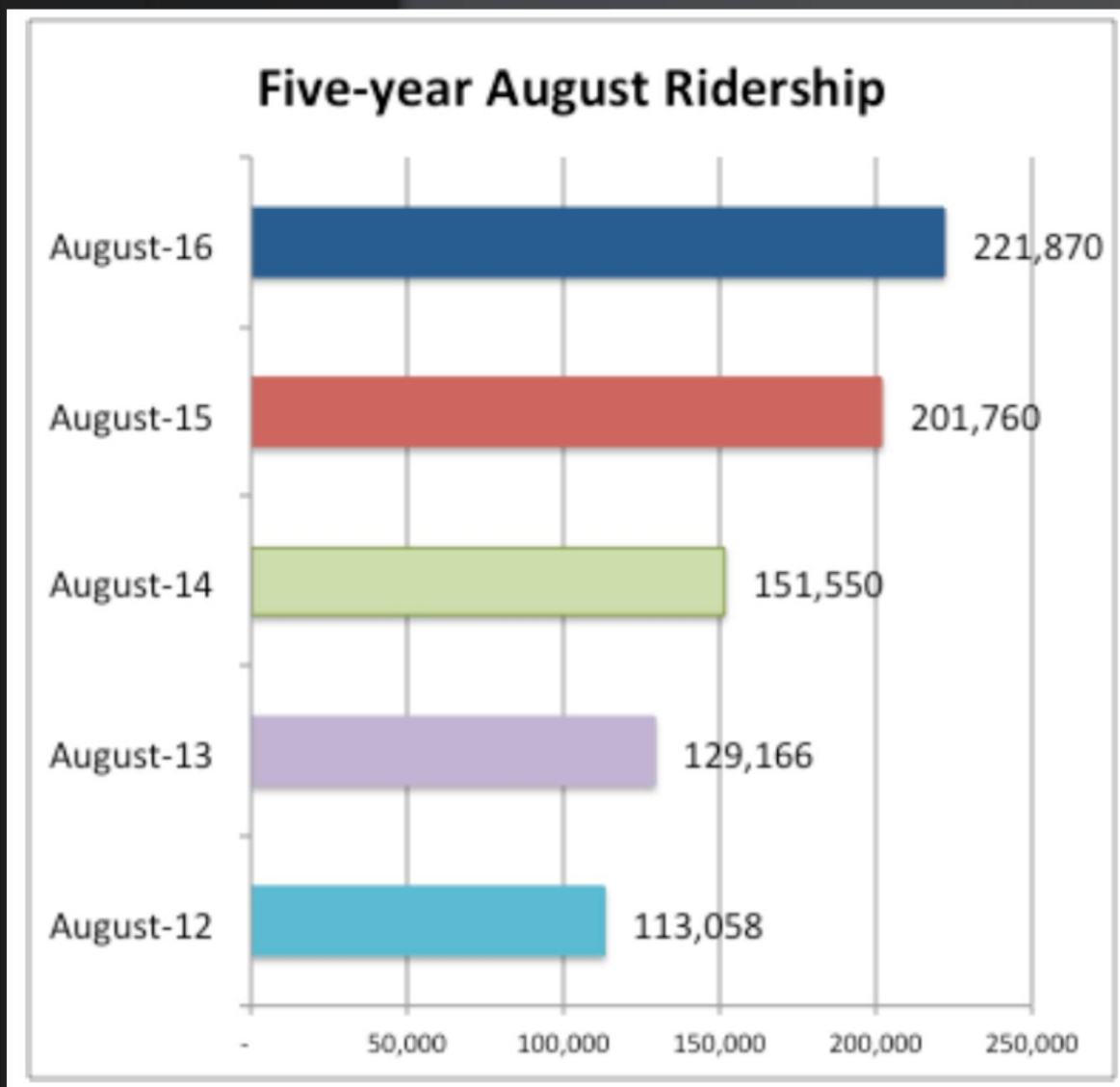


More Options for Fare Purchase

- 50% Discounts for Seniors & Veterans
- New lower-priced 5-Day & 7-Day options
- Smartphone ready
- Student Focus:
 - R2I2/Richland 2 Pass program
 - First Year Freedom
 - Midland Technical College



Results: Ridership is growing!!



THE
COMET

What Is Next?

- Downtown Circulator
- More Shelters and Benches
- Additional Changes to Main Routes
 - Forest Drive
 - Two Notch Road
- New Service: 2017 & beyond
 - Northeast Richland, including a Park-and-Ride
 - NW Richland: St. Andrews/Broad River/Harbison



What Is Next?

- Transit Center & Super Stops
- More Pass Program partners
- Thinking BIGGER
 - The Last Mile conundrum
 - bike/walk/greenway connections
 - Uber
 - BRT (Bus Rapid Transit)





bob.schneider
@catchTheCOMET.org