

**RALEIGH TRANSIT AUTHORITY
AUGUST 13, 2015
MINUTES**

The Raleigh Transit Authority met on Thursday, August 13, 2015 at 3:30 p.m. in the Council Chamber, Raleigh Municipal Building, Raleigh, NC with the following present:

Chairman Jason Horne, presiding
Yvonne Bailey
Corey Branch
Ray Magsanoc
Sheila McCullers
Tony Pecoraro
Craig Ralph
Debra Rezeli
Michael Stevenson
Jane Thurman
Billy Warden

Staff present: David Eatman, Mike Kennon, Jim Cromer

The meeting was called to order by Chairman Jason Horne. The following items were discussed with actions taken as follows:

Mr. Eatman introduced Brandon Watson, new Transit employee, Interim General Manager Jim Cromer and Matthew Franklin, new Maintenance Manager.

Chairman Horne recognized Les Seitz, past member and chair of the Authority. He read a letter of appreciation from Mayor McFarlane for his work on the Authority. Mr. Eatman presented Mr. Seitz with a plaque in recognition of his dedicated service on the Authority from March 2008 – June, 2015. Mr. Seitz thanked the members of the Authority for the recognition noting this was not a job one person can do. He indicated chairing the Authority is a challenging job. He noted many members worked hard in many different roles to move transit forward. A lot of progress was made and noting he had been relentless to keep moving forward. He stated when he first became chair his goal was to advance the cause of transit and improve transit in Raleigh and make it better than it was when he came. He felt that was done. He indicated with Mr. Horne's leadership, he was sure the Authority will continue moving forward. He further expressed his appreciation to the committee chairs for their efforts on the Authority.

MINUTES – JUNE 11, 2015 – APPROVED AS AMENDED

Members received the June 11, 2015 minutes in their agenda packets. Mr. Pecoraro referred to discussion on Route 54 L, Route Changes as follows:

“Mr. Eatman noted this is not like complete elimination of this route and Route 25L changes will pick up on portions of this route. He indicated this is a reallocation of resources”

Mr. Eatman explained the change eliminated 75% of 54L but maintained a portion of 54L. He noted this can be reworded to state “this would eliminate a large portion of 54L”.

Mr. Ralph moved approval of the minutes with the change in wording as suggested by Mr. Eatman. His motion was seconded by Mr. Pecoraro, unanimously passed. Chairman Horne ruled the motion adopted.

MOORE SQUARE STATION RENOVATION – UPDATE PRESENTATION – RECEIVED

Mr. Eatman introduced Gil Johnson, project manager for the Moore Square Renovation project. Mr. Johnson provided a presentation to bring members up to speed on the status of the project noting it is moving along at a “pretty good clip”. The plan is to increase the capacity by adding a 3rd bus lane under the parking deck and only 14 parking spaces will be lost. The original design had this additional bus lane in mind. He reviewed the ingress and egress to the station noting the changes will accommodate the now 2-way street system. The site plan was reviewed in detail. A blow up of the floor plan was reviewed. He pointed out the new drivers lounge, new ticket office and new public restroom area that will be visible to the ticket office. Mr. Johnson noted work continues on the plan. He pointed out the location of the new CAT ID issuance booth which will be much more convenient for patrons. The ticket office will require card access. Restrooms will have a flow through design much like those found in rest stops. A remote ticket kiosk area has been added for after hours ticketing or when someone is trying to reload their card. New stairs and elevators were pointed out. Mr. Johnson indicated plans for the vertical element will be wrapped up by the end of this month and submitted to inspections for permit review. The timeline was reviewed in detail. The prebid submittal will occur in mid October, proposals received in early November and a report will be made to the Authority on proposals in November. It is hoped the Council will act on the contracts in late November with construction starting on January 4, 2016.

Mr. Ralph questioned the number of service windows with Mr. Johnson responding 2 main windows and a 3rd used for ID issuance. Mr. Pecoraro questioned the schedule with Mr. Johnson explaining there may be a pre advertising notice for the construction community to familiarize themselves with the project. Mr. Branch asked when will there be public notice to let people know construction is starting. Mr. Johnson responded that will begin around the advertising period. The IT Department will combine social networking outreach efforts and establish things i.e. phone number for people to call with questions and to report any problems. Staff is looking at setting up a separate phone line for this project. Staff is working with IT to see how to maximize our outreach to the community, not just via internet but also phones, etc. There will be meetings with surrounding property owners as well. Mr. Branch suggested adding information to “At Your Service” that is included in water bills and provide information to the CACs that have high bus ridership. Mr. Ralph indicated we are looking at a 14 month time line for completion and still wanted to shave that down to 11 months. In response to questioning from Mr. Stevenson relating to pre-qualifications, Mr. Johnson indicated the pre-submittal conference

will be mandatory. He further noted in looking at bid alternates, limited disruption to patrons and technique that can shrink the schedule has a value.

The report was received as information.

WAKE COUNTY INVESTMENT STRATEGY – REVISED TIMELINE – RECEIVED AS INFORMATION

Mr. Eatman explained the timeline for the Wake County Investment Strategy has been discussed previously and had recently been released. Members received in their packet the Wake Transit Strategy Timeline. Mr. Eatman reviewed the key timelines in detail. The schedule called for a November 8, 2016 referendum on the ½ cent sales tax for transit.

The report was received as information.

COMMITTEE REPORTS

ROUTE COMMITTEE – REPORT RECEIVED

Mr. Ralph reported the Route Committee met on August 4, 2015.

Bus Stop Consolidation:

Mr. Ralph referred to Attachment H included in the packets relating to Route 13, Chavis Heights. The route was divided into 3 segments. The only change to segment 1 is a new shelter stop between Dawson and McDowell Streets. There is no change to segment 2. Mr. Ralph referred to segment 3 and pointed out the new elements and recombinations. He reported the changes were unanimously recommended for approval by the Route Committee.

Ms McCullers moved approval of the recommendations from the Route Committee. Her motion was seconded by Ms. Thurman, unanimously passed. Chairman Horne ruled the motion adopted.

Mr. Eatman reported notice of any changes would be posted for 2 weeks prior to change and staff had been very successful at working through issues with the community as there have been complaints.

Informational Items:

25L and 54L Service Changes: Mr. Ralph referred to Attachment I that included a map of the route. He noted this is an extremely long route.

July 4th Park and Ride – Update: Mr. Ralph referred to information included in Attachment G noting Park and Ride lots were in use from 5PM until Midnight. Beacon Place had 53 riders and NCSU had 219 riders. The RLine from Noon – Midnight had 458 riders.

Proposed Service Changes – Route 16:

Mr. Ralph referred to Attachment J that included a photo and Map. He indicated this route now goes down Blue Ridge Road into Crabtree Valley and goes through the mall. The proposed route was included on the handout showing the turn from Blue Ridge onto Homewood Banks Drive. The portion to be removed was also pointed out.

On-Time Performance (OTP):

Mr. Ralph indicated the agenda packet included Attachment K including statistics and a chart of on time performance. Mr. Ralph indicated the Authority should be very proud of staff and the drivers with over 85% on time results.

Trawick Service Changes:

Mr. Ralph indicated members received Attachment L including a map showing proposed routing of Route 15L.

Mr. Ralph announced the next Route Committee meeting will be on September 1 at 9:00 a.m.

FINANCE AND POLICY COMMITTEE – REPORT RECEIVED

Chairman Horne reported the Finance and Policy Committee met on August 5, 2015.

City Council – Planning Communities Amendment:

Mr. Eatman referred to Attachment B included in the agenda packet. He noted this particular contract started with Planning Communities, LLC last year relating to the 5310 Program Management Plan. We are the designated recipient for these funds and the primary grantee. This company was brought on board from the original RFP. They will provide demographic and travel pattern data, Triangle Regional Model and brand awareness. Mr. Eatman noted there has been a rider/passenger attitudinal survey from the ADA population which will be done through this study. He further suggested that we be sure to determine what the non-riders think of our services as well. He stated staff will look for things within budget we can do to gather that data. Mr. Horne explained this item and the next item on the agenda staff had to take to the City Council and they were approved by Council. These items also need a vote of approval by the Authority as well. It was pointed out these items had to go before the Council first since the Council only met once in August (August 4). Mr. Eatman explained staff realized the need to bring contractual items to this body first and will make every effort to do that but due to only one meeting by Council in August, it was necessary to take these items forward. Mr. Eatman indicated he could not say this can't happen again but staff will make every effort to get items before this body before Council. Mr. Stevenson also indicated the Finance Committee did not meet in July.

Ms. Thurman moved approval of the contract with Planning Communities, LLC. Her motion was seconded by Ms. McCullers.

Mr. Branch asked if consideration had been given to NCSU, St. Aug. and Shaw and their Statistics Departments doing the survey to obtain the needed statistics. Mr. Eatman stated staff

could look into this in the future and would contact the consultant to determine if they know of any opportunities there.

A vote on the motion was taken with all members voting in the affirmative with the exception of Mr. Pecoraro who voted no.

City Council – GoTriangle ADA Paratransit Services Contract:

Members received Attachment C in their packets. Mr. Horne indicated this item had already been approved by the Council as explained in the previous item. Mr. Eatman explained this formalized GoTriangle coming within our service to transport passengers over the Wake County line. Without this contract, passengers would have to be brought somewhere between Downtown and West Raleigh and would have to transfer to Tri-Transit. Under this scenario they go out of Wake County and we pay a share of that cost. This provides a great amount of customer convenience and is a benefit for patrons and hopefully more convenient for us to schedule. Mr. Pecoraro indicated he agreed with the concept.

Ms. Rezeli moved approval of the contract. Her motion was seconded by Mr. Branch. A vote on the motion was taken with all members voting in the affirmative with the exception of Mr. Pecoraro who voted no. Chairman Horne ruled the motion adopted.

City Council – Wake County GoPass Inter-Local Agreement:

Members received Attachment D in their packets. Mr. Horne indicated this brings Wake County on board for GoPass. Mr. Eatman indicated this formalizes contractual cost for the City.

Mr. Pecoraro moved approval of the agreement. His motion was seconded by Ms. McCullers, unanimously passed. Chairman Horne ruled the motion adopted.

ADA No Show Policy:

Members received Attachment E in their packets. Mr. Eatman explained this relates to shared ride vans & taxi brokerages. He reviewed the way no shows were previously handled noting there has been a change in legislation. We have redefined this so no shows are based on percentage of total trips taken.

Mr. Magsanoc moved approval of the policy as provided. His motion was seconded by Ms. McCullers, unanimously passed. Chairman Horne ruled the motion adopted.

MARKETING COMMITTEE – REPORT RECEIVED

Ms. Rezeli reported the Marketing Committee met on July 23, 2015.

GoRaleigh Non-Branded Buses:

Ms. Rezeli indicated this item related to confusion with the new brand and involves placing GoRaleigh on the striped buses. This will buy more time while all busses are being painted. She reported the Marketing unanimously approved this.

Mr. Branch moved approval of placing GoRaleigh on the busses that have not been painted with the new brand. His motion was seconded by Ms. Thurman, unanimously passed. Chairman Horne ruled the motion adopted.

INFORMATION ITEMS

GoRaleigh Bus Wrap RFP Award:

As information, Ms. Rezeli indicated the contract for the GoRaleigh bus wrap was awarded to Capital Wraps. They will start work on this soon.

“Go” Round Raleigh” Campaign:

It was reported the website for this campaign had been live for a couple of weeks. The promotion started yesterday and there will be radio spots next week. RTN is also working on an animated commercial. The 3 excursions include Shelley Lake, Museum of Art and Lake Johnson.

Advertising Update:

Members received Attachment F in their packets providing an update on advertising income. Ms. Rezeli indicated we are just partly into FY 15 and already of a third of the way in meeting our goal.

July 4 Service Park and Ride – Update:

Members received Attachment G in their packets that included numbers of riders from the Park & Ride lots. Mr. Ralph suggested letting the public know we are looking for places for a Park & Ride lot that can accommodate 200-300 vehicles.

R-Line Display Mobile TVs:

Ms. Rezeli reported the tvs are going in and the goal is to get these going before the Blue Grass Festival. She noted there is no audio at this point. Mr. Eatman indicated staff is trying to be sure they have closed caption.

Ms. Rezeli indicated the committee also discussed possible ads for GoRaleigh on busses for 2-3 months promoting ourselves. Mr. Eatman noted locations on busses would be used that are open and not sold for advertising. Ms. Rezeli reported the committee also discussed comedy on the RLine which will happen during SparkCon noting they approached the committee about doing this. This involves good, clean comedy from 2-4 in the afternoon. Mr. Eatman indicated positive results were received last time.

Ms. Rezeli moved approval of having comedy on the RLine during SparkCon. Her motion was seconded by Mr. Warden, unanimously passed. Chairman Horne ruled the motion adopted.

Marketing Committee Work Session:

Ms. Rezeli reported the Marketing Committee held a work session on July 23 with the main focus of publishing outreach and promotion and opportunities for raising awareness of the transit system. They discussed media events and outreach media as well as improving amenities, wifi

and smart cards to increase ridership. The existing marketing plan was also reviewed and raising awareness of the event opening the new Moore Square Station.

STAFF REPORTS – RECEIVED

Members received in their agenda packets the following staff reports:

1. Statement of Income (June 2015)
2. Variance Analysis (June 2015)
3. Go PASS Ridership Summary (June 2015)
4. Go PASS Ridership by Agency (June 2015)
5. Accessible Raleigh Transportation Summary (June 2015)
6. Operating Statistics (June 2015)
7. Route Statistics (June 2015)
8. Ridership Percentage by Time Period (June 2015)
9. Evaluation by Route (June 2015)

CONCLUDING REMARKS – RECEIVED

Mr. Branch indicated he was behind Bus 5 that stopped at South East and East Cabarrus Streets. There is now parking on that street and when the bus stops it stops traffic completely. He suggested that staff check into this since parking is now allowed on the street.

Mr. Branch referred to Martin Street and the right turn to get to Moore Square. If there is a car at the light, the bus cannot make the turn and that stops traffic. He felt this is something we should look at to determine how we can make adjustments at that right turn.

Chairman Horne thanked Mr. Seitz for being a great example and for all the work he did on the Transit Authority. He indicated the Authority will do its best to make him proud.

ADJOURNMENT

There being no further business, the meeting adjourned at 4:45 p.m.

Respectfully submitted,

Brenda Hunt