

**RALEIGH TRANSIT AUTHORITY**  
**MARCH 12, 2015**  
**MINUTES**

The Raleigh Transit Authority met on Thursday, March 12, 2015 at 3:30 p.m., in the Council Chamber, Raleigh Municipal Building, Raleigh, NC with the following present:

Vice Chair Jason Horne, presiding  
Corey Branch  
Ray Magsanoc  
Tony Pecoraro  
Craig Ralph  
Jane Thurman  
Billy Warden

Staff present: David Eatman, Mike Kennon, Scott McClellan

The meeting was called to order by Vice Chair Horne. The following items were discussed with actions taken as shown:

**AGENDA – APPROVED**

Vice Chair Horne reported no one had requested changes to the agenda. Without objection, the agenda was approved as submitted.

**ACTION ITEMS**

**BUS STOP PLACEMENT REVIEW/REMOVAL – ROUTE 24L – APPROVED**

Members received in their agenda packets a map outlining Route 24L North Crosstown and the route broken into 5 segments. Mr. Ralph, Chair of the Route Committee, reported the committee vetted this item thoroughly and recommended approval. Mr. Eatman reviewed the process for establishing and removing bus stops noting each individual stop is reviewed and decisions are based on ridership. Also, while staff is at each location, site distance is also considered to be sure it is an appropriate location for a stop. Staff always looks for opportunities to reduce stops if possible or move them to better locations. Requirements for shelters were reviewed by Mr. Eatman. He noted each stop was checked and the recommendations reflect recommendations of staff and the Route Committee.

Mr. Ralph moved approval of the changes to Route 24L as recommended by the Route Committee. His motion was seconded by Ms. Thurman, unanimously passed. Vice Chair Horne ruled the motion adopted.

Mr. Branch asked if notification of the changes were included on the website. Mr. Eatman responded he was not sure the information is on the website but changes were posted at each individual stop that was affected for a minimum of 2 weeks. Mr. Eatman explained this was an effort to keep time tables on time noting the system has grown so much and in some cases there were multiple stops in 1 block.

Mr. Branch requested something be included on the website making the public aware of what is occurring and also continue notices at each stop. He noted so far the changes had been well received.

## **INFORMATION ITEMS**

### **COMPREHENSIVE PLAN UPDATE – RECEIVED AS INFORMATION**

Trisha Hasch, Urban Planner with the City of Raleigh, provided an update of the 2030 Comprehensive Plan. Also present was Dan Becker of the Raleigh Planning Department. Members received in their packets a flyer announcing Route 1 Public Meetings on March 17, 6:00 – 8:00 p.m. at Brier Creek Park; March 19, 6:00-8:00 p.m. at Millbrook Exchange Park Community Center and March 25, 6:00 – 8:00 p.m. at John Chavis Memorial Community Center.

Ms. Hasch indicated this document was originally approved in 2009 and at that time it was agreed it would be updated every 5 years. She noted in that short time a lot has changed, particularly as it relates to transit. She noted the Comprehensive Plan is on the City's website. She provided a slide presentation outlining various aspects of the plan, changes, etc. Mr. Pecoraro requested a copy of the slides. The presentation included information relating to the necessity for the update, goals, vision, elements in the Comprehensive Plan, growth trends, latest planning initiatives and new and emerging best practices. The three phase scope of work included due diligence, outreach and in-reach and plan drafting. There will be a set of meetings in July for citizens to review and comment on changes, etc. Ms. Hasch reviewed the schedule for public meetings. She asked Authority members if they were familiar with the Comprehensive Plan. Mr. Eatman referred to the Transit Short Range Plan and 2040 Bus Plan from 2009 noting many principles in the Comprehensive Plan were derived from the 2040 Plan. Mr. Ralph indicated the Route Committee has used the Plan for review of stops, etc., and are seeing a need for more Park & Ride locations and would like to see the City Council fund this.

Ms. Hasch explained the Downtown Plan will be coming out shortly for review. Mr. Horne indicated there are two members of the Authority on the Wake County Transit Advisory Board. Mr. Warden referred to trend noting everyone is hearing what an exciting time it is that the things that have slow due to the recession are not waking up. He stated we want infill projects but don't want the resulting traffic and need to know where the trend plays out. Mr. Warden stated he was looking forward to seeing this develop and help us get ready for what is coming. He felt the question is what role does transit play to handle infill and growth. Mr. Warden questioned Ms. Hasch when she is around planning people, what do they say when they are off mike about what they want from transit and from this board. Ms. Hasch responded the planners talk about the same things the public and the authority talk about, i.e., they want more bus shelters and if there were more, maybe more people would ride transit, possibly more would ride with 15 minute headways, etc.

Mr. Becker explained the development of the Comprehensive Plan has unbelievably broad public input processes. He spoke to the need to determine how to achieve what people have told us they are looking for. Ms. Hasch stated transit and transportation are the biggest things going right now and if you can't move people efficiently and pleasantly, this City will be in trouble.

Mr. Branch questioned if transportation infrastructure for areas we cannot serve is addressed. Mr. Becker indicated it looks at accommodating growth but doesn't get down to designs, distance, etc. The plan would set out where what we believe would be primary corridors, where growth is expected to occur, more frequent service to high volume areas or reaching out citywide so everyone has equal access, etc. The Plan says this is where we expect to grow and this is the way we would like to see growth and the way growth is channeled. Mr. Branch indicated the infrastructure piece goes past transit and wants to be sure we are addressing tax paying coting citizens and there is no need to pay a tax for something you have no chance of getting the service. Ms. Hasch indicated Transportation Planning has been looking at prioritizing future projects and the Wake County Transportation Plan will come up with a good plan.

Mr. Pecoraro indicated he would like to see more detail rather than talking about the process. Ms. Hasch advised that can be done in July or August when the plan will be available to work on. Mr. Eatman indicated he would check on obtaining additional information as well as providing the slides from this meeting to Authority Members.

This report was received as information.

## **PUBLIC COMMENTS – RECEIVED**

Aidil Hill, Alician Beard, James Kanyotu and Elijan Diggs, representing Youth Empowered Solutions (YES!), were present to thank the Authority for its policy on no alcohol or

advertisements on city transportation, noting this is a very serious public health issue. They referred to the many alcohol commercials, etc. the youth see prior to legal drinking age that correlates with underage drinking.

It was pointed out 20% of the bus riders are under 21 and any ads for tobacco or alcohol exposes them and it is a good thing for our community not to allow these ads. An email from Asheville was presented that noted their Council passed a ban on cigarette ads on busses and it was interesting that they included language like that for transit in Raleigh. Discussion followed regarding E-cigarettes with Mr. Eatman pointing out these are covered in CAT busses already and boarding platforms.

Carol Grant Potter, 8221 Allens Landing Way #301, had sent a letter dated February 16, 2015. The letter was included in the agenda packet. She noted she was present on her own vacation time. She explained she grew up in Raleigh and was present because she had ridden in the ART program for 5 years and it had been a great experience. She began riding on August 20, 2010 and would like to continue with this program. She has been with the same transportation company for some time and they provided excellent service. She used them two times per day every day to and from work and had been getting to work on time. She spends \$100 per month on tickets and also pays City taxes. She indicated she was present to tell the Authority about some experiences she has had and heard about that people with disabilities are having and talking about. Ms. Potter noted the previous week she was switched for all trips and had received no notice of this change. Previously her taxi picked her up at 7:45 a.m. and for 5 years she has come downstairs and her ride was there to take her to work where she arrives by 8:20 a.m. at the Albemarle Building. Last week all of a sudden the driver came at 7:30 a.m. and he left her. This past Tuesday she was left at 7:38 a.m. and did not get back to her until after 9:00 a.m. She had also been told that people on dialysis are having the same problem. Ms. Potter also discussed problems that occurred when she had a doctor's appointment that would only take her to Hillsborough Street rather than to the building. Another woman had the same thing occur and was dropped off at the Food Lion and could not get to the doctor in Cary. She stressed the system needs somehow to accommodate outside trips and was not asking the City to pay for trips outside the City limits but would like accommodations for that. Ms. Potter stated this is not about ADA but is a relationship problem with customers and not having communication with the disabled community. She urged having more performance measures for ART, i.e., number of people, number of complaints, etc. This data could be used in the Comprehensive Plan as well by using qualitative data in addition to quantitative data. Ms. Potter stressed no one can imagine the frustration people are feeling and urged the Authority to listen to them. She hoped the Authority can turn this program into a model program.

Mr. Pecoraro indicated this was discussed at great length already in Committee and asked if CTran goes out of zone. Mr. Eatman responded Cary does provide county wide transportation and is funded by the Town of Cary.

Judy Eason indicated she lives in Longview and spoke to route and name of route changes. She indicated she had lived her for years and been riding the bus for 30-40 years. She spoke to the change in bus stop locations and urged putting bus stop #5 Biltmore Hills back where it was originally. This was referred to the Route Committee.

Mr. Warden indicated the Marketing Committee should also discuss communications with customers.

Mr. Eatman indicated staff communicates monthly with the Mayor's Committee on Services to the Handicapped and they distribute information about route changes, etc. He indicated staff is also working with the Alliance for Disability Advocates and recently had a public forum with them and are working on strategies to communicate changes, etc.

## **BIKESHARE PROGRAM – INFORMATION RECEIVED**

Jennifer Baldwin, Bike & Pedestrian Coordinator in Transportation Planning, provided a presentation relating to the BikeShare Program. She reviewed why BikeShare is needed noting it is another new form of transit system. She further explained in detail how the program would work. Mr. Eatman indicated he feels this is an important program as it relates to the first and last ½ mile of transit which is very important. Ms. Baldwin reviewed membership requirements for participants. Different rates were looked at 5 existing systems (Charlotte, Chattanooga, San Antonio, Spartanburg and Washington, DC. Where the program would best work in Raleigh was reviewed and a map created with Downtown being the hottest part in the City. Phase 1 of the program would include 25 stations on public right-of-way and 5 at NCSU. She reviewed the proposed locations for stations on a map available at the meeting. Each city studied has done a different business model.

Ms. Baldwin reported it is recommended that Raleigh have a city owned and private operating system. The city would own the equipment and infrastructure and contract with a vendor to operate the system. Costs were reviewed in detail with Ms. Baldwin stating Phase 1 capital costs are \$2 million. The city is applying for a CAMPO grant that requires a \$400,000 local match. \$100,000 for station planning and design would be addressed in FY 2015 CIP. Operating costs would be \$653,000 annually with annual user fee recovery of \$215,000 leaving a funding gap of \$438,000. Operating costs vary based on vendor selection and rebalancing efficiency. Ms. Baldwin noted this will be presented to the City Council. Discussion took place regarding funding the gap including sponsorship. She indicated Charlotte's program is 100% funded by sponsorship. This could include title sponsors, signs on bikes, etc. Pictures showing other systems were provided. She indicated advertising on public right of way is tricky in the city. Some of the most successful systems generate a lot of revenue from station advertising. It was recommended that advertising in the public right-of-way be explored. Implementation timeline was discussed with Ms. Baldwin stating if we start this summer, the system could be launched by the spring of 2017. She indicated she would be presenting the implementation plan to the City Council next Tuesday during their work session. No action needs to be taken at this time.

Mr. Pecoraro questioned why Charlotte is doing this without public money but Raleigh will have to pay. Ms. Baldwin responded at this point we have not committed to federal funds and have not accepted a grant and have not said it is coming to the city. Staff at this time is providing funding scenarios to the City Council. She did not think there will be a company that will do that kind of sponsorship noting Charlotte has a 3 year sponsorship commitment and did not know how they will fund the system moving forward. Discussion followed relating to success with

Ms. Baldwin explaining success can be defined in many ways and noted it was not for her to define success but is how the City Council and the City defines it. Mr. Pecoraro asked who would maintain the bikes with Ms. Baldwin indicating it would be in the contract with the private vendor. The vendor would assume most of the liability risk but the City would have a portion of the liability.

Mr. Warden stated he was excited this is being considered noting some of what busses are dealing with is human basic need. He asked the positioning of this program in terms of the need it fulfills and if this goes forward, is there a way this program can help busses be cooler to ride. Ms. Baldwin indicated the goal is to build a transportation network founded on getting people places and having BikeShare allows commuting by bike if you don't have one rather than sitting in a car doing single vehicle trips. The last mile from the bus stop could be made by bike. BikeShare will not be city wide to start and will be focused Downtown, partnered with RLine. Mr. Warden asked if we will be able to work together to be sure getting on the bus is part of the answer. Ms. Baldwin noted this involves working closely with CAT.

Mr. Ralph indicated he is familiar with BikeShare and questioned station locations. Mr. Baldwin spoke to space and density noting no field work has been done associated with looking at station locations noting it is important to have density to start with.

Mr. Ralph asked where we would get sponsors with Ms. Baldwin noting there will be ongoing discussions on this and this is something the City Council would have to start.

Mr. Branch asked where oversight for the program would be housed in the City with Ms. Baldwin indicating staff has not gotten to that level yet and once Council approval is obtained, staff will have to define where it will lay in the City structure. Ms. Baldwin indicated it was also recommended that CAMPO review regional expansion potential and there may be a regional oversight component involved.

The report was received as information.

## **COMMITTEE REPORTS**

### **FINANCE AND POLICY COMMITTEE REPORT – RECEIVED**

Mr. Horne reported the Finance and Policy Committee met on March 9, 2015. Action items were included in the agenda.

#### Final Proposed FY 16 Transit Budgets:

Mr. Eatman reported the Authority had seen the proposed FY 16 budget previously. He explained the numbers may change until final adopted by the City Council but there should be no major changes. Approval by the Authority is needed and the budget will continue to be vetted by the Council and approved before June 30. This is already in the pipeline by going through the initial costs and it doesn't look like anything will change at this point. Mr. Branch questioned the big jump in revenue with Mr. Eatman referring to Fortify and Cary which are all contracted services including those provided by Express and Fortify as well.

Mr. Branch moved that the Authority recommend approval to the City Council. His motion was seconded by Ms. Thurman, unanimously passed. Vice Chair Horne ruled the motion adopted.

Title VI Report:

Mr. Eatman indicated E (USB Stick) was included in the agenda packet. This involves adoption of a living document that can change at any time. The Authority would be adopting the document as a compliant document and could be changed with a majority vote. Adoption would be more in compliance with Title VI and a resolution would need to be signed by the vice chair if approved.. The grants management system will be tagged and then we will be in compliance with the other 23 areas of compliance.

Mr. Pecoraro referred to submission to FTA with Mr. Eatman indicating the original document was send to FTA on January 29, 2015.

Mr. Ralph moved approval of the document. His motion was seconded by Mr. Branch. All members voted in the affirmative with the exception of Mr. Pecoraro who voted in opposition. Vice chair Horne ruled the motion adopted.

Lost and Found Policy:

Members received a copy of the policy included in their packets. Mr. Eatman indicated the wording shown in yellow on the attachment changed from the previous edition. It was suggested that “or harmful” should be added.

Following brief discussion, Mr. Ralph moved approval of the document with the change as stated. His motion was seconded by Mr. Pecoraro, unanimously passed. Vice chair Horne ruled the motion adopted.

ADA Policy Review:

This item will remain pending in the committee. Mr. Eatman explained this relates to Dr. Potter’s letter and there was a lot of discussion on this at the meeting. These concerns will be addressed noting with some items being policy decisions that impact how we provide service and how we implement ADA. This item will continue to be discussed.

## **MARKETING COMMITTEE REPORT – RECEIVED**

Ms. Thurman reported the Marketing Committee met on March 5. The following was an action item from the Committee:

SmartCard Branding/Name:

Ms. Thurman reported the committee recommended that the Smart Card be named the Go Raleigh Card. Mr. Ralph moved that the card be named the Go Raleigh Card. His motion was seconded by Mr. Branch, unanimously passed. Vice chair Horne ruled the motion adopted.

Pending items in the committee were reviewed as follows:

Regional Branding Update:

Ms. Thurman reported this event will be held on March 25 at 8:30 a.m. and hoped everyone would attend.

Advertising Revenue Update:

Information was included in the packet (Attachment H).

Fuel What Matters – NCSU PSA Campaign:

Ms. Thurman reported this involves a PSA campaign. Mr. Walker indicated the request was to advertise on busses by non-profits but this does not meet the advertising policy. A majority is already part of the video on line and this would be adding the City of Raleigh as a co-sponsor to this advertising and he would like to approve this. He indicated formal action would be beneficial. Ms. Thurman indicated this involves marketing and partnership with that organization with no financial cost. Mr. Ralph moved approval of forming formal partnerships. His motion was seconded by Mr. Branch, unanimously passed. Vice chair Horne ruled the motion adopted.

Travel Demand Management Overview:

Discussion of this item will take place at the next Authority meeting.

Balloon Fest:

Mr. Eatman indicated this is very preliminary and he was requested to bring this up to the Marketing Committee. This is being scheduled for Memorial Day Weekend and includes tethered balloons and balloon flights in East Raleigh. We have been asked to considering sponsoring this event. Mr. Eatman indicated the Jaycee's have agreed to develop the basket for the Raleigh area and this has to be approved by FTA and it must meet stringent tests. The Marketing Committee has to decide and there is more to come on this.

Ms. Thurman indicated the next committee meeting will be on April 2 at noon.

**ROUTE COMMITTEE REPORT – RECEIVED**

Mr. Ralph reported the Route Committee met on March 3, 2015 and had n action items. Pending items were reviewed briefly.

Route 19 – Apollo Heights – Public Meeting:

Mr. Eatman indicated direct mailings went to over 500 citizens who would be impacted by the route change. The item was discussed at the CAC meeting on February 12 at Barwell Road Community Center and a public meeting on March 10 at 5:30 p.m. at Ralph Campbell Community Center. The meeting held on Tuesday night had 30 people from the community. He indicated he couldn't say there are happy about the change but there is possibility for compromise as well. This will go back to the Route Committee to talk about more detailed information on alternatives, etc.



#### CAT On-Time Performance Review:

Mr. Eatman explained performance statistics were included in the agenda packet. The information indicates we have a lot of routes performing at Grade A. Staff has been asked to provide this report every month. Mr. Branch questioned on some of the larger routes if there is a way to get an idea of why performance may be low. Mr. Ralph suggested that Mr. Branch pick out specific routes he would like to discuss and the committee can discuss them.

#### DHIC Request – Glenwood Avenue:

Mr. Ralph indicated this request is not feasible and the committee will report it out.

The next meeting will be held on April 7 at 9:00 a.m.

### **STAFF REPORTS – RECEIVED**

Members received in their agenda packets the following staff reports:

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

### **CONCLUDING REMARKS – RECEIVED**

Mr. Pecoraro indicated he is glad to see young people getting involved in alcohol and smoking problems. He indicated this gives us hope for the future.

Mr. Branch questioned if there is a way the Transit Department can bring in youth so they can see what goes on. Mr. Eatman indicated in the past they have worked with the Summer Youth Program and VISTA. Mr. Branch encouraged staff to look at the Summer Youth Program.

Mr. Branch thanked staff for their work during the snow, ice and cold temperatures.

Mr. Ralph thanked staff for everything done in the snow. Mr. Eatman indicated the Operations staff kept things rolling.

### **ADJOURNMENT**

There being no further business, the meeting adjourned at 5:20 p.m.

Brenda Hunt

