

RALEIGH TRANSIT AUTHORITY
APRIL 11, 2013
MINUTES

The Raleigh Transit Authority met on Thursday, April 11, 2013 at 3:30 p.m., in the City Council Chamber, Room 201 of the Municipal Building, Raleigh, N. C. with the following present:

Chairman Les Seitz, presiding
Corey Branch
Stacy Carless
Jason Horne
Ray Magsanoc
Anthony Percoraro
Craig Ralph
Jane Thurman
Uel Whitsett

Staff present: David Eatman, Marie Parker

Mr. Eatman reported the resignation of Roger Kosak. He indicated Mr. Pecoraro will now be a regular member as a result of Mr. Kosak's resignation.

Chairman Seitz called the meeting to order with discussion and actions taken as shown:

AGENDA – APPROVED AS AMENDED

Mr. Eatman requested the addition of advertising on bike racks to the agenda. He indicated this item would need to be referred to the Finance Committee. Without objection, the agenda was approved as amended.

Mr. Eatman introduced Tim Bender, new City of Raleigh Transportation Planner, who will report to Eric Lamb. He explained as discussions take place regarding light rail, commuter rail and transit oriented development, we will be fortunate to have Mr. Bender noting he provided similar planning activities for Kentucky. Mr. Bender indicated he is from northern Kentucky and does transit planning. He has operational and project management experience. He indicated he is glad to be in Raleigh. Mr. Eatman indicated he is looking forward to working with Mr. Bender noting there are several projects coming up. Nine corridors have been identified that are transit prioritized corridors in Raleigh. Mr. Eatman explained he was not saying studies will be limited to those corridors but will look at what transit will look like in those transit priority corridors as we reach beyond our short range plan.

CHAIRMAN’S REPORT – RECEIVED

Chairman Seitz indicated he added the Chairman’s Report to the beginning of the meeting that will deal with anything that he needs to report. He thanked members for being present at this meeting and working hard for transit. He stated the Authority can’t change the world but if members keep at it progress will be made. His main goal is to maintain and improve transit noting how this is done specifically he is “pretty agnostic” on. He stressed this is a working board and all members are on committees. He urged members when materials are received ahead of time, members should read and understand the materials before the meetings. This makes meetings more efficient.

Chairman Seitz reported Roger Kosak resigned from the Authority. He announced Jason Horne will serve as vice-chair of the Authority noting Mr. Horne has shown a lot of initiative. Chairman Seitz spoke to the need to market transit in Raleigh to the younger generation and to choice riders and the public needs to be engaged to improve and grow transit. He further referred to the need to get transit out on social media. Chairman Seitz indicated the Arts Commission does not have a problem getting what it needs because the general public rallies around them and they make sure the City Council knows their needs and desires. He indicated many people do not know there is a Transit Authority and there is stigma about transit in Raleigh noting people see it as a place for blind, old and poor people. As Raleigh grows, those choice riders will become necessity riders.

Committee Assignments:

Chairman Seitz reported that the chair and vice-chair would be ex-officio members of all committees and he would attempt to attend as many committee meetings as possible.

Chairman Seitz made the following committee assignments:

Finance Committee:

Chair – Uel Whitsett
Tony Pecoraro

Marketing Committee:

Chair – Jane Thurman
Corey Branch
Craig Ralph
Stacy Carless

Route Committee:

Chair – Craig Ralph
Regina Price
Ray Magsanoc

Chairman Seitz noted the Marketing Committee has talked about getting ambassadors for the CAT System and that is something he agrees with. He indicated members of this Authority are already ambassadors.

Chairman Seitz asked members whether they would like to have business cards noting he would like members to talk about CAT with people they are in contact with. He indicated he wants 400,000 people to know what the Transit Authority is. Mr. Eatman explained the City of Raleigh uses consistent cards for the entire City. Mr. Seitz indicated he wants all members to be ambassadors and suggested being evangelical about transit. Mr. Eatman indicated staff would price cards printed by the City of Raleigh and private companies and take the final design to the Marketing Committee. He indicated the City could find the cards but would need to get approval through normal City procedures. Mr. Seitz suggested 250 cards for each member. Mr. Ralph indicated he would reimburse the City for his cards.

ACTION ITEMS

MINUTES – FEBRUARY 14 & MARCH 14, 2013 – APPROVED

Minutes from the February 14, 2013 and March 14, 2013 meetings were provided in the agenda packets. Mr. Branch moved approval of the February 14 and March 14, 2013 minutes as presented. His motion was seconded by Mr. Horne, unanimously passed. Chairman Seitz ruled the motion adopted.

FARE ANALYSIS – STAFF AUTHORIZED TO SOLICIT PUBLIC COMMENTS

Mr. Eatman provided members with information regarding the recently completed fare review. The information provided current fare structure and proposed 2014 and 2016 changes. He noted the proposal had been worked on regionally. Mr. Eatman stated it came to his attention earlier today that our timeline for one of our members has been accelerated more than anticipated and it is important for the Authority to grasp the proposed fare structure. He reviewed the proposed regional fare structure in detail that included increasing local cash fares from the current \$1.00 to \$1.25 in 2014 and \$1.50 in 2016. Mr. Eatman pointed out this will be discussed in the media noting Durham may move forward quickly on this. Durham has adopted implementing their ½ cent sales tax and have new funds slated for their new service and want to accelerate this to as early as August or September. Mr. Eatman thought everyone wanted to start in January. He explained if authority members are on board today, staff will be soliciting assistance with the fare equity analysis required by FTA. Public participation is required according to Title VI noting all systems with greater than 50 busses must meet requirements. Triangle Transit and CAT are the 2 that must comply in this region.

Mr. Eatman explained key policy questions to consider are what share of operating costs should the customers pay; what is the equitable way to raise revenues and how should this be balanced with ridership goals. Discussion followed relating to the impact on

ridership as a result of increased fares with Mr. Eatman explaining generally ridership goes down generally for 12-18 months and then will start seeing recovery. He stated fares increased from 75 cents to \$1.00 in 2007 and did not have groups that could ride free at that time. In 2010 fares for all systems were aligned and adopted policies from Triangle Transit and DATA that brought up fare free category for customers 65 and older and youth 6-12. Additional discounts provided included GoPass discount rates and reduced rates for City of Raleigh, State and Wake County employees. The State has decided not to continue the GoPass program; however, staff is working with the State to get them back on the GoPass. Mr. Eatman indicated Raleigh, Durham, Cary and Triangle Transit staffs participated in the Coordinated Regional Evaluation. All agencies bring forward the same proposal. Currently all entities have the same fare structure and will be looking at a joint public comment process as this moves forward and will have independent but coordinated decision making.

Mr. Eatman reviewed current boardings by fare type, passes, non-pass boardings, trends from FY 2004-2012 and fare revenues for 2004-2012. As this moves forward, staff will seek assistance from a professional service. In response to a question from Mr. Ralph, Mr. Eatman indicated we are showing operating costs as being flat. Mr. Percoraro stated the charts indicate a 20% decrease in ridership and questioned if staff had considered the impact on route miles or expenses. Mr. Eatman stated the elasticity model calculated this and with every % increase in fares ridership will dip a % as well.

Following discussion, Mr. Ralph moved approval of staff to solicit comments regarding the proposed fare structure. Her motion was seconded by Mr. Branch, unanimously passed. Chairman Seitz ruled the motion adopted.

PUBLIC COMMENTS – NONE RECEIVED

Chairman Seitz announced this was an opportunity for comments from the public relating to any items. No one asked to be heard.

ADVERTISING ON BICYCLE RACKS –APPROVED

Mr. Eatman explained bus advertising is an excellent way to reach a large audience and offers high visibility with consistent daily views. He referred to Minneapolis/St. Paul, Metro Transit that sells advertising on the front of their buses between the two bike rack holders. He pointed out the location where the signs would be placed on the busses. He stated he would like to experiment with this idea using heavy corrugated plastic signs such as those used for yard signs advertising the month of May as Bike Month. CAT has been testing a sign on a bus for the last week to be sure the plastic signs will hold on an express route, weather elements and the high pressure bus washer. The sign is attached with zip ties and no problems have occurred. Mr. Eatman explained staff will have 50 signs made that will be placed on the Gillig bus bike racks during Bike Month with funding for this advertising campaign coming from TDM funds.

Mr. Horne moved authorizing staff to proceed with the signs as outlined. His motion was seconded by Mr. Ralph, unanimously passed. Chairman Seitz ruled the motion adopted.

INFORMATION ITEMS

DOWNTOWN BUS FACILITIES MASTER PLAN, PHASE I & II – INFORMATION RECEIVED

Mr. Eatman provided an update on the Moore Square Station improvements and the Union Station Multi-Modal Bus Facility Feasibility Study. This item had been discussed in a City Council committee and was approved at the last Council meeting. A contract was awarded under the same terms presented to the authority previously with Parsons Brinckerhoff. Mr. Eatman indicated the Council will be advised when site selection criteria are determined and evaluation results and the two preferred locations for the final analyses. These reports to Council were included in the scope of services. The contract is currently being routes and as soon as that is done the notice to proceed will be given. All activities at staff and consultant level will be brought to the Transit Authority. That was not included in the scope but the Council wanted to be sure it was included.

The report was received as information.

FINANCE COMMITTEE REPORT – RECEIVED

The Finance Committee did not meet since the last RTA meeting.

Chairman Seitz referred to the Finance Committee development of a Lost & Found Policy. He indicated Marie and her staff deal with many items left on busses and this has become cumbersome. He noted he would like cut the time the items are kept to 2 weeks.

Chairman Seitz referred placement of an ATM in the Moore Square area to the Finance Committee.

MARKETING COMMITTEE REPORT – RECEIVED

Ms. Thurman reported the Marketing Committee met on Thursday, April 4, 2013.

Adopt A Shelter Agreement Amendment: Ms. Thurman explained an amendment was made to the current Adopt A Shelter Agreement Form regarding the supply of decals. The Agreement Form with amended text highlighted was provided in Attachment A to the agenda. The revised wording in the form reads as follows:

The City will provide one decal per site per 12 month adoption period with participant's name/logo. Replacement decals provided at the expense of the adoptee. The City will also provide disposable gloves, trash bags, and (2) safety vests for participants to use while maintaining the shelter area.

Mr. Branch moved approval of the amendment as recommended. His motion was seconded by Mr. Ralph, unanimously passed. Chairman Seitz ruled the motion adopted.

Ms. Thurman reported the Marketing Committee is working a several items. The committee is continuing to work with vendors on the Youth Program. The deadline is April 15. She announced the next Marketing Committee meeting will be May 2, 2013 and 12 noon.

ROUTE COMMITTEE REPORT – RECEIVED

Mr. Ralph reported the Route Committee had not met since the last RTA meeting. He reported Staff is working on the Trailwood Hills Drive stop placement item. Mr. Eatman indicated staff had made on site visits a couple of times and the problems seemed to flare when the signage was replaced noting it was in the wrong spot and was placed in the correct location. Staff is working with the community to come to some compromise on stop locations.

Mr. Eatman referred to the Route 23L Millbrook Crosstown and asked if the Route Committee would like to recommend approval of taking the route off Capital Crossing Shopping Center and keeping it on Calvary Drive. The bus will not travel through the shopping center. Mr. Eatman pointed out the location of the route on a map available at the meeting noting the shopping center's 40' buffers are challenging for the busses to navigate. Mr. Horne moved approval of the route change as noted. His motion was seconded by Mr. Branch, unanimously passed. Chairman Seitz ruled the motion adopted.

Mr. Ralph requested referral of Route #12 off Enterprise Street to the Route Committee. Mr. Branch requested referred of RLine holiday service to shopping centers to the Route Committee. Without objection these items were referred to the Route Committee.

STAFF REPORTS – RECEIVED

Members received in their agenda packets the following staff reports:

1. Statement of Income (February 2013)
2. Variance Analysis (February 2013)
3. Go PASS Ridership Summary (February 2013)
4. Go PASS Ridership by Agency (February2013)
5. Accessible Raleigh Transportation Summary (February 2013)
6. Operating Statistics (February 2013)
7. Route Statistics (February 2013)
8. Ridership Percentage by Time Period (February 2013)

The reports were received as information.

CONCLUDING REMARKS – RECEIVED

Mr. Branch congratulated Chairman Seitz on presiding at first meeting as chair. He thanked staff for their work.

Mr. Branch questioned where we stand on sign replacements. Mr. Eatman reported as of now, all signs are accounted for except for 7 signs that will be fixed by the contractor. Chairman Seitz questioned the ADA issues. Mr. Eatman indicated the signs meet ADA standards relating to height noting they are pedestrian signs that have to be 7' and no lower. They must be that high to meet ADA standards.

Mr. Whitsett congratulated Chairman Seitz on his first meeting as Chair and looked forward to working with him.

Ms. Thurman thanked staff for their work. She reported Earth Day is April 20 and staff will be at the celebration and there will be a hybrid RLine there. May 1 is Bike to Work Day. She indicated phone surveys started April 8. Mr. Eatman indicated 1400 surveys must be done and many calls will have to be made to reach that number. The survey is to gauge how people perceive and know about existing brands out there from CAT to Chapel Hill.

Mr. Horne thanked staff for their work. He congratulated Chairman Seitz on his first meeting as Chair.

Chairman Seitz spoke to raising visibility of transit in the social media arena. He indicated the Marketing Committee should look at this.

Mr. Ralph indicated he felt a shelter can be justified at Oberlin and Mayview noting he thinks he can get the property owner to donate land for a shelter. Mr. Eatman stated staff will handle this and get with Mr. Ralph on the land donation. Mr. Ralph indicated the authority has engaged members now. There is 1 vacancy currently and urged members to get in touch with others that will be engaged in the authority's activities. Chairman Seitz indicated the authority has 9 regular members and 2 alternates. The vacancy is for an alternate member noting Gerry Cohen is off the authority in addition to Mr. Kosak.

Mr. Magsanoc congratulated Chairman Seitz and indicated he is learning from everyone on the authority.

CHAIRMAN'S COMMENTS – RECEIVED

Chairman Seitz indicated this was an excellent meeting and appreciated everyone's participation. He noted he likes efficiency. He reminded members the next meeting will be on May 9, 2013 at 3:30 p.m.

ADJOURNMENT

There being no further business, the meeting was adjourned at 4:55 p.m.

Respectfully submitted,

Brenda Hunt