

RALEIGH TRANSIT AUTHORITY
JULY 11, 2013
MINUTES

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

Chairman Les Seitz, presiding
Corey Branch
Jason Horne
Ray Magsanoc
Tony Pecoraro
Jane Thurman
Uel Whitsett

Staff present: David Eatman and Scott McClellan

AGENDA – APPROVED AS AMENDED

It was reported there would be one item added to the agenda referring a request from a citizen to the Route Committee. Without objection, the agenda was approved as amended.

CHAIRMAN’S REPORT – RECEIVED

Chairman Seitz reported Debra Roselli, the new appointee to the Authority, would be attending next month. She has been appointed to the Marketing and Route Committees.

Chairman Seitz indicated at a recent meeting he discussed having the Authority’s meetings recorded by RTN. This item was previously discussed and declined. He stated, in further considering this, that it would raise the Authority’s profile. Mr. Eatman advised RTN staff had agreed to be present at the meetings to operate the cameras and the meetings would be live and audio streamed. The meetings would also be rerun 2-3 more times. There would be no cost. It was agreed that Mr. Eatman would follow up on this item. Chairman Seitz urged members to speak into their microphones.

Chairman Seitz indicated there had also been previous discussion relating to providing Authority members with business cards. He reported there are 250 cards per box at a cost of \$20.00. He felt it would be a good idea for members to have these cards. It was noted members would need to decide the information that would be included on their cards. Mr. Eatman explained generally the name, name of the board or commission and address is included. It would be up to the board members to decide what phone numbers and email addresses to include. Mr. Eatman stated he would provide a report at the next meeting relating to availability of a central phone number with voice mail, etc.

Mr. Whitsett indicated he did not need business cards. Mr. Eatman indicated staff would send members an email to determine who wants business cards

ACTION ITEMS

MINUTES – MAY 9, 2013 – APPROVED

Members received the May 9, 2013 minutes in their agenda packets. Mr. Whitsett moved approval of the minutes. His motion was seconded by Mr. Branch, unanimously passed. Chairman Seitz ruled the motion adopted.

TRY TRANSIT WEEK – FARE FREE DAY – APPROVED

Mr. Eatman explained the following days have been requested as Fare Free Days during Try Transit Week 2013:

- Tuesday, September 17 – Rack and Ride Day: Those who ride their bike to a bus stop and ride a CAT bus will ride for free. The average revenue for a Tuesday in September is \$8,065.00.
- Thursday, September 19 – Rider Appreciation/Fare Free Day: Fare Free for all who ride a CAT bus. The average revenue for a Thursday in September is \$7,980.00.

In response to a question, Mr. Eatman indicated Try Transit Week is part of the marketing efforts and generally region wide.

Mr. Horne moved approval of the Fare Free Days as recommended. His motion was seconded by Ms. Thurman, unanimously passed. Chairman Seitz ruled the motion adopted.

INFORMATION ITEMS

DOWNTOWN BUS FACILITIES MASTER PLAN, PHASES I & II – PRESENTATION – RECEIVED AS INFORMATION

Jeff Mann with Parsons Brinckerhoff provided a presentation regarding the Downtown Bus Facilities Master Plan.

Mr. Eatman reported this presentation was provided to the City Council. The Council requested 3 or 4 touch points. Related to site selection of Union Station, they asked for selection criteria used to prioritize the site. Once the prioritization process is developed, that information will be provided.

Mr. Mann indicated Parsons Brinckerhoff is the lead firm conducting the Moore Square and Union Station Study noting this was a really exciting study. They get to look at Moore Square and also the vision of a larger bus facility in the future. He reviewed what a bus facility is envisioned to look like. The facility should be accessible to other transit resources in the area, in an active area, should be comfortable and should be something to remember. He provided pictures of facilities meeting that criteria in Charlotte, Detroit, Australia, etc. Mr. Mann provided a map depicting the Moore Square and Union Station areas, where transportation routes come together, 5 minute walk zones, close work and play destinations, where people live and where development is occurring. The 7 candidate sites for Union Station were pointed out on the map. Mr. Mann indicated those 7 sites must be evaluated including determining if the sites are feasible for bus operations, potential cost and consider economic and community goals including having good access, fitting within the fabric of the community, etc.

The site assessment steps were reviewed by Mr. Mann including determining whether the site is feasible for bus operations, the cost impact of siting and constructing a bus facility at the site and does it promote economic and community goals. He explained the process is just beginning. Two sites will be selected from the 7 candidate sites and then develop the design process and will end up with a preferred alternative.

The public input process was reviewed with Mr. Mann stating this is very important. A public meeting was held on June 26 and will do more of this as the process moves forward. He indicated opportunities to improve transit in the Downtown areas are tremendous with the new facility and the interim improvements at Moore Square.

Chairman Seitz asked if any accessibility features had been seen at this point with Mr. Mann responding the design people work on that aspect and this facility will take that seriously and will be made as usable to everybody as possible. Mr. Pecoraro questioned if there is a route plan going with that with Mr. Mann stating a survey is being done. He noted Moore Square will not go away. The route plan will be done in September. Mr. Eatman will be doing the transfer matrix analysis in August. The plan must be done before September. Chairman Seitz noted the Authority will be involved in approving the routes.

Mr. Branch explained one thing that makes Charlotte's bus system effective is the ability to walk from the bus straight to their arena. Mr. Eatman explained the online survey should be up very soon noting the questions have been developed. We will not be going out and soliciting input from surrounding areas until after August 19 in order for the universities to be back in session. A survey will be taken at Moore Square as well. Other venues have not been set at this point.

Ms. Thurman asked at what stage will the drawings be completed showing what Moore Square will look like with Mr. Mann pointing out this is "a ways" down the road. This is a 14 month study and we are just in month 2.

Mr. Whitsett asked if conversations are going with property owners of the 7 candidate sites about property acquisition. Mr. Mann indicated this will be done when the list is shortened in late summer or early fall.

This report was received as information.

FY 2014 TRANSIT BUDGET – SUPPLEMENTAL REQUEST – INFORMATION RECEIVED

Mr. Eatman provided the Authority with an update of the recently adopted FY 2014 Transit Budget and the proposed FY 2014 Transportation Bond. The supplemental requests for the remainder of year 2 of the Transit Plan was funded in the amount of \$700,000. Total cost for 12 months is \$1.4 million. Changes will be going into the Route Committee. He indicated a majority of changes will be the reduction of headways on heavier routes. There are a number of weekend and service improvements on Saturday and Sunday involved and 3 new routes added on Sunday. A detailed summary will be provided to the full Authority following review by the Route Committee. Some changes will be implemented January 2. He explained additional fleet capacity is needed noting technical specifications for new transit busses have been developed by Mr. McClellan and Mr. Cunningham and will be released in the next 2 weeks. It takes between 10 and 14 months to deliver a bus from this stage. Mr. Eatman indicated the additional busses are needed for peak periods. By the end of calendar year 2015, 33 units will age out. The cost for each bus is \$425,000. Staff has been working on capital strategy for this replacement. Mr. Eatman indicated by 2018, we should have all 33 units replaced as well as expansion busses. This round there will be 5-7 new busses. Mr. Eatman reported there was \$4 million in bond funds slated for transit improvements to enhance pedestrian and transit access including on New Bern Avenue between Tarboro Road and Sunnybrook Road and installing sidewalks in those sections which will improve access to transit. Mr. Eatman stated he was not sure how far that \$4 million will go.

This report was received as information.

TRANSIT CORRIDORS TECHNOLOGY STUDY – INFORMATION RECEIVED

Tim Bender, Transit Planner, reported the Office of Transportation Planning has released a Request for Proposals for a Transit Corridors Technology Project. He stated the consultant will be asked to look at each corridor. He explained when we think about the City Comprehensive Plan, we must consider what type of enhanced transit modes are feasible at each corridor. The study will also propose preliminary cost estimates for each.

Mr. Eatman explained there are 9 main radial corridors being studied. He stated staff is excited about this study and looked forward to the results.

This report was received as information.

I-440 REBUILD PROJECT – INFORMATION RECEIVED

Mr. Eatman explained the North Carolina Department of Transportation has allocated funding to support Public Transportation alternatives and Travel Demand Management initiatives for this major roadway project. He provided information regarding projected services and initiatives related to this upcoming project. The project will take place on I-440 between Poole Road/US 64 Bypass to US 1. The pavement has to be taken down to subgrade and replaced. This is a large project and has far reaching impact. DOT is looking to people taking different routes. Mr. Eatman indicated CAT wants to be a 2nd alternative. He explained members will continue to hear more and more about this project. He noted staff has provided NCDOT a list of services that could be available for this project and they have shown they are willing to consider needed funding. He explained as we get closer, staff will report on TDM strategies, van pools, call centers, etc. This is projected to be a 2-3 year project beginning in September.

Mr. Eatman explained services suggested come from the Wake County Transit Plan since these have already been vetted. These would include park and ride at I-40/I-42 and park and rides in eastern and southern Wake County. NCDOT has programmed the Bus on Shoulders (BOSS) on the entire I-40 section inbound which will require shoulder improvements. This has been successfully instituted on I-40 between Raleigh and Durham.

The report was received as information.

FARE EQUITY ANALYSIS – REPORT RECEIVED

Mr. Eatman explained staff solicited proposals from qualified firms for a Triangle Region Fare Equity Analysis. This analysis is required by the Federal Transit Administration and associated sections of Title VI for all changes in fares or fare policies. Mr. Eatman provided an update on the timeline and selection of a preferred firm to conduct this study.

Mr. Eatman reported staff continues to work with regional partners to determine if there should be an increase in fares. A series of public participation opportunities will be held and will develop demographic information to determine if this would adversely affect any population. The contract will be awarded at the first Council meeting in September to the selected firm. He indicated there will be a report and schedule provided in September.

The report was received as information.

FINANCE COMMITTEE – REPORT RECEIVED

Mr. Whitsett reported the Finance Committee had not met since the last meeting. He reported it had been previously decided not to place an ATM at Moore Square Transit Station and this item should be reported out of committee with no action. Without objection, the item was removed from the Committee's pending list.

Mr. Whitsett reported the next meeting of the Finance Committee will be August 1, 2013.

MARKETING COMMITTEE – REPORT RECEIVED

Mr. Thurman reported the Marketing Committee met on June 6, 2013 and made the following recommendations:

Bus Advertising:

Ms. Thurman reported the committee recommends discontinuing the sale of Full Wrap space due to reoccurring issues with brand recognition and the Full Wrap as approved by the Marketing Committee. Mr. Whitsett questioned the potential revenue impact if this recommendation is approved. Mr. Eatman explained we are moving to allowing wraps on all busses. He indicated there is confusion with the full wraps. Revenue from a full wrap is \$1,500 per month and total contract obligations are up in January. Ms. Thurman indicated the revenues can take this hit.

Ms. Thurman moved discontinuing the sale of Full Wrap space due to reoccurring issues with brand recognition. Her motion was seconded by Mr. Branch, unanimously passed. Chairman Seitz ruled the motion adopted.

Increase Advertising from 50% to 100% of Fleet:

Ms. Thurman reported the committee recommends increasing advertising from 50% to 100% on Orion and Gillig fleets.

Mr. Branch moved approval of increasing advertising from 50% to 100% on Orion and Gillig fleets. His motion was seconded by Mr. Horne, unanimously passed. Chairman Seitz ruled the motion adopted.

Addition of 2 New Ad Types:

This item relates to the addition of two new ad types as alternatives to full bus wrap: King Kong and Half Wrap Without Window Coverage. Mr. Eatman reported staff recommended tabling this item for now since the branding issue is still pending. Staff will have something to present in the next 18-24 months and it would be better to coordinate our ad types with the new brand. Mr. Eatman explained with the lower options with the new buses, once the ads get below the stripes they get small and would be very limited on what could be displayed on that type of layout.

Bus Shelter Advertising:

Ms. Thurman questioned removal of this item from the pending list. Mr. Eatman explained unless there is a legislation change, nothing can be done with this item as action from the legislature is required. He noted 3/4ths of the shelters are in State right-of-way and it is against state and municipal ordinances to advertise in the right-of-way.

Ms. Thurman moved removal of this item from the committee's agenda. Her motion was seconded by Mr. Whitsett, unanimously passed. Chairman Seitz ruled the motion adopted.

ROUTE COMMITTEE REPORT – RECEIVED

Mr. Magsanoc reported the Route Committee met on Tuesday, June 4, 2013 and made the following recommendations:

Holiday Express Route to Shopping Centers

Mr. Magsanoc indicated Mr. Branch suggested this item and would be like RLine between North Hills and other shopping areas. Mr. Branch noted he made no specific recommendations and this was an idea and brought it forward for the committee to investigate if it is feasible. Mr. Magsanoc stated staff advised there is a lack of funds for this and was not sure if there should be further discussions at this time. Chairman Seitz indicated the Route Committee requested that Mr. Branch attend their next meeting and did not want to drop it.

Route 18 – Expanded Service on Sunnybrook Road

Mr. Magsanoc reported Ms. Scarpitti made a presentation at the meeting noting it is located in Southeast Raleigh south of the Beltline and is a request for bus services. He noted the road for the expanded service is unsuitable for buses since there is no area to turn around.

Trailwood Hills Drive – Bus Stop Concerns at Tryon Road

Mr. Eatman explained this item could be reported out. The item went to the Public Works Committee of the City Council this week. This related to a multifamily development at the northwest corner and as part of that, part of the community didn't want that development to come in due to concerns with on street parking and buses. Mr. Eatman noted he and Gordon Dash made a presentation to the Public Works Committee and the item was reported out to the Council with a recommendation of no action. He recommended removal of this item from the Route Committee's pending list.

Mr. Horne moved removal of this item from the agenda with no action. His motion was seconded by Mr. Branch, unanimously passed. Chairman Seitz ruled the motion adopted.

Route 12 – Enterprise Street

Mr. Magsanoc reported Ms. Scarpitti advised this is near Clark Avenue and Oberlin Road. He noted the Route Committee was inclined to make a change; however, staff wanted to do more checking before any changes are made. He noted the committee will

be bringing that to the full board for action at some point. This item will remain pending in committee.

Route 13

Mr. Eatman reported Route 13 should be added to the committee's agenda. The change relates to discontinuing Route 13. He indicated this was part of phase 2 changes. With funding provided for phase 2, savings can be found in other areas without eliminating this route and did not think that is the best thing at this time. Ms. Scarpitti explained the plan called for elimination of Route 13. The route has ½ hour headways all day. She spoke to the possibility of doing the ½ hour headways during peak hours and 1 hour at other times. Mr. Eatman indicated this item would be discussed further at the Route Committee meeting.

Discussion followed relating to the need to discuss this item further in the committee. Mr. Eatman indicated the item could be reported out with no action noting options will resurface as we go into year 2 of the Transit Plan.

Mr. Whitsett moved that no change be made to Route 13. His motion was seconded by Mr. Horne, unanimously passed. Chairman Seitz ruled the motion adopted.

STAFF REPORTS – RECEIVED

Members received in their agenda packets the following staff reports:

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

The reports were received as information.

Discussion took place relating to various aspects of the reports with Chairman Seitz suggesting that there be a presentation at a future meeting on what these reports mean.

CONCLUDING REMARKS – RECEIVED

Mr. Eatman indicated he was looking forward to getting the new fiscal year started.

Ms. Thurman thanked staff and other board members for their work.

Mr. Horne referred to the Summer Youth Program and lack of inquiries. Mr. Eatman indicated there has been more interest in this program. Ms. Thurman noted the article in The News and Observer got the word out relating to this program.

Mr. Whitsett thanked staff for their excellent work.

Mr. Magsanoc thanked staff and the other members for their work.

Discussion took place relating to the interest of the Authority in televising future meetings. Following discussion, Mr. Whitsett moved that future meetings of the Authority be televised on RTN. His motion was seconded by Mr. Horne, unanimously passed. Chairman Seitz ruled the motion adopted.

ADJOURNMENT

There being no further business, the meeting was adjourned at 5:00 p.m.

Respectfully submitted,

Brenda Hunt