

RALEIGH TRANSIT AUTHORITY
AUGUST 8, 2013
MINUTES

The Raleigh Transit Authority met on Thursday, August 8, 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
Sheritta McCullers
Tony Percoraro
Craig Ralph
Debra Rezeli
Jane Thurman
Uel Whitsett

Staff present: David Eatman, Mike Kennon

AGENDA – APPROVED AS AMENDED

It was noted a report on passenger amenities would be added to the agenda if time permits.

MINUTES – JULY 11, 2013 – APPROVED

Members received the July 11, 2013 minutes in their agenda packets. Mr. Ralph moved approval of the minutes. His motion was seconded by Mr. Branch, unanimously passed. Chairman Seitz ruled the motion adopted.

REGIONAL BRANDING – REPORT RECEIVED – REFERRED TO MARKETING COMMITTEE

Mr. Eatman provided a presentation regarding the Transit Regional Branding initiative that will determine if/how a regional brand may be utilized to communicate seamless transit opportunities in the Triangle area. A report providing details from the regional survey was included in the agenda packet.

Mr. Eatman reviewed the seven transit providers operating in the Triangle including CAT, DATA, Chapel Hill Transit, Duke University, CTran, Wolfline and Triangle Transit. He reviewed the collaboration history noting the transit agencies have been working together for several years to identify ways to coordinate efforts to improve efficiencies and the overall experience of the customers. He reviewed several of these

efforts, questions relating to regional branding and phases of the study process. Phase 1 Study Results and Phase I case studies were explained. Advantages gained from Regional Branding include:

- Can have positive impact on public perception
- Can help improve ridership
- May help riders and non-riders realize connectivity between systems and future modes
- Should maximize precious resources for larger impact

Phase II, Next Steps were presented including tasks to be completed and two basic concepts that will be considered in Phase II.

- Option A: Feature a strong regional brand name with recognition of the local system name or sponsoring entity.
- Option B: Feature existing name of transit provider but with the addition of some indicator of the larger regional brand.

Challenges involved include:

- Finding a design, name, etc that is acceptable to all the communities
- Gaining consensus on which of the two approaches works best
- Possibility that not all of the partners will want to participate
- Cost and timing of implementation

Advantages were reviewed as follows:

- Improve brand image
- Can improve ridership
- Expand awareness
- Demonstrate regional connectivity to other systems
- Ease of use
- Continue regional collaboration
- Expand the perceived reach of our transit network

Mr. Percoraro questioned if the options will put pressure on consistency of a regional fare structure. Mr. Eatman stated there is a regional fare structure but nothing binding. There is a general Memorandum of Agreement but the fare can be changed if we financially have to. We have tried to move forward together as they have tried to move the fare structure forward. Triangle Transit has two fare tiers above CAT. The average CAT trip is 4 miles and the average Triangle Transit trip is 9 miles. Efforts have been to make the fare structure constant and this does not make it more binding and this process is independent of the fare structure process. In response to questioning, Mr. Eatman

indicated the estimated cost to move forward with Phase II is \$45,000 with 80% state and federal funding.

Mr. Horne questioned if this is just a logo study with Mr. Eatman responding Phase II will provide some type of graphic design and how it can be developed to bind us together. It must then be determined how to apply this across the region, how it impacts the website, what the bus looks like, etc.

Mr. Ralph asked if there are any non-licensing concerns. Mr. Eatman stated as a general rule as logos are developed, a check would need to be run and there is a process for doing that check. Staff talked to a marketing firm and discussed a logo at one time that was too close to another logo.

In response to questioning from Mr. Whitsett, Mr. Eatman reviewed the challenges and noted he did not think NCSU (Wolflin) has shown a lot of interest in this effort and did not see them participating in this process. He indicated after staff gets direction for the Authority today, they will meet with all regional partners to determine where everybody is on this issue. He noted this will take time noting cost and time go hand in hand in this effort. Mr. Eatman noted Wolflin is operated through a contractor and is totally separate. Chairman Seitz questioned Chapel Hill's interest with Mr. Eatman indicating he did not know at this point and the goal is to get as many as possible together in this effort. All entities are to report back to each other in September.

Mr. Percoraro indicated as he understood it, there are 2 decisions – establishing a support network and structure for systems in the Triangle area and visual branding. Ms. Thurman stated her understanding of what is being decided is voting to approve Phase II and not picking a design at this point. Mr. Eatman explained it would help staff if they go to the meeting with the stakeholders and discuss the Authorities thinking on development of a brand, general preferences, etc. which would help him articulate better where we are.

Mr. Horne questioned if there is guidance as to which option would be better regarding furthering the goals noting it is hard to choose between the options without knowing the answer to this question. He stated he would like to see concrete examples and the ultimate decision will come down to whichever is the most effective. Mr. Eatman indicated this is a fair statement and understood this is saying the Authority doesn't care about the options but the overall message is how will it move us forward and felt this is an "okay statement". Chairman Seitz stated there has to be a consensus.

Mr. Branch stated since the time is not immediate, he would move that this item be sent to the Marketing Committee and voted on at the next Authority meeting. His motion was seconded by Ms. McCullers.

Mr. Percoraro stated the items relating to street signs, etc. should be referred to the Marketing Committee and underlying costs, etc. should go to the Finance Committee. Mr. Eatman stated if we decide to move forward and spend \$45,000, a strategy for implementation would be developed that would include a budget. Implementation of this

would be measured in years and not months. This would include painting 88 busses at \$5,000 each and there are also busses to replace. A plan must be developed on how the busses could be phased into the new brand and would need to know what costs for operations are. Mr. Ralph stated he would like to see the alternatives designed before choosing A vs. B. Mr. Eatman stated we are seeking funding opportunities and if not received, proposed to divide equally with all other groups.

Chairman Seitz urged all members to attend these discussions at the Marketing Committee meeting when this is discussed.

A vote on the motion was taken and passed with all members voting in the affirmative with the exception of Mr. Ralph who voted in opposition. Chairman Seitz ruled the motion adopted.

PUBLIC COMMENTS – RECEIVED

Youth Empowerment Group:

Barak Biblin, an Enloe High School senior, stated he is a staff member at Youth Empowered Solutions that is a nonprofit organization started in 2009 that empowers youth, in partnership with adults, to create policy and community changes affecting adolescent health. He is on the substance abuse prevention team and spoke about the impact of underage drinking and teen tobacco use in North Carolina. He noted underage drinking and teen tobacco use are big problems and is important to remember that each and every one of the members of the Authority has a key role in helping prevent, or at least keep these issues from expanding.

He provided the following facts:

- Just recently in 2011 a Youth Risk Behavior Survey found that 34.3%, more than 1 out of every 3 high school students in NC, had at least one drink or more in the past 30 days.
- And even more alarmingly: 17.6%, almost one out of every five high school students in this state, had five or more drinks of alcohol in a row (binge drinking) in just the past 30 days.
- Underage drinking doesn't only affect the lives of those particular youth, but underage drinking affects every citizen of North Carolina who together as a state has to pay about \$1.5 billion in taxes because of underage drinking.
- And in regard to tobacco use – 90% of all adult smokers began while in their teens or earlier and two thirds become regular, daily smokers before they reach the age of 19.

He noted his group is here today to tell the Authority about good news.

Angela Vargas, Heritage High School senior, stated she had been a youth staff at YES! For 6 months. She originally began working with the tobacco team and recently joined

the substance abuse team. She stated Charlotte banned alcohol and tobacco advertising from buses in 2000. This, in addition to reinforced cleanliness, was done to improve ridership. Unfortunately, the Charlotte Metropolitan Transit System recently took a step backwards and sold out to alcohol ads. The overturn of this longstanding prohibition now allows buses and trains to have alcohol advertisements on their exterior. With 20% of riders being under the age of 21 and many more young people that will come across the ads from the street, youth are now more susceptible to underage drinking. In fact, several researches like the one conducted in 2006, by the Archives of Pediatrics and Adolescent Medicine, have proven that young people who are exposed to large amounts of alcohol advertising will in turn start drinking at an earlier age. She stated alcohol advertisements can shape the attitudes, perceptions and expectations of youth. Tobacco companies also target youth. She referred to a 2013 study based on data from the 2011 National Youth Tobacco Survey found that 90.7% of middle school students and 92.9% of high school students were exposed to pro tobacco ads in stores, magazines or on the internet. With this increased advertising, the risk of smoking among youth increases. A study conducted at Dartmouth Medical Center in New Hampshire concluded that 46% of youth are more likely to try cigarettes than those who are not exposed to such advertisements. From all of the evidence it is obvious that alcohol and tobacco advertising have a negative impact on youth. She stated from all members of YES! they thanked the Authority for allowing them and the rest of the youth to have an alcohol and tobacco ad free metro transit area. She provided all members with a certificate.

Mr. Ralph pointed out the Authority has made the CAT facilities smoke free.

AMBASSADOR PROGRAM – REPORT RECEIVED AS INFORMATION

Mr. Eatman reported the Transit Ambassador Program has proved to be very valuable to new transit customers. Members received a memo in their agenda packets from Marie Parker, CAT Finance Director, who created the program. There are currently six Ambassadors that frequently ride the buses which allow them to address customers in the field who have questions relating to routes, schedules and fares. The memo included quotes from 4 patrons.

Chairman Seitz indicated he is glad to have this program and hopefully it can be expanded.

The report was received as information.

DOWNTOWN BUS FACILITIES MASER PLAN, PHASE I AND II – UPDATE RECEIVED

Mr. Eatman provided an update regarding the Downtown Bus Facilities Master Plan noting this continues to move forward. Parsons Brinckerhoff is the consultant looking at all of the sites. There are 7 sites being reviewed in the Warehouse District. The evaluation criteria will assist in determining which sites are most suitable for future bus facilities that will be part of the multi-modal Union Station. Evaluations have not been

completed but expected we will be ready to move forward with some type of presentation in September. He indicated this item was on the agenda for this interim update. Attention will then be turned to Moore Square Station and will start working on the scope of improvements there.

The report was received as information.

I-440 REBUILD PROJECT – REPORT RECEIVED AS INFORMATION

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. He pointed out the location of the project involving I-40 and part of I-440 with reconstruction from US 64 to US 1. He reviewed what the project involves noting this will have major impacts with large traffic delays on I-40. I-40 will go down to 3 lanes in each direction. The road is currently 6 lanes and will be tapering down to 3 lanes in the construction area. The Secretary of Transportation set aside \$12 million for mitigating the impact (\$1 million for bike/ped efforts and \$11 million for transit). Staff is working with NCDOT to develop bus routes and park and ride lots serving eastern and southern Wake County and also parts of western Wake County. There are 15 buses allocated for this service and buses are being leased to provide this service. Mr. Eatman stated as soon as information is available on services to be provided, he will advise the Authority. These services could be provided as early as December but expected to be on the streets by January, 2014. This project has huge implications for CAT and the Bus on Shoulders (BOSS) will be part of this as well. BOSS will be implemented on I-40 east to NC 42. CAT will need to hire new employees and train drivers on the BOSS program. Mr. Eatman stressed there is a lot to be done and it appears everything is full speed ahead. He wanted to be sure members are aware of this impact and noted staff is doing their best to help NCDOT with these mitigation efforts. He hoped services could begin 3-4 weeks before the work starts. He noted there are some challenges involved including hiring and training new employees which takes time. FHWA is paying the tab for this service.

The report was received as information.

FARE EQUITY ANALYSIS – REPORT RECEIVED AS INFORMATION

Mr. Eatman reported staff solicited proposals from qualified firms for a Triangle Region Fare Equity Analysis. The analyst 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. He indicated representatives from CAT, administrative staff and regional partners reviewed the proposals and selected Planning Community. A contract must be negotiated and staff will be developing that over the coming weeks. He would like the contract executed in September in order to move forward with the analysis. Part of the scope of

services involves reviewing fare policies and how they should be written and communicated.

The report was received as information.

FINANCE COMMITTEE REPORT – REPORT RECEIVED

Mr. Whitsett reported the Finance Committee had not met since the last RTA meeting. Pending items were briefly reviewed. Route Productivity Policy item continues to be pending. ART Contract Policies is in the Council BED Committee. Lost and Found Policy is still pending in the Committee.

MARKETING COMMITTEE – REPORT RECEIVED

Ms. Thurman reported the Marketing Committee met on Thursday, August 1, 2013. The Committee talked about upcoming events including TriTransit Week beginning September 16 with events occurring every day that week. September 18 event is Stuff the Bus Event involving filling a bus with food donations to go to the Food Bank. Ms. Thurman reported the Committee also discussed the State Fair noting there will be park and ride facilities available including the WakeMed Soccer Park and Westinghouse on Capital Boulevard. Other options include the Hillsborough Street routes.

ROUTE COMMITTEE – REPORT RECEIVED

Mr. Ralph reported the Route Committee met on Tuesday, July 30, 2013. He referred to I-40/440 Rebuild Project noting staff has worked hard on this item and the mitigation efforts will benefit the whole community in general. The item relating to Route 40X Park and Ride involves the Kmart Shopping Center on US 401 in Southeast Raleigh. Ms. Scarpetti is working on this item. Route deviations to the Performing Arts Center will be discussed at the next meeting to be held on August 27 at 9:30 a.m. The item relating to Route 12 – Enterprise/Hillsborough Street Service is being held pending receipt of data to come back to determine if this is worthwhile. FY 2014 Transit Plan Implementation item is waiting to implement some of those changes. Mr. Ralph reported the Committee removed from the agenda the Holiday Express Service.

STAFF REPORTS - RECEIVED

Members received in their agenda packets the following staff reports:

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

8. Ridership Percentage by Time Period (June 2013)
9. Evaluation by Route (June 2013)

The reports were received as information.

PASSENGER AMENITIES – REPORT RECEIVED

Members received a report relating the passenger amenity installations. Mr. Eatman explained a lot of background work takes place including obtaining easements, securing property in some cases, engineering and designing the facilities, etc.

Mr. Hair reviewed the information provided in the memo. A listing of newly constructed sites was included. These sites met or exceeded the 25 boardings per weekday required for the installation of a bus shelter, 10 boardings per weekday are required for a bench. He stated there are 21 sites currently under construction and will be completed in two phases. Browe Construction was awarded the bid for this set of amenities and construction of Phase I (sites listed in the memo) should be completed by the middle of next week. Phase II sites (listed in the memo) are undergoing a final review before they are constructed. A list of 22 sites was provided that will require private easement acquisition. This process can take a considerable amount of time. Pictures were provided on some of the new amenities. He noted they are going back throughout East Raleigh to retrofit older sites. Mr. Hair indicated the cost of a shelter is \$3,500 to \$4,000.

The report was received as information.

STAFF REPORT – RECEIVED

Mr. Eatman indicated staff would like to hold the next Transit Authority meeting at the CAT Maintenance Facility located at 4104 Poole Road in order to have the LEED unveiling. He noted he would like the opportunity to get the prime contractor and architect and others on the site since they all worked very hard on this facility.

It was agreed the September 12, 2013 meeting will be held at the CAT facility.

CHAIRMAN’S REPORT – RECEIVED

Chairman Seitz welcomed Sheritta McCullers back to the Authority.

CONCLUDING REMARKS – RECEIVED

Mr. Branch thanked staff for their hard work and thanked them for the branding report.

Ms. Thurman thanked staff and board members for their work. She announced the Marketing Committee will meet on September 5 at noon and will be discussing the Branding Study.

Mr. Horne thanked staff and expressed appreciation for the Branding report.

Mr. Ralph stated he could not stress enough how amenities help ridership and expressed Mr. Hair for his work on this. He indicated a CClick Fix was received regarding 2 bus stops within 40' of each other. He indicated the Branding Report was excellent. Mr. Ralph welcomed Ms. Rezeli and Ms. McCullers to the Authority.

Mr. Percoraro thanked staff for their work.

Mr. Magsanoc thanked staff for their work.

Ms. Rezeli indicated she enjoyed her first meeting.

Ms. McCullers thanked staff for their work.

Chairman Seitz assigned Ms. McCullers to the Route Committee.

Chairman Seitz thanked everyone for a great meeting. He looked forward to seeing members at committee meetings and at the next Authority meeting on Poole Road.

ADJOURNMENT

There being no further business, the meeting adjourned at 4:50 p.m.

Respectfully submitted

Brenda Hunt