

RALEIGH TRANSIT AUTHORITY  
SEPTEMBER 12, 2013  
MINUTES

The Raleigh Transit Authority met on Thursday, September 12, 2013 at 3:30 p.m., at the Capital Area Transit Operations Facility, 4104 Poole Road, Raleigh, NC with the following present:

Chairman Les Seitz, presiding  
Corey Branch  
Jason Horne  
Ray Magsanoc  
Sherita McCullers  
Tony Pecoraro  
Craig Ralph

Staff present: David Eatman, Mike Kennon

**AGENDA – APPROVED**

No changes were made to the agenda; therefore, without objection, the agenda was approved as presented.

**MINUTES – AUGUST 8, 2013 – APPROVED**

Members received the August 8, 2013 minutes in their agenda packets. Mr. Branch moved approval of the minutes. His motion was seconded by Ms. McCullers, unanimously passed. Chairman Seitz ruled the motion adopted.

**CHAIRMAN’S REPORT – RECEIVED**

Chairman Seitz indicated Mr. Eatman would discuss a possible retreat for some time in October later in the meeting.

Chairman Seitz suggested that copies of handouts be provided to him noting it is up to the person that is disabled to request accommodations be made. He noted he has a reader and does receive emails as well as brailled agendas, minutes, etc.

**CLOSED SESSION**

A motion was made by Chairman Seitz, seconded by Mr. Horne to enter closed session for the following purpose:

“Pursuant to NCGS §143-318.11(a)(3) to consult with the City Attorney regarding a lawsuit.

A vote on the motion was taken and unanimously passed. Chairman Seitz ruled the motion adopted.

#### **THE AUTHORITY WENT INTO CLOSED SESSION**

Following the closed session, Mr. Branch moved that the Authority go back into open session. His motion was seconded by Mr. Horne, unanimously passed. Chairman Seitz ruled the motion adopted.

Chairman Seitz made the following motion:

- (1) That there be a moratorium on any new incoming advertisements for busses effective today until a revised policy is approved;
- (2) Suspend application of the first sentence in the Standards of Advertising; and
- (3) Staff be directed to prepare a draft amended advertising policy and refer the amended policy to the Marketing Committee for review and recommendation to the full Authority.

His motion was seconded by Mr. Ralph, unanimously passed. Chairman Seitz ruled the motion adopted.

#### **CHAIRMAN’S REPORT – RECEIVED**

Chairman Seitz reported staff was prepared to go forward with business cards for Authority members. The memo provided to members spoke of using a common email address. Staff will send emails received to members as appropriate. Members will receive 250 cards. Mr. Ralph indicated he would pay for his cards.

Chairman Seitz discussed making a policy manual available to all RTA members and questioned the current status of that manual. Mr. Eatman responded staff hoped to release this at the next retreat.

#### **REGIONAL BRANDING – STAFF TO PROCEED WITH TWO OPTIONS**

Mr. Eatman explained the Marketing Committee met on September 5, 2013 and discussed the regional branding initiative. A recommendation was developed by the committee. The regional branding initiative will determine if/how a regional brand may be utilized to communicate seamless transit opportunities in the Triangle area. Mr. Horne reported the 2 brand types referred to as FedEx or Marriott options were discussed at the Marketing Committee meeting. He reported Cary has stated they were interested only in the Marriott option and would not proceed if the FedEx option is taken. The Committee agreed to move forward with both options and wanted to review both in order not to lock ourselves in.

Mr. Eatman explained moving forward means we would have an executed contract for \$45,000 to go through branding scenarios for options of different brands. Funding would come 80% from federal funds and 10% state funds and would be a multiple agency agreement. Meetings will take place regularly to discuss recommendations. Chairman Seitz stated the Marketing Committee was not ready to push one option.

Mr. Horne moved that the Authority accept the Marketing Committee's recommendation that a study be done to determine which option to proceed with. His motion was seconded by Mr. Branch, unanimously passed. Chairman Seitz ruled the motion adopted.

### **ACCESSIBLE RALEIGH TRANSPORTATION ALTRNATIVE ANALYSIS – STAFF TO CONTINUE WITH IMPLEMENTATION ELEMENTS**

Mr. Eatman provided a presentation outlining future implementation plans to advance the Accessible Raleigh Transportation Alternatives Analysis noting the plan was adopted in 2010. He stated this will be the first step of major changes in the ParaTransit Program and how services are provided and how services can be provided in the future. He reviewed the history of this item. Currently 40 taxis in the City of Raleigh are used to provide this service with no contractual relationship. ART & TRACS are seeking management oversight for existing on street paratransit operations. Both entities realize that the segregation of trip scheduling/performance oversight could result in increased efficiency and customer satisfaction. He reviewed current operations and problems with the current dispatch oversight. Wake County is recipient of \$750,000 in grant funds and CAT is the grant administrator of these funds. Both parties see the opportunity to share overhead expenses for existing resources. Mr. Eatman reviewed how calls are handled currently as compared to how it could work with a single overhead provider. Mobility management and what would be required of a mobility management provider were reviewed. Mr. Eatman stated the need for this type of service will grow due to the average age of the population getting higher. Responsibilities and objectives of providers were reviewed. Putting a contractor in place with a new dispatch center will enable us in 18-24 months to be able to develop technology to select providers. ART received 12,000 calls last month. Mr. Eatman reviewed data integration involving new software and what the software will provide. Data that will be tracked with new technology includes productivity, on time performance, cost, complaints, etc. Mobility management team education, training and outreach were reviewed. The various phases and timeline for implementation of each were outlined. Phase 1 will begin June 30, 2013. Mr. Eatman noted there is a lot to do in a short period of time and was requesting that the Authority endorse this idea. Staff will come back with what the overhead will cost. We were able to reduce the ART budget by implementing shared ride last fiscal year. This change will have costs but the savings will outweigh the cost and there will also be efficiencies gained to pay for the overhead and provide recognizable savings.

Mr. Eatman explained Phase I will provide increased customer service. In Phase II there will be a contract dictating service quality throughout the system. Mr. Horne questioned self service options and if there is software on the web that customers can use without having to make a phone call Mr. Eatman explained we have a vendor looking into the

option of the client being able to pull up their future trip. Booking trips on line has to be limited since someone needs to be able to manage that process. Mr. Branch asked if a customer will be able to make a request for a trip on line. Mr. Eatman responded that can be done currently but did not want to give people free access to book trips.

Mr. Eatman indicated this report was provided in order to keep the Authority advised where this is headed. He requested the Authority's endorsement of going forward with pricing and collecting details that will be provided at the October meeting.

Mr. Branch moved that staff proceed in collecting the necessary information on this item. His motion was seconded by Mr. Percoraro, unanimously passed. Chairman Seitz ruled the motion adopted.

#### **DOWNTOWN BUS FACILITIES MASTER PLAN, PHASE I & II – UPDATE RECEIVED AS INFORMATION**

Mr. Eatman provided a brief update on the Downtown Bus Facilities Master Plan noting the Master Plan is still moving forward. Updates will be received as this item progresses.

The item was received as information.

#### **I-440 REBUILD PROJECT – INFORMATION RECEIVED**

Mr. Eatman reported NCDOT has allocated funding to support Public Transportation alternatives and Travel Demand Management initiatives for this major roadway project. Future reports will be provided regarding projected services and initiatives related to this upcoming project.

This item was received as information.

#### **FARE EQUITY ANALYSIS – INFORMATION RECEIVED**

Mr. Eatman reported 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. He reported a public participation plan is being developed and advised members to watch their emails for public participation within Wake County in the coming weeks.

This item was received as information.

#### **FINANCE COMMITTEE REPORT – RECEIVED**

Chairman Seitz reported the Finance Committee met on September 4, 2013 and made the following recommendation:

**Lost and Found Policy “Draft” Approval:** Chairman Seitz reported the Committee recommends approval of the Draft Lost and Found Policy included in the agenda packet as Attachment A. The policy will then be sent to the Attorney’s Office for review with a final copy presented to the RTA upon return from the Attorney’s office.

Mr. Horne moved that the draft policy be forwarded to the Attorney’s Office for review with a final draft brought back to the Authority for action. His motion was seconded by Mr. Ralph, unanimously passed. Chairman Seitz ruled the motion adopted.

Mr. Ralph asked how other agencies could be included in the list to receive items. Mr. Eatman stated they could be added administratively and could be done on a rotation basis.

Mr. Percoraro pointed out that the word “per” in paragraph 2, last sentence, should be changed to “as described in Paragraph 11”.

### **MARKETING COMMITTEE REPORT – RECEIVED**

Mr. Horne reported the Marketing Committee met on September 5, 2013 and spent most of the meeting discussing branding. RLine mobile tv was discussed noting it has had mixed effectiveness. A report will be discussed at the next Marketing Committee meeting.

The Committee also discussed payment methods. Customers have to go to CAT and buy a card. Discussion took place at the committee meeting regarding a possible rechargeable card or by mobile phone. Staff is looking at this and will come back to the committee with options.

### **ROUTE COMMITTEE REPORT – RECEIVED**

Mr. Ralph reported the committee is waiting for a staff report on Route 12 – Enterprise/Hillsboro Street Service. The next committee meeting will be held on October 1.

### **STAFF REPORTS – RECEIVED**

Members received in their agenda packets the following staff reports:

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

9. Evaluation by Route (July 2013)

The reports were received as information.

**RETREAT – INFORMATION RECEIVED**

Mr. Eatman indicated members will be receiving a poll with a series of proposed dates for a retreat. The retreat will last from 8:30 a.m. – 12:00 noon on the date chosen by members. He indicated he would provide members with the goals and objectives from the retreat held last year.

**CONCLUDING REMARKS – RECEIVED**

Mr. Horne thanked staff for their hard work.

Chairman Seitz urged members to refrain from discussing the lawsuit.

Chairman Seitz thanked everyone for coming to this meeting. He commended everyone involved with construction of the Maintenance Facility.

**ADJOURNMENT**

There being no further business, the meeting was adjourned at 5:15 p.m.

Respectfully submitted,

Brenda Hunt