

RALEIGH TRANSIT AUTHORITY
JANUARY 9, 2014
MINUTES

The Raleigh Transit Authority met on Thursday, January 9, 2014 at 3:30 p.m., in the Council Chamber of the Municipal Building, 222 West Hargett Street, Raleigh, NC with the following present:

Chairman Les Seitz, presiding
Corey Branch
Jason Horne
Ray Magsanoc
Sherita McCullers
Tony Percoraro
Craig Ralph
Debra Rezoli
Jane Thurman
Uel Whitsett

Staff present: David Eatman, Mike Kennon, Scott McClellan

AGENDA – APPROVED AS AMENDED

It was noted an item would be added to the agenda involving demonstration of Adopt-A-Shelter application. Without objection, the agenda was approved as amended.

CHAIRMAN’S REPORT – RETREAT ITEMS – INFORMATION RECEIVED

Chairman Seitz indicated he had reviewed the priority issues from the recent retreat and referred the items as follows:

Finance Committee

- Name and scope of work for the Finance Committee

Route Committee

- More shelters, especially policies relating to what justified shelter (would also involve the Finance Committee).

Marketing Committee

- More ways to engage the public through promotions
- Passenger amenities – things that are technological, mostly to raise the “cool” factor

- Exploration of public/private partnerships, i.e. branded buses, WIFI, etc. (may also involve Route Committee)
- Commercials and other RTN exposures
- Developing Marketing Plan and decide whether to this in house or hire consultant
- Exploration of ways to get more youth ridership
- Promote use of Park and Ride and seek additional Park and Ride lots (may also involve Route Committee)

Chairman Seitz indicated these items will be worked on in addition to the other work the Authority has on an ongoing basis. He suggested that the committee chairs may desire to identify a member on their committee to work on some items by themselves or in a group and bring recommendations back to the committee.

MINUTES – DECEMBER 12, 2013 – APPROVED

Members received the December 12, 2013 minutes in their agenda packets. Ms. McCullers moved approval of the minutes. Her motion was seconded by Mr. Ralph, unanimously passed. Chairman Seitz ruled the motion adopted.

REGION-WIDE FARE INCREASE – REPORT RECEIVED

Mr. Eatman provided an update regarding the Region-Wide Fare Increase including mitigation strategies developed in response to the Regional Fare Equity Analysis. He indicated members received a copy of the analysis at the previous meeting noting the report indicated we are warranted in moving forward with the fare increase. The legislation does not state even though there may be some disparity that the increase can't move forward but must come up with mitigation strategies. Where this is in the process was reviewed with Mr. Eatman explaining work is ongoing with our regional partner (Triangle Transit) to develop a series of mitigation strategies. Examples of mitigation strategies were reviewed including GoPass Program, etc. Work will continue with Triangle Transit through January and into early February to develop mitigation strategies. Those strategies will be developed and brought back to the Authority in February. A hearing on the changes will be held in March or April which will allow time to approve the changes by April and can go live with the fare changes in August, 2014. This much time is needed to change media, websites, schedules and to deplete the stocks of schedules. Mr. Talmadge with Triangle Transit is on board with the same timeline.

The report was received as information.

FY2014 SERVICE CHANGES – REPORT RECEIVED – HEARING SCHEDULED FOR FEBRUARY 13, 2014 AUTHORITY MEETING

Mr. Eatman provided members with copies of a report outlining public responses received relating to 2014 proposed CAT route modifications as a result of public meetings and a series of outreach efforts including the website, social media, etc. The proposed changes were included on the City of Raleigh's website, RTN, email and on bus

placards. 300 flyers were handed out to riders on Route 8L. Staff answered questions at 5 public meetings. Overall, Mr. Eatman stated when you have types of services we are talking about, they have not received overwhelming numbers of responses and there have not been a lot of negatives except for Route 8L which is why it has been targeted with information to the riders. Methods used to obtain the 47 responses were reviewed. Mr. Percoraro referred to Route 8L and noted only 24% of the responses were supportive of discontinuing the service and questioned if any changes had been recommended. Mr. Eatman responded so far only one possible modification has been considered noting comments are still being taken. He hoped authorization would be received for holding a hearing in February and staff will continue to receive comments between now and that time and will also have additional comments during the public hearing. Mr. Percoraro referred to the low number of responses received with Mr. Eatman stating overall, there have been a low number of responses noting there was not a negative major impact involved and it is also difficult to draw out comments. He explained Route 8L is the lowest performing route in the system and it is a difficult decision anytime a route is discontinued. Mr. Eatman stated at staff level, the changes are recommended and there has been no overwhelming evidence not to move forward. He noted there have been some major comments received regarding removing 8L and the comments are not being disregarded.

Mr. Magsanoc indicated Mr. Ralph had to leave early and had requested that he relay his comments to the Authority. He stated Mr. Ralph had indicated he had been talking to people and there has not been enough comment from people on 8L and felt more input should be solicited for the consolidation of Route 8 and 8L. Chairman Seitz noted Mr. Ralph had left the meeting and possibly wasn't aware of Mr. Eatman's explanations on efforts taken to receive input.

Mr. Eatman stated staff should be advised if there are any particular strategies members feel can be deployed. He explained when the 3 hour public meetings are held, only between 5 and 10 comments are received. Mr. Percoraro questioned if strong opposition is what staff is looking for with Mr. Eatman responding staff is looking for information that would lead them to believe this would create serious hardships at a level that would be a major concern. Route 8L change is taking what is mostly a route that is not productive in many ways, deleting it and reinstating it on Six Forks Road. The Authority will have the ability to move forward after the hearing or delay the change for further comment.

Following discussion, Mr. Percoraro moved that a public hearing be scheduled for the February 13, 2014 Authority meeting at 7:00 p.m.. His motion was seconded by Mr. Horne, unanimously passed. Chairman Seitz ruled the motion adopted.

FORTIFY PROJECT – UPDATE RECEIVED

Kathy Molin provided an update regarding the implementation of Transit Services to Eastern and Southeastern Wake County as a result of the I-40/I-440 Project. She reported the Johnston County Express began on December 15, 2013 and will be free until the end

of January. This is being used as a reverse commute project and allows use of the BOSS Program (Bus on Shoulders Program). This has been used 32 times. Ridership is increasing. The first week there were 89 total riders, the 2nd week had 27 riders, the 3rd week had 68 riders and there were 43 riders yesterday. Ms. Molin reviewed the services added to Zebulon and current and proposed marketing efforts. There is a link on the City of Raleigh's website outlining the available commuting alternatives and will remain the length of the project (3 years). Mr. Eatman indicated as the Fortify Project gets going, there will be more riders noting ridership was low the first 3 weeks due to the holidays.

Mr. Branch stated ridership needs to be reviewed in February and March in order for the word to get out to riders.

This report was received as information.

FINANCE COMMITTEE – REPORT RECEIVED

Mr. Whitsett reported the Finance Committee had not met since the last RTA meeting. The pending items were discussed.

Pass Technology:

Mr. Whitsett indicated a draft on this item was available and will be provided to members prior to the upcoming Finance Committee meeting. Cost structure will be provided to determine what this technology can do for us.

ART Mobility Management Services:

Mr. Whitsett provided members with a memo from Public Works Director Dawson relating to this item noting the committee continues to move forward on this item. Several presentations have been made to the Authority on this item noting we are proposing to coordinate with Wake County on the use of mobility management services and corresponding technology solutions. This will improve the ART program oversight and contractor accountability. Key elements of the Mobility Management implementation strategy planned for deployment in 2014 were included in the memo. Dispatch and call opportunities would be provided for clients during all CAT operation hours. Various strategies will be used to move forward with this more efficient system. Mr. Whitsett indicated grant funds are available to offset costs for the first two years and felt more savings would be seen than expected.

MARKETING COMMITTEE – REPORT RECEIVED

Ms. Thurman reported the Marketing Committee met on Thursday, January 2, 2014; however, there were no action items to come before the Authority at this time.

Adopt-A-Shelter Program:

Mr. Eatman provided a presentation relation to the Adopt-A-Shelter program. He reviewed the alternatives available including keeping the existing format or go through

different environments to track the program with shelters available and those adopted. He noted staff was approached by GIS to put this together for us. He provided an example of what GIS came up with involving open source data. Green would indicate a shelter is available and red would denote those already adopted. This item will be back before the Authority once alternatives are available to review. The shelter adoptions must be renewed annually to avoid someone having an extended contract and staff will verify those who have adopted the shelters want to continue their contract. Mr. Eatman explained the program will email in advance of the expiration asking that staff be advised of the intent to renew the contract. The application can get to the point where pictures can be posted of the shelters and can become very competitive. He noted this is being kept simple for the time being. The next step is to review the item further and receive comments from the Marketing Committee. Discussion followed relating to what is currently done. Mr. Horne stated there would be a 3 shelter cap. Mr. Percoraro questioned the possibility of radio public service announcements with Mr. Eatman responding currently we have not done things like that but can look at that as well as RTN and water bills. Ms. Thurman indicated this is a great program and there are 200 shelters in Raleigh and 50 have been adopted. She looked forward to getting more people involved.

Bus Advertising Policy:

Ms. Thurman reported this policy is in the City Attorney's Office for review.

The next meeting of the Marketing Committee will be Thursday, February 6, 2014 at noon.

PUBLIC COMMENTS – NONE RECEIVED

Chairman Seitz invited anyone in attendance who would like to speak to come forward. No one asked to be heard.

STAFF REPORTS – RECEIVED

Members received in their agenda packets the following staff reports:

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

CONCLUDING REMARKS – RECEIVED

Mr. Percoraro asked when the budget is submitted. Mr. Eatman reviewed the City of Raleigh budget process noting the preliminary budget is submitted before Christmas, goes through a series of reviews and then to the City Manager and the City Council. Chairman Seitz stated the budget items will be reviewed in February for information to the Authority. Mr. Whitsett suggested that staff email the budget to the Authority and any questions should go to staff. Mr. Eatman indicated he would send the budget out prior to the packets going out. He urged members to contact him with any questions.

Chairman Seitz thanked members for attending the meeting.

Mr. Eatman reported the Downtown Plan is moving forward and transit is part of that plan.

ADJOURNMENT

There being no further business, the meeting adjourned at 4:45 p.m.

Respectfully submitted,

Brenda Hunt