

RALEIGH TRANSIT AUTHORITY
FEBRUARY 24, 2014
MINUTES

The Raleigh Transit Authority met on Monday, February 24, 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 Pecoraro
Craig Ralph
Debra Rezoli
Uel Whitsett

Staff present: David Eatman, Mike Kennon, Stan Grant

The meeting was called to order by Chairman Les Seitz. The following items were discussed with actions taken as follows:

AGENDA – APPROVED

There were no changes made to the agenda. Without objection, the agenda was approved as presented.

MINUTES – JANUARY 9, 2014 – APPROVED

Members received the January 9, 2014 minutes in their agenda packets. Mr. Branch moved approval of the minutes. His motion was seconded by Mr. Ralph, unanimously passed. Chairman Seitz ruled the motion adopted.

REGION-WIDE FARE INCREASE – UPDATE – RECEIVED AS INFORMATION

Mr. Eatman explained staff has been working with regional partners on this important item. They have been working with Triangle Transit to coordinate the public participation process noting a hearing would have to be held at the Transit Authority and Triangle Transit and was looking at that to occur in March/April. No changes would occur until July 1-August 1. A more detailed presentation would occur at the public hearing in April. Mr. Eatman indicated this is a difficult decision and would be something that would better to program at the first of the fiscal year if a determination is made to increase the fares. Mr. Eatman asked if the second increase would occur 1 year

later with Mr. Eatman responding there would be a 12 month delay between those two events. Chairman Seitz indicated the largest consumer organization for the ART program is the Organization for the Blind and they endorsed the fare increase. He noted this is a big community the bus system works with. Mr. Eatman indicated a mailing to all of our clients was done informing them of the change and we did try to solicit comments. He was surprised more input was not received.

This item was received as information.

MARKETING COMMITTEE – REPORT RECEIVED

Ms. Rezoli provided the committee's report in the absence of Chairman Jane Thurman noting the committee met on February 12, 2014. Ms. Rezoli referred to the Bus Advertising Policy noting the changes had been vetted by the City Attorney and staff. Members received a copy in their agenda packets of the policy with proposed changes noted. Ms. Rezoli reported the Committee recommended approval of the policy. Discussion followed relating to Section 2.5 and reference to licensed alcoholic beverages. Mr. Rezoli explained this refers to any beverages that require a license in order to be sold.

Mr. Branch moved approval of the Bus Advertising Policy as recommended by the Committee. His motion was seconded by Ms. McCullers, unanimously passed. Chairman Seitz ruled the motion adopted.

Ms. Rezoli expressed appreciation to those that worked on this item.

Mr. Eatman indicated a formal request has not been received but had found the new policy will impact activities that have occurred in the past. He referred to Poetry in Motion signs previously placed on the interior of RLine noting under the new policy it has been determined that will not be possible. He referred to Section 1 of the policy that indicated this is for commercial advertising only and not for purposes of communication. Staff will advise those involved in Poetry in Motion they would be denied if they want to progress with marketing their service as done in the past. This has been an annual event for the past 2 years.

REGIONAL BRANDING PRESENTATION – RECEIVED

Mr. Eatman reported Dickens Sanchez with Clean Design would provide a presentation regarding the status of the Regional Branding Project that staff would recommend receiving as information as this meeting. This item will create some discussion and that is to be expected. He reported on the timeline involved referring to the need to get with all regional bodies and give them some directions.

Ms. Sanchez reported Clean Design had been working with involved stakeholders for more than one year. The first stage started when they did case studies and data research relating to rebranding. Phase 2 occurred when it was decided it would be a positive effect and started with a naming convention. A PowerPoint presentation was provided at

this point. She explained Phase 1 kicked off with the question should there be rebranding and it was recommended that there be unified rebranding. Rider benefits, community benefits and what rebranding should look like were reviewed. The two sides of the spectrum including House of brands using Marriott as an example and Branded house using FedEx as an example were reviewed in detail. Methodology used in surveys was reviewed including what was studied (awareness, usage and perception). Questions included in the survey were provided along with response percentages. Overall there is a lot of knowledge about branding, what it does and why it exists. Other areas in the country were studied with Ms. Sanchez indicated 26 cities were reviewed including reviewing their brand, whether the brand is unified, etc. The focus on this study were Portland, Phoenix, Charlotte, Bloomington, Normal, Idaho and Nashville. All these areas were studied including reviewing vehicles used, guiding principles, brand development including before and after change, marketing efforts and lessons learned.

Discussion followed relating to whether any of the areas studied could link any increased ridership to their branding initiatives. Ms. Sanchez indicated the objective is not to just increase ridership and it is hard to link branding to any increase.

Phase 2 was reviewed by Scott, Creative Director that related to what the possible brand should be. The first thing they looked at was a naming convention of all the different transit systems. Snapshots were provided of workshops with a group of representatives in an attempt to understand branding's intentions. There was a lot of alignment as the workshop concluded. The words that rose to the top in the grand description were modern, urban, structured and uncomplicated. These words gave them a start of development of what the brand should be. The next step involved creating a visual strategy for what the brand should be. He reviewed color exercises and naming objectives. It was determined the name should be evocative of transit, leads with the individual brand and is simple and intuitive. Two words rose to the top: "Go" and "Pulse".

Ms. Sanchez reviewed rider feedback noting there were representatives from every transit agency in the area and those results will be provided as soon as they are completed. Next steps were outlined including name research, agency presentations, approval process, logo and tagline, bus design and an action plan. The action plan is very involved and is something they learned has to happen over time. Mr. Ralph questioned how long it took Portland and Phoenix to roll out their change. Ms. Sanchez replied Portland had a 5 year plan and Phoenix had an even longer term implementation plan.

Mr. Branch asked when feedback is needed from the Authority noting this should go to the Marketing Committee. It was noted this is scheduled for next Tuesday and the public comment survey analysis could be presented at that time. A copy of this presentation will be provided via email to the Authority members prior to the Marketing Committee meeting. Mr. Eatman proposed distributing the presentation quickly to members and holding a meeting with Clean Design with regional stakeholders and receive survey information and then get that out to the boards across the Triangle as well. All

information will be in place before the Marketing Committee meets to discuss this. When the stakeholders get together, a timeline can be developed.

Mr. Horne questioned if there are plans to reengage with Wolfline. Mr. Eatman stated Wolfline was offered the opportunity up front but did not show an interest in this item; however, they are watching as this moves forward. He stressed Wolfline was not ignored and were identified as stakeholders.

This item will be discussed at the March 6, 2014 Marketing Committee meeting.

ROUTE COMMITTEE – REPORT RECEIVED

FY 2014 Transit Plan Implementation:

Mr. Ralph thanked staff and members of the Route Committee for their work on this item noting they worked hard to address all concerns about the elimination and combinations. He stated they were able to implement some other items to help address some concerns. Mr. Eatman explained the recommended changes had been discussed several times. He highlighted a couple of small changes made to the original proposal. He noted comments were received across the board noting most comments related to the 8L proposal which was the biggest change. He reviewed the mitigation strategy staff proposed to the Route Committee. He noted the North Hills and Northclift are where existing Routes 8 and 8L intersect and pointed them out on the map available at the meeting. He reviewed the 2 elements presented to the Route Committee that were endorsed by the Committee relating to Routes 8 and 8L. Mr. Eatman indicated most route changes proposed are positive and reduce headways and add additional weekend and Sunday services. He pointed out the 8 and 8L routes and mitigating changes proposed. Mr. Ralph indicated the proposed changes to 8 and 8L provides a solution to the problems.

Mr. Eatman then referred to the East Raleigh Route and pointed out the proposed mitigating changes to Routes 15 and 15L. When we get covered shelters, we can go ahead and pull back 15L. He noted the shelters at WalMart are at their corporate headquarters being reviewed.

Mr. Ralph moved accepting the changes as outlined by Mr. Eatman and implementing 15L Crosstown. His motion was seconded by Mr. McCullers, unanimously passed. Chairman Seitz ruled the motion adopted.

Mr. Eatman stated it will take time to get these services on the street noting this is an increase in service. There are ongoing classes for new employees due to the Fortify project and gearing up for this. Staff is looking at the first of May to implement the changes.

STAFF REPORTS – RECEIVED

Members received in their agenda packets the following staff reports:

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

CONCLUDING REMARKS – RECEIVED

Mr. Whitsett indicated this would be his last Authority meeting as he had been appointed to the City Planning Commission. He indicated he had enjoyed his time working with the Authority members and staff. He wished the Authority well.

Mr. Ralph reported Lyndsey Hester won the National Arts Program.

Chairman Seitz thanked Mr. Whitsett and congratulated him on his new appointment.

ADJOURNMENT

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

Respectfully submitted,

Brenda Hunt