

RALEIGH TRANSIT AUTHORITY
APRIL 10, 2014
MINUTES

The Raleigh Transit Authority met on Monday, April 10, 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
Sherita McCullers
Tony Pecoraro
Craig Ralph
Debra Rezoli
Jane Thurman

Staff present: David Eatman, Mike Kennon, Scott McCullers

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

AGENDA – APPROVED AS AMENDED

Chairman Seitz reported an action item relating to the Service Equity Analysis and an information item relating to the Adopt-A-Shelter program would be added to the agenda. Without objection, the agenda was approved as amended.

SERVICE EQUITY ANALYSIS – APPROVED

Mr. Eatman explained we continue to move forward with implementation of the route changes and should be implemented in advance of July 1, 2014. He noted the Fortify project put this behind a little; however, we are looking at June 1 as a start date. The service analysis looked at all proposed changes of Phases I and II. Mr. Eatman provided members with a report at the last meeting and no major issues have been presented since the changes proposed are an improvement to the system. The only thing that may be an issue is the deletion of Route 8L but have provided mitigation to that at the last meeting by implementing the cross town for Triangle Towne Center as far as possible to the west that covered 3/4ths of the area originally proposed to be dropped. Mr. Eatman explained the Service Equity Analysis must be adopted as required by the FTA.

Mr. Branch moved approval of the Service Equity Analysis document. His motion was seconded by Mr. Horne, unanimously passed. Chairman Seitz ruled the motion adopted.

REGIONAL FARE EQUITY ANALYSIS – REPORT RECEIVED

Mr. Eatman reported what the fare proposal will be and depends on what comes from the final hearing. He explained this would be a final presentation outlining the findings of the regional fare equity analysis and a discussion of suggested mitigation strategies.

Ann Steedly, Planning Communities, LLC, reviewed the history of this item. The fare increase regionally was developed in the fall of 2013 and since then the public had the opportunity to provide comments on the proposed fare increase. Public outreach methods were reviewed. Feedback received has been integrated into the final Title VI Fare Equity Analysis and was summarized for consideration by CAT and Triangle Transit in finalizing the fare increase proposed.

The Fare Equity Analysis Results were reviewed with Ms. Steedly noting when evaluating ridership demographics by fare type, several exceeded the disparate impact and disproportionate burden policy thresholds developed for CAT but only a few identified potential impacts including:

- Local 5-Day Pass – exceeds both thresholds: 7-Day Pass will replace 5-Day Pass and expanding service to 7 days a week, reducing costs for 7 day a week riders, while costs may increase for weekday commuters
- Local 31-Day Pass – slightly exceeds disparate impact threshold, percentage increase is consistent across fares
- Go Pass – exceeds disproportionate burden threshold; there is the potential for disproportionate burden since no fare increase affects these riders and Go Pass has lower percentages of low-income and minority riders. The discount is not provided directly by the transit agencies but is made available through employer programs

Mitigation strategies were reviewed. Several mitigation measures are in place or are existing. Current Discounted Pass Options include:

- 11-Pack Bundles (for non-profit groups)
- Half fares for Disabled Seniors and Youth
- Multi-day and multi-ride passes
- 6 and 12 Day Pass Bundles
- Stored Value Card
- Go Pass
- Other Employee Discount Programs

Additional mitigation proposals were reviewed as follows:

- Timing fare increases over a two-year period
- Increase trips and/or adjust pricing on 11-pack; expand promotion to non-profits
- Offer 31-day pass and discount bulk purchases for T-LINX

- Expand promotion of Go Pass to small service based companies and employment centers
- Establish more third-party sales outlets for the multi-day passes and Stored Value Card

Ms. Steedly reviewed tables presenting minority and low-income populations by fare type for CAT riders alongside the proposed fare increases. Mr. Eatman indicates as this process continues, comments will be considered by CAT and Triangle Transit. He reviewed what is proposed for mitigation purposes. Consideration is being given to dropping the 11 ride books and do discount day passes. Non-profits would not incur an increase the first year but would have a 40 cent increase in 2016. He felt a better value would be provided doing discounted day passes and also provides printing value since the 11 ride books are more expensive to produce. Also proposed is 10% off lots of 10 tickets that will shadow the 10 ride passes.

Discussion followed relating to ridership for youth and seniors. Ms. Steedly indicated seniors make up 1% and youth make up .7% of all fares.

In summary, Mr. Eatman stated we do not know if we will have a fare increase and is not programmed into this year's budget. The budget would be amended with some revenue projections with expenditures if we move forward with a fare increase.

The report was received as information.

ADOPT-A-SHELTER PROGRAM – INFORMATION RECEIVED

Ms. Hester reported she had followed up with the GIS department and the URL is final and ready to go for a soft launch of the Adopt-A-Shelter application next week. She reviewed how the application would work. Staff will be sure the application is working properly and then do a full launch working with Public Affairs Department to get the word out. Mr. Eatman indicated this application turned out nice and is very functional. He noted this has taken a little time but was time well spent. He thanked Ms. Hester and the IT Department for working on this.

Mr. Ralph questioned if Raleigh is among the leaders of this application in the nation. Mr., Eatman indicated there are a lot of applications out there but was not sure of any other cities having a web based adoption program.

Mr. Branch thanked everyone involved. Ms. Thurman questioned how many shelters are left for adoption with Ms. Hester responding there are 100 shelters with 50 left for adoption. Mr. Ralph congratulated those involved in this effort.

PUBLIC COMMENTS – RECEIVED

(1) Ashley Benton indicated she works with the deaf and hard of hearing. She indicated there are a lot of communication barriers in working with the deaf/blind population. She

stated it would be helpful if the transit system employees could be trained to work with this population. June is Deaf/Blind Awareness Month and Ms. Benton noted they could set up some training for the drivers during that time. This no cost training would include communication tips, sight guidance, survival signs, emergencies and how to deal with individuals with these issues. This business is moving and will be in the same building resulting in 3 agencies located in a building at 54900 Waters Edge Drive. This location is not accessible to a bus stop. There will be a lot of patrons coming to that building and a bus stop in front of that building is needed.

Mr. Eatman indicated we have this set up with CAT and had contact with MV Transportation which is the provider under the ART Program. Mr. Eatman explained he would take this back to staff and see what can be developed for this new location. There are some services there currently. Staff will also follow up with Ms. Benton relating to training. Serving the location on Waters Edge Drive was referred to the Route Committee for review and a recommendation.

(2) Shariff Jones questioned if the Tier 1 program still exists. Mr. Eatman indicated Tier 2 is our current fare for the ART Program (\$2.00 per ride). The current proposal for Tier 2 offers a 10% discount for 10 tickets. These may be pre-bundled in packs of 10. Ms. Thurman questioned when these changes would occur. Mr. Eatman responded staff is still moving forward in determining when the public hearing will occur and at that time comments from the public will be received. Those comments will be incorporated with others received to date and a decision would be made at a future meeting, possibly in May or June. The hearing would occur before the May 8 meeting and a decision could be deferred until June. Mr. Jones referred to Route 7 (S. Saunders to Garner Wal-Mart) and questioned the reason for limiting that route and whether it could be brought back, i.e. put Route 21 in a different direction. Mr. Eatman agreed that was an unfortunate cut that was needed to keep that route on time. Route 7 is the highest ridership route and is in a very challenging area and is taking a toll on the ability to keep the route on time. The route was pulled from S. Saunders as a time saving measure and was not an easy decision. Mr. Jones stated he had ridden this route for 5 years and questioned if it is possible to extend Route 21. Mr. Branch requested that staff meet with Mr. Jones and discuss what we can do. Mr. Eatman indicated this could be referred to the Route Committee and staff would provide the historical and existing data on this change.

COMMITTEE REPORTS

FINANCE COMMITTEE – REPORT RECEIVED

Capital Improvements Program: Mr. Horne reported the Finance Committee met on April 3, 2014 and the entire meeting related to the Capital Improvement Program. Mr. Eatman reviewed information discussed at the committee meeting. (Attachment A) included in the agenda packet. He referred to the Bus and Van Report noting 21 vehicles are on order and should arrive between October and December, 2014. Preventive maintenance was discussed with Mr. Eatman explaining FTA allows us to capitalize maintenance costs. He indicated information presented provides an overview of the

Capital Improvements Program for FY 2015. Mr. Ralph questioned how often vans are replaced with Mr. Eatman responding the cut aways are what we purchase which are 24' vehicles. These have a federal life of 7 years or 150,000 miles. They are replaced more often than transit buses which have a 12 year or 500,000 mile life.

Following discussion, Mr. Ralph moved approval of the Capital Improvement Program as approved by the Finance Committee. His motion was seconded by Ms. McCullers, unanimously passed. Chairman Seitz ruled the motion adopted.

Fare Equity Analysis/Fare Increase Public Hearing: Mr. Horne indicated the Fare Equity Analysis does not have to be approved today but a public hearing date must be established when it is final. He indicated he would like to have the hearing before the May 8 Authority meeting. Mr. Eatman indicated the Authority could meet in the Council Chamber on Monday, May 5 or Wednesday, May 7. If it is desired to change the Authority meeting date to May 15, which would give another week to hold the hearing. Mr. Eatman indicated all comments must be addressed.

Mr. Ralph moved that the public hearing on the Fare Equity Analysis be held on May 5 at 6:30 p.m. in the Council Chamber. His motion was seconded by Mr. Horne, unanimously passed. Chairman Seitz ruled the motion adopted.

Mr. Eatman indicated the Fare Equity Analysis needs to be adopted at some point. Mr. Branch recommended that the Analysis be voted upon after the public hearing. Without objection, it was agreed to vote on the adoption following the public hearing.

FTA Disadvantaged Business Enterprise (DBE) Program: Mr. Eatman explained the DBE Program is an area of compliance and annual goals must be set every year. As an example, the 4104 Poole Road facility and Moore Square would have goals. Smaller projects do not have specific goals but there are program goals. Mr. Eatman indicated this is one of our critical areas of compliance and without this, we do not receive funding. When this is adopted by the Authority, it will go to the City Manager for approval and we will then be able to apply for grants for this fiscal year. He indicated this is a new process and the guidelines and process have been overhauled. The process was more informal previously. The City Attorney has not reviewed this and staff would hope that would be a quick process. In response to a question from Mr. Pecoraro, Mr. Eatman explained a good faith effort must be shown to meet the goal.

Following discussion, Mr. Horne moved approval of the program. His motion was seconded by Mr. Branch, unanimously passed. Chairman Seitz ruled the motion adopted.

MARKETING COMMITTEE – REPORT RECEIVED

Bike Month: Ms. Thurman reported the Marketing Committee recommends approval of Bike Month advertising on CAT's Gillig bike racks during the month of May. A photo of the ad used last year was provided as Attachment C in the agenda packet. Mr. Ralph moved approval of the Bike Month Advertising on the Gillig bike racks during the month

of May. His motion was seconded by Mr. Branch, unanimously passed. Chairman Seitz ruled the motion adopted.

Ms. Thurman reported there would be a longer meeting in May to come up with a marketing plan. The meeting will be held on May 22 at 12 noon.

The pending item in the Marketing Committee is Regional branding noting the committee is investigating regional branding with a consultant. Mr. Eatman reported an email was received today from Triangle Transit. There has been a change in moving forward. He explained there is an upcoming meeting during which a series of logos will be reviewed. It is proposed to bring this to all boards at one time and felt every board should have 1-2 representatives. They should talk with other board members there. He indicated 50 people do not need to be talking at the same time. Two representatives will represent each board. This will not be a decision making meeting but would be an opportunity for the board to see multiple schematic designs. The consultant will take that back and refine it and come back and present refined materials to each individual board. This does extend the decision making process but is a good step and could be very productive. He did not have a date for this meeting but it would be held in May. Mr. Eatman indicated staff would like to have feedback as to whether this approach is acceptable, and if so, will work to make that meeting happen. Mr. Branch indicated he liked the idea. Ms. Thurman liked the idea. Mr. Horne expressed concern that only 2 members can express their opinions. Mr. Eatman explained all members can attend and staff would have to develop a way for the audience to be able to interact with the board members serving as representatives. Mr. Horne withdrew his concern.

Mr. Ralph moved that this plan of action be approved and that Ms. Thurman and Ms.Rezoli serve as the 2 representatives. His motion was seconded by Ms. Thurman, unanimously passed. Chairman Seitz ruled the motion adopted.

ROUTE COMMITTEE – REPORT RECEIVED

Mr. Route Committee had not met since the last Authority meeting. Mr. Ralph announced the Route Committee will meet on May 6 at 10:00 a.m.

STAFF REPORTS – RECEIVED

Members received in their agenda packets the following staff reports:

1. Statement of Income (February 2014)
2. Variance Analysis (February 2014)
3. Go PASS Ridership Summary (February 2014)
4. Go PASS Ridership by Agency (February 2014)
5. Accessible Raleigh Transportation Summary (February 2014)
6. Operating Statistics (February 2014)
7. Route Statistics (February 2014)
8. Ridership Percentage by Time Period (February 2014)

9. Evaluation by Route (December 2014)

CONCLUDING REMARKS – RECEIVED

Mr. Branch requested that the Route Committee review what it would take cost wise to extend bus service to Barwell Road Community Center and School.

Mr. Ralph asked if NCSU students had provided designs for shelters as done in previous years. Mr. Eatman indicated staff had not heard from them yet this year.

ADJOURNMENT

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

Respectfully submitted,

Brenda Hunt