

**RALEIGH TRANSIT AUTHORITY**  
**JULY 24, 2014**  
**MINUTES**

The Raleigh Transit Authority met on Thursday, July 24, 2014 at 3:30 p.m., at the CAT Facility, 4014 Poole Road, Raleigh, NC with the following present:

Chairman Les Seitz, presiding  
Corey Branch  
Jason Horne  
Tony Pecoraro  
Craig Ralph  
Debra Rezoli  
Jane Thurman  
Billy Warden

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**

Chairman Seitz reported there would be an add-on financial item. Mr. Eatman explained the R-Line has been in the newspaper lately noting staff would like the opportunity to present information relating to this item. He noted there is a wealth of information regarding R-Line from the existing study under way and felt it would be of interest to members to present factual information relating to this item. Chairman Seitz stated he was not surprised as the same thing has happened to other agencies including the Housing Authority. He appreciated staff pulling information together for presentation and a good faith effort should be made to get out accurate information.

Mr. Eatman referred to the R-Line presentation made by Kimley-Horn at the previous meeting which is Transit's portion of the Downtown Plan. Staff had planned on providing this information at a later meeting; however, were prepared to present it at this meeting. Chairman Seitz indicated this report would be made at the end of the meeting.

Mr. Branch reported there would be the following day a transit equity conversation at the Junior League from 8:00 am – 9:30 am and he would be a member of the panel.

## **ACTION ITEMS**

### **MINUTES – JUNE 12, 2014 – APPROVED**

Members had received a copy of the June 12, 2014 meeting minutes prior to the meeting. Ms. Thurman moved approval of the minutes as presented. Her motion was seconded by Mr. Branch, unanimously passed. Chairman Seitz ruled the motion adopted.

### **MOORE SQUARE RENOVATION PROJECT – FINAL SCHEMATIC DESIGN – DESIGN APPROVED AND REFERRED TO THE CITY COUNCIL**

Present to discuss this item were Steve Schuster, Jeff Mann and Gil Johnson (project manager). Mr. Eatman explained the plan provided is the final schematic design. The scope of the project has grown noting it was thought Union Station project would be further along but uncertainty at the scope or speed of Union Station has made it more critical to have long standing and a more permanent presence at Moore Square. This will be an important place for transit since it is very strategically located Downtown. While staff does not project all services will be here for 20 years, there will be more of a presence than originally thought. He stressed everything is fluid.

Steve Schuster, Clearscapes, reviewed the final schematic design in detail noting it is an evolution of what had been shown previously. This is the final schematic design for the Authority's approval today. The existing Moore Square facility as compared to the proposed design for Phases I, II and III were reviewed in detail. The goal of the project is to increase capacity and efficiency plus create a great people space. Connectivity is a major priority and it is hoped this project is leverage for additional economic development in the area by creating space that others want to invest private sector dollars adjacent to. The presentation included the proposed floor plan and a 3 dimensional sketch showing open stairways, paving patterns, elevators, ticketing area, security area, etc.

Following the presentation, Mr. Ralph questioned the trees with Mr. Schuster noting the desire is to green up the area significantly and there will be softness and landscaping. There will be an appropriate budget for landscaping. Mr. Branch questioned what would occur in the various phases which were reviewed by Mr. Schuster. Mr. Schuster explained Phase I includes 18 active bays with 2 layover bays that serves current needs and any growth needs. Capacity will not be reduced until Union Station opens. Mr. Eatman explained we would not be able to significantly reduce existing capacity at Moore Square until we have somewhere else to go. On street operations in that area is difficult and this is moving to a more long term solution at Moore Square since the other location is not final right now. Mr. Branch stated he wanted to be sure there is enough capacity in the 1st phase.

Mr. Ralph spoke to the need to assure there are no “unseen” spots for security purposes.

Chairman Seitz questioned the real time display and whether it would display all routes. Mr. Schuster explained the plan had not gotten to that level of detail but the goal would be real time information displays such as those at airports.

Mr. Pecoraro questioned the number of buses that would be at Union Station. Mr. Eatman explained this depends on operational variables and routes. The minimum number of bays at Union Station would be 8-12. Market conditions are good enough to maximize that opportunity when we have capacity elsewhere.

Mr. Schuster reviewed projected costs for the facility totaling \$7 million as follows:

Demolition & Site Preparation	\$ 1,179,000
3 <sup>rd</sup> Bus Lane	820,000
New stairs & elevator/demo existing	1,198,500
New Shelter structure, signage, lighting	1,910,700
New restroom, ticket & security office & crew base	700,000
Hardscape, Landscape, etc.	1,191,800

There is a 10% contingency (\$600,000) set aside as unknowns will be found and the facility cannot be closed down.

Mr. Pecoraro questioned completion time with Mr. Schuster responding less than 2 years out. Funding was questioned with Mr. Eatman explaining available, federal and bond funds. Mr. Schuster indicated we should be ready to hit the streets about the time funding is in hand.

Mr. Ralph questioned the LEED aspects with Mr. Schuster noting every decision is driven by long term sustainability and will use LEED lighting, etc.

Mr. Warden questioned the cost of this project in context with other City projects. Mr. Johnson indicated Union Station's proposed cost is \$73 million, the Downtown Operations Center is \$25 million and the CAT facility was \$24 million.

Following discussion, Mr. Ralph moved approval of the schematic design and refer this recommendation to the City Council. His motion was seconded by Mr. Horne. Mr. Schuster explained this is not asking for approval of Phase II noting this money is just for Phase I. Mr. Branch asked how often the Authority would be updated on the status. Mr. Eatman indicated this would go into engineering and design next. Mr. Johnson indicated this would be back to the Authority in late fall or early winter. A vote on the motion was taken and unanimously passed. Chairman Seitz ruled the motion adopted.

**PUBLIC COMMENTS – NONE RECEIVED**

Chairman Seitz announced this would be an opportunity for the public to speak regarding items not on the agenda. No one asked to be heard.

## **R-LINE PLACARD ADVERTISING – WAIVER REQUEST – APPROVED FOR A 90-DAY PERIOD**

Mr. Eatman explained the City of Raleigh Transit and Planning Staff recommended a placard advertising the Downtown Plan be placed on the interior of the R-Line buses. A copy of the proposed design was included in the agenda packet. If approved, the design will be formatted to proper specifications. Mr. Eatman explained there is generally a charge for R-Line ads.

Mr. Warden moved approval of the fee waiver for a 90-day period in the R-Line busses. His motion was seconded by Mr. Ralph, unanimously passed. Chairman Seitz ruled the motion adopted.

The ads will begin within the next several weeks.

## **CAPITAL AREA TRANSIT FARE INCREASE – REFERRED TO ROUTE COMMITTEE & FINANCE COMMITTEE JOINT MEETING**

Mr. Eatman provided members with information regarding budget projections and expenditures related to the adopted fare increase. This item relates to how to move forward with implementation of the increase noting revenues will have to be programmed into the existing budget ordinance. Any budget amendment has to go before the City Council for approval. Discussion following regarding items to be reviewed by the Route and Finance Committees. Mr. Eatman indicated one of the earliest things we were going to implement was the holiday schedule changes and remaining fund can be used to expand service. The first year it is projected that \$300,000 will be received if the increase is implemented October 1. Next year funds for the entire year will be received. The fare increase will do a lot but not all that is needed and it will be important to prioritize and determine how to fund the work in the future.

Following discussion, it was agreed to refer this item to a joint meeting of the Route and Finance Committees.

## **COMMITTEE REPORTS**

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

The Finance Committee did not meet in July.

**Smart Card Grant:** Mr. Eatman requested that staff be allowed to take a grant to the City Council for ordinance development. One of the objectives identified during the retreat was advance fare technology. Staff was able to secure grant funding for Smart Card Technology for all busses. This grant would cover the rest of the fleet. This would

be a card that can be recharged and offers additional fare opportunities. CAT would be a pilot for the rest of the region. This will not provide capability to go to smart phone app platform. The 21 new busses will be able to handle new technology but will take a while to evolve the entire system to a smart phone app but we are trying to evolve into that technology. The grant covers 3 internal PIN machines but does not cover a remote vending machine.

Mr. Horne moved referral of this item to the City Council for adoption. The motion was seconded by Mr. Branch, unanimously passed. Chairman Seitz ruled the motion adopted.

## **MARKETING COMMITTEE – REPORT RECEIVED**

Ms. Thurman reported the Marketing Committee did not meet.

**Regional Branding:** Staff met with the other regional agencies and CleanDesign on finalizing bus paint scheme and logo concepts. Mr. Eatman provided a presentation of recommendations noting staff had just gotten the presentation together and no decision needed to be made by the Authority at this point.

Ms. Thurman explained this is a regional plan and is being released to all stakeholders. This is the first board to receive a presentation. Ms. Thurman wanted members to be aware of the status of this item.

Mr. Eatman indicated this has been discussed for 18 months. He provided an overview of the time line and the process undertaken to date. The consulting firm recommended a unified branding that would result in rider and community benefits. The history of the collaboration, problems (5 different systems), the goal, etc. were reviewed. The logo would be Go Transit and locally would be Go Raleigh. A rendering of what a Go Raleigh bus would look like was presented. The Action Plan objectives were reviewed. There are 21 busses coming in the New Year that can be painted as we move forward with a new brand. Mr. Eatman reviewed roll out plans. Mr. Eatman indicated the Authority would have the opportunity to review this further with a conclusion reached in September.

Chairman Seitz indicated we are getting to the point where we need to accept something or not noting this item will be discussed again in August.

The report was received as information.

**Marketing Plan:** Mr. Thurman reported members received in their packets a finalized version of the proposed Marketing Plan. An official printed copy will be provided at the August RTA Full Board meeting. She thanked Lyndsay for the work done on this plan.

The next Marketing Committee meeting will be August 7 and noon.

## **ROUTE COMMITTEE – REPORT RECEIVED**

The Route Committee met on July 1, 2014. Mr. Ralph reported no action was taken on the request to move Stop 18 (Marbles Museum) and will be reviewed upon completion and recommendations of the Downtown Plan. He indicated there is no strong support to move that stop at this time.

Mr. Ralph referred to the pending items (New Route for Southeast Raleigh & R-Line Person Street Deviation). These items are tied to discussions on what will be done with fare increase revenues and would be discussed at the Joint Route and Finance Committees Joint Meeting.

An article in The News and Observer relating to service to Cameron Village was discussed with Mr. Ralph pointing out there are already 3 busses accessing Cameron Village.

## **R-LINE STATISTICS – PRESENTED – RECEIVED AS INFORMATION**

Mr. Eatman indicated this item relates to the recent publicity relating to the R-Line noting staff had developed preliminary statistics. He noted it is important to put that into context and know what our plan has shown so far. He referred to the Kimley-Horn surveys on R-Line. In response to “type of place you are coming from now” – 11% were coming from work and 43% were coming from home. In response to “where are you going” – 22% were going home. Mr. Eatman indicated a majority of people using R-Line were coming from home, getting on R-Line and going back home. People living in and around Downtown use this service quite a bit. 22% were going dining and the transfer responses indicated a majority using R-Line are using just R-Line and not transferring. A majority of people walk to and from the service. Most people said they would pay for using R-Line. Racial break down showed diversity. Mr. Eatman explained this data is just coming out and there is a wealth of data regarding what is occurring on R-Line and how we can make informed decisions which is a dialogue that the Authority needs to have.

Mr. Eatman indicated our part of the project is being tabulated now noting routing is something that has not been done yet including the original destination of existing riders and new survey getting destinations of people that are not regular users. The draft Downtown Plan will be available in September or October with a final report before the New Year. Kimley-Horn will be back in September with further information.

Mr. Eatman indicated valuable data is available and the Authority can make informed decisions and that is what we intend to do.

The report was received as information.

## **STAFF REPORTS – RECEIVED**

Members received in their agenda packets the following staff reports:

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

### **CONCLUDING REMARKS – RECEIVED**

Mr. Ralph congratulated staff for getting the Smart Card grant.

Mr. Ralph indicated he had requested removal from the Marketing Committee due to time commitments but would continue with the Route Committee.

Mr. Eatman reported there was a Law and Public Safety Committee item relating to busses on Tryon Road and there was also a zoning case at that intersection with Trailwood Hills. The zoning case was approved. The bus stop will not be moved.

Chairman Seitz thanked members for attending this meeting noting it was an information packed meeting.

### **ADJOURNMENT**

There being no further business, the meeting adjourned at 5:30 p.m.

Respectfully submitted,

Brenda Hunt