

**RALEIGH TRANSIT AUTHORITY
AUGUST 14, 2014
MINUTES**

The Raleigh Transit Authority met on Thursday, August 14, 2014 at 3:30 p.m., in the Council Chamber, Raleigh Municipal Building, 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: Mike Kennon, Scott McClellan

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 no additions to the agenda. Without objection, the agenda was approved as presented.

CHAIRMAN’S REPORT – RECEIVED

Chairman Seitz requested that Mr. Branch provide a report on the panel he served on at the Transit Equity Seminar held on July 25 held by NC Justice and Budget at the Junior League. Mr. Branch reported there was great discussion relating to equity and transit across the region. He noted overall everyone came away realizing we are ahead of the game and are looking at equity and being sure everyone has access to transit.

Chairman Seitz referred to Barry Saunders’ News and Observer column relating to the lack of bus shelters. He noted Mr. Saunders had important points to make and has a way of saying what he needs to say in a humorous way.

ACTION ITEMS

MINUTES – JULY 24, 2014 – APPROVED

Members had received a copy of the July 24, 2014 meeting minutes prior to the meeting. Mr. Horne moved approval of the minutes as presented. His motion was seconded by Mr. Branch, unanimously passed. Chairman Seitz ruled the motion adopted.

FARE INCREASE – BUDGET AMENDMENT – APPROVED – OCTOBER 1, 2014 IMPLEMENTATION DATE – APPROVED

Mr. Kennon explained staff has developed a methodology for the expenditure of the funding anticipated from 9 months of fare increase in Fiscal Year 2015. He further proposed the fare increase become effective October 1, 2014. Members received in their packets a memo outlining the adopted fare structure. It was noted the increased revenues in FY 2015 will be used to implement the Holiday Schedule and provide service on four existing holidays. Upon implementation of this element of the plan, CAT will only observe two holidays, Thanksgiving and Christmas. Fund will also be used to reduce mid-day headways on Route 2 to 30 minutes. The 9:00 pm inbound trip on Route 15 in East Raleigh will be continued to downtown to address confusion with this service. These services are proposed to begin January 2, 2015. Projected revenue from the ART program will be used to supply service during the expanded holiday schedule. The remaining funds would be used to develop new schedules and to promote the new fare structure. The increased firebox revenue is estimated to be \$253,843. The budget amendment as included in the memo was reviewed. It is also proposed that the new fare media for ART fare option become effective on January 1, 2015.

Mr. Pecoraro noted Secretary Tony Tata is going to be getting involved in this issue. Mr. Kennon indicated Secretary Tata's staff contacted City staff and reported the meeting had been canceled. Mr. Kennon explained the newspaper article was written before this was discussed with Secretary Tata and his questions had been answered. Mr. Branch felt if the State wants to intervene, that should be between the City Council and State government. Mr. Branch stated if the Transit Authority feels the increase is appropriate, members should vote for it.

Discussion followed regarding the schedule change for Route 15. Ms. Thurman stated the authority had discussed having later service on New Year's Eve and questioned if that is included in the holiday schedule. Mr. Kennon explained this involves service after midnight.

Mr. Ralph moved adoption of the revenue and expenditure methodology as outlined with the fare increase implementation on October 1, 2014 and the ART increase effective January 1, 2015. His motion was seconded by Ms. McCullers, unanimously passed. Chairman Seitz ruled the motion adopted.

INFORMATION ITEMS

JARC AND NEW FREEDOM – UTILIZATION OF GRANT FUNDS – RECEIVED AS INFORMATION

Members received in their packets information relating to grant awards for Section 5316 FTA Job Access Reverse Commute (JARC) and Section 5317 FTA New Freedom (NF) grants. Mr. Kennon briefly reviewed the grants and indicated these grant awards will be on the September 2, 2014 Council agenda. The awards were approved by the City's Grants Committee on August 7, 2014.

This item was received as information.

RTA AGENDA – PAPER VS. ELECTRONIC – ELECTRONIC COPY AND PRINTED COPY PROVIDED AT MEETINGS APPROVED

Mr. Kennon reported staff was seeking guidance on the Authority's preference for distribution of the agendas. Currently the agenda is mailed to members' homes, emailed to each member with a printed copy provided at the table. Mr. Branch indicated he does not need a copy mailed to his home and if there are changes, members could receive that at the table.

Without objection it was agreed to continue emailing the agenda with a printed copy provided at the meeting. Members further requested that any updates be provided before the day of the meeting when possible.

Chairman Seitz requested that he continue to receive a copy mailed to his home.

COMMITTEE REPORTS

FINANCE & POLICY COMMITTEE – REPORT RECEIVED

Mr. Horne reported that the Finance Committee met on August 5, 2014. The Committee voted to rename the Finance Committee to the Finance & Policy Committee and that would become effective immediately.

MARKETING COMMITTEE – REPORT RECEIVED

Ms. Thurman reported the Marketing Committee met on August 7, 2014.

Bus Advertising:

Ms. Thurman indicated members received in their agenda packets the Fiscal Year 2014 Bud Advertising Revenue Summary and Comparison. She reported revenue had tripled from FY 2011. So far, advertising funds are up to \$190,790 for 2014. These funds go into the General Fund and helped offset some expenses.

Regional Branding:

Ms. Thurman reported the Committee spent quite a bit of time discussing the Regional Branding issue. The Committee would like to discuss this at one more meeting and come back at the September Authority meeting with a recommendation. She noted they would like to further discuss the nuances and design of the brand.

Chairman Seitz indicated he was impressed with the increase in advertising revenue.

Chairman Seitz, in regard to the Regional Branding issue, agreed this should be further discussed at the Marketing Committee and the Authority would vote on this in September. He urged all Authority members to attend the Marketing Committee meeting in order to be in position to approve their recommendation. He noted the Committee had put a great deal of work into this item.

Ms. Thurman reported the Marketing Committee will meet on September 4 at noon.

ROUTE COMMITTEE – REPORT RECEIVED

Mr. Ralph reported the Route Committee met on August 5, 2014 and was a joint Planning Group meeting. The Committee reviewed the request to provide service to Urban Ministries and it was determined this could not be done. He indicated there was discussion regarding service on First Night and the Committee is going forward and in a short period of time trying to make this happen. He indicated the two pending Items (New Route in Southeast Raleigh and the Person Street Deviation for R-Line) are waiting for completion of the Downtown Plan.

STAFF REPORTS – RECEIVED

Members received in their agenda packets the following staff reports:

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

Mr. Branch noted he sent Mr. Eatman an email relating to income statement numbers and would follow up with Mr. Kennon.

PUBLIC COMMENTS – RECEIVED

Dwight Spencer thanked members for their service. He indicated he is a business owner and a former member of the Authority. He explained he wanted to bring to the Authority's attention unprofessional behavior on the part of contractor servicing the City of Raleigh. Mr. Spencer referred to Scott McClellan and encouraged the Authority to change the management firm for transit for the City of Raleigh and requested an apology from Mr. McClellan.

Lynn Worth, Cameron Village property manager, was present requesting that R-Line serve Cameron Village. She indicated Cameron Village has wanted this service for many years and hoped that will happen. She stated Cameron Village is a very important footprint of the Downtown area. There are 1000 new apartments in the Cameron Village area and all of those people want to ride R-Line Downtown as well as those using the Convention Center desire to visit Cameron Village. She indicated there are posters in all Cameron Village stores requesting this service, there are petitions and buttons. Chairman Seitz indicated a decision on this cannot be made right away. He noted the Downtown Plan is being developed. Mr. Worth indicated when they get everything together they would be forwarding it to the Authority. Ms. Worth referred to the calls received by Cameron Village management office from people at Convention Center events requesting this service. The closed R-Line comes to Cameron Village is at the Glenwood/Peace stop. She indicated this is not the prettiest walk from that area to Cameron Village and is too far for people to walk for shopping and eating experiences. Cameron Village has not been able to encourage that many people to get off there and walk. She indicated she is excited about the opportunity to change the R-Line route. Mr. Ralph requested that the item be referred to the Route Committee. Ms. Rezoli suggested that Ms. Worth advise those calling that there are currently several CAT routes frequently going to Cameron Village currently and are on time. Ms. Worth noted employees of hotels should point that out as well. Mr. Kennon indicated there is service every 15 minutes from Downtown to Cameron Village every day and staff will be sure to get that information to Convention Center employees as well.

CONCLUDING REMARKS – RECEIVED

Mr. Ralph congratulated Lindsay on the increase in advertising revenues. He also expressed appreciation for the Oberlin bus shelter.

ADJOURNMENT

There being no further business, the meeting adjourned at 4:00 p.m.

Respectfully submitted,

Brenda Hunt

