

**RALEIGH TRANSIT AUTHORITY
SEPTEMBER 11, 2014
MINUTES**

The Raleigh Transit Authority met on Thursday, September 11, 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
Ray Magsanoc
Sherita McCullers
Tony Pecoraro
Craig Ralph
Debra Rezelli
Jane Thurman

Staff present: David Eatman, 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 a presentation from the project manager relating to the South Blount Street Alterations. Without objection, the agenda was approved.

ACTION ITEMS

MINUTES – AUGUST 14, 2014 – APPROVED

Members had received a copy of the August 14, 2014 meeting minutes prior to the meeting. Ms. McCullers moved approval of the minutes as presented. Her motion was seconded by Mr. Branch, unanimously passed. Chairman Seitz ruled the motion adopted.

ITEMS SCHEDULED FOR COUNCIL ADOPTION SEPTEMBER 16, 2014

SOUTH BLOUNT STREET ALTERATIONS – APPROVED

Mr. Eatman explained this item relates to alterations of 1430 S. Blount Street, the former location of the former CAT Service Center. He noted in 1990 there were 90 CAT busses at the Blount Street location. Since CAT moved, the building has been maintained at a basic level. Six months ago the mobility management team moved into the facility for

Wake County Track service and ART. This allows us to use a joint mobility manager. In the future this will help with taxi vendors for ART. The facility has suffered wear and tear due to transit busses going through here. Effort is underway to bring the facility up to a level we would feel proud of employees working in. This is a sound facility built in 1978.

Gil Johnson, Project Manager, indicated this item is ready to go to the City Council on September 16 for contract award. Mr. Johnson provided a presentation that included pictures of the building currently. He explained the old maintenance area will not be activated at this point. The administrative area up front and the wash bay area will be used. A blow up of the office space, reception area, dispatch area, etc. as it is now and the proposed improvements were reviewed with Mr. Johnson noting improvements would provide better operational circulation. Scope of renovations were reviewed including upgraded lighting, replacing HVAC, new carpet and ceiling tiles and items to address new building codes. Hand wash capabilities will be installed. Three people work in the dispatch area and everything will be taken out and new built in features added to make it more comfortable and efficient for them. The driver's lounge area will be improved by opening the door for better flow, painting, new flooring, etc. The wash bay will be improved by replacing lighting, drains and installing new wash equipment. Bathroom renovations were reviewed including replacing all fixtures, replacing tile and bringing the area up to handicapped access requirements. Data and technology upgrades were reviewed. This will be a 120 day project totaling \$490,000.

Mr. Ralph asked if there would be electric vehicle chargers included with Mr. Johnson stating those are not to be included at this point. Mr. Eatman indicated we do not have any electric vehicles there currently and did not see a use for them in the future. Chairman Seitz stated this is not a place the public would be visiting. Mr. Eatman stated this facility is more a true operations facility. Mr. Johnson noted 12,000 square feet will be renovated out of the total 20,000 square feet of the entire facility. Mr. Pecoraro asked if the County would be sharing any of the cost with Mr. Eatman stating we do share the cost with Wake County paying 60% and Raleigh paying 40%. Mr. Horne asked if there will be any environmental clean up required with Mr. Johnson stating this project will not disturb anything except oil separation replacement. Underground storage tanks are in good shape and do not have to be replaced and the existing tanks can be converted. Mr. Eatman explained all that can be done at this facility on site is washing but did see us going in the maintenance direction in the future since the rest of the building is in the CIP.

Mr. Branch moved that this item be referred to the City Council at the September 16, 2014 meeting for approval. His motion was seconded by Mr. Horne, unanimously passed. Chairman Seitz ruled the motion adopted.

ANNUAL SECTION 5307 GRANT – APPROVED

Mr. Eatman explained this amendment is for an anticipated award of annual Section 5307 FTA Capital grant. The grant will provide continued preventive maintenance of the bus

fleet, ART Tier II contractual services, property maintenance for Moore Square transit station and the replacement of approximately seven 40' bio-diesel transit buses. The anticipated grant award was approved by the City's Grants Committee on September 4, 2014. Total amount of the grant is \$9,643,583.

Mr. Branch moved that the Authority recommend approval of the grant as outlined in Attachment B included in the agenda. His motion was seconded by Mr. Horne, unanimously passed. Chairman Seitz ruled the motion adopted.

INFORMATION ITEMS – RECEIVED

Chairman Seitz read the information items included in the agenda. The items were as follows:

1. Discontinued Fare Media – Expiration (Attachment C in agenda packet)
2. Try Transit Month 2014: September 3rd – October 3rd
 - “Be Safe, Be Seen” Pedestrian Safety Campaign
 - Stuff the Bus – September 18, Cameron Village Chick-fil-A & Harris Teeter, 11 am – 3 pm
 - Customer Appreciation Day – September 18th, Crabtree Valley Mall & More Square Station
 - Promotion at Red Hat – October 3
 - Transit Employee Appreciation Day – September 26
3. 2014 NC State Fair Shuttle Service
 - New Cary Location: Cary Towne Center (Sears Lot)
 - New N. Raleigh Location: Tarrymore Square Shopping Center (3901 Capital Boulevard)
 - Hillsborough Street Route: A number of stops and service hours have been modified (Attachment D: Hillsborough Street Route)

Mr. Eatman explained the Hillsborough Street for the Fair will have a reduced number of stops noting there will be 3 stops where there were 5 or 6 stops from the round about to NCSU. This is an effort to be sure we have good stop spacing to help the route stay on time. He further explained changes on Hillsborough Street in the am and pm in order to maximize resources. Fares will be \$4 round trip and \$5 one way.

4. Fortify Update:

Mr. Eatman reported CAT's existing services are ongoing for the Fortify project. In mid January there will be 2 new routes to Clayton and Fuquay-Varina. Also in January, as the project moves further south and west, additional trips on the Zebulon and Wendell. Express will be discontinued.

These items were received as information.

COMMITTEE REPORTS

MARKETING COMMITTEE – REPORT RECEIVED

Ms. Eatman provided a presentation relating to regional rebranding including the history of this item, the process undertaken to reach this point, etc. Stakeholders include Cary, Durham, TTA, Chapel Hill and Raleigh. Mr. Eatman indicated this has been an 18 month process and started with 10 stakeholders. The group working on this process went through peer analysis, 5 case studies, 1000 surveys, etc. Many designs resulted and after months of going through the designs, we are where we are today. Members received a handout of the new logos and colors. Unified branding is recommended that would provide rider and community benefits. Mr. Eatman reviewed the history of collaboration noting currently we have 5 systems with varying brands. He provided pictures of busses across the Triangle. The goal of regional rebranding is to demonstrate connection between the services and allows for local flavor and identity. Raleigh's system would be named Go Raleigh with the overall name of the regional system being Go Transit.

Mr. Eatman explained he would like the Authority to provide authority to move forward with the proposal as shown. To date, Triangle Transit and Durham have approved their paint scheme and there is now consensus for this proposal by the Authority's Marketing Committee.

The Action Plan was reviewed which Mr. Eatman indicated would not occur over night. The roll out action plan includes a pre-launch to alert riders, build excitement, educate staff, etc. He explained the launch will be staged.

Ms. Thurman referred to the proposed paint scheme and explained on the back of the busses there will be a unifying logo. She stated it is always hard to let go of the old but was looking forward to the future of the region, transit and the City of Raleigh's changing demographics. Most importantly, she felt this is best for the riders.

Mr. Ralph asked if the public will have any say over the changes. Ms. Thurman responded the Marketing Committee is making a recommendation today to the Transit Authority that will then go to the City Council and there will not be a public hearing per se. Mr. Ralph commended the Marketing Committee for putting this together.

Mr. Horne asked if the Authority is going to be able to see a prototype of the first bus when the new logo is painted. Mr. Eatman responded each system will be developing prototypes quickly as soon as everyone is on board and if the authority decides to move forward, staff would want to get this information to the City Council and then would move forward with prototype development.

Mr. Pecoraro asked the timeline for roll out. Mr. Eatman explained step 1 would be unveiling of a single bus for each agency which would take 30-45 days. As the process is moving forward, staff will be determining other steps that would need to occur. The public will see the first bus and as new busses arrive, the public will be seeing them

more. Mr. Kennon explained CAT is a legal entity of the City and it seems to be the desire to keep the CAT name but the system would be known as Go Raleigh. Ms. Thurman stated staff feels an affinity for CAT and if possible, felt we can work it out to keep that name as long as it doesn't interfere with the re-branding. She indicated she did not see a problem with keeping the CAT name. Ms. Thurman reported the Marketing Committee reached a unanimous decision to approve the re-branding.

Ms. Thurman moved approval of the rebranding as outlined and that staff be authorized to present this information to the City Council. Her motion was seconded by Mr. Horne. A vote on the motion was taken with all members voting in the affirmative with the exception of Mr. Ralph who voted in opposition due to the public not having input. Chairman Seitz ruled the motion adopted.

ROUTE COMMITTEE – RECOMMENDATIONS RECEIVED

Mr. Ralph reported the Route Committee met on September 2, 2014 and made the following recommendations:

- 1.1 January 11 Service Changes – Route 7 S. Saunders and Route 2 Falls of Neuse (Attachment E: Route 7 Schedule)
- 1.2 Provisions of Services First Night Raleigh
Attachment F: First Night Route and Ridership Data)
- 1.3 Route 8 Name Change
- 1.4 Route 1 Capital Blvd. and Route 15 WakeMed Headway Changes
- 1.5 UNC Service Request – Sunnybrook Road
Attachment G: Overview of WakeBrook Campus

The changes were reviewed briefly. Mr. Branch discussed Route 5, Biltmore Hills relating to First Night Raleigh. Mr. Eatman explained after the last meeting, staff discussed Route 18 as an alternate to Route 5 which would serve Poole Road to the CAT facility. He noted staff could look at either Route 5 or 18 noting Route 18 due to the length of service and ability to park and ride would be a great candidate. He reiterated adding either one of those 2 routes would be appropriate and would bring this up at the next Route Committee meeting. He suggested that the Authority move forward with the Route Committee's recommendations with the condition of looking again at Routes 5 or 18.

Following discussion, Mr. Horne moved approval of the Route Committee's recommendations plus a friendly amendment of Route 18 or Route 5 for First Night Service. His motion was seconded by Ms. McCullers. A vote on the motion was taken with all members voting in the affirmative with the exception of Mr. Branch who voted in opposition. Chairman Seitz ruled the motion adopted.

Discussion following relating to the pending item (New Route-Southeast Raleigh). Mr. Eatman indicated this relates to RLine that is being discussed as part of the Downtown Plan. The draft plan will be presented this evening at Marbles from 6:00 – 8:00 p.m. and staff will be bringing that information back to the Route Committee in order to discuss next steps.

The next Route Committee meeting will be on October 7 at 9:30 a.m.

STAFF REPORTS – RECEIVED

Members received in their agenda packets the following staff reports:

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

The reports were received as information.

CONCLUDING REMARKS – RECEIVED

Mr. Horne stated he is excited about the re-branding and would be interested to see how it will roll out over the entire region.

Mr. Branch referred to the re-branding and stated as we move this forward, he hoped the public will be ready.

Mr. Branch referred to the fact this is September 11 and hoped everyone took time to remember those who passed away 13 years ago as the country moves forward.

ADJOURNMENT

There being no further business, the meeting adjourned at 4:30 p.m.

Respectfully submitted,

Brenda Hunt

