

RALEIGH TRANSIT AUTHORITY
APRIL 9, 2015
MINUTES

The Raleigh Transit Authority met on Thursday, April 9, 2015 at 3:30 p.m., in the Council Chamber, Municipal Building, Raleigh, NC with the following present:

Les Seitz, presiding
Corey Branch
Jason Horne
Ray Magsanoc
Sherita McCullers
Tony Pecoraro
Debra Rezeli
Jane Thurman

Staff present: David Eatman, Mike Kennon, Scott McClellan

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

AGENDA – APPROVED AS AMENDED

Chairman Seitz reported Mr. Eatman had add-on items relating to a Transit Easement and a Memorandum of Agreement with NCSU. Without objection, the agenda was approved as amended.

ADDED ITEMS

TRANSIT EASEMENT – INFORMATION RECEIVED

Mr. Eatman reported when a site plan is presented, staff has the opportunity to request a transit easement. There is no code requirement for this easement. He indicated Ms. Scarpetti represents the transit staff on the review committee. Under a zoning situation, transit easements can be obtained as a requirement by the City Planning Commission as a condition of approval. There is an item on the Council agenda relating to an existing easement for which there was no site plan. It would overlap the existing location of a transit easement. This area is reserved for passenger amenities. Staff determined this easement could be moved to a different location on the parcel which involves an easement swap. Because of deed work this went to the Council. Normally

this is handled administratively but under some scenarios of zoning cases, this can go to the Council. He indicated easements are received on a weekly basis from site plan reviews and most of the time a good response is received to these requests as long as they are reasonable. Mr. Pecoraro noted when the Council created the Raleigh Transit Authority, the authority was given 10 responsibilities, one of which related to entering into agreements within jurisdiction of the authority and in that context, easements should have come to the Transit Authority first. He stated in looking at the Council agenda, he saw this exchange that provides 2 parcels of property to get 194 square feet versus 5,000 square feet. Ms. Scarpetti explained we originally had an access agreement to property at WakeMed North but with the easement relocation, the access agreement is not needed that would go through the middle of the building and we only need the square footage of the transit easement itself. Mr. Pecoraro stated he would like the authority to determine whether this is appropriate to discuss here.

Ms. Scarpetti explained easements can be part of zoning conditions or site plan review and easements will be requested if needed. Easements are legally required if the property is going through the rezoning process. If the site plan process is involved, it is up to the property owner if they agree. In this particular case, 10-12 years ago negotiations occurred to go through the property; however, now this easement is at a different location accessible by private street. A detailed explanation took place on the easement process, who is involved in the review, when condemnation is necessary, etc. Mr. Eatman explained a majority of passenger amenities at some level require an easement. Most follow DOT right-of-way which is fairly easy noting DOT works very well with the City. Sometimes we get into private land owner easements and the City must pay fair market value for the property or do an easement exchange that goes through the Real Estate Department.

Chairman Seitz stated he did not see what would be gained by the authority reviewing these easements noting he is interested in things improving the product and helping the authority do its job. He indicated these things get very legalistic and did not feel they should come to the authority.

Mr. Pecoraro asked if improvements were made on this property with Ms. Scarpetti responding no amenities or investments on the City's part are involved. Mr. Pecoraro indicated easements have monetary value and to exchange 28,000 square feet for less than 200 square feet without money changing hands doesn't make sense. Mr. Eatman indicated staff is working on a master GIS file for easement locations and as we go through areas that may not have transit service yet, we can see where easements may be needed.

**NORTH CAROLINA STATE UNIVERSITY – MEMORANDUM OF AGREEMENT –
INFORMATION RECEIVED – CONTRACT INFORMATION TO BE PROVIDED TO
THE AUTHORITY**

Mr. Eatman explained for the last 3 years funds have been provided to NCSU in exchange for their 5307 dollars which we used for operating. This is a swap and encourages them to report their transit service to National Transit Data Base that brings funds into the MPO with \$350,000 generated annually. This amount was included within the adopted budget. In the past these agreements that include financial implications have been provided to the authority. This doesn't occur consistently every time. He advised the authority if they would like to be sure staff gets these to the authority before the City Council, that can be done. He explained this brings additional federal dollars into the urbanized areas allocated to the City of Raleigh. He felt this partnership is good for all involved and does not impact our proposed budget for next year and goes along with the outlay of funds and receipt of 5307 dollars. Chairman Seitz indicated the authority could ratify these and felt it has more bearing on the authority's work than the easements discussed earlier. Mr. Eatman stated this also advises the authority who our partners are and how amenities are improved.

Mr. Eatman went on to explain we receive allocations from NCSU passenger and vehicle miles and vehicle hours and generates dollars back to urban areas through the MPO. The NCSU allocation over the last 3 years has been approximately \$350,000 and is capped at this amount we do not have unknown variables in our budget.

Chairman Seitz asked that staff bring information regarding contracts to the authority as appropriate.

ACTION ITEM

MINUTES – MARCH 12, 2015 – APPROVED AS PRESENTED

Members had received a copy of the March 12, 2015 minutes prior to the meeting. Mr. Horne moved approval of the March 12, 2015 minutes as presented. His motion was seconded by Mr. Magsanoc, unanimously passed. Chairman Seitz ruled the motion adopted.

INFORMATION ITEMS

TRAVEL DEMAND MANAGEMENT (TDM) – OVERVIEW – RECEIVED AS INFORMATION

Katherine Molin, TDM Coordinator for the City of Raleigh, was present to provide a report relating to the TDM Program. Ms. Molin also serves as president of the Southeast Chapter of Commuter Transportation and won the 2014 award for Exemplary TDM. The presentation included what is TDM and SOVs versus alternative modes. The Triangle Region 7-year long range TDM plan began in 2004. A chart depicting the annual progress of the Triangle TDM program, annual vehicle miles traveled reductions from 2008-2014 and hot spots (target areas) were reviewed. Ms. Molin referred to the Downtown Raleigh hot spot and explained she services this area as the TDM coordinator. GoSmart is the new name of the program. She reviewed projects she has worked on including Transit 101, Exploris Middle School, Try Transit Week, Bike Month, health benefit fairs, Lunch & Learn, RLine, schools and associations including Triangle Area Hotel Motel Association (TAHMA) and Downtown Raleigh Neighborhood Association. She referred to the car sharing project (Zip Car) noting there were 253 members in the beginning and will exceed 300 members by the end of the year. She is also working on getting some cars on the Shaw University Campus. She also reviewed the Occasional Parking Program and GoPass. Ms. Molin explained her efforts relating to the Fortify project noting phase 2 has started. Her efforts relating to RLine promotions were reviewed and she pointed out the coffee sleeve project won the gold award. The Lighten Up Raleigh project was reviewed with Ms. Molin stating this would not be successful without the bus drivers who give out flashlights to riders at night. This project is so successful that many other partners are doing this. The Bike Raleigh map also included bus routes. Ms. Molin indicated the Commute Smart Catalog will launch next week.

Mr. Branch asked if Ms. Molin had looked at Moore Square Middle School that is in close proximity to Exploris Middle School. Ms. Molin indicated Exploris Middle School contacted Mr. Eatman noting they do not have school buses. She further noted it is difficult to get to Moore Square and she is working on that currently. Mr. Branch advised Ms. Molin he has contacts at Moore Square Middle. Mr. Branch indicated Google is going to map out all trails and greenways and questioned if there is a way with the bike route map to use that information to be sure we have all maps current and updated as well. Mr. Kennon stated the equipment used by Google will be available to the City in the coming months.

Mr. Pecoraro asked how success is measured for this program with Ms. Molin pointing out she has a report measuring success. Mr. Eatman explained all of these activities have to tie back to the 7-year TDM strategy through TJCOG which makes sure Raleigh stays within air quality standards and they have to be quantifiable.

The report was received as information.

PUBLIC COMMENTS – RECEIVED

Derek Hopkins indicated he was speaking on behalf of people from the South Wilmington Street Center to get Sunday service for Route 21. He indicated new Walnut Terrace will be opening soon and many people from there would also use this service. There are many senior citizens and disabled in the area who feel they are not part of the community on Sundays. He presented 4 pages of signatures in favor of his request.

Mr. Eatman indicated currently Route 21 is not slated for improvement in the FY 2016 budget and would have to bring this from another resource or reallocate existing resources for this purpose.

Chairman Seitz referred this item to the Route Committee.

WAKE COUNTY TRANSIT INVESTMENT STRATEGY – UPDATE RECEIVED

Mr. Eatman explained this is at the end of Phase 1 and beginning of Phase 2 of the Wake County Transit Strategy. The Transit Advisory Committee met yesterday. He noted a core design retreat will be held at different times to review 4 options that will ultimately be unveiled to the public and must be sure it meshes with information provided by the advisory committee.

Mr. Branch indicated the committee was presented with 10 options and narrowed those down to 4 options. A full analysis will be done of these 4 options. The public will then be asked for input on those 4 options. He indicated busses are included in all 4 options and how much funding that will be available is depending upon which plan is selected.

Mr. Horne reported the meeting yesterday narrowed down the options that will go to the public in May. The Advisory Committee decided not to put light rail option and were left with bus rapid transit and rail rapid transit. He stated there will be a public meeting on May 11. Ms. Rezeli questioned what percentage of the 70 member committee are transit users. Mr. Branch responded this was asked in the very beginning noting there are transit users in the group and there is one full time user. Others ride the bus but that is not their primary mode of transportation.

The report was received as information.

VOTER IDENTIFICATION VERIFICATION ACT (VIVA) – INFORMATION RECEIVED

Mr. Eatman indicated members received a memo in their packets from NCDOT regarding the Voter Identification Verification Act requiring voters to provide photo identification prior to voting beginning January 1, 2016. The NC State Board of Elections is required by law to work with public agencies, private partners and nonprofits to identify voters without photo identification appropriate for voting and to assist those voters in securing the photo identification appropriate for voting. They are further seeking to develop a program where mobility-challenged voters who lack ID can obtain free or reduced-cost transportation to obtain acceptable photo identification. Mr. Eatman indicated the primary concern is how to get reimbursed for this service noting if we provide that service it was not included in the budget. Ms. Scarpetti indicated 218,000 people in North Carolina do not have an ID from DMV and they could have other kinds of IDs. Mr. Eatman stated he wanted the authority to be aware of this noting our participation will be providing a day pass and do a charge back for that pass. The biggest impact will probably be through Wake County Human Services who would serve unincorporated areas. Mr. Eatman did not think this will have a huge impact on us but wanted the authority to be aware of this legislation.

The report was received as information.

COMMITTEE REPORTS

MARKETING COMMITTEE – REPORT RECEIVED

Balloon Fest:

Ms. Thurman reported the Marketing Committee discussed this item at their April 2, 2015 meeting noting information relating to Transit Partner, the group putting this event on with WRAL, was included in the agenda packet. The event will be held on Memorial Day weekend.

Ann Franklin explained this event will bring a national competition to Raleigh that will be an annual event bringing balloonists from all over the country. The competition will take place at Bunn Plantation in Zebulon. In the evening Spring Forest Road Park and Zebulon will have tethered rides available. Go Raleigh has been requested to be a partner by shuttling people from Triangle Towne Center to the park. Ms. Franklin stated she was grateful for the endorsement from the Marketing Committee.

Mr. Eatman indicated Go Raleigh's in kind contribution is expected to be at but not exceed \$3,000. It is expected to cost between \$2,500 and \$3,000, depending on the number of busses and hours. He felt this will be a great opportunity to present Go Raleigh's new brand.

Mr. Thurman moved approval of the partnership as outlined. Her motion was seconded by Mr. Branch, unanimously passed. Chairman Seitz ruled the motion adopted.

Information Items:

Regional Branding Update:

Ms. Thurman reported authority members attending the unveiling of the new brand and noted Mr. Eatman is working with Kelly Wright to get everything changed. Mr. Eatman indicated it is great to have reached that milestone and it is now full speed ahead with painting the busses, etc. Fifteen units can be wrapped immediately. Old vehicles will not be painted. Mr. McClellan reported two busses per month will be painted. Discussion followed relating to placement of graphics and how that relates to future marketing opportunities.

Advertising Revenue Update:

A summary of advertising revenue was provided in the agenda backup.

Valor Games:

Ms. Thurman referred to Valor ads involving service members who are competing. Mr. Eatman explained this involves service members with disabilities who are competing with venues in Raleigh, Durham and Chapel Hill. All Triangle transit providers are providing a few vehicles for this program. This will be done through the paratransit program with 2 vehicles dedicated available over a 2-3 day period.

Ms. Thurman reported the next Marketing Committee meeting will be held on May 7 at noon.

ROUTE COMMITTEE – REPORT RECEIVED

Bus Stop Placement Review/Removal – Route 8:

Members received in their agenda packets maps of Route 8 broken into 5 segments. Red dots indicated stops that would be removed due to lack of use. Mr. Magsanoc noted there was an issue regarding removal of the stops at Williamson Drive shown in Segment 2 due to a school and the fact he had witnessed a lot of people getting off there. He reported the Committee recommends approving the removal but this stop will be looked at further. Mr. Branch suggested not removing the 2 stops at Williamson since there is a school in the area.

Following discussion, Chairman Seitz moved that the 2 stops at Williamson Drive not be removed but other stops as shown be removed. His motion was seconded by Mr. Horne, unanimously passed. Chairman Seitz ruled the motion adopted.

Route 8 Six Forks – Route Change:

Members received in their agenda packets a map outlining the current route and the proposed new route. The new route was reviewed in detail.

Ms. Rezeli moved approval of the route change as outlined. Her motion was seconded by Ms. McCullers, unanimously passed. Chairman Seitz ruled the motion adopted.

Route 15L – Service Change:

Members received in their agenda packets proposed routing for Route 15L, on and off numbers for all stops on the route, 15L Trawick ridership before/after extension to New Hope Commons and ridership by hour. This change will save 7 hours that can be put toward S. Saunders. Mr. Rezeli noted this was a change that was originally proposed but had not been implemented. Mr. Eatman explained the change was not implemented as we were waiting for the facility to be built at New Hope and Millbrook Roads. The facility is now built and felt we can go ahead and follow the original plan. He reviewed any signage changes as a result of the change noting a vinyl overlay is used in these cases. He indicated there will be a 45 minute loop rather than 1 hour.

Mr. Horne moved approval of the change as outlined. His motion was seconded by Ms. McCullers, unanimously passed. Chairman Seitz ruled the motion adopted.

July 4th Service:

Mr. Magsanoc indicated this was discussed in the Marketing Committee previously. He noted David Walker stated staff will be looking at Park & Ride like what was done at First Night.

Information Items:

Route 19 – Apollo Heights – Staff Recommendation:

Members received a map, photos and ridership statistics for this proposed change in their agenda packets. Mr. Eatman explained staff will be working to communicate our intentions to the concerned citizens and the City Council representative for Apollo Heights route in order to assure that all bases are touched. Staff will bring back to the Route Committee at their May meeting a recommendation and we are committed to communicating this to the community.

Mr. Branch noted it is important that those affected be notified.

CAT On-Time Performance:

Mr. Eatman indicated members received in their agenda packets Performance Statistics.

54L and 25L Staff Route Review:

Members received in their agenda packet a map of this route. Mr. Eatman indicated staff will be looking at opportunities to align the existing 54L which is not performing at a policy standard currently with 25L which has segments that are not very productive. He noted this is in the early stages of developing alternatives.

STAFF REPORTS – RECEIVED

Members received in their agenda packets the following staff reports:

1. Statement of Income (February 2015)
2. Variance Analysis (February 2015)
3. Go PASS Ridership Summary (February 2015)
4. Go PASS Ridership by Agency (February 2015)
5. Accessible Raleigh Transportation Summary (February 2015)
6. Operating Statistics (February 2015)
7. Route Statistics (February 2015)
8. Ridership Percentage by Time Period (February 2015)
9. Evaluation by Route (February 2015)

In response to a question from Mr. Pecoraro relating to operating statistics, Regional Express 5 Day Pass and a 158% increase in passengers, Mr. Eatman explained this may be attributed to the alignment of how the structure was revamped. He indicated staff could make a report at the next Finance Committee meeting or to the full authority. Ms. Rezeli indicated this related to elimination of the 7 day pass to the 5 day pass.

Mr. Eatman indicated Aaron Hair, Facilities Planner, will be moving to Construction Management. This position will be filled as soon as possible.

Mr. Eatman indicated Kelly Wright is the new Marketing Coordinator who has a wealth of experience in this field. She comes to us as a Regional Navy Marketing Coordinator.

ADJOURNMENT

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

Respectfully submitted,

Brenda Hunt

