

RALEIGH TRANSIT AUTHORITY
FEBRUARY 11, 2016
MINUTES

The Raleigh Transit Authority met on February 11, 2016 at 3:30 p.m in the Council Chamber, Raleigh Municipal Building, 222 W. Hargett Street, with the following present:

Jason Horne, presiding
Yvonne Bailey
Ray Magsanoc
Sherita McCullers
Tony Pecoraro
Craig Ralph
Debra Rezeli
Michael Stevenson
Jane Thurman

Staff present: David Eatman, Mike Kennon, Jim Cromer

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

AGENDA – APPROVED AS AMENDED

Chairman Horne reported there would be add on items relating to the shelter working group and RLine advertising. There was also a bus available for members to view new interior designing. Mr. Eatman noted pricing was not available at this point but the fabric may be cheaper than the existing fabric used. The next 11 busses will be going up for build in the next 6-7 months and a decision on the fabric needs to be made by then. It was agreed that members would view the bus following Public Comments.

Without objection, the agenda was approved as amended.

CHAIRMAN’S REPORT – RECEIVED

Chairman Horne reported Jane Thurman agreed to serve as vice chair of the Authority.

Chairman Horne presented Mike Kennon with a plaque honoring his dedicated service. He noted Mr. Kennon would be retiring at the end of February. He thanked Mr. Kennon for all the

work he had put in for the Authority. Mr. Kennon stated it had been a pleasure working with the Authority.

MINUTES – JANUARY 14, 2016 – APPROVED

Members received the January 14, 2016 minutes prior to the meeting. Ms. Thurman moved approval of the minutes as presented. Her motion was seconded by Ms. McCullers, unanimously passed. Chairman Horne ruled the motion adopted.

ACTION ITEMS

BUS SHELTER WORKING GROUP – ESTABLISHED AS A COMMITTEE

Mr. Eatman reported Mr. Stevenson gathered a group together with the thought there are still greater opportunities to improve the design and features of bus shelters. Mr. Stevenson reported the group met the previous week for the 2nd time. The 4 goals of this group including expanding GoRaleigh branding to the shelters and bus stops, elevating the experiences of riders, improving the image of GoRaleigh system wide and increasing ridership. Mr. Stevenson reported there are 20 bus stops with shelters in design and then will be the time to implement new standards. There are 25 additional sites eligible for shelters which are not at the design point. He suggested moving forward with 2 design competitions for branding existing shelters and design of a new shelter. He suggested having an ideas competition for shelters open to the design community. There would be finalists chosen and then go forward designing and building a prototype. He suggested having 3 prototypes with a jury choosing between those 3. He requested action from the Authority to move forward with this concept. Chairman Horne indicated he liked the proposal. Mr. Ralph suggested adding one more goal to partner with private businesses. It was agreed to add this to the goals. Mr. Stevenson stated one benefit is these shelters could be built by a local entity.

Mr. Ralph moved keeping this group as a committee and support of the initiative. His motion was seconded by Ms. Rezeli, unanimously passed. Chairperson Horne ruled the motion adopted.

RLINE ADVERTISING – APPROVED

Mr. Eatman explained a request was received from the Chamber of Commerce to place advertisements on the RLine. They will be hosting the first and second round of NCAA Tournament on March 17-19 at PNC Arena. In order to provide visibility Downtown, they would like to provide ads on the inside of RLine. They understand this has not been allowed previously. The ad would be placed in one vehicle. Staff called the vendor to see if the ad is the vinyl that can be overlaid and removed without damage and Mr. Eatman reported that can be

done and did not think impossible logistically. The Chamber of Commerce is willing to cover the cost of installation and removal and staff sent them an email with detailed costs for 3 sign options. Costs quoted to them is \$325 for the Queen ad, \$450 for the King ad and \$605 for the Kong ad. The regular rates would be added. Mr. Eatman noted this is new ground and came to staff's attention a short time ago and the Chamber was advised this would be presented to the Authority for consideration. Mr. Horne questioned how soon an answer would be needed with Mr. Eatman noting they would need to go to production quickly and would like to run the ad 1 week prior to March 17 through March 19. Production would need to take place in early March and felt the Authority would need to decide at this meeting or let a committee decide and respond to the Chamber. Ms. Rezeli indicated the Marketing Committee could get together following this meeting. Chairman Horne stated he liked the idea but we have to be careful about setting a precedent.

Ms. Rezeli moved that the Marketing Committee be empowered to make the final decision on this request some time in the next week. Her motion was seconded by Ms. Thurman, unanimously passed. Chairman Horne ruled the motion adopted.

INFORMATION ITEMS

WAKE TRANSIT PLAN – UPDATE RECEIVED

Tim Gardiner, Wake County, was present to provide the 4th update on the Wake Transit Plan noting this will be a big deal for the Transit Authority and wanted members aware of what is taking place with the plan. The Plan is now in the final plan mode. He reviewed current and projected Wake County population, employment and student numbers. He explained the Transit Plan development process in detail. He outlined the four major improvements in detail including stronger regional connections, connections to all communities, frequent reliable bus service in urban areas and enhanced access to transit. Local revenues were outlined including the ½ cent sales tax, new \$7 county vehicle registration tax, 5% existing vehicle rental tax and fare box revenue. Federal and state assumed funding sources were reviewed. The Recommended Plan cost through 2027 is \$2.3 billion. Mr. Gardiner explained what is expected to happen noting the sales tax would be put in place and immediately start getting things in order to apply for federal grants. He spoke to the desire to be sure the choice the voters have on the November ballot is a true choice.

Mr. Pecoraro asked if there is a contingency plan if the federal government does not provide any funding with Mr. Gardiner responding yes, there are a number of different ways to accomplish the goals. Mr. Ralph asked what “all day” service refers to with Mr. Gardiner responding they are looking at 19-20 hour days with some service starting at 4:30 a.m. and some service would only operate at peak times. Mr. Ralph questioned the proposed fares with Mr. Gardiner stating

they are not getting into that yet. They are counting on a certain percentage amount. Mr. Pecoraro indicated discussion took place in the Finance Committee that doors on the busses would have to be placed on both sides due to locations of stations. Mr. Gardiner indicated they would have to decide if they want to have the same busses or something different and this feature would require review. Mr. Stevenson questioned the percentage of state funding with Mr. Gardiner stating 10% - 25% is expected from the state.

The update was received as information.

RECOGNITION PRESENTATION– COREY BRANCH

Chairman Horne recognized Corey Branch noting he served on the Transit Authority from November 2011 – November 2015. He indicated Mr. Branch was recently elected to the Raleigh City Council. Mr. Branch was provided with a plaque expressing the Authority's appreciation for his work on the authority. Mr. Branch thanked the Authority and indicated he will serve as Council Liaison to the Authority and looked forward to working with the members. He asked members to feel free to advise him of anything he could do to help in the future.

ART PASSENGER SURVEY – REPORT RECEIVED

Shannon Cox, with Planning Communities, was introduced. Mr. Eatman indicated the Authority had received information on the fixed route survey and demographic information at the retreat and a final report from that has not been received as yet. As part of the process, we value the opinion of our paratransit riders noting this involves between 1200-1300 trips per day and a similar survey was conducted with these passengers.

Ms. Cox reviewed the goals of this survey including gauging customer satisfaction, understanding of perceptions of services, understanding the needs and characteristics and establishing a baseline for future surveys. Ms. Cox reviewed in detail the ART survey methods, number of those surveyed, questions asked, responses received, client preferences, suggestions made, etc. (copy of report to be provided to members) Lengthy discussion took place relating to the forms of transportation provided and the services provided by each. Mr. Eatman indicated a great number of riders are pleased with services provided but there are certain elements that can be better. In response to questioning, Mr. Eatman indicated the fare for paratransit service is \$2.50 and fixed route is \$1.25.

Mr. Eatman thanked Ms. Cox for this report and indicated it will help us as we move forward.

GORALEIGH STATION RENOVATION – UPDATE RECEIVED

Gil Johnson, Project Manager, provided an update of the status of the GoRaleigh Station renovation project. He reviewed what has occurred up to this point in the process. He reported this past Tuesday the contract was fully executed and was delivered to the contractor with notice to proceed. An outreach event was held at Moore Square where 500 flyers were distributed advertising the information meeting to be held to provide information to the affected property owners in the area. The information provided at that meeting was very well received and many attended the meeting. Construction is to begin on February 15 and discussions are underway to look at making up some time. The formal groundbreaking will be held on February 19 at the station at 10:00 a.m.. A presentation will be made to the Central CAC on March 7 to advise them of the bus zone changes and timing. Bus zones will be moved to Martin Street on March 14. Mr. Eatman noted the flyer provided shows the new bus zones and the dates given will be moved some to get construction underway. All information is included on the website.

Mr. Johnson noted an information line has been established to answer citizen's questions at (919)996-6154.

The update was received as information.

RECESS TAKEN TO ALLOW MEMBERS TO VIEW BUS INTERIOR

Mr. Eatman stated if it is determined the pricing for the new fabric is reasonable and we are going through pre-bid process now, this could be included on the next 11 busses. If more specific information is needed by the authority, the item could be referred to the Finance Committee.

Following discussion, Ms. Thurman moved approval of the design and moving forward with the new fabric for the next 11 busses and beyond that if it is cost effective. Her motion was seconded by Ms. Rezeli, unanimously passed. Chairman Horne ruled the motion adopted.

COMMITTEE REPORTS

FINANCE & POLICY COMMITTEE – REPORT RECEIVED

Mr. Pecoraro reported the Finance & Policy Committee met on February 3, 2016 and took the following action:

Transit Contract Services:

This item relates to a three year contract negotiated with GoTriangle for the continued operation of contracted express transit bus routes owned by GoTriangle that terminate in areas outside the City's GoRaleigh service area. The routes will generate revenue for the City of Raleigh/GoRaleigh at an estimated \$2,145,000 annually and \$6,435,000 over the life of the contract. Mr. Pecoraro noted this was submitted to the committee after going to the Council, which is a problem. In an effort to try to get back on track, staff agreed to send the committee material by email as soon as it is available giving the committee the opportunity to respond with concerns or can call a special meeting. Mr. Eatman indicated, except for rare situations, staff should be able to meet this schedule.

Mr. Ralph moved approval to sending this to the Council for approval. His motion was seconded by Ms. Bailey, unanimously passed. Chairman Horne ruled the motion adopted.

MARKETING COMMITTEE – REPORT RECEIVED

Ms. Rezeli reported the Marketing Committee met on February 4, 2016 and took the following action:

GoRaleigh Access – New ART Branding:

Members received in their agenda packet the new logo for GoRaleigh Access. Ms. Rezeli moved approval of the new branding that would be applied to vans and to printed materials.

Mr. Eatman felt this adds enhanced value in relating paratransit service with fixed route service. Mr. Ralph seconded the motion. Mr. Stevens stated this would be applied to vans and other city vehicles owned by the City serving the customers and questioned if there could be small decals placed on other vehicles. Mr. Eatman responded this would not be possible since they are not owned by the City and this would involve 200 taxis within the pool that are also swapped out.

A vote on the motion was taken and unanimously passed. Chairman Horne ruled the motion adopted.

Ms. Rezeli commended staff for what they are doing to get information out about the new renovation project and noted it was great to see staff in action.

The next committee meeting will be on March 3, 2016.

ROUTE COMMITTEE – REPORT RECEIVED

Mr. Ralph reported the Route Committee met on February 3, 2016 and took the following action:

Route 15L Stop Consolidation:

Mr. Ralph reviewed the changes segment by segment as included in the agenda packets. He reported the committee recommended approval of the changes as outlined.

Ms. Rezeli moved approval of the stop consolidations as shown in the attachment. Her motion was seconded by Mr. Ralph, unanimously passed. Chairman Horne ruled the motion adopted. It was noted on time performance has improved due to consolidations of stops.

Mr. Ralph advised the next meeting of the committee will be March 1, 2016.

STAFF REPORTS – RECEIVED

Members received in their agenda packets the following staff reports:

1. Statement of Income (December 2015)
2. Variance Analysis (December 2015)
3. Go PASS Ridership Summary (December 2015)
4. Go PASS Ridership by Agency (December 2015)
5. Accessible Raleigh Transportation Summary (December 2015)
6. Operating Statistics (December 2015)
7. Route Statistics (December 2015)
8. Ridership Percentage by Time Period (December 2015)
9. Evaluation by Route (December 2015)
10. Advertising Update (December 2015)
11. On time Performance Report (January, 2016)

CONCLUDING REMARKS – RECEIVED

Mr. Ralph stated it had been a pleasure to work with Mr. Kennon.

Ms. Thurman wished Mr. Kennon good luck in his future endeavors.

ADJOURNMENT

There being no further business, the meeting adjourned at 5:15 p.m.

Respectfully submitted,

Brenda Hunt

