

**WINSTON-SALEM TRANSIT AUTHORITY  
BOARD OF DIRECTORS**

**MINUTES**

**THURSDAY, May 29, 2014**

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**LOCATION: Clark Campbell Transportation Conference Room  
100 W. Fifth Street, Winston-Salem, NC**

**PRESENT:**

**BOARD MEMBERS**

**Robert Garcia, Chairman  
Keith King, Vice Chairman  
Ruth Carter  
Nora Streed  
Dr. Trae Cotton  
Pridgen Amos**

**WSTA STAFF**

**Art Barnes, General Manager  
John Ashford  
Tina Carson-Wilkins  
Tikiha Alston  
Lorna Ford**

**ABSENT**

**Dr. Jack Fleer**

**OTHERS**

**Bobby Fitzjohn - City of Winston-Salem Finance Department  
Kaori Fujisawa – City Transit Planner**

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**Meeting Opened: 4:00 pm**

**Approval of the Minutes**

Chairman, Robert Garcia welcomed all those in attendance and asked Board members to review minutes from the March 27<sup>th</sup> meeting.



**On a motion by Keith King, and seconded by Nora Streed, with the correction of the spelling of her name, the Board approved the minutes by common consent.**

Two resolutions were discussed:

**Resolution #1 – Authorizing the Purchase of Three Paratransit Vehicles**

Revised resolution was provided indicating purchase amounts. Bids were received on Friday, May 23rd. The cost is less than the last purchase. The estimated delivery is three to four months. Mr. Barnes is asking the Board to authorize him to facilitate the purchase. The vehicles are gas operated. An air quality grant that will acquire the purchase of hybrid electric paratransit vehicles has been scheduled for next year.

Mr. Garcia asked for questions regarding this resolution.

**On a motion by Nora Streed and seconded by Keith King; the resolution was passed.**

### **Resolution #2 - Adopting an Advertising Policy**

The second resolution adopting an advertising policy of the Winston-Salem Transit Authority was introduced by Mr. Garcia.

Mr. Barnes stated that the city attorney reviewed the policy which brought about the revised policy. This originated from one of the goals of the strategic plan was the increased advertisement revenue. One thing was that we have early investigated the possibility of providing exterior advertisement on the shelters. That is not going to work out due to conflict with city manager and certain ordinances which could be an issue. The second thing is that we don't currently have an advertising policy and we want to take advantage of the opportunity to put political advertisement on our buses. Our advertisement representatives have told us that there is quite a bit of money in political advertisements as the races are in progress. The attorney has advised us that once this policy goes into effect, we will not be able to reverse it.

Mr. Garcia states that this policy is being introduced to the board as whether we would want to participate on that end of the political advertisement. Questions were raised by the board members about requirements, specifications, pros, cons, placement, content and types of political advertisement and maybe some testimonials from other cities.

**On a motion by Nora Streed and seconded by Keith King; the resolution will be tabled for more due diligence.**

More questions were raised by the board.

Mr. Garcia requested making a motion to have an impromptu meeting as soon as we get (1) answers to the questions raised in this meeting; and (2) to make sure the city attorney will be able to attend and we will have an unscheduled meeting of the board to approve this resolution.

**On a motion by Keith King and seconded by Ruth Carter; the Board approved this motion by common consent.**

## **Public Comments**

Mr. Bobby R. Wilson stated that May is Preservation Month and requested that the trolley be available for Historic tours in Winston-Salem preferably on Sunday.

Mr. Garcia thanked Mr. Wilson for his comments and called for any additional public comments.

## **Transit Riders Advisory Committee (TRAC)**

TRAC had their first meeting where five members attended. Mr. Barnes introduced Tina Taylor, who was elected President of TRAC, and thanked her for volunteering her time. They meet every third Tuesday and we will be working with them. They have a preliminary agenda and have requested some data from us. We will be getting some input from her with respect to new routes and the strategic plan.

Mr. Garcia welcomed her to attend our Board meetings and invited her to comment on her first TRAC meeting.

## **Information Items**

County Commissioner, Mr. Linville, will not be able to attend this meeting. One of the tasks in the strategic plan is to get the County Commissioner's input on HB 140A which will give us an indication as to where we are and where we need to go with regards to that issue. County Commissioner may attend our July meeting. The mayor will be here at our July meeting. One of the other tasks was to get the mayor's input on our strategic plans.

## **Simon Resources on I-40 Closures**

Pat Ivey, NCDOT, conducted a presentation showing two visualization options of bridge/ramp changes, and road closures for bridge/pavement repair or replacement on to and off Business 40. This project will last approximately two-years. These changes can be a positive for WSTA by working with PART and providing potential Park n Riders throughout the city and show the general public a quality service we may be able to retain a portion of it and enhance our reputation.

## **Transportation Advisory Committee (TAC)**

Nora Streed is the representative and we need an alternate to attend/represent the Board when Ms. Streed is not available. There are only 10 meetings a year at City Hall in the upstairs public meeting room. Mr. Garcia asks for a volunteer. Paperwork needs to be completed for the alternate. Mr. Garcia has volunteered.

### **Recommendation for Fare Increase**

Resolution was sent to City Manager to increase bus fares from \$1.00 to \$1.25. Response is attached. A strategic plan was adopted recommending new sources of revenue, including an increase in bus fares. Last increase was approved in FY 1999 (\$0.85 to \$1.00). The proposed FY 14-15 budget does not include an increase in bus fares. City staff will present information about bus fares later this year when the final recommendations from the comprehensive operations analysis are presented.

### **JARC Application (Job Access Reverse Commute)**

Application was submitted in May 2014. There were some funds that some transit systems did not apply for because there was a match that was required so there were extra funds remaining. The state relayed this information to us. A decision was made as to how the funds would be allocated among the transit systems that applied. We received \$130k to be added to the next FY. Once approved, it will be absorbed to our 5307 funding allocation and we will be able to use these funds in about two months.

### **Strategic Plan**

To be discussed at next meeting.

### **Operations Report**

To be discussed at next meeting.

### **Financial Report**

To be discussed at next meeting.

### **Marketing Report**

To be discussed at next meeting.

**The meeting adjourned at 5:17 p.m.**

**The April meeting was cancelled.**

**Next Meeting Date: June 26 2014 @ 4:00 pm**

Transcribed by: Lorna Ford  
July 23, 2014