

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

MINUTES

THURSDAY, March 27, 2014

**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
Dr. Jack Fleer
Nora Street
Dr. Trae Cotton**

WSTA STAFF

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

ABSENT

Pridgen Amos

OTHERS

**Claire Stone ---NC Division of Services for the Blind/CATS
Kaori Fujisawa----City of Winston-Salem Transportation Project Planner
Wendy Miller – City of Winston-Salem Transportation Principal Planner
Bobby Fitzjohn – City of Winston-Salem Finance Department
Stephen Hawyrluk – Budget Office Analyst**

Meeting Opened: 4:01 pm

Approval of the Minutes

Chairman, Robert Garcia greeted all in attendance, welcomed Ms. Ruth Carter back and asked the Board members to review the minutes from the March meeting. There are no resolutions today, all information items. Mr. Garcia requested a motion for approval of minutes for the March 27, 2014 meeting.

On a motion by Dr. Jack Fleeer, and seconded by Dr. Trae Cotton, the Board approved the minutes by common consent.

Public Comments

None.

Information Items

Public Information Committee Meeting

There will be a meeting with the public on Wednesday, April 2, 2014 at 5:30pm in the Training Room at the Transportation Center. The public has been invited to give their comments on WSTA Fixed routes and Trans-Aid services. Transportation arrangements will be made for those needing it to attend the meeting, which will present a challenge for WSTA due to the meeting being held during our peak service time. This is the second public meeting we've had in order to know how the public views WSTA service, express their problems and/or positive comments. The Board members are welcome to attend.

Naming of the Training Center

Art Barnes would like the Board to consider naming the Training Center after Dan Beerman, former Chairman of the WSTA Board, who served for over twenty years. The staff has discussed hanging his picture and a plaque. We would invite him to our next meeting. Dan is not aware of this action.

On a motion by Dr. Jack Fleeer, and seconded by Dr. Trae Cotton, the Board approved by common consent.

Public Works Committee Meeting

At Public Works Committee meeting on February 11th, Kaori Fujisawa presented the new route configurations and Tina Carson-Wilkins presented the Nextbus passenger information system. Arrangements are being made to meet with the members of the committee (individually) in regards to the new route configurations and to be a part of the rollout of Nextbus. There was a press conference [thanks to Mr. King for attending] where the City Marketing Department showed a short video on how to use the Nextbus system that we will be showing on our new website [video is shown]. Instructional events at the transportation center will be presented to the public, also broadcasts will be on television, radio and in the newspaper.

Fare Increase Projections Presentation

Stephen Hawyrluk, Budget Office, showed a PowerPoint presentation on how a potential \$0.25 vs. \$0.50 rate increase and/or \$0.25 transfer fee will affect the budget and ridership over the next five years (last rate increase was 1998). Goal is to evaluate the effect of fare increases on WSTA's budget as part of providing a stable funding source as part of the strategic plan. The reason for this is to make or not make a recommendation to the City Council regarding fare increases for WSTA and this will be open for discussion. City Council has the final say on this increase.

Dr. Jack Fleeer recommended and Nora Streed seconded that the Council increase the single fare from \$1.00 to \$1.25; Mr. Garcia added that the general fare increase, except for the transfers, would be \$0.25. **On a motion by Art Barnes, and seconded by Dr. Cotton, the Board approved by common consent.** Art Barnes will send a written resolution to everyone for approval.

Winston-Salem Transit Authority Capital Improvements

Wendy Miller (WSDOT) explains capital improvements funds attachment showing Fiscal Years 2014-2016, funding type, proposed cost and Federal funds for bus purchases. They are awaiting paperwork from NCDOT for projected purchases. Mr. Barnes explains when and how STP-DA and CMAQ funds will be used. Also, WSTA has received the 5307 monies (Federal allocation that comes direct to WSTA) for bus purchases.

Mr. Barnes answers questions regarding funds and costs for types of buses (gasoline hybrid for TransAid, diesel hybrid for Fixed Routes) to be purchased.

Center for Community Safety

Non-profit organization created by WSSU. Mr. Barnes met with Mr. Alvin Atkinson in regards to how our organizations can complement each other and use each other's resources to improve our respective services. Currently, nutrition is being promoted by First Lady Michelle Obama and funds may be available to get people to access places (i.e., grocery stores, markets) where nutrition is available. Mr. Barnes has invited the Center to become involved with the TRAC initiative by bringing people from the community as a focus group to review the content of operations, analysis and new routes.

Downtown Trolley Service

WSTA is working with INMAR located downtown at 7th & Vine with respect to providing lunchtime service for them by modifying our trolley route to go by there and give their employees access to downtown businesses. Tina Carson-Wilkins will conduct an orientation at INMAR to discuss this service.

Transportation Alliance for Piedmont (TAP)

We received notification of our allocation from Federal Transportation Agency (FTA) for 5307 funds, in the amount of \$4,091,249, and 5310 funds in the amount, \$337,462. For our purposes, we are concerned with the 5307 funds. The Planning Department deals with the 5310 funds that are dedicated to a private, non-profit operation that provides services for the disabled. Transportation Advisory Committee (TAC) Action Request is attached indicating action requested and summary of information. Application to NCDOT for funds has been received before June 30 deadline in order for us to use the funds this year.

Strategic Plan

May is the one year anniversary for the Strategic Plan. Mr. Barnes will provide information for discussion on this strategic plan at our next meeting.

Operations Report

Art Barnes gave a brief overview of the attached operating report for February 2014. Trans-Aid ridership is up due to need and the good service we provide.

Finance Report

Art Barnes gave a brief overview of the attached finance report for Period 8 FY 2013-2014.

Marketing Report

Tina Carson-Wilkins gave a brief overview of the Marketing Report for February/March 2014.

With no other items for discussion, the meeting was adjourned 5:30 pm.

Next Meeting Date: April 24, 2014 (4:00 pm)

Transcribed by Lorna Ford, Administrative Assistant
May 9, 2014