



WINSTON-SALEM TRANSIT AUTHORITY BOARD OF DIRECTORS MEETING

Clark Campbell Transportation Center Training Room
100 W. Fifth Street, Winston-Salem, NC 27101

MINUTES

THURSDAY; August 29, 2019

PRESENT:

Board Members

Robert Garcia, Chairman
Keith King, Vice-Chairman
Jack Fleer
Willie Clark Jr.

Public

Carolyn Warren

WSTA Staff

Donna Woodson, General Manager
John M. Ashford, Asst. General Manger
Robin Kirby, Finance Manager
Tina Carson-Wilkins, PR & Marketing
Tikiha Alston, ADA Coordinator &
Customer Service Manger
Verylen, Crawford, Director of Operations
Teika Holloway, Administrative Assistant

City Staff

Toneq´ McCullough, Director of Transportation
Carol Patrick, DOT Planner
Steve Hawryluk, Deputy Budget & Evaluation Director

Meeting Opened: 4:02 pm

Chairman Robert Garcia welcomed everyone to the August 29, 2019 WSTA Board Meeting.

He shared Board Member Mrs. Jeanette Lawson-Jackson is feeling under the weather and she will not be in attendance. He went on to wish her a speedy recovery.

Safety Message

Safety Message—Mr. Verylen Crawford: *Safety is everyone’s responsibility; Let’s stay focused!*

Public Comment (was given towards the end of the meeting)

Ms. Carolyn Warren introduced herself towards the end of the Board Meeting. She stated she is a bus rider and she came to ensure everyone was aware that September 20-27 there will be a global climate strike across the country and in different parts of the world. This will be a great opportunity to advertise public transportation by asking that people come ride and invest their money in Winston-Salem Transit to help make it better.

Ms. Warren also said there are a lot of people that feel anxious about climate change and want to do something and they want to put energy into it; however, it is overwhelming, so they don't know where to start.

There is a big perception in a couple of groups she belongs to that people do not want to ride the bus for various reasons (e.g. it doesn't come quick enough, it is not convenient, and it's not safe to wait at the stop with the kids). She stated this is a generality; she takes her child on bus trips.

Chairman Garcia asked that Ms. Warren give her contact information to Ms. Tina Carson-Wilkins and thanked her for her comment.

Dr. Fleer said, along with Ms. Warren's comment, he thinks the promotional material for WSTA should emphasize the value of public transit in the climate change issue. He said for the last two-weeks he has been in a number of major cities in the US and he is always reminded of the green buses here in Winston-Salem that emphasize we are sensitive to climate change. He went on to say there are a number of cities that are not doing this part of the process (using hybrid buses). Dr. Fleer said green is important. Climate change is here; it impacts us on a daily basis. If nothing is done about it will get worse.

Chairman Garcia said it almost has to be a conglomerate of people to get on board with public transportation because in this community people are car orientated as opposed to people in more urban areas that utilize different forms of mass and public transportation to get to work.

Chairman Garcia informed Ms. Warren of the space allocated for public comment. He told her she could call the office ahead of time and request to be heard. The allotted time is 2 minutes per person.

Approval of the July 25, 2019 Winston-Salem Transit Authority (WSTA) Board Meeting Minutes

Chairman Garcia gave the members of the Board a moment to review the minutes from the July 25, 2019 WSTA Board Meeting.

Dr. Jack Fleer made a motion to approve the July 25, 2019 WSTA Board Meeting Minutes. His motion was followed with a move to second made by Vice-Chairman Keith King. The July 25, 2019 WSTA Board Meeting Minutes were approved.



Resolution Approving a Purchase Order to Schneider Electric Buildings Americas, Inc. for Contracting Services

The Winston-Salem Transit Authority requests the approval to award a purchase order to Schneider Electric Buildings Americas, Inc. WSTA and The City of Winston-Salem’s Property and Facility Maintenance Department recommends that the City contracts with Schneider Electric Buildings Americas, Inc. to install an access controls system at the three Winston-Salem Transit Authority Facilities.

The vendor will install its AccessXpert system as an extension of the same currently installed city wide in buildings with access control via card readers, key pads, or badges. The systems are performing well and Schneider’s maintenance of them meets expectations.

This recommendation is based upon the provisions of N.C.G.S. 143-129(e)(6). Under these provisions the bid requirements do not apply when performance or price competition are not available; when a needed product is available from only one source of supply; or, when standardization or compatibility is the overriding consideration.

Dr. Fleeer moved to approve this resolution. Vice-Chairman King made the second move. The Board approved, unanimously, a Purchase Order to Schneider Electric Buildings Americas, Inc. for Contracting Services.

Resolution to Authorizing the General Manager of WSTA to Remove Surplus Vehicles from the Active Fleet

A resolution of this nature is done at least once a year. When vehicles in the fleet have exceeded their useful life in accordance with Federal Transit Administration guidelines. The following vehicles have been designated as surplus and can be released to the City of Winston-Salem for disposal (auction).

UNIT NUMBER	VIN #	MAKE	MODEL	YEAR	GROSS WEIGHT	SEATS	MILEAGE
3041	1GB9G5AG3A1105773	CHEV/ARBOC	EXPRESS 4500	2010	14,200	20	364,990
3042	1GB9G5AG0A1106590	CHEV/ARBOC	EXPRESS 4500	2010	14,200	20	386,138
3043	1GB9G5AG5A1105631	CHEV/ARBOC	EXPRESS 4500	2010	14,200	20	342,945
3044	1GB9G5AG1A1105643	CHEV/ARBOC	EXPRESS 4500	2010	14,200	20	352,079
3045	1GB9G5AG8A1107387	CHEV/ARBOC	EXPRESS 4500	2010	14,200	20	382,056
3046	1GB9G5AG4A1105782	CHEV/ARBOC	EXPRESS 4500	2010	14,200	20	372,107
3047	1GB9G5AG7A1107901	CHEV/ARBOC	EXPRESS 4500	2010	14,200	20	368,212
3048	1GB9G5AG2A1107899	CHEV/ARBOC	EXPRESS 4500	2010	14,200	20	317,572
3049	1GBPG5AG8A1107910	CHEV/ARBOC	EXPRESS 4500	2010	14,200	20	311,740
3050	1GB9G5AGXA1108377	CHEV/ARBOC	EXPRESS 4500	2010	14,200	20	343,798

Vice-Chairman King made a motion to Authorize the General Manager of WSTA to Remove Surplus Vehicles from the Active Fleet. His move was followed by Dr. Fleeer. The resolution was passed unanimously by the WSTA Board.

Old Business:

N/A

New Business:

Recommendations for additional Board Members-This item was left on the agenda intentionally from the last Board Meeting. It will remain on the agenda until the need to replace Board Members is satisfied. Ms. Woodson stated if anyone has any recommendations, please advise her so that she can pass their contact information on to the Mayor and his committee.

Chairman Garcia encouraged Board Members to keep their ears open for suggestions and/or ideas you may hear in the community. Public Transportation is an issue and concern these days; and, with that being said new minds and opinions are needed. This is the reason why it is so important to fill the vacancies on the WSTA Board. There are 3 vacant positions. Chairman Garcia said these positions need to be filled not only for the sake of having a full Board; but, to have an impact on things to come that the Board will be faced with.

Dr. Fler said he thinks Board would benefit from one or more transit riders; however, he doesn't know how to go about recruiting them. He said he knows Ms. Streed was on the Board for a number of years and feels she added a lot of substance to the discussions during the meetings. She even took the bus to attend the meetings. Dr. Fler then asked if there was a way to identify such individuals.

Ms. Woodson stated, one that comes to mind is the TRAC and TAAC committee which is comprised of transit riders. She said the topic could be brought up at next month's meeting to see if any of those individuals are interested in serving on the Board as well.

Chairman Garcia reminded everyone that someone in the business field would be beneficial as well due to issues coming up with business involvement as it pertains to public transportation. He also stated someone from the medical or clinical field would be beneficial.

Dr. Fler said an issue that some people may face—that are not retired—is the time the Board Meeting is held. Someone that is employed would more than likely have an issue attending a 4 p.m. meeting. Both Chairman Garcia and Ms. Woodson agreed.

Chairman Garcia suggested WSTA reach out to individuals or organizations at WSSU or Forsyth Tech as he recalled what a good Board Member Dr. Trae Cotton was.

Bus Stop Jobs Public Meeting (added to the agenda)-Ms. Woodson formally thanked Chairman Garcia for attending the Bus Stop Jobs Public Meeting the night before at Forsyth Tech held 6-8 pm. She said Mr. Garcia was asked to attend and represent WSTA. Ms. Woodson said that Mr. Garcia accepted and represented WSTA in such a manner she was greatly pleased to be in the audience listening to him. She wanted to thank him on behalf of WSTA.

Chairman Garcia said he did defer one question. He saw Ms. Woodson in the audience and she was either telling him to steal third or she would like to answer the question (lots of laughter 😊). He thanked Ms. Woodson for attending and stated; in addition to her attending, Councilman Dan Besse was representing the City Council and P.A.R.T.

To give an overview, Chairman Garcia stated a study was done by Forsyth Tech to see how they could better serve their student population and how the transit system can or cannot assist them in doing so. Chairman Garcia said he had prepared ahead of time for the event. He informed the Board that whenever the topic of poverty (a huge concern in our community) comes up, a big part of the discussion is transportation and now education is being linked to transportation as well. Chairman Garcia said he reminded everyone last night about the oncoming of what is called, in the clinical world, ‘the silver tsunami’ which is the onset of more elderly people than in the past that will affect things like Trans-Aid. There are a lot of silos that are connected to Winston-Salem Transit Authority. Having everyone understand the complexities of it all is a challenge. He stated it is very easy to point out things without knowing what is entailed. Therefore, Chairman Garcia stated, he tried very hard last night to speak about what is entailed in regards to transit. He feels this gave people a different perspective, it lends itself to more conversation, and Forsyth Tech was invited to initiate a meeting with WSTA.

Circling back to the topic of recruiting board members, Dr. Fler said he wonders if it would be worthwhile to take a look at institutions such as Forsyth Tech, Wake Forest Baptist Health, and other institutions that have a significant number of riders that would presumably have a vested interest of the wellbeing of the transit system. He then asked if WSTA has any idea of concentration of riders with particular employers where people frequent ride in high numbers. Ms. Woodson said she believes there were surveys done. Mrs. Tina Carson-Wilkins further explained by stating WSTA worked side by side with P.A.R.T, when the mitigation routes were being determined, at Wake Forest Baptist Medical Center, Novant Health, and at several other locations to identify their employees who might benefit from public transportation. They found the number one employer in Winston-Salem; Forsyth County is Wake Forest Baptist Medical Center. With that being said, their HR Department has worked very closely with P.A.R.T and WSTA to keep information before their employees about their public transportation options. A survey hasn’t been done in two years; however, there has been talk of putting one together to reach out to riders and find out what their interest are as far as public transportation is concerned. Dr. Fler said, and possibly find someone that would be suitable for a Board recommendation.

Chairman Garcia suggests a group of three or more get together and schedule a meeting to meet with Forsyth Tech, Wake Forest Baptist, Novant Health, and the likes to let them know WSTA is looking for Board Members and perhaps find some people to fill the vacant seats.

Information Items: (No Board Action Needed):

- ***Fixed Route and Trans-Aid Operations Reports: May 2019 and June 2019***-Ms. Woodson told the Board they will notice, in the Year-to-Date field, some spaces are

marked 'N/A'. She explained that the person that use to prepare the reports is no longer with WSTA and the method used to derive this data could not be identified. WSTA is currently interviewing for this position and once someone is hired, the format of the report will be examined.

Chairman Garcia stated chargeable complaints are trending down compared to what they use to be. He then referred to missed trips (Trans-Aid report) and asked Ms. Woodson what she would like the missed trips to be. Ms. Woodson replied she would, of course, like to see it as zero. However, unfortunately if WSTA finds themselves outside the pickup window and the passenger finds an alternate form of transportation, it qualifies as a missed trip. Chairman Garcia asked for clarification by asking if a missed trip can be caused by the rider or WSTA. Ms. Woodson confirmed a missed trip always falls on WSTA. Chairman Garcia then gave an example of Trans-Aid coming to pick him up and he is not there. Ms. Woodson clarified this would be a no show; not a missed trip.

- **Maintenance Report: May 2019 and June 2019**-Chairman Garcia asked Mr. John Ashford if the reason maintenance hours are up is due to the older buses being used in the fleet. Mr. Ashford responded by saying, maintenance hours includes the hours of everyone working in Maintenance. The maintenance hours reported in July 2018 is incorrect. The mechanic hours reported in July 2018 is higher than the total hours reported for the entire Maintenance Department. This is not possible. To determine how many hours are spent repairing vehicles the mechanic hours are pulled from the total of Maintenance Department hours. Therefore, the comparison of the total Maintenance hours for July of 2019 and 2018 is not a true comparison. As Dr. Flee pointed out, if you look at the Mechanic Hours field for the two years, you will find there is no significant change.

Ms. Woodson said when data is reported, it must be reported accurately. For this reason, WSTA is changing some of the format for reporting. In all actuality, the issue can be researched and reported back to the Board what the findings are. However, this data has been reported since July 2019; as a side note, she does not recommend changing it now. But the issue can certainly be researched to find the true total. Ms. Woodson stated she was not aware this was occurring.

- **Finance Report Update: May 2019 and June 2019**-Ms Woodson said nothing stands out significantly regarding the expenses. They are inline with what the budget anticipated. This is the first reporting period in the 2020 budget. Everything, pretty much, is inline with what WSTA's expectations as far as the revenues and expenses are concerned.

Vice-Chairman King asked where he could find the facilities cleaning budget on the Finance Report. Ms. Woodson stated the facilities are cleaned by employees of the City and would not be a category on the Finance Report. This falls under Transit Operating Expenses in the Operations category. Chairman Garcia asked that the Preventive Maintenance category under Transit Operating Revenues be explained.

Ms. Woodson said, this is money coming in or being provided for the purpose of offsetting the Preventive Maintenance Expenses for vehicles.

- **Marketing Report: May 2019 and June 2019**-Mrs. Carson-Wilkins distributed a handout in regards to the launching of WSTA's new and improved website. She stated Fiber Digital Marketing was used to advertise the new website on social media. There were four platforms including WSTA's Facebook and Twitter pages. Estimated Impressions is the goal for views. Estimated Clicks is the goal for how many clicks the ad gets when it pops up. The Reach Goal (the percentage of people who receive the ad and click), for this particular campaign, is listed for each Media Platform as is the Frequency Goal number. Once the analytics are determined at the end of this campaign, the results will show how many people did do what was requested. The responses received for the new website have been pretty good. There has only been one negative response. The campaign ends September 30, 2019.

Mrs. Carson-Wilkins shared Mr. Philip Horne, Mr. Maurice Jackson and she will join the Arts Commission to be a part of the focus on repairing the Memory Wall as well as the bus shelter are project. She said she does not know which shelters. The first meeting is tomorrow and she will give an update to the Board at the next meeting. |

The meeting adjourned at 4:52 p.m.

Transcribed by: Teika Holloway
September, 2019