

WINSTON-SALEM TRANSIT AUTHORITY BOARD OF DIRECTORS MEETING

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

MINUTES

THURSDAY; October 25, 2018

PRESENT:

Board Members

Robert Garcia, Chairman
Keith King, Vice-Chairman
Jack Fleer
Willie Clark Jr.
Jeanette Lawson-Jackson
Regina, Streed

WSTA Staff

Donna Woodson, General Manager
Art Barnes, General Manager
John M. Ashford, Asst. General Manger
Robin Kirby, Finance Manager
Tina Carson-Wilkins, PR & Marketing
Tikiha Alston, ADA Coordinator &
Customer Service Manger
Teika Holloway, Administration Assistant

Others

Toneq' McClough, DOT Transportation
Director
Brenda King, DOT Finance Manager
Steve Hawryluk, Deputy Budget & Evaluation Director
Phillip Summers, Transportation Coalition
Mike Dewitt
Roger Henderson

Meeting Opened: 4:00 pm

Chairman Robert Garcia welcomed everyone to the October 25, 2018 Board Meeting. He gave a special welcome to Ms. Donna Woodson, the new General Manager upon Mr. Art Barnes' retirement.

Public Comment (2-minute limit)

Mike Dewitt-Mr. Dewitt introduced himself and he distributed a handout to the members of the Board. He is an Applied Statistician and said working with the Transportation Coalition provided him the opportunity to do some analysis on the Winston Salem Transit Authority's (WSTA) bus system. His handout consists of: background information, the method used to perform his analysis, A table

detailing travel from each Ward on weekdays, His conclusions, and recommendations. Mr. Dewitt touched on each of these very briefly when he spoke.

Phillip Summers-Stated he was unsure whether he explained the Health Connector very well when he originally presented it to the Board. With that being said, he distributed a handout that gives details about the Health Connector and the idea behind it. The handout identifies health assets along Routes 87 and 107. The proposal is to see if ridership can be increased on these routes provided the fare is eliminated. He went on to say he had the opportunity to speak with Wake Forest Baptist Hospital (WFBH) and both, their patients and employees, will be affected by the closing of Business 40. Mr. Summers pitched the idea to WFBH to come up with \$300,000 to cover the fare box for the Health Connector. To date, there has been no word on WFBH being willing to do this.

Roger Henderson-Mr. Henderson stated he met Mr. Summers a month ago and shares Mr. Summers' interest. He saw Mr. Summers' film while attending a statewide conference and was moved—because of people like Brittney (the transit passenger in the video)—to start a statewide organization for citizens to have better transit experiences.

Mr. Henderson has 40 years of experience in transportation consulting. He volunteered his services to Mr. Summers to assist with his research regarding Mr. Summers' numbers, strategies, argument, proposal, and things of that nature. Mr. Henderson is asking WSTA to embrace the health coalition that Mr. Summers has formed and provide staff input.

Resolution Approving the Minutes for the September 27, 2018 Board Meeting

A moment was given to look over the minutes from the September 27, 2018 Board Meeting.

Dr. Jack Fleer made a move to approve the minutes followed by a motion made by Ms. Regina Streed. The minutes were passed unanimously.

Resolution Approving the Purchase of Driver Control Units

The purchase of Driver Control Units is necessary to conform to data capacity upgrades by telecommunications companies. Cubic Driver Control Units are exclusively compatible with the Nextbus Real Time Passenger Information System.

Dr. Fleer made a motion to move to Authorize the Purchase of Driver Control Units. His move was seconded by Ms. Streed. The Resolution Approving the purchase of Driver Control Units was approved.

Resolution Authorizing the General Manager to Submit a Grant Application

Mr. Barnes explained that WSTA is applying for a state match on a vehicle procurement.

WSTA is scheduled to get 5 paratransit replacement vehicles next year. The state match will provide 7.5% of the cost. The Federal match is 85% and the local match is 7.25%. The application will be submitted in November of 2018.

Ms. Streed made a motion to allow the General Manager to submit a Grant Application. His move was seconded by Mrs. Jeanette Lawson-Jackson. The Resolution Approving the General Manager to Submit a Grant Application was approved.

Information Items

Business 40 Project-Mr. Barnes informed that WSTA and Piedmont Authority for Regional Transportation (PART) will start running standard service and one park and ride lot—located at the Walmart on Peters Creek Pkwy.—on October 29.

The process of expanding the park and ride will continue as vehicles are added to the fleet. Mr. Barnes met with airport officials regarding a park and ride location on Liberty Street. They are amenable to having a park and ride lot at their location. Mr. Barnes is conversating with an additional Walmart about establishing a park and ride lot at their location.

A video was produced to promote the park and ride service by the Transit Authorities and placed on WSTA's website as well as social media sites. This video was shown to the Board members.

Ms. Regina Streed-Before moving on to the next information item, Chairman Garcia acknowledged Ms. Streed's letter of resignation as a Board Member. He, along with all the other Board members, thanked her for her services and expressed how much they enjoyed working with her.

Ms. Streed was presented with a memento for her service to the Board along with an assortment of WSTA memorabilia.

Mr. Art Barnes-Chairman Garcia spoke of Mr. Barnes' professionalism; and, how Mr. Barnes often tells him how much he appreciates his staff. He said that Mr. Barnes stated his staff make his job a lot easier. Chairman Garcia said that he saw firsthand, while accompanying Mr. Barnes on a business trip, how Mr. Barnes is well regarded and looked up to in the Transit business.

Chairman Garcia expressed his pleasure working with Mr. Barnes both as a Board member and Chairman. He stated that Mr. Barnes would be missed and wished him well.

Financial Report-Mr. Barnes briefly went over the WSTA's Financial Report. He went over adjustments that he made and what affect they had to the bottom line.

Operations Report-While complaints are up for the September 2018 compared to September 2017, chargeable complaints are down for **Fixed Route**.

On time performance for **Trans-Aid** is 90% compared to 87% this time last year. As with Fixed Route, Trans-Aid complaints are up; however, chargeable complaints are down. An additional report giving the types of funding sources and number trips for September 2018 was included in the meeting packet.

There were no significant changes reflected in the **Maintenance Report**.

Please refer to the Operations Reports included in the Meeting packet for further details.

Marketing Report-Ms. Tina Carson-Wilkins went over The Marketing report for the months of September and October.

There were no participants in the Try Transit Program for this reporting period. The news releases and stories were centered around the closing of Business 40, as were advertising and segment marketing projects.

Please refer to the Marketing handout included in the meeting packet for further details.

|
The meeting adjourned at 5:06 p.m.

Transcribed by: Teika Holloway
November 14, 2018

Mr. Phillip Summers showed the video he produced regarding transportation in Winston-Salem after the meeting was adjourned.