



WINSTON-SALEM TRANSIT AUTHORITY BOARD OF DIRECTORS MEETING

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

MINUTES

THURSDAY; January 30, 2020

PRESENT:

Board Members

Keith King, Vice-Chairman
Jack Fleer
Willie Clark Jr.
Jeanette Lawson-Jackson

Public

None

WSTA Staff

Donna Woodson, General Manager
John M. Ashford, Asst. General Manger
Robin Kirby, Finance Manager
Tina Carson-Wilkins, PR & Marketing
Jackie Settle, Mobility Management Supervisor
Verylen, Crawford, Director of Operations
Carol Patrick, Operation’s Data Analyst
Teika Holloway, Administrative Assistant

City Staff

Toneq’ McCullough, Director of Transportation
Kelly Bennett, Project Planner

Meeting Opened: 4:05 pm

In the absence of Chairman Robert Garcia, Vice-Chairman Keith King called the January 30, 2020 WSTA Board meeting to order.

Safety Message

Ms. Donna Woodson read the safety message aloud.

Safety Message—Don’t Be Safety Blinded; Be Safety Minded! (Jackie Settle)

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

None

Approval of the October 24, 2019 Winston-Salem Transit Authority (WSTA) Board Meeting Minutes

Vice-Chairman King asked if there were any questions or corrections regarding the minutes. There were no questions; however, Mrs. Jeannette Lawson-Jackson mentioned there was one minor thing and she had already spoke to Ms. Teika Holloway about it. At the very end of the minutes is says they were transcribed in September. It needs to be changed to October.

Dr. Jack Fler moved to adopt the October 24, 2019 WSTA Board Meeting Minutes. Ms. Lawson-Jackson seconded his move. The October 24, 2019 WSTA Board Meeting minutes were approved.

Resolution Approving Purchase Order for New Trans-Aid Buses

Ms. Woodson stated WSTA is asking the Board to authorized a Purchase Order for New Trans-Aid vehicles. Authorization was originally requested in 2015 and was given at that time. This is the last purchase to be made on this particular Purchase Order.

Vice-Chairman King asked how many vehicles will be purchased? The Resolution states nine Trans-Aid vehicles will be purchased in addition to one service vehicle.

Dr Fler moved to adopt and Ms. Lawson-Jackson followed. The Resolution Approving the Purchase Order for New Trans-Aid Buses was approved unanimously.

Resolution Authorizing the City Manager to Approve a Change Order for Additional Construction Services on the 2018 Bond Resurfacing Contract

Ms. Woodson stated this is a resurfacing bond that was adopted and approved in 2018. WSTA is asking the Board to approve the Mayor and the City Council of Winston-Salem authorize the City Manager and the City Secretary to enter into a \$832,300.85 change order agreement with APAC-Atlantic, Inc., Thompson-Arthur Division, Inc., to complete additional work they began for the City.

Vice-Chairman King asked if this had anything to do with badge access for elevator service. Ms. Woodson replied it does not; this is for resurfacing. Dr. Fler asked if this was for resurfacing public streets and if so, why did it come before the WSTA Board. Ms. Woodson confirmed it is. Ms. McCollough corrected Ms. Woodson and clarified stating part of the Resolution pertains to the paving of WSTA's parking lots and the Board only needs to approve this portion of the resolution. Ms. Woodson confirmed and thanked Ms. McCollough for explaining. The total amount the WSTA board is being asked to approve is **\$268,223.70**.

With that being said, Dr Fler moved to adopt the Resolution Authorizing the City Manager to Approve a Change Order for Additional Construction Services on the 2018 Bond Resurfacing Contract. Ms. Lawson-Jackson followed with a second move. The Resolution was passed unanimously.



Before moving on to the next resolution, Vice-Chairman King asked who was in charge of abandoned cars at the Transportation Center (TC). Ms. Woodson responded by saying the City of Winston-Salem is over that parking lot. She went on to say that WSTA can't have a vehicle towed or removed from the lot. WSTA alerts the City and they have a process that they follow. The City will ticket the vehicle then wait 30 days and then ticket the vehicle again. Ms. Woodson shared a vehicle was recently removed about two weeks ago from the lot that had been there since May 2019. She advised that previously, another vehicle was towed from the TC lot and this vehicle had been there since she came to WSTA last year. She reiterated there is a process that involves making an attempt to locate the owner. If unsuccessful, the City will continue to ticket several more times before have the vehicle removed.

Vice-Chairman King said he was curious because he often notices vehicles that are there for long periods of time with flat tires, busted windows, and, etc.

Resolution Approving a One-Year Continuing Service Agreement with Cubic/NextBus

Ms. Woodson explained that NextBus is WSTA's real-time passenger technology that is installed vehicles, that allows passenger alerts through text, message boards, etc. that advise passengers locate their bus.

In 2018, WSTA entered into an agreement with Nextbus/Cubic for a one-year agreement with up to (5) one-year extension years through (2023). Currently WSTA is looking into further options. WSTA is asking the Board to approve a one-year continuing service agreement with Cubic/NextBus while WSTA continues to search for further options due to current concerns with Nextbus/Cubic. The agreement would be for October 2019 and go through October 2020. The total costs for this one-year agreement will not exceed the \$63,000.

Dr. Fler asked Ms. Woodson to elaborate on WSTA's dissatisfaction. She explained the signs in the bay area of the TC will go out intermittently at any given time and hardly ever work. Some internal things have been identified that doesn't allow the riders to see the bus popup on the device they are using. NextBus promised to deliver solutions with a platform upgrade that was scheduled to go live January 1; unfortunately, it did not. WSTA has since been in contact with NextBus and they are working on somethings with staff. There has been some improvement; but, it is not where it needs to be. For this reason, WSTA is asking for a 1-year agreement rather than extending the contract out throughout the term. If NextBus doesn't comply, WSTA will be able to go out and bid for better services.

Dr. Fler asked if WSTA would be able to bid this coming year if need be. Ms. Woodson responded yes.

Dr. Fler moved to approve the Resolution Authorizing the Contract to Continue Services with Cubic/NextBus. Ms. Mr. Willie Clark Jr. seconded his move. The resolution was passed.

Old Business:

WSTA Survey of City of Winston-Salem/Forsyth Citizens/Passengers-Ms. Woodson said this was added as a reminder from the last meeting when options were discussed to survey the citizens of Winston-Salem and the passengers. The survey process would help staff to identify specific issues with the existing service and request the citizens and passengers would like to see in WSTA overall system. The survey is at the request of the City Manager's Office. At the last meeting, the WSTA Board discussed doing a survey opposed to a townhall type of meeting.

Ms. Woodson stated she relayed this information to the City Manager's Office and they are working on developing a survey so that the surveying process can be implemented as soon as possible. Once the survey has been developed, Ms. Woodson will provide it to the members of the Board for review and inform them of the survey period.

Vice-Chairman King asked for clarification on what the survey will be used for. Ms. Woodson said it will be used to improve transit services provided. The survey will target current riders as well as potential riders. The citizens of Winston-Salem will be asked about their concerns and what they would like to see happen regarding public transportation. The survey will be inclusive of several different ideas, concerns, and different things they would like to see put into place in the future.

New Board Members' Update (not on the agenda)-Ms. Woodson gave a brief update on how things are going with the search for new Board Members. She stated she reached out to the Mayor's Office to find out the status of the potential candidates. Mrs. Linda Jackson-Barnes—assistant to Mayor Allen Joiner— informed they are still pending. The potential candidates have not been taken to the City Council. Mrs. Barnes said she will let Ms. Woodson know once everything is finalized.

Dr. Fleer asked if the Mayor's Office is still looking for suggestions. Ms. Woodson stated, according to Mrs. Barnes they already have potential candidates; however, they are going through the process of interviewing and selecting.

New Business:

Art Council Presentation of Shelter Art Project (Kelly Bennett, Project Planner)-Ms. Woodson introduced Mr. Kelly Bennett, Project Planner for the Planning and Development Services Department of Winston-Salem/Forsyth County, Public Art Commission. Mr. Bennett presented the Board with a presentation of "Artistic Bus Shelters" at the request of Ms. Woodson. The project for proposed art designs for new bus shelters is being funded by the Public Arts Commission. There will be a total of 12 Artistic bus shelters designed by local artists. The design will be temporary artwork meant to last one year. The artwork will be transparent as a safety precaution.

The project's tentative schedule is below.

- February: Advertise on WSTA buses and through City Marketing
- March: Artist Workshop
- March 27, 2020: Deadline for submissions
- April 30, 2020: Finalists are selected
- May 2020: Artist interviews; Final artists selected
- Summer/Fall 2020: Artwork installation

Mr. Bennett stated City-County Planning sees this as a first stage project and in the future, they would like to develop some artists to do some artistic bus shelters; however, this would be a year or two away. The artists would be paid \$1,000.00 for their design. He said they are hoping to get the Board's endorsement on this project.

Mr. Bennett shared artistic bus shelters from as far as Milwaukee and as close as Chapel Hill. The design can be done on a computer and printed on perforated vinyl, drawn on, painted, or created using other materials. One example shown used duct tape.

Vice-Chairman King asked how were the shelters selected. Mr. Bennett said Mrs. Tina Carson-Wilkins gave them a list of about 30 shelters that she felt would work. These shelters had not been vandalized in anyway and are in good condition. He went on to say the artist would first be asked if they have a shelter preference, a connection with a specific shelter (such as it is in their neighborhood, etc.).

Mr. Clark asked how does the Board show support for this project. Ms. Woodson explained that there is no vote being taken. This item was added to engage and include the Board in WSTA's newest project.

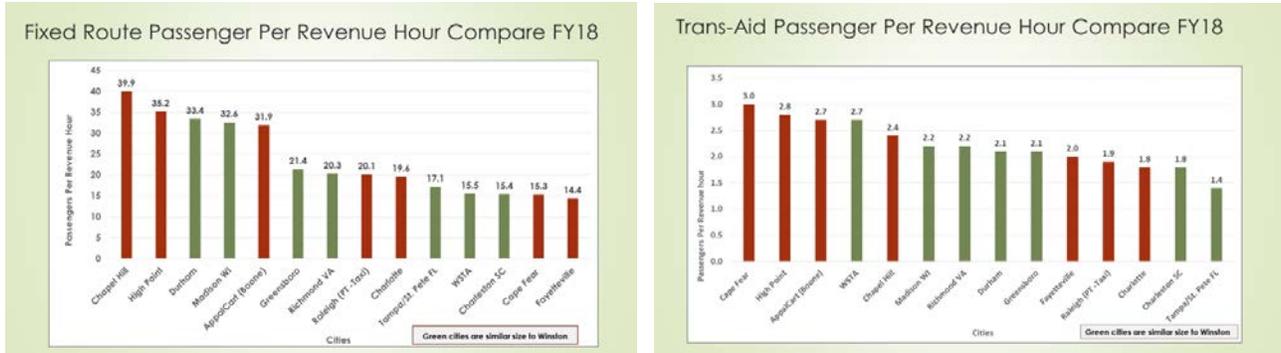
Mr. Bennett stated if the Board would like to endorse the project, he will report it back to the Public ART Commission. Vice-Chairman King spoke for the Board by telling Mr. Bennett it is safe to say he received a positive response; judging from all the positive comments around the table. The Board members shared a laugh and agreed with Vice-Chairman King.

Information Items: (No Board Action Needed):

- ***Operation's Monthly Data Presentation***-Ms. Woodson stated the Operations' Reports are inclusive to the meeting packet for review; however, there was a request at the last Board Meeting for some comparisons to be done. WSTA's Data Analyst—Ms. Carol Patrick— included this in her presentation of the Monthly Operation's Data.

Ms. Patrick compared Fixed Route Passenger per Revenue Hour for fiscal year 2018 (the most current data available) with various transit agencies. Most of the agencies are in NC; however, a few are from around the country. The cities similar to Winston-Salem in size were notated to give a better idea of how WSTA compares not only to other transit systems; but, to those similar in size as well. WSTA ranked fourth from the bottom for passengers per revenue hour. This is a little higher than what it is to date because there were no Mitigation Routes two years ago. Ms. Patrick pointed out Durham, NC and Madison, WI are both are

both the similar in size to Winston-Salem and have a higher passenger per revenue hour. She believes this is due to them both being big college and research triangle towns.



The same comparison for Passenger per Revenue Hour for fiscal year 2018 was done for Trans-Aid and Trans-Aid ranked fourth from the top. Compared to other cities similar to the size of Winston-Salem, Trans-Aid has the highest Passenger per Revenue Hour which 2.7 while Tampa/St. Pete, FL has the lowest at 1.4.

For the month of December, there were a total of nine accidents; three of which were preventable. There has been a slight downward trend since the peak in July 2019. Hopefully with the new year there will be less accidents. Going deeper into the accident data, the majority of the accidents occurred on Fixed Route. Out of the 9 accidents with three being preventable, eight of them occurred on Fixed Route with three being preventable.

There were zero accidents for the Maintenance Department the month of December 2019.

Dr. Fler stated he continues to appreciate these presentations. He feels they are very helpful and the visuals are good vs. having a blur of numbers. Ms. Patrick said she will continue to do research, analysis, and comparisons in the future; and include interesting things she finds. Dr. Fler said he was wondering if WSTA has any secured data on hourly revenue cost vs. Passenger per Revenue hour. Ms. Patrick responded that is actually in the data she has and asked if that was something the Board would like to see. Dr. Fler said personally, he would like to see it; however, WSTA would have to make the decision to share it. He went on to say he would think that if data is available for Fixed Route Passenger per Revenue Hour and WSTA is approximately at the half point compared to the cities listed on the left side, it may or may not mean WSTA's costs are greater. Ms. Woodson said Chapel Hill, for example, is a college town as Ms. Patrick stated during the presentation; and they ride fare free. For this reason, ridership will be high because they don't have to pay. These are the types of things to be taken into consideration when passenger per revenue hour is being compared. Dr. Fler asked if all the students ride for free. Ms. Woodson stated everyone rides for free in Chapel Hill. Dr. Fler asked if everyone rode for free in Durham. Ms. Woodson stated Durham does not ride for free; she believes they ride for \$1.00; but, would need to check to be sure. As far as finding out why Chapel Hill and Durham's ridership is higher, WSTA would need to find out type of system they have, how many routes, and things of that nature to see if a reason can be found for why their ridership is higher than WSTA's. Dr. Fler asked if the universities subsidized the transit system in any way. Ms. Woodson said yes. Ms. Patrick said when she was researching data, she remembers a lot of transit systems in cities surrounding

the Chapel Hill area were locally funded opposed to federally funded. This leads her to believe the transit system receives finances from universities. Ms. Woodson added the financing that the universities provide to transportation is more than likely factored in the student's tuition.

Dr. Fler said in Winston-Salem he knows both Wake Forest and Winston-Salem State Universities have very extensive bus systems. Ms. Woodson stated this takes away from WSTA ridership because it services the students' needs fare free.

Before moving to the next topic, Ms. Woodson added WSTA is taking the high volume of vehicular accidents seriously. Incentives for accident preventions is the most recent action being done to drive down accidents with safety sensitive employees. Ms. Woodson issued a 90-day challenge for the months of October, November, and December of 2019. The names of operators and other safety sensitive employees that drive company vehicles, were actively employed, and did not have a preventable accident or injury were put into a bag for a drawing. Three televisions were given away—one for each department (Fixed Route, Trans-Aid, and Maintenance). Discipline is given when accidents happen; WSTA would like to reward when they do not happen.

Dr. Fler asked if the award incentives would be monthly or periodically. Ms. Woodson said they would be periodic. She said they will not be the same every time and would not be for the same time period. There will be new ideas to mix it up and keep it interesting and welcoming.

Ms. Woodson announced Mr. Bradley Smith parted ways with WSTA as of December 31, 2019. He was the Safety Director and has moved on to pursue other career interests. A new Safety Director has been hired and is scheduled to start February 3, 2020. He will attend the February 2020 Board Meeting to be introduced to the Board.

- ***Fixed Route and Trans-Aid Operations Reports: August 2019 and September 2019***-Both of these reports were covered during the presentation of Operations Monthly Data. For ***Fixed Route Service***, wheelchair and bicycle passengers showed a decrease in ridership during the winter months. On-time performance decrease a little the month of December as well.

Trans-Aid ridership has been level. It did peak in October. Ms. Patrick said it is typical for ridership to peak the month of September or October and decrease during the holidays. Passenger trips per hour went down to 2.87 which is considered to still be high. Anything above 2 is good. Wheelchair ridership is down for the winter months. Unfortunately, on-time performance is trending down. WSTA is working on improving this.

- ***Maintenance Report: August 2019 and September 2019***-No notable changes. Keep up the good work!
- ***Finance Report Update: August 2019 and September 2019***-reviewed at the discretion of the reader with an opportunity to ask questions.
- ***Marketing Reports: August 2019 and September 2019***-The most current Marketing report was included in the meeting packet. The reports for other months not included in the meeting packet were left on table for anyone interested.

Ms. Carson-Wilkins spoke in detail about a food drive that started in Mobility Management the month of November for Thanksgiving. Upon hearing about this, Ms. Woodson made the drive company wide. Quite a bit of food was donated by the employees at the Trade Street location, as well as, at the Transportation Center (TC).

The food collected at the Trade Street location was delivered to the Dream Center which was suggested by Mr. Ray Mitchel, one of WSTA's Transit Riders Advisory Committee (TRAC) members. The food collected at the TC was distributed a little differently as decided in the original planning stage. Mrs. Erica Lowery created a calendar for each employee that had food listed for each day. Employees gathered all the food together and was responsible for finding their own agency, organization, church, or family to donate that food to.

Also highlighted in the November Marketing Report was a visit from Mr. Umar Tate— Operations Planning Manager with Transdev in Tennessee. His visit was with Ms. Lisa Sides—Fixed Route Director. Ms. Woodson arranged the visit so that Mr. Tate could share the benefits of using a run board software designed to develop run boards with built-in breaks and other benefits. This software allows WSTA Operators to have meal breaks included in their runs. Ms. Woodson spoke more about the run board process in detail. These new run boards are scheduled to go into effect in May 2020.

The January 2020 Marketing Report highlighted the Resource Fair hosted by the Clark Campbell Transportation Center and Health Screenings provided by Wake Forest Medical Students that Partnered with WSTA. WSTA's Safe Bus Replica will be on display at the NC Transportation Museum in February in honor of Black History Month. Some of WSTA's staff members are serving on various committees developed to encourage citizens of Winston-Salem and Forsyth County to complete their 2020 census forms. Everyone in Forsyth Counts!

The above, mentioned events were just a few chosen to be presented to the WSTA Board. These events and more are written in detail in the newsletters provided. Also noted in the current newsletter is WSTA's Upcoming Calendar of Events.

Ms. Woodson announced that WSTA will "Go Red" the month of February with the American Heart Association. They reached out to Ms. Woodson and Mrs. Carson-Wilkins asking for participation again this year. With that being said, anyone visiting the TC the month of February will be seeing red, red, red!

Vice-Chairman King asked was there anything else that needed to be addressed before the meeting is adjourned.

Ms. Woodson had two things to share. She started by saying she received a call from Chairman Robert Garcia stating he was okay and was sorry he missed today's meeting. His schedule was double booked and he had a meeting than ran longer than he anticipated.

Ms. Woodson said she and Chairman Garcia has spoken several times during the past few weeks and they both agree it is now time and necessary for the Board to meet on a monthly basis. This is being enforced for a couple of reasons. One being to keep the members of the Board better informed on what is going on with WSTA and also for the purpose of publicizing the Board meetings on WSTA's website. The meetings are publicized to allow the public the opportunity to attend and have voice during the public comment portion of the meetings on any concerns they may have. WSTA wants to and will be compliant to this starting here and now in 2020.

Meeting information will be sent out in advance and the meetings are held the last Thursday of every month at 4:00 pm in the Safe Bus Executive Board Room as scheduled. The only exception is if something comes up that doesn't allow a meeting to take place. If this happens everyone will be notified of the cancellation; but, it is WSTA's intent to have a monthly meeting going forward.

The meeting adjourned at 4:57 p.m.

Transcribed by: Teika Holloway
February 2020