



DON WILLIS  
DIRECTOR

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SHYCOLE SIMPSON-CARTER  
CHAIRMAN

***Goldsboro-Wayne Transportation Authority  
Governing Board Meeting Minutes  
September 30, 2021***

The Board of Directors of Goldsboro-Wayne Transportation Authority met in regular session at 10:00 a.m. on Thursday, September 30, 2021, at the City of Goldsboro Anteroom, 214 N. Center Street, Goldsboro, North Carolina.

**Members in attendance:** Shycole Simpson-Carter, Chair, Brent Heath, Vice Chair (via phone), Freeman Hardison, Jr., Steve Wiggins (via phone), and Hiawatha Jones (via phone)

**Members absent:** Berry Gray, Secretary/Treasurer and Gene Aycock

**Others in attendance:** Sandee Launch, Borden Parker, Don Willis and LaShonda Oliver

**Approval of Minutes**

Upon motion of Freeman Hardison, Jr., and seconded by Hiawatha Jones, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the minutes of the regular meeting of August 26, 2021.

**FY 2023 CTP Grant Public Hearing**

At 10:07 a.m., a public hearing was held on the FY2023 Community Transportation Program (CTP) Grant Application and Authorizing Resolutions.

Don Willis gave an overview of the FY2023 CTP application. The grant application is for administrative assistance, operating assistance and capital assistance. The administrative amount is \$267,084 with a local match of \$40,063. In addition, GWTA is applying for the Rural State Operating (RSO) assistance of \$130,000 with a local match of \$65,000 which fund the Mt Olive circulator and connector route as well as additional rural trips. There is one van and administrative service vehicle that GWTA is seeking to be replaced. The capital amount is \$122,770 with a local match of \$12,277. The total request of the grant application is \$519,854 with a local match of \$117,340. Willis stated that he will coordinate with the County for local match that will be needed for the grant. Willis asked if there was anyone from the public to come forward and provide feedback and comments on the application before the Board take any actions.

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No public comments were received.

The public hearing was closed at 10:10.

Upon motion of Steve Wiggins and seconded by Freeman Hardison, Jr., the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved to submit the FY2023 Community Transportation Program as presented by Don Willis to the Board.

**FY 2023 CTP Grant Authorizing Resolutions**

Upon motion of Freeman Hardison, Jr., and seconded by Hiawatha Jones, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the Chair and Secretary/Treasurer of the Board to execute the Authorizing Resolution and approve the documents of the FY2023 Community Transportation Program.

**GWTA Marketing Plan Presentation by QCA**

Sandee Launch gave a presentation on the 2021-2022 Marketing Plan. In October QCA designed and presented flyers and posters for National Disability Month and Employment Awareness Month. QCA continues to create flyers and posters for Driver Quarter of the month as well maintain the GWTA Website. In November and December, the routes and system maps were updated, the extended service hours for the holidays were promoted on social media and in the community. In January, QCA researched and designed the "Stay Safe!" seat cover to promote social distances to be used on the buses, vans and transfer center. QCA researched and designed options for waste packs for employee uniforms. In February, new designs were created for Driver of the Quarter and printed thousands of single ride tickets. In March, flyers were created to extend the Veterans Half-Fare Ride program, the Mount Olive Connector & Circulator brochure was updated and it was translated to Spanish and Haitian Creole. QCA posted photos of GWTA drivers transporting passengers to Covid vaccination sites. QCA and GWTA worked with the News Argus to insure that there was positive publicity for their community help effort. In April and May, survey results were developed for the urban and rural systems. In June, the Operators of the Year was promoted by flyers and in the News Argus. The workforce development was promoted for careers at GWTA. In July, QCA completed the ride count on the urban system and observe the bus stops and shelters, operator's adherence to rules and overall cleanliness to buses and transfer center.

Launch informed the Board of What's Ahead. QCA will keep building on past successes, provide all GWTA routes and work on the pickle passes to build ridership on the Mt. Olive routes. Additionally, the ridership counts and surveys will be completed and the information will be used to approve routes. QCA will improve GWTA social media presence and continue to build on the Website. The employees will be honored and work will be done to recruit a new workforce. QCA will help GWTA continue to build community partnerships and enhance services.

## **Director's Report**

### ***Financial***

The rural program is showing a loss of \$23,439.21 in August, and a loss of \$24,202.21 year to date. The urban program is showing a gain of \$5,793.93 in August, and \$0.33 year to date. The urban funds will remain about balanced throughout most of the year due to the grant reimbursement process. Fuel costs for the month have increase significantly for the urban and rural programs. In addition, the rural program paid for tax, tags, licensing and registration fees for ten (10) vehicles which were delivered after the end of the fiscal year. Rural program revenues are earned for trips performed, and demand remains down due to the pandemic.

NCDOT informed GWTA that there was a ruling allowing them to release SMAP and ROAP grants and allocations without a completed state budget. GWTA is actively working to submit application for these funds for this fiscal year. The SMAP urban operating assistance and ROAP rural operating assistance funding was restored at nearly the same level as in FY20. GWTA has already released an application for agencies to complete in seeking to use funds to purchase trips. Recommendations will be brought to the Board of Directors for approvals.

The NCDOT FY22-23 Community Transportation Program (CTP) application has been prepared for submission. This grant funds GWTA's rural Administrative expenses. In addition, the call for projects includes Capital projects and also additional Rural State Operating (RSO) funds which we have used for the Mount Olive Service and additional rural trip demands. Applications are due by October 8, 2021.

The FY21-22 FTA grant application to FTA for urban operating, preventive maintenance, and ADA service has received all required approvals. GWTA will use CARES and ARPA funds for some operations costs, and capital this year, and will continue to use FTA appropriations that have carried over from previous years for this fiscal year to cover ADA and maintenance costs. This approach reduces the need for matching funds from Goldsboro.

### ***Marketing and Public Relations***

GWTA is working to better inform the public about the opportunity for a free ride to get vaccinated. GWTA will recognize National Disability Employment Awareness Month in October by highlighting one of our disabled riders who was able to obtain an advanced degree and continued employment as a result of services provided by GWTA.

### ***Outreach and Activities***

Willis participated in County Manager's monthly meeting on September 2<sup>nd</sup>. Willis participated in virtual statewide Medicaid Transportation Round Table on September 8<sup>th</sup>. Willis participated in MPO meeting on September 9<sup>th</sup>. Willis facilitated quarterly TAB meeting on September 16<sup>th</sup>.

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Willis participated in Mayors Council on persons with disabilities on September 16<sup>th</sup>. Willis participated in a monthly Small Urban call with the NCDOT on September 21<sup>st</sup>. Willis participated in seven “virtual fly in” meetings with staff for our congressional and senate representatives during the week of September 19<sup>th</sup>.

***Training***

Operators will receive refresher training on Defensive Driving and Pedestrian Safety on September 30, 2021.

**Medicaid Broker Contract Updates**

Willis discussed contract and service issues with staff of ModivCare on September 13, 2021, and September 23, 2021. GWTA and our peers continue to receive trip requests on a very short notice, making it difficult to provide services. This is being addressed with NCHHS and the Private Health Plans, as well as, with each broker.

Meeting adjourned at 10:35 a.m.

Submitted by: LaShonda Oliver