



DON WILLIS
DIRECTOR

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FREEMAN HARDISON, JR.
CHAIRMAN

*Goldsboro-Wayne Transportation Authority
Governing Board Meeting Minutes
January 31, 2019*

The Board of Directors of Goldsboro-Wayne Transportation Authority met in regular session at 10:00 a.m. on Thursday, January 31, 2019, at the City of Goldsboro Anteroom, 214 N. Center Street, Goldsboro, North Carolina.

Members in attendance: Freeman Hardison, Jr., Chairman, Shycole Simpson-Carter, Vice Chairman, Brent Heath, John Bell, and Berry Gray.

Absence: Bob Waller, Secretary/Treasurer, and Mark Stevens.

Others in attendance: Don Willis, Borden Parker, Carl Martin, Yvonnia Moore, Lenore Peay, Antonio Williams, and LaShonda Oliver.

Approval of Minutes

Upon motion of Shycole-Simpson-Carter and seconded by Brent Heath, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the minutes of the regular meeting of November 29, 2018.

Director's Report

Financial

The rural program is showing a gain of \$1,512.58 in December and a gain of \$67,548.58 fiscal year to date. Gains are less than projected twice per year due to a third payroll period in the month. This will occur again in June. The typical rural payroll is approximately \$26,000.

The urban program is showing loss of \$978.70 in December and a loss of \$1.68 fiscal year to date. As mentioned previously, the urban funds will remain about balanced throughout most of the year due to the grant reimbursement process.

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Marketing and Promotions

Don Willis shared the Health Care Guide magazine with the Board. An ad has been placed in the magazine to emphasize to the citizens that GWTA is their healthcare connection. There is a need for transportation in the healthcare industry.

GWTA participated in the Christmas Parades in Goldsboro, Fremont, and Mount Olive. GWTA offered two-hour extended bus service during the Thanksgiving to Christmas holiday season from November 26, 2018 through December 22, 2018. GWTA wanted to provide the extra hours to give riders an opportunity for shopping during the holidays. There were 450 trips provided last year during the extended hours for the holidays; however, ridership for the four-week period was 330 this year. The campaign was aggressively promoted again, with flyers distributed throughout Goldsboro and posted at the transfer center. The campaign should be reevaluated to determine whether there is sufficient demand to justify extended hours next holiday season.

GWTA met with staff at Wayne Community College on January 18, 2019, to explore their interest in partnering on a joint marketing campaign this year. In addition, GWTA is kicking off a “Caught Doing Good” campaign to provide customers with opportunities to give positive feedback when their Operator provides them with an exceptional customer service experience. There are several additional activities planned for the remainder of the year, including rider surveys, passenger counts, and a possible rider outreach event at the transfer center.

Shelters

The City of Goldsboro has installed a new shelter at Day Circle, which is one of our highest boarding locations on the Purple route. The location required a lot of additional work, due to drainage and other issues found at the location. One new shelter remains to be installed on the Purple route, at Lincoln and Olivia. This will be the last new shelter on hand to be installed. Freeman Hardison, Jr. asked for an update on the donated shelters. Willis stated that he has followed up on the shelters. There was an initial concern that the donor may own the shelters which could create a situation where the donor would want advertisement and control of the shelters. The shelters will be completely donated to the City and the donor will not have the right to advertise. However, GWTA is willing to recognize the donor for their gift of shelters. Shycole Simpson-Carter stated that she has reached out to other cities to use the same model of contract that can be signed to protect GWTA and the City as well as make it clear that the donor does not have any entitlement to the shelters.

Mount Olive Service Update

GWTA continues to provide deviated fixed route circulator service and a connector service to Mount Olive. The ridership and service efficiency is improving somewhat. GWTA did a pickle pass promotion at Mt. Olive Pickle Company for employees in December. The plant does a large hiring in March and the pickle pass will be promoted again during that time.

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During December we provided 19 days of service for the month, providing 258 trips. The cost of services for December was \$8,086.40 with \$276.83 in fare box revenue received. The GWTA Board will need to consider whether to support the 50% matching requirement for operation of this service for an additional year. Willis stated that new brochures in creole have been printed and will be placed in areas in Mt. Olive to promote the services.

Outreach and Activities

GWTA staff facilitated the quarterly meeting of the agency Transportation Advisory Board (TAB) on December 20, 2018, fulfilling NCDOT requirements. Director participated in the NCDOT Transportation Summit in Raleigh on January 9-10, 2019. Willis informed the board that NCDOT is being restructured with the Public Transportation Division and the Bike and Pedestrian Division involved in some level of consolidation. Director participated in the Goldsboro Mayor's Council on Disabilities on January 17, 2019. Director met with staff at UNC Wayne Memorial Hospital on January 18, 2019, to discuss their interest in partnering with GWTA to address some transportation needs.

Training

Employees received training on Blood Borne Pathogens at our monthly meeting on January 24, 2019.

Other Business

Willis stated that GWTA will be participating in the Wings Over Wayne. GWTA will be assisting the disable attendees to be accessible to the event. There will be a dedicated parking lot where people that are disable will be able to park. GWTA will be providing a shuttle service for those that are disable to ride from the parking lot to the event.

Meeting adjourned at 10:20 a.m.

Submitted by: LaShonda Oliver