



DON WILLIS  
DIRECTOR

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FREEMAN HARDISON, JR.  
CHAIRMAN

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

The Board of Directors of Goldsboro-Wayne Transportation Authority met in regular session at 10:00 a.m. on Thursday, October 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, Bob Waller, Secretary/Treasurer, Brent Heath, and Berry Gray.

**Absence:** John Bell and Mark Stevens.

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

**Approval of Minutes**

Upon motion of Brent Heath and seconded by Bob Waller, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the minutes of the regular meeting of September 26, 2019.

**Director's Report**

***Financial***

The rural program is showing a loss of \$14,617.09 in September and a gain of \$60,096.45 fiscal year to date. The urban program is showing a loss of \$294.75 in September and a gain of \$.49 fiscal year to date. The urban funds will remain about balanced throughout most of the year due to the grant reimbursement process.

GWTA has completed our meetings with our auditor for FY2019. Nunn, Brashear, and Uzzell and will present our annual audit report.

Due to the state budget hold up, the FY19-20 ROAP application and the FY19-20 SMAP allocation has still not been released. GWTA is prepared to act on the necessary applications once available.

***Outstanding Performance on our Federal Transit Administration (FTA) Triennial Review***

Recipients of federal transit funding are subject to compliance expectations covering twenty (20) key areas in order to assure continued funding for transit services. Every three years the FTA conducts a triennial review process onsite as a way to determine compliance within each of these 20 expectations. GWTA participated in this detailed review process on October 8 - 9, 2019. Representatives from FTA Region IV explained that there is a preliminary report of findings which is provided shortly after the onsite visit, and a final report would then be provided by December, 2019. While the preliminary report has not been released, I was sent an email communication noting that GWTA will have no findings of deficiency for this review. FTA representatives noted there are on average 8 or 9 findings during a review and were very complimentary of the GWTA team. I believe this is the best review we have ever received, and am very proud of our team! The formal reports will be shared with the Board.

***Marketing and Public Relations Update***

Don Willis stated that he worked with QCA to update the Veteran's Ride Free promotion for 2019. Veterans will ride on the bus routes free the week of Veterans Day, November 11 - 16, 2019. This promotion will lead into the six month Veterans Ride Half Fare promotion and will end in May, 2020. There will be a press release and GWTA will actively promote this opportunity for our veterans by distributing flyers beginning the last week in October. Don Willis will present at the City Council and the Board of Commissioners meetings regarding the upcoming Veteran promotion. GWTA will also participate in the Veterans Day Parade on Monday November 11, 2019. The "We are Veterans, We Are GWTA" Video will run on government TV again this year and linked to our website.

GWTA will participate in the community Christmas Parades on Saturday, December 7, 2019. Willis asked the Board to determine whether to discontinue the holiday extended hours promotion this year. In the previous two years, GWTA extended the bus route hours for two additional hours after Thanksgiving through day before Christmas Eve. There was poor ridership for the extended hours over the last two years. The first year generated 450 trips and last year generated 330 trips. The average cost of the trips went from \$8.00 to \$11.00. Willis recommended providing extended hours for one week beginning December 16 - 23, 2019.

Upon motion of Bob Waller and seconded by Shycole Simpson-Carter, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved to extended the hours on the bus routes for December 16 - 23, 2019.

***Outreach and Activities***

Willis was asked and presented information on transportation services available to the Senior Tar Heel Legislature on Wednesday, October 2, 2019. GWTA participated in the FTA Triennial Review onsite process on October 8 - 9, 2019. At the request of our peers, GWTA hosted a regional transportation managers meeting with Lenior, Duplin, Greene and Pitt Counties on Wednesday, October 16, 2019, which focused on their concerns with Medicaid Transportation changes. Director participated in the MPO meeting on Thursday, October 17, 2019. Willis participated and supported the Goldsboro Mayors Disability Council Awards Banquet on Thursday, October 17, 2019. GWTA assisted with

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displaced residents at the Waynesborough House on October 23 – 24, 2019. The operators of the Quarter were Tim McCoy on the urban system and Ronnie McClary on the rural system.

***Training***

Operators received refresher training on Emergency Preparedness on October 29, 2019.

**GWTA Marketing Plan Presentation**

Sandee Launch gave a presentation on the marketing and outreach plan. Launch gave an overview of the GWTA's past year Successes. This included customer relations, awareness and image building community-based programs, system enhancements, public relations and advertising, and community outreach.

GWTA and QCA will continue programs such as the Veterans ride free, quarterly operator recognition, annual operator recognition, surveys of the fixed route and van services as well as agency surveys, rider counts, ongoing website updates, extended holiday hours, Mt. Olive Pickle Company, Little Library, and news updates.

During the Summer, the marketing plan included the Mount Olive Circular and Connector materials, Website updates, operator of the quarter, operator of year, ride ticket printing, and the "Doing Good" Gotcha Game. In October, marketing campaign was completed on the National Disability Employment Awareness Month which was promoted on the Website, social media, and printed flyers. In addition, the Mayor's Council Event was promoted. In November, marketing and promotion will include the Veterans Ride Free Program, Veterans Half-Fare 6-month pilot program and Veteran's parade. In December, marketing and promotion will include the Goldsboro Christmas parade, Santa drives a bus, and digital campaign.

QCA and GWTA marketing plan for FY2019-2020 includes "We Are GWTA" campaign with student and veteran rider stories, national awareness campaigns, implementing spring recruitment campaign, developing partnerships with local institutions such as Wayne Community College and UNC Hospital. Additionally, promotion will include health benefits of GWTA, Ride and Read Program, and College Orientation. QCA and GWTA will work together to complete a weatherproof large system maps at the shelters, small mounted schedules at key stops, and movie theater advertising.

**Mount Olive Service Update**

For the month of September, 152 hours of service was provided. There were 142 circulator trips and 76 connector trips performed, for a total of 218 trips. GWTA is still on track to equal the trips for last year, while reducing operating costs significantly. Cost of service (split 50/50 between grant and the Town) was \$5,280.48. GWTA received \$265 in farebox revenue from riders.

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**Other Business**

Willis informed the Board that he is continuing his work with the City on new bus shelters. The City has informed Willis that the RFP process has been completed and a vendor has been selected. They will be moving forward to procure three additional shelters.

The Medicaid transportation transformation is currently expected to begin February 1, 2020. The five health plans hired three different transportation brokers to work with coordinated systems in North Carolina. There are weekly meetings with the brokers to discuss contracts, proposed rates, and issues.

Willis shared with the Board several comments from passengers and staff from the “Caught Doing Good - Gotcha Game.”

Meeting adjourned at 10:35 a.m.

Submitted by: LaShonda Oliver