



DON WILLIS
DIRECTOR

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FREEMAN HARDISON, JR.
CHAIRMAN

*Goldsboro-Wayne Transportation Authority
Governing Board Meeting Minutes
February 28, 2019*

The Board of Directors of Goldsboro-Wayne Transportation Authority met in regular session at 10:00 a.m. on Thursday, February 28, 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, Mark Stevens, and Berry Gray.

Absence: John Bell.

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

Approval of Minutes

Upon motion of Shycole-Simpson-Carter and seconded by Berry Gray, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the minutes of the regular meeting of January 31, 2019.

Director's Report

Financial

The rural program is showing a gain of \$5,715.87 in January and a gain of \$73,121.46 fiscal year to date. The urban program is showing a loss of \$.03 in January and a loss of \$1.71 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.

The financials this year is similar to the prior year with a few exceptions. The hurricane in September has impacted the financials for this fiscal year. However, FEMA has issued a check in the amount of \$3,575 for hurricane expenses. GWTA is expected to receive an additional \$2,500 from FEMA. The SMAP program was restored this year; however, it is expected to

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be reduced by approximately \$55,000 next fiscal year which will impact the budget. Additionally, the budget for this year includes the Mt. Olive Connector and Circulator. The Board elected to use \$65,000 of GWTA funding for the match for the operating grant.

Marketing and Promotions

GWTA's "Caught Doing Good" campaign is to provide customers with opportunities to give positive feedback when their Operator provides them with an exceptional customer service experience. We have received 85 positive comment cards with one week remaining in the campaign.

GWTA is working with the Literacy Council to place a "Little Library" in the GWTA transfer center. Additionally, GWTA is working with Quest Corporation of America (our vendor) to plan a customer "Open House" at the transfer center. This is an opportunity to seek more feedback directly from riders on what is working well and how we can continuously improve.

Shelters

The City of Goldsboro installed the last new shelter at Olivia & Lincoln on the Purple route. This follows installing a new shelter at Day Circle. The City has continued to debate placement of shelters and may ask GWTA to consider the need for additional shelters at several locations.

Mount Olive Service Update

GWTA continues to provide deviated fixed route circulator service and a connector service to Mount Olive. During January, we provided 21 days of service for the month, providing 295 trips. The cost of services for January was \$8,937.60 with \$320.64 in fare box revenue received. Ridership and service efficiency is improving. The GWTA Board will need to consider whether to support the 50% matching requirement for operation of this service for an additional year.

Outreach and Activities

Don Willis participated in the NC Public Transportation Association Board meeting in Burlington on February 1, 2019. GWTA staff participated in the Senior Health Fair on February 1, 2019.

Willis informed the Board that he received a request from Mayor Chuck Allen and has spoken with Shycole Simpson-Carter regarding bus stops. There are areas in the community that are not on the bus route. GWTA has the "Dial-A-Ride (DAR)" service; however, there are many transit systems that do not offer this service. It is the fixed route and ADA services that are generally offered. GWTA has provided the additional DAR service which is a higher cost to the urban system. The demand is growing and has become hard to sustain. Willis stated that several agencies have asked for a bus stop near their location. The Mayor has asked GWTA to reach out to the MPO for planning funds to review our current fixed routes and other areas in the

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community that can be served on a fixed route. A contract for a route study could cost at least \$30,000 with a contracting consultant firm.

Training

Operators received training on Wheelchair Securement and ADA at the monthly meeting on February 28, 2019.

Meeting adjourned at 10:25 a.m.

Submitted by: LaShonda Oliver