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BRENT HEATH  
CHAIRMAN

***Goldsboro-Wayne Transportation Authority  
Governing Board Meeting Minutes  
April 25, 2017***

The Board of Directors of Goldsboro-Wayne Transportation Authority met in regular session at 10:00 a.m. on Tuesday, April 25, 2017, at the City of Goldsboro Anteroom, 214 N. Center Street, Goldsboro, North Carolina.

**Members in attendance:** Brent Heath, Chairman, Ray Mayo, Vice Chairman, Bob Waller, Secretary/Treasurer, and Freeman Hardison, Jr. (via phone).

**Members absent:** Ed Cromartie, Antonio Williams, and Shycole Simpson-Carter.

**Others in attendance:** Tim Brock, Claire Brinkley, Rebecca Cherry, Traci Missildine, Ryan Mayers, Fred Fontana, and LaShonda Oliver.

**Approval of Meeting Minutes**

Upon motion of Bob Waller and seconded by Freeman Hardison, Jr., the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the minutes of the regular meeting of April 6, 2017.

**CTSP Presentation**

Clair Brinkley gave an overview of the Community Transportation Service Plan (CTSP) milestones and financial plans. The recommendation included a deviated fixed route in Mt. Olive. The potential funding stream will be 50% federal grant and 50% from the town of Mt. Olive

The CTSP also recommended to encourage Greyhound to provide service at the GWTA Transit Center. Fred Fontana stated that he has a meeting with representatives from Greyhound to tour the transfer center.

Brinkley stated that it is recommended to modify the organizational structure and implement a succession plan. Some of the employment responsibilities may need to be outsourced to Wayne County as well as transfer payroll responsibilities and safety and loss control duties to other personnel.

The possibility of continuing the extended service hours on fixed route should be determined after conducting passenger counts during the pilot program. Bus shelters and benches location should be placed at the necessary bus stops and a policy needs to be put in place.

It is recommended to upgrade technology which will include acquiring IVR capabilities to the existing CTS software and join the Google Transit Partner Program. Additional recommendations are to enhance coordination with surrounding counties, continue education and marketing efforts, and track the urban, rural and shared expenditures.

### **Fixed Route Ridership Presentation**

Traci Missildine gave an overview of the fixed route ridership counts. The ridership count will help determine if there are any route enhancements that need to be made and the popular locations of passengers boarding the buses. Once the popular locations are determined, GWTA can assess where additional amenities are needed such as bus stops and benches. Missildine stated that industry wide there needs to be at least 10 passengers boarding at a location. There were four stops that have at least 10 passengers boarding. Two of the bus stops already have shelters, and the other two located at Wal-Mart on highway 70 and Piggly Wiggly on Walnut Street will need shelters. In order to have a shelter placed at Piggly Wiggly, GWTA will have to involve the owner because two parking spaces will be needed as well as have a concrete curving there. In addition, the ridership counts were performed during the extended hours. The Purple and Blue route have been extended through Labor Day and the Green route will not continue with the extended hours.

### **Director's Report**

#### *Financial*

The rural program is showing a profit of \$158,162.20. There were several grant disbursements received in March. The profit at the end of the fiscal year is not anticipated to be any higher. It may be lowered due to the way grants are disbursed.

The urban program has gained \$0.41. Through March, the urban program is about \$47,000 below budget. Much of the savings is in reduced fuel costs and vehicle maintenance. There may not be a need to request any additional City of Goldsboro funds through the end of the current fiscal year. Goldsboro funds used are \$225,415.54. This compares with the approved budget of \$244,386.

#### *Extended Bus Hours*

A presentation was made at the Goldsboro City Council meeting on April 17, 2017. Based upon the updated information presented at the last GWTA Board of Directors meeting, the City Council has chosen to discontinue the extended hours on the Green Route and continue the trial period on the Purple and Blue Routes through September 1, 2017.

#### *NEMT*

GWTA and Wayne County Department of Social Services are preparing the first Medicaid billing claim.

#### *Outreach*

Fontana provided information to the visually impaired group meeting at the Senior Center on April 20, 2017 and participated on Mayor's Committee for Persons with Disabilities also on April 20, 2017.

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*Training*

Training was provided for all employees on customer service on April 25, 2017. The driver of the quarter awards were announced and presented.

**Approval of Updated SSP**

Fontana stated that NCDOT performed an audit of the System Safety Program (SSP). GWTA needed to make changes in 4 areas out of 94 elements that were reviewed.

Upon motion of Ray Mayo and seconded by Bob Waller, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the updated System Safety Program (SSP).

**Approval of the GWTA Dress Code**

Fontana stated that GWTA does not have an official dress code. The dress code continues the effort to present a more professional organization.

Upon motion of Bob Waller and seconded by Freeman Hardison, Jr., the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the GWTA Dress Code.

**Approval of the IVR**

Fontana stated that the Interactive Voice Response (IVR) is a system that will call the passenger the night before and remind them of their scheduled ride. In addition, the IVR will help reduce the amount of no-shows from passengers. There is a one-time start up cost of \$8,000 and a monthly cost of \$200.

Upon motion of Ray Mayo and seconded by Bob Waller the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the Interactive Voice Response (IVR) system.

**Other Business**

Fontana informed the Board of the partnership with Seymour Johnson Air Force Base and the Wings Over Wayne air show on May 20-21, 2017 to help transport attendees to the event. Wayne County will be invoiced for the number of passengers.

Meeting adjourned at 11:00 a.m.

Submitted by: LaShonda Oliver