



DON WILLIS  
DIRECTOR

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FREEMAN HARDISON, JR.  
CHAIRMAN

***Goldsboro-Wayne Transportation Authority  
Governing Board Meeting Minutes  
May 30, 2019***

The Board of Directors of Goldsboro-Wayne Transportation Authority met in regular session at 10:00 a.m. on Thursday, May 30, 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, Mark Stevens, and Berry Gray.

**Absence:** Brent Heath and John Bell.

**Others in attendance:** Don Willis, LaShonda Oliver, Liz Suitzer, Carl Martin, and Charles Wright.

**Approval of Minutes**

Upon motion of Bob Waller and seconded by Berry Gray, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the minutes of the regular meeting of April 25, 2019.

Upon motion of Shycole Simpson-Carter and seconded by Bob Waller, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved to set a public hearing on June 20, 2019, for the FY2019-20 Rural and Urban Operating and Capital Budgets.

**Director's Report**

***Financial***

The rural program is showing a gain of \$11,233.01 in April and a gain of \$119,345.96 fiscal year to date. The urban program is showing a gain of \$215.12 in April and a loss of \$2.46 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. Don Willis informed the board that the House and Senate has not yet agreed on restoring the SMAP funds for next fiscal year which could have an effect on the budget.

The full FTA federal fiscal year 2019 apportionment was released. This will allow NCDOT to publish a "split letter" notifying FTA how the funds should be split among the urban areas with populations between 50,000 and 200,000. This should be done in time for a grant application after the June public hearing.

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***Safety Award***

GWTA received a safety award for the seventh consecutive year from the NC Department of Labor Commissioner, Cherie Berry. The award is presented to companies with worker compensation claims less than 50% of the industry average.

***Outreach and Activities***

GWTA supported the Wings Over Wayne Air Show the last weekend in April, providing shuttle service to the disabled parking lots. GWTA provided 1,360 trips this year, twice as many as in 2017. Willis presented a report on shelters at City Council meeting on May 6, 2019. GWTA participated at the Goldsboro Job Fair on May 15, 2019. Willis participated at the Mount Olive Health Fair on Saturday, May 18, 2019, and spoke with approximately 40 people about GWTA and how to use the Mount Olive bus services. Willis attended the annual state public transportation conference April 29-30, 2019 and May 1, 2019. Willis was also elected Secretary to the North Carolina Public Transportation Association Board of Directors at the conference.

***Training***

All employees will receive fire extinguisher training on May 30, 2019.

**Customer Satisfaction Survey Results Presented by QCA**

Liz Switzer gave a presentation on the 2019 fixed route customer satisfaction survey and agency surveys. The Quest Corporation of America (QCA) team members surveyed 159 fixed route passengers, and 73 rural van passengers. In addition, 11 surveys were collected via social media. The survey results are as follows:

	<b>Urban</b>	<b>Rural</b>
Passengers that feel safe on board the vehicles	98.6%	100%
Satisfied with the safety at the stops	76%	N/A
Satisfied with the cleanliness of the vehicles	77.6%	84.7%
Satisfied with the cleanliness of stops and shelters	65%	N/A
Satisfied with the cleanliness of transfer center and Restrooms	82%	N/A
Satisfied with the courteousness of operators	79.9%	90.8%
Satisfied with the helpfulness of operators	79%	90.7%
Satisfied with on-time performance	60.7%	77.3%
The overall satisfaction with GWTA	85.2%	87.9%

The passenger's comments for the rural system included shorter routes, to be mindful when calling to cancel rides, online services, pick up at the same time consistently, and to keep doing what GWTA is doing. The comments for the urban system included increase frequency of buses, more destinations, and wanting a bench at Carlie C's Stop. Willis informed the board that the owners had requested that the bench at Carlie C's be removed.

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There were 11 surveys sent to agencies and 10 responses received. The results are as follows: 99% are satisfied or very satisfied with on-time performance; 100% are happy with the scheduling and reservation; and 87% of agency that observed drivers interacting with staff were 75% very satisfied or satisfied, 12.5% with drivers' courteousness and professionalism, and 12% were neither dissatisfied nor satisfied.

Agency's comments included having half-price tickets for non-disabled students that have financial barriers. GWTA consistently works with Medicaid Transportation in delivering top-notch services to the ever-changing needs of the Wayne County citizens. GWTA does a great job supporting Wayne Opportunity Center.

GWTA will continue to build "We Are GWTA" campaign with student and veteran rider stories. There are marketing plans that are being developed with local institutions such as WCC student GWTA video contest, UNC Hospital Micro Transit, and the Little Library. In addition, GWTA has plans for promoting the health benefits of GWTA which is step counts for riders vs non-riders and healthy stops along the way initiative.

### **Marketing and Promotions**

The contract for Marketing and Public Relations expires on June 30, 2019. Willis has worked with staff at the MPO and NCDOT to develop and release an RFP for continuing these services. The RFP was released on May 20, 2019, with any addendum and responses to questions to be published on May 31, 2019. Proposals are due to GWTA on June 10, 2019; and, it is expected that MPO recommendations go forward to City Council on June 17, 2019 and to the Board of Directors on June 20, 2019.

### **Mount Olive Service Update**

GWTA extended services in Mount Olive on Saturday, May 18, 2019, to support the annual town Health Fair and to determine whether there were demands for service on a weekend day. Willis has spoken with staff at NCDOT who have agreed to provide an opportunity for an additional year of funding for the Mount Olive Connector and Circulator services. The final funding levels have not been determined; however, a reduction in service by approximately 30% is estimated at this time. It is expected that the GWTA Board would need to approve approximately \$35,000 in matching funds for the coming fiscal year, down from \$50,000 this fiscal year. Willis proposed reducing the number of days and hours for the services. The Board discussed Willis meeting with the Town of Mt. Olive to ask for their help in funding the local match to the grant to continue the service for the next fiscal year.

Meeting adjourned at 10:56 a.m.

Submitted by: LaShonda Oliver