



FRED FONTANA
DIRECTOR

BRENT HEATH
CHAIRMAN

*Goldsboro-Wayne Transportation Authority
Transportation Advisory Board Meeting Minutes
December 10, 2015*

The Transportation Advisory Board of Goldsboro-Wayne Transportation Authority met at 1:30 p.m. on Thursday, December 10, 2015, at the City of Goldsboro Anteroom, 214 N. Center Street, Goldsboro, North Carolina.

Members in attendance: Debbie Jones, Chair, Rose Wagner, Robert Dively, Luis Guzman, Paula Edwards, Tommy Burns, and Tiffany Creech.

Members absent: Don Magoon, Vice-Chair, Martha White, Secretary/Treasurer, John Chance, , Edward Cromartie, Michael Haney, Joe Scott, Barbara Aycok, William Goodman, Charles C. Ivey, and Brenda Dubose.

Others in attendance: Traci Missildine, Fred Fontana, and LaShonda Oliver.

The Transportation Advisory Board of Goldsboro-Wayne Transportation Authority unanimously approved the minutes of September 17, 2015.

Director's Report

Financial

Fred Fontana gave an overview of the financials. Through October, the urban system showed a profit of \$122.94 and the rural system showed a profit of \$52,637.53. The urban system should breakeven for this fiscal year due to the methodology for federal grant. The rural program should remain with about the same profit as year to the date

Security Cameras

The City of Goldsboro has agreed to install and maintain approximately 13 interior and exterior security cameras for the new transfer center. The quote received from the city was less than the two other firms.

New Vans

Two new 22' vans have been approved and ordered for the rural service. Delivery is anticipated in the spring. Additionally, two buses for the urban system have been ordered.

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Triennial Review

Triennial desk review materials have been submitted to FTA consultant conducting the review. Consultants will be on site in late July to conduct visit. Fontana stated he attended two days of FTA triennial review workshop in Tallahassee. The review will cover 17 compliance and regulatory areas.

Fayetteville

The GWTA Board of Directors approved to provide trips to Fayetteville. There have been requests from the county Veterans Affairs office for transportation to the VA hospital in Fayetteville. The cost to any individual requesting service would be the \$35.00 one way out of county rate. The agency rate would be \$3.10 per mile.

Sunday Service

The dialysis centers have modified their schedules around the Christmas holiday. As a result, the dialysis centers will be open on Sunday, December 27, 2016. GWTA has been requested to provide transportation to the dialysis centers that Sunday for patients with no other means of transportation.

Training

GWTA has monthly training on different topics. The drivers and staff received security training at the monthly meeting on November 19, 2016. Refresher training was also provided on substance abuse and the drug free workplace and drug and alcohol programs.

Marketing Plan

Traci Missildine gave an overview of the Executive Summary and Marketing plan. The marketing plan is the next stage for GWTA rebranding process.

Fontana stated that most of the rebranding was done on the urban side. Individuals that need to ride the city buses know about the buses and routes. The unmet demand is in the County. GWTA has to do a better job in getting the message out to Mt. Olive, Pikeville, and Fremont. There is a need for transportation in those areas and individuals are not aware that GWTA is available.

Missildine reviewed the objectives for the marketing plan. This will include building awareness of GWTA and enhancing its image in the community, increasing rural ridership, maintaining urban ridership, and improving the overall customer and employee experience. GWTA will be collecting more customer feedback through surveys, polls, comment cards, and social media.

Fontana asked the Board for help with feedback and resources on improving customer service. Debbie Jones stated that she has several DVD that GWTA can use. In addition, she provided information on her training program at DSS. There were discussions from TAB members on resources and ideas on improving customer service.

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Missildine informed the Board of the employee of the month initiative. This will include feedback from passengers and fellow employees in the initial nominee phase. Once the employees are nominated, the names will be given to the TAB to be sure that the nominees have met the requirements that have been established. Missildine ask for the TAB to help craft the program and shared several ideas.

GWTA will be offering an employee referral program. This will help with recruiting long term employees that will be good workers. The employee that refers the individual that stays with the company will receive an incentive.

TAB members volunteered to help on the group to provide ideas and feedback in planning and implementing the programs.

Meeting adjourned at 2:50 p.m.

Submitted by: LaShonda Oliver