



DON WILLIS
DIRECTOR

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FREEMAN HARDISON, JR.
CHAIRMAN

***Goldsboro-Wayne Transportation Authority
Transportation Advisory Board Meeting Minutes
March 21, 2019***

The Transportation Advisory Board of Goldsboro-Wayne Transportation Authority met at 10:30 a.m. on Thursday, March 21, 2019, at the City of Goldsboro Anteroom, 214 N. Center Street, Goldsboro, North Carolina.

Members in attendance: Paula Edwards, Chair, Keith Spivey, Vice-Chair, Amy Hartley, Secretary, Steve Wiggins, Eric Howell, and Venessia Hill.

Members absent: Tiffany Creech, Bob Dively, Charles Ivey, Barbara Aycock, Rose Wagner, Tammy Schrenker, Edward Cromartie, Chip Crumpler, Shycole Simpson-Carter, Brenda Dubose, Mel Powers, Patrick Flanagan, and Joanna Morrisette.

Others in attendance: Carolyn Woodley-Horne, Sylvia Woodley, Carl Martin, Don Willis, and LaShonda Oliver.

Approval of Minutes

Upon motion of Steve Wiggins and seconded by Keith Spivey, the Transportation Advisory Board of Goldsboro-Wayne Transportation Authority unanimously approved the minutes of December 20, 2018.

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 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.

Outside agency budgets are being prepared for both the City of Goldsboro and Wayne County. Included in both proposals are a 2% pay increase and participation in a 457K retirement plan. Proposed city request increased from \$258,000 to \$303,129 as a result of an expected \$45,000 recession in state matching funds. No urban capital items are being requested. The proposed county budget is \$26,400 which is local match for five replacement vans.

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Marketing and Promotions

GWTA's "Caught Doing Good" campaign to provide customers with opportunities to give positive feedback when their Operator provides them with an exceptional customer service experience. We have received over 100 positive comment cards for the month.

GWTA is working with the Literacy Council to place a "Little Library" in the GWTA transfer center. Amy Hartley stated that WOC would like to donate books towards the "Little Library."

GWTA is working with Quest Corporation of America 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 GWTA can continuously improve.

Shelters

The city of Goldsboro recently 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.

Spring Customer Surveys

GWTA is working with QCA to conduct the spring customer surveys during the week of April 15, 2019.

Mount Olive Service Update

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

Steve Wiggins informed the board that there is potential and a need for the Mount Olive service to continue and help provide transportation to and from Goldsboro as well as employment. There is potential that corporate contribution could help with the local match for the NCDOT operating grant next fiscal year. The TAB discussed several marketing ideas to promote the Mount Olive service such as including local agencies as the Boys and Girls Club, addressing transit stigmas, and utilizing a marketing group.

Willis informed the TAB that he will be putting releasing an RFP for a marketing firm. Willis asked for members of the TAB to participate on the marketing group to review the RFP and give feedback.

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Outreach

Willis participated in the NCDOT Transportation Summit in Raleigh on January 9-10, 2019. Willis participated in the Goldsboro Mayor's Council on Disabilities on January 17, 2019. Willis met with staff at UNC Wayne Memorial Hospital on January 18, 2019, to discuss their interest in partnering with GWTA to address some transportation needs. 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.

Training

Monthly safety training will be provided for all employees each month. January Topic was Blood Borne Pathogens. February topic is Wheel Chair Securement and ADA.

Driver of Quarter

Rick Carr was chosen as the van driver for the quarter ending December 30, 2019. Bertha Darden was chosen bus driver of the quarter. Rick has worked for GWTA for 15 years. Bertha has worked for GWTA for 3 years and 1 month.

Election of Officers

The Transportation Advisory Board of Goldsboro-Wayne Transportation Authority unanimously approved Paula Edwards as Chair.

The Transportation Advisory Board of Goldsboro-Wayne Transportation Authority unanimously approved Keith Spivey as Vice-Chair.

The Transportation Advisory Board of Goldsboro-Wayne Transportation Authority unanimously approved Amy Hartley as Secretary.

Meeting adjourned at 11:40 a.m.

Submitted by: LaShonda Oliver