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***Goldsboro-Wayne Transportation Authority  
Transportation Advisory Board Meeting Minutes  
June 15, 2017***

The Transportation Advisory Board of Goldsboro-Wayne Transportation Authority met at 10:30 a.m. on Thursday, June 15, 2017, at the City of Goldsboro Anteroom, 214 N. Center Street, Goldsboro, North Carolina.

**Members in attendance:** Paula Edwards, Vice-Chair, Joe Scott, Barbara Aycock, Keith Spivey, Don Magoon, Rose Wagner, Earl Marett, and Charles Ivey.

**Members absent:** Bob Dively, Secretary/Treasurer, Shycole Simpson-Carter, Amy Hartley, Edward Cromartie, Brenda Dubose, Craig Honeycutt, Tiffany Creech, and Luis Guzman.

**Others in attendance:** Dana Williams, Sandee Launch, Fred Fontana, Karen Tinsley, and LaShonda Oliver.

Upon motion of Joe Scott and seconded by Barbara Aycock, the Transportation Advisory Board of Goldsboro-Wayne Transportation Authority unanimously approved the minutes of December 15, 2016.

Upon motion of Barbara Aycock and seconded by Keith Spivey, the Transportation Advisory Board of Goldsboro-Wayne Transportation Authority unanimously approved the minutes of March 16, 2017.

**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.

**Customer Satisfaction Survey**

Sandee Launch gave a presentation on the 2017 customer satisfaction surveys. The results were 98% of the passengers feel safe; 76% of passengers felt safe at the bus stops; 95% say vehicles are clean, 75% cleanliness of stops and shelters; 88% cleanliness at the transfer center. When asked about the customer service of the operators, on an average, 93% felt the operators were courteous and friendly and 92% operators were helpful. The average for on-time performance was 73% and the overall satisfaction with GWTA was 90%.

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The passengers were asked how GWTA can improve their travel experience short-term and long-term. The short-term included lights and benches at bus stops, shorter rural reservation windows, and seven-day a week rural scheduling. The long-term included expanded routes, Sunday services, more frequent service, and more stops and shelters.

**Agency Survey**

Launch gave a presentation on the results of the agency survey. There were five agencies that completed the satisfaction surveys. The results are as follows: 1 neutral, 3 satisfied and 1 very satisfied with the on-time performance of the vehicles; 2 neutral, 2 satisfied and 1 very satisfied with the scheduling and reservation process; 1 not applicable and 4 very satisfied with the drivers interaction with staff and their courteousness and professionalism; 1 neutral, 2 satisfied and 2 very satisfied with drivers interaction with clients; and 1 neutral, 2 satisfied, 1 very satisfied and 1 not applicable with the way their concerns were handled. There were 3 agencies that had clients experience difficulties with the GWTA services and 2 that did not. The other comments included, online scheduling, 24-hour/7 days a week scheduling, mobile app, half hour route times for students, and to notify agency when their client schedules a ride. In addition, the agencies stated that there have been lots of improvements in recent years and drivers have a very good rapport with seniors.

Launch gave an overview of the programs from the marketing and outreach plan that were implemented during the fiscal year and will continue in the next year. This includes customer relations culture, awareness and image building of the "I AM GWTA," campaign which featured Bob Dively and Brent Collins, community based programs to target ridership, and system enhancement. In addition, expansion of social media and implementing the Google transit program. The marketing and outreach plan included the "We Are GWTA" employee relations program and marketing campaign, Veterans ride free program, extended service program, surveys, and ridership counts.

**QCA Contract Year in Review**

Quest Corporation of America (QCA) won the bid awarded by the City of Goldsboro for the three year marketing proposal beginning July 1, 2017. The QCA contract is awarded one year at a time. The first year of the three year proposal is completed and the second year contract needs to be awarded. The GWTA Board of Directors recommended that the City of Goldsboro award another year contract with QCA. The focus will be on increasing ridership on the rural and urban systems.

**Driver of Quarter**

Fred Fontana stated that each quarter a driver is selected on the rural and urban systems. The winners for each quarter are the only drivers to be eligible as the driver of the year. All the drivers have a chance to vote for the driver of the year for the rural and urban systems. The Director, Operations Manager and Assistant Operations Manager are allowed to veto the vote if they do not agree with the driver's vote. In addition, a plaque will be mounted in the transfer center recognizing the driver of the year and will have names added to it yearly. Fontana stated that he wanted to recognize drivers and thank them for a good job they do for GWTA.

**Director's Report**

*Financial*

For the first ten months of FY2016-17, the rural program is showing a profit of \$162,945.34. For the same period the urban program is showing a loss of \$0.84. The urban program will be close to zero due to the nature of how the federal and local shares are calculated.

FTA grant application and GWTA budgets for FY2017-18 are being prepared. FTA funding levels remain at \$646,250. GWTA budget should increase due to 15% increase in health insurance, funding for an Assistant Executive Director for six months, and anticipated increase in fuel costs. Rural revenue will decrease by \$70,000 due to changes in funding formulas as a result of the 2010 census. Public hearings are scheduled for June 22, 2017, for both the FTA grant and GWTA budget.

*Ridership*

Through May, ridership for the rural program totaled 52,613. This compares with 52,452 during the same period last year. This represents a 0.3% increase. Ridership on the urban program was 184,022 through May. Ridership for last year was 184,362 for a 0.2% reduction.

*Extended Bus Hours*

Extended bus hours for the Blue and Purple routes are being continued through Labor Day. Ridership on those routes has averaged about 10 passengers for each of the two routes. The ridership on the Green Route was disappointing and the extended hours were discontinued as of the original trial period of May 5, 2017.

*Safety Award*

The North Carolina Department of Labor awarded GWTA with a safety plaque for five consecutive years for outstanding safety. The plaque is on display at the transfer center.

*NEMT*

DSS has been approved by the NC Division of Medicaid Assistance to perform the prior approval process in NCTracks. This will allow GWTA to begin submitting invoices directly to the NCTracks system in June.

Meeting adjourned at 11:15 a.m.

Submitted by: LaShonda Oliver