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DIRECTOR

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BRENT HEATH  
CHAIRMAN

***Goldsboro-Wayne Transportation Authority  
Governing Board Meeting Minutes  
September 29, 2016***

The Board of Directors of Goldsboro-Wayne Transportation Authority met in regular session at 10:00 a.m. on Thursday, September 29, 2016, at the City of Goldsboro Anteroom, 214 N. Center Street, Goldsboro, North Carolina.

**Members in attendance:** Brent Heath, Chairman, Bob Waller, Secretary/Treasurer, Gene Aycock, Ray Mayo, and Antonio Williams.

**Members absent:** Jerry Grimes, Vice Chairman and Ed Cromartie.

**Others in attendance:** Fred Fontana, Scott Stevens, Traci Missildine, Sandra Launch and LaShonda Oliver.

**Updated Marketing Plan**

Traci Missildine and Sandra Launch gave a presentation of the GWTA marketing plan. In October, the We Are GWTA marketing campaign will be launched. This will include employee of the quarter and passengers as the faces of GWTA. In November, the Veterans Ride Free Program will be promoted. Fred Fontana stated that GWTA will be participating in the Veterans Stand Down initiative at Herman Park for homeless Veterans. In December, the Goldsboro Christmas parade and safe shop and travel initiative will begin.

Several programs have already been implemented such as the customer relations culture and community based program where free ride passes were given to middle, high, and college students. In the future, additional programs will be implemented which will include mystery caller rider program, survey and ridership counts, healthy living program, and social media expansion and enhancement.

**Veterans Promotion**

The promotion will allow Veterans and active duty individuals to ride the urban buses for free November 7 to November 12, 2016.

Upon motion of Bob Waller and seconded by Gene Aycock, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the Veterans ride free promotion.

**Approval of Regular Meeting Minutes**

Upon motion of Gene Aycock and seconded by Antonio Williams, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the minutes of the regular meeting of July 28, 2016.

**Updated ADA Policy and ADA No Show Policy**

The ADA policy was updated to include the sentence that GWTA will provide assistance from the vehicle to the first doorway for customers who need additional assistance to complete their trip.

Upon motion of Ray Mayo and seconded by Bob Waller, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the ADA Policy.

The ADA No Show Policy was updated to include the sentence stating “no shows” that occur due to circumstances beyond the control of the passenger will be discarded and not counted toward any “no show” penalty.

Upon motion of Antonio Williams and seconded by Gene Aycock, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the ADA No Show Policy.

**DBE 3 Year Methodology FY2017-2019**

GWTA is required to have goals set every three years. Ken Weeden and Associates has been hired to help with the DBE program. Mr. Weeden has completed the goal preparation. The goal for the next three years is 1.35%. There are very few registered DBE in the Wayne County area that GWTA can utilize.

**Lease Agreement**

Borden Parker has reviewed the lease; however, the insurance has to be addressed. In addition, the lease agreement has to be approved by the County Commissioner before the GWTA Board can sign it. The Board tabled the approval of the lease agreement to the next Board meeting.

**FY2017-18 CTP Public Hearing**

Fontana stated that there will be a 10% deduction in the CTP funding. The funding amount has been unchanged for several years. NCDOT is now using the percentage of nonurban and urban population. The individuals that are in the urbanized areas and not in the city limits should not be using the CTP funds in that part of the County.

Upon motion of Gene Aycock and seconded by Bob Waller, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the FY2017-18 CTP Public Hearing date of October 27, 2016 at 10:00 a.m.

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**Director's Report**

*Financial*

Through August, the rural program is showing a profit of \$12,832.46. The urban program has made a \$0.11 profit. Because of the different grant reporting processes, the urban program will net close to zero throughout most of the fiscal year

The external audit has been nearly completed by Nunn, Brashear, and Uzzell. No discrepancies were noted. The report to the Board will be made at the October or November meeting depending on the response from the Local Government Commission.

The FY2016-17 ROAP allocation to Wayne County for the rural program has increased by roughly \$20,000 to \$216,392. The SMAP allocation for the urban is also anticipated to increase. However, NCDOT has not released the final figures.

*Tablets*

GWTA has used tablets on the rural vans for more than 18 months to monitor location and provide schedule information to the drivers. It has been extremely effective. The tablets would also be helpful for the eight urban buses. They would be used to determine if the buses are running ahead or behind schedule. Oftentimes, calls are received requesting location of a particular bus. The dispatcher would immediately be able to see the location on the same monitor used to track the rural vans. This would allow the dispatcher to immediately respond to the caller. The cost of purchase of seven tables and mounting brackets would be approximately \$2,400.

*CTSP and Route Feasibility Study*

Consultants from Parsons Brinckerhoff and Cherry Consulting interviewed the steering committee and stakeholders during the week of August 29, 2016, about the feasibility of extending bus service north and south from Goldsboro. They also spoke with local staff and toured the Fremont, Pikeville and Mount Olive areas. Trip also included visit to the Butterball plant in Duplin County. The CTSP also includes developing succession plan for my retirement in two years and possible reassignments of duties for current positions.

Although no recommendations are ready at this time, a few potential concerns and decisions that may be brought to the Board are who would fund any service in the municipalities and whether service should be extended into Duplin County.

*Triennial Review*

The Federal Transit Administration on site visit for the triennial review has been completed. Draft report indicates that GWTA was fully compliant in 11 of the 17 areas examined. There were minor deficiencies that were found in 6 areas. Most of the deficiencies involved language clarification in existing policies such as the updated ADA No Show and ADA policies. Other language deficiencies were noted in our Title VI public notification and public hearing notices for the annual program of projects.

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*Outreach*

GWTA participated in the National Night Out on August 2, 2016. Fontana spoke at the Peggy Seegars Senior Center on August 10, 2016. Free ride passes were distributed to incoming Wayne Community College students at their orientation. The HR manager distributed route and schedule information at the St. Mark's Job Fair on September 21, 2016.

*Training*

The Goldsboro Police Department provided active shooter training at the driver meeting on August 30, 2016.

**Other Business**

Fontana stated that during the time buses were not able to be fueled at the City location, the drivers had to use the company credit card. The credit card is with Bank of America; however, GWTA banks with BB&T. Because there is not any Bank of America in this area, it was difficult to pay the bill to be sure that we did not exceed the credit limits on the cards. Fontana stated that he would like to switch the credit card company from Bank of America to BB&T.

Fontana informed the Board that passengers attending the community meeting with the Mayor have requested the bus route hours be extended. The cost to the City is approximately \$35,000 to extend the hours to 9:30 p.m. Monday through Friday on two routes. The Board discussed extending the routes on a trial basis. However, this will have to be submitted to the City Council as quickly as possible to allow time for promoting the services in November and December.

Meeting adjourned at 11:25 a.m.

Submitted by: LaShonda Oliver