



DON WILLIS  
DIRECTOR

P.O. BOX 227, GOLDSBORO, NC 27533-0227

FREEMAN HARDISON, JR.  
CHAIRMAN

***Goldsboro-Wayne Transportation Authority  
Governing Board Meeting Minutes  
October 25, 2018***

The Board of Directors of Goldsboro-Wayne Transportation Authority met in regular session at 10:00 a.m. on Thursday, October 25, 2018, 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, Brent Heath, Joe Daughtery, and Bill Pate

**Absence:** None

**Others in attendance:** Don Willis, Borden Parker, Sandee Launch, Lori Klein, and LaShonda Oliver.

**Approval of Minutes**

Upon motion of Joe Daughtery and seconded by Bill Pate, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the minutes of the regular meeting of September 27, 2018.

**FY2020 CTP and Capital Project Public Hearing**

At 10:01 a.m., a Public Hearing was held to consider the FY2020 Community Transportation Program (CTP) and Capital project.

Don Willis stated that the application is for administrative assistance in the amount of \$263,425 and capital assistance for \$264,000. Willis asked if there was anyone here from the public to come forward and provide feedback and comments on the application before the Board take any actions.

No public comments were received.

Upon motion of Bill Pate and seconded by Bob Waller, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the FY2020 Community Transportation Program (CTP) and Capital project application.

### **FY2020 CTP and Capital Project Authorizing Resolutions**

Willis stated that NCDOT requires the Board to approve the Chairman to sign the resolution in order to submit the grant application. The resolution states that GWTA has the local match of \$65,914 for the administrative and capital grants.

Upon motion of Joe Daughtery and seconded by Bill Pate, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the Chairman to sign the FY2020 Community Transportation Program (CTP) and Capital Project Authorizing Resolutions.

### **GWTA Marketing Plan Presentation**

Sandee Launch and Lori Klein gave a presentation on the marketing and outreach plan. Launch gave an overview of the GWTA's past year accomplishments. This included the Google Trip Finder, Greyhound coming to the transfer center, agency and rider surveys, ridership counts and social media presence.

The marketing plan includes the "We Are GWTA" campaign that will continue this fiscal year. The campaign promotes employee relations and features the drivers of the quarter and drivers of the year. The campaign includes posting flyers in the community. In addition, the marketing plan includes the veterans ride free program and extended service program.

Launch stated that QCA helped to develop the Downeast Express logo for the new service and create promotional items and schedules for the Mount Olive service. QCA developed the Google Trip Finder and continued to performed surveys and ridership counts on the fixed route, van services and agency satisfaction.

QCA and GWTA marketing plan for FY2018-2019 includes continuing to build on the current campaigns, provide maps for orientation and ticket sales to the Wayne Community College bookstore, increase ridership for the Mt. Olive services, weatherproof large system maps at shelters and small mounted schedules at key stops, branding of the rural buses and movie theater advertising.

### **Director's Report**

#### *Financials*

The rural program is showing a loss of \$24,118.20 in September and a gain of \$54,369.73 fiscal year to date. This is largely due to the significant impact of suspending operations during Hurricane Florence, and the decreased demand for non-emergency medical trips.

The urban program is showing a gain of \$1,448.29 in September and a gain of \$0.37 fiscal year to date. The urban funds will remain about balanced throughout most of the year due to the grant reimbursement process.

We have completed our meetings with our auditor. Representatives from Nunn, Brashear, and Uzzell will present the audit at the November Board meeting.

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*Veteran's Promotion and Christmas Season Promotion*

Director worked with QCA to update the Veteran's Ride Free promotion for 2018. Veterans will ride on GWTA fixed route free from November 5, 2018 through Veterans Day on November 12, 2018. There will be a press release and we will actively promote this opportunity for our veterans by distributing flyers beginning the last week in October. GWTA will also participate in the Veterans Day Parade on Saturday November 10, 2018. Wayne County staff produced a new video promotion, "We are Veterans, We Are GWTA." The video will air on government TV, on YouTube, and will also be linked to our website.

With the approval of the Board, GWTA will also update our Christmas Season Promotion to extend our hours of operation by 2 hours from Monday, November 26, 2018 through Friday, December 21, 2018.

Upon motion of Bob Waller and seconded by Bill Pate, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the 2 hours of extended fixed route service beginning November 26, 2018 to December 22, 2018.

*Fall Customer Survey*

GWTA has worked with QCA to develop and conduct fall customer surveys. The fall survey will gather information on rider travel patterns, transfers, interest/need for benches and shelters, rider value of services, and seek feedback on how to continue to improve services. QCA will administer the surveys and a detailed report will be prepared to share at the November Board of Director's meeting.

*Mount Olive Service Update*

GWTA continues to provide deviated fixed route circulator service and a connector service to Mount Olive. During September, we provided 11 days of service for the month, providing 84 trips. Cost of services for September was \$4,681.60 with \$102.50 in fare box revenue received.

Minor modifications were made to the route and stop locations to include the University of Mount Olive, and also to reach more destinations downtown, such as the library. GWTA planned additional outreach for UMO and at the pickle plant.

*Outreach and Activities*

There were several outreach activities that included assisting with the Mayor's Disability Committee Awards Luncheon on October 18, 2018, Director participation on two panels at the NCDOT Fall Conference on October 8-10, 2018, and conducting the Wayne Transportation Advisory Board (TAB) on October 17, 2018.

Director Willis attended the Goldsboro City Council on October 15, 2018, and Wayne County Board of Commissioners on October 16, 2018, to announce our upcoming Veterans Ride Free Promotion.

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*Training*

Operators will receive training on Emergency Preparedness and Accident Procedures on October 25, 2018.

Meeting adjourned at 10:55 a.m.

Submitted by: LaShonda Oliver