



DON WILLIS
DIRECTOR

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FREEMAN HARDISON, JR.
CHAIRMAN

***Goldsboro-Wayne Transportation Authority
Transportation Advisory Board Meeting Minutes
December 20, 2018***

The Transportation Advisory Board of Goldsboro-Wayne Transportation Authority met at 10:30 a.m. on Thursday, December 20, 2018, at the City of Goldsboro Anteroom, 214 N. Center Street, Goldsboro, North Carolina.

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

Members absent: Bob Dively, Secretary, 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: Don Willis and LaShonda Oliver.

Approval of Minutes

Upon motion of Tiffany Creech and seconded by Steve Wiggins, the Transportation Advisory Board of Goldsboro-Wayne Transportation Authority unanimously approved the minutes of October 17, 2018.

Director's Report

Financial

The rural program is showing a gain of \$66,646.74. The urban program shows a gain of \$1,487. As mentioned previously, the urban funds will remain about balanced throughout most of the year due to the grant reimbursement process.

Veterans Promotion

Veterans and active military were allowed to ride the fixed route buses free of charge from November 5-12, 2018. "We Are Veterans" promotional video ran on local government TV and can be found on our Facebook page. The ridership was about the same as last year, providing about 300 rides. GWTA also participated in the Veterans Day Parade on Saturday November 10, 2018.

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Christmas Extended Hours Promotion

Service on the five fixed routes have been extended by two hours. Extended hours started on November 26, 2018 and will continue through December 22, 2018. Flyers have been distributed throughout Goldsboro and posted at the transfer center. Results of this promotion have been mixed. It will be reviewed after final ridership has been tallied.

Fall Customer Survey Results

GWTA worked with QCA to conduct fall customer surveys. The fall survey gathered information on rider travel patterns, transfers, interest/need for benches and shelters, rider value of services, and sought feedback on how to continue to improve services. Some of the results include:

- 54% of riders always need to transfer to complete their trip
- Highest transfer rate is from Purple to Blue; second highest is Purple to Green
- 49% say they would ride more if they could transfer less
- Most common trip purposes are: Shopping, Healthcare, Employment, and Education
- 77% of respondents spend \$25 or more each month to ride
- Reasons for riding less include: distance to the stop, too many transfers, and other options

Mount Olive Service Update

GWTA continues to provide deviated fixed route circulator service and a connector service to Mount Olive. During October, we provided 23 days of service for the month, providing 263 trips. Cost of services for October was \$9,788.80 with \$267.50 in fare box revenue received.

Don Willis stated that he met with Mayor Joseph Scott on November 19, 2018, to discuss ongoing efforts to enhance ridership for the service. At the Mayor's request, we will translate brochures into French/Creole for outreach to this community. GWTA is reaching out to Duplin County Transit to determine whether we can partner on a transfer point extending services to the Butterball plant. We have also coordinated with Mt. Olive Pickle Company on a Pickle Pass promotion in December. An information table was set up and we discussed opportunities with employees at the plant on November 28, 2018.

Outreach

A table was set up at the Disability Awareness Event hosted at Wayne Community College on October 30, 2018. Willis and the Operations manager also met to begin planning for a disabled parking lot during the upcoming Wings Over Wayne. Willis also met with staff at Wayne Community College on November 27, 2018, to discuss partnership opportunities.

Training

Monthly safety training will be provided for all employees each month. Topics included sensitivity training, defensive driving, driving in inclement weather, and customer service.

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Driver of Quarter

For the driver of the quarter ending September 30, 2018, the bus driver was Bertha Darden and the van driver was Shirley Moore. Bertha has worked for GWTA for 2 years and 10 months. Shirley has worked for GWTA for 16 years and 8 months.

Bus Shelter Report

Willis stated that he has been working with the City to install bus shelters. The City wants to install a shelter at Day Circle. In addition, a bus shelter will be installed at Lincoln and Olivia Lane. Willis informed the TAB that there is a private interest that may potentially donate shelters.

Other Business

Willis stated that the Board of Directors (BOD) are interested in the tasks of the TAB. The BOD would like feedback from the TAB on issues such as customer service and operations. There could be groups developed that meet regularly on certain topics to help accomplish projects and continuously improve the transit system.

Meeting adjourned at 11:08 a.m.

Submitted by: LaShonda Oliver