



DON WILLIS
DIRECTOR

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

SHYCOLE SIMPSON-CARTER
CHAIRMAN

***Goldsboro-Wayne Transportation Authority
Transportation Advisory Board Meeting Minutes
September 15, 2022***

The Transportation Advisory Board of Goldsboro-Wayne Transportation Authority met at 10:30 a.m. on Thursday, September 15, 2022, at the City of Goldsboro Anteroom, 214 N. Center Street, Goldsboro, North Carolina.

Members in attendance: Keith Spivey, Chair, Steve Wiggins, Vice-Chair, and Amy Hartley, Secretary, Paula Edwards, Melissa Reese, Joanna Morrisette, Valerie Wallace, Aaron Stryker

Members absent: Bob Dively, Shycole Simpson-Carter, Barbara Cooley, Barbara Aycock, Chip Crumpler, Micajah Anderson, Amy Smith, and Diana Campbell

Others in attendance: Don Willis.

Director's Report

Financial

Profit and loss statements for both the rural and urban program for July are attached. The rural program is showing a gain of \$24,596.22 in July. The urban program is showing a gain of \$0.14 in July. Fuel costs continue to run extremely high. The urban funds will remain about balanced throughout most of the year due to the grant reimbursement process.

Based upon the state budget GWTA expects to see the SMAP urban operating assistance continue at prior year levels, and the rural van service will see the ROAP operating assistance continue at prior year levels. GWTA has planned to receive \$229,908 in ROAP Funds and \$196,772 in SMAP funds, which would be consistent with the last level of funding provided by the NCDOT.

The NCDOT released the FY23-24 Community Transportation Program (CTP) application call for projects using their new grants management portal. This grant will fund GWTA's rural Administrative expenses. In addition, the call for projects includes Capital projects and also additional Rural State Operating (RSO) funds which we have used for the Mount Olive Service and additional rural trip demands. Applications will be due by October 7, 2022.

The FY22-23 FTA grant application to FTA for urban operating, preventive maintenance, and ADA service is being submitted. GWTA will use CARES and ARP funds for some operations costs, and capital this year, and will continue to use FTA appropriations that have carried over from previous

TAB Meeting Minutes
September 15, 2022
Page 2

years for this fiscal year to cover ADA and maintenance costs. This approach reduces the need for matching funds from Goldsboro.

GWTA was reimbursed by NCDOT for the requested CARES Act funding to cover the operational deficit and losses during fy22.

Marketing and Public Relations

GWTA's contractor, QCA has been working on several initiatives to enhance marketing and public relations for the GWTA and also updating our marketing plan. Director is asking for Board feedback on selecting an animated character that would be used on our website and other formats to help better educate and inform the public about the GWTA and how to use our services. Director will present options for consideration during the meeting.

TAB members provided a good discussion of the pros/cons of the various animated character options. Recommendation was to choose the blue bus as it was most easily relatable to our service, and the name Seymour had the most support. TAB was very complementary of the idea and purposes.

Year End Statistics

The annual operating statistics are completed now, and service trends are available for both the urban and rural programs. There were 148,231 trips provided by the urban bus service. The bus service ridership ended up down 8% from prior year ridership due to COVID. The rural program provided 45,438 trips, which was up 20% from prior year ridership. However, the rural ridership for the year is still down about 33% over pre-COVID levels. The lost ridership particularly impacted earned revenues for the year. More information on service trends and the impact of COVID will be provided at the meeting.

TAB discussed hiring challenges related to trip growth as we recover from COVID. Standards for CDL drivers were discussed, as well as other suggestions for reaching and attracting prospective employees.

TAB also discussed application of new technologies that could improve the customer experience, and the GWTA's plans to implement in the coming year.

Outreach and Activities

Director participated in statewide Medicaid Transportation Roundtable discussion with NCHHS, Private Health Plans and private brokers on June 8th. Director participated in Ash Street Corridor Study Kick Off meeting on June 8th and second meeting for public on June 23rd. Director held virtual meeting with ModivCare (broker) staff on June 13th and 17th to continue contract negotiations. Director met with DSS staff to discuss continued rider suspension on June 14th. Director participated in quarterly FTA Webinar on June 14th. Director participated in virtual meeting with NCDOT staff on June 15th regarding rural programs and on June 21st regarding urban services. Director participated in TAB meeting on June 16th. Director participated in meeting with NC Division of Health Benefits meeting on June 21st to discuss progress with Medicaid brokers.

Director participated in emergency preparedness dialysis exercise with Davita and County EOC staff on July 12th. Director participated with City staff and FTA Region 4 for a quarterly status report on use

TAB Meeting Minutes
September 15, 2022
Page 3

of TGR funds on July 13th. Director met with representatives from the federal Transportation Safety Administration (TSA) on July 14th to discuss safety training opportunities they offer. Director met with suspended passenger on July 15th to discuss appeal for reinstatement. Director participated in virtual quarterly meeting of the NCPTA Board of Directors on July 15th. Director participated in kickoff Healthy Beginnings Community Advisory Board (CAB) meeting on July 27th. Director participated in virtual meeting with NCDOT staff on July 28th regarding their ongoing vehicle order issues and how the state plans to address the issues going forward.

Director participated in an “in person” meeting with four PHP’s and representatives from the broker MODIVCARE in Raleigh on August 9th to discuss how to improve our partnership and to advocate again for “first choice provider” status. GWTA participated in a Job Fair at Seymour Johnson AFB on August 9th. Director participated in a virtual meeting with the PHP Wellcare and their Broker MTM on August 17th. Director participated in a statewide call with NCDOT/IMD on August 17th.

Training

Operators received refresher training on ADA Sensitivity Training in June. Operators received refresher training on First Aid in July. Operators received refresher training Emergency Procedures and Accident Reporting in August.

Meeting adjourned at 11:11 a.m.

Submitted by: Don Willis