

**THE COAST-WACCAMAW RTA
BOARD MEETING
May 30, 2012
12:00 PM**

Board Present: Ivory Wilson, Chair
Bernard Silverman
Dr. Nicholas Twigg
Joseph Lazzara
Lillie Jean Johnson

Staff present: Myers Rollins, General Manager
John Glover, Director of Transportation Services
Julie Norton-Dew, Director of Budget & Finance
Felicia Beaty, Director Human Resources and Organization Development
Yvette Jefferson, Director of Marketing and Community Relations
Lynette Nobles, Office Manager
Joe Ponticello, Budget and Internal Controls Manager
Rashad Leonard, Intern

In accordance with the Freedom of Information Act (FOIA), notices of the meeting were provided to the press, stating the time, date, and place of the meeting on May 28th, 2012).

CALL TO ORDER: Chairman Wilson called the meeting to order at 12:00 p.m.

INVOCATION/PLEDGE OF ALLEGIANCE: Mr. Lazzara gave the invocation. The Pledge of Allegiance was recited.

ANNOUNCEMENT OF QUORUM/ROLL CALL: Roll call was taken. A quorum was present.

ACKNOWLEDGMENT OF VISITORS: (There were no visitors.)

EMPLOYEE: Felicia Beaty introduced Rashad Leonard, a rising senior at CCU majoring in communications, who will be assisting Mr. Rollins with the shelter project. Mr. Leonard expressed his gratitude for the opportunity and was welcomed to Coast RTA by the Board.

APPROVAL OF MINUTES: It was properly moved and seconded that the minutes from the previous meeting be approved. There being no questions, a voice vote was taken. No nays being heard, the motion carried.

CITIZENS ADVISORY COMMITTEE: Yvette Jefferson stated that Pam Creech had to be with her mother and could not attend today. The vice-chair was also not available. The committee plans to meet at Coast RTA at 10:00 a.m. on June the 2nd.

APPROVAL OF RESOLUTIONS:

Ms. Nobles read the following resolutions into the record:

RESOLUTION NUMBER MAY2012-22: ADOPTION OF A POLICY FOR PRE-TRIP AND POST-TRIP INSPECTION FORM REVIEW: *It is the responsibility of Coast RTA to maintain and operate a fleet of vehicles that meet all FTA and SCDOT safety and operational guidelines prior to being placed in service for*

the public. In accordance with the "Coast RTA Operator's Manual," all operators must perform an interior and exterior inspection of the vehicle prior to and at the end of service. The purpose of this policy is to supplement the "Coast RTA Operator's Manual" by requiring dispatchers and/or operations supervisors to review all drivers pre-trip and post-trip inspection forms for both accuracy and completeness.

Mr. Rollins stated that the fleet is one of Coast RTA's most precious and important resources. This resolution is to support an effort to improve the manner in which the fleet is evaluated and to assure that operators perform the pre- and post-trip inspection to provide quality service to our customers.

RESOLUTION NO. MAY2012-23: ADOPTION OF A POLICY FOR THIRD PARTY SALES OF PASSES: *It is the responsibility of Coast RTA to maintain proper oversight of federal, state and local funds while building partnerships with public and private industries in the community. In accordance with the state management plan, Coast RTA must ensure stewardship of public transit investments through a defined oversight program. The purpose of this policy is to ensure Coast RTA maintains proper oversight of federal, state, and local funds by requiring a 30-day settlement for all passes issued to third parties for distribution.*

Mr. Rollins explained this is in keeping with internal control improvements and to ensure compensation for all passes. Partnerships exist with many entities that sell Coast RTA passes. This resolution will approve how compensation is received for those passes.

It was properly moved and seconded that the resolutions be approved. There being no further questions, a voice vote was taken on each. No nays being heard, the resolutions carried.

MONTHLY COMMITTEE REPORTS:

Finance and Procurement: Mr. Lazzara reported that he had discussed the financial reports with Julie Norton-Dew yesterday. He also met with her regarding the accounts payable, accounts receivable, and checking account information. The information provided was acceptable. This morning the Board met at the Financial and Procurement Committee meeting and the information on the financial and procurement information and the bank reconciliation was reviewed and accepted. Ms. Dew will provide any additional information that may be required by the Board.

Ms. Norton-Dew noted that Coast RTA is under budget year to date. The budget for fiscal year 2013 is being reviewed and will be presented during the June meeting for final approval. There is a very ambitious procurement schedule and there will be opportunities for the public to bid soon.

Planning and Operations Committee: Dr. Twigg reported that the committee met this morning. There were discussion about centers, and different priorities with the intermodal center, and the Conway and Pawleys Island schedules. By agreement, Dr. Twigg deferred to Mr. Rollins' General Manager's Report.

Marketing Committee: Mr. Silverman said the committee met this morning. Ms. Jefferson provided an update of the Google Trip Planner which will be live soon, the wraps, advertising and the new service.

Ms. Jefferson stated that the Google Trip Planner will be available to the public in the next 30 days. Ridership continues to improve. The Myrtle Beach Entertainment Express Service has reported 502 rides since it went to a daily schedule. Overall ridership year-to-date is 841,386 as of April 30th, 2012.

By-Laws Committee-- (No report.)

General Manager: Mr. Rollins reported that the bus shelter project is progressing. A third shelter buy is needed. It will be designed in the next 30 days. The new design is needed for installation in locations that will not accommodate the existing shelters. It has also been determined the estimated 55 shelters are not enough.

The spare shelters need to be kept along with the need to purchase the additional shelters.

The biggest single project is the plans that are underway to build a green state-of-the-art facility east of the Intracoastal Waterway. Though there are a number of things that need to be done, it will be a reality. We are very pleased with the reception we have received from the City of Myrtle Beach and their willingness to expend the manpower that it takes to make this project a reality. It is our expectation that given the success we anticipate with the feasibility study that they will lead the effort for preliminary engineering, lead the effort for final design and lead the effort for construction.

Mr. Rollins moderated a slide show presentation of the intermodal center he visited in Akron, Ohio last year with emphasis and/or discussion among attendees on the following:

- * The entrance to the facility.
- * The lobby with public art. Federal requirement is that one percent of the proceeds of the project go to preferably local artists to display public art. The Akron facility specifically reached out to school districts to be part of the project.
- * Customer service ticket window, brochures.
- * Akron's ridership is approximately 2.5 million annual.
- * Break room, kitchen, drivers' lounge with pool table, dispatch, CAD system, computer-aided dispatch that was purchased when they moved to the new center.
- * Revenue generate from Greyhound who is a tenant.
- * Three meeting rooms open to any member of the public. The Akron facility stated in retrospect they would have doubled the meeting rooms since they are always full due to the demand for free meeting space.
- * It is a LEED-Certified facility, 100 percent green qualified.
- * Power is generated through solar panels.
- * There is a facilities manager who operates the facility seven days a week.
- * Water is generated by capturing rain water and processing it.
- * Each bus has its own parking space (25 total spaces) making it more user friendly for the operators.
- * Strive to keep a bus on a specific route.
- * Additional revenue is generated by outsourcing a cafeteria.
- * Automated fare machine.
- * Parking for members of the public with separate employee parking.
- * The land was donated by the city. A market value was placed on the donation that was used as a match to support the project.
- * Fleet consist of 175 buses. The buses are wrapped.
- * FTA Regulations expect buses to be secured in a fenced area. Currently Coast RTA is noncompliant.
- * Bus washer. Each bus at the end of the shift goes through the automated bus washer and fueling station.
- * Garage with approximated 50 lifts because it's deep enough for two buses to go in each bay.
- * Cost of 4.7 million.
- * The general manager of the Akron facility was very accommodating and stated that anytime Coast RTA wants to go back, talk to their facilities manager about specifics or what it takes to get LEED-Certification, they are more than happy to share that with us.
- * By building this type facility it qualified for a grant.
- * Articulated vehicle that holds about 75 passengers. It is two buses attached with one driver, reducing cost by 50 percent. They have six of those.
- * The facility is two years old.
- * The parking areas have a covered sidewalks.
- * Coast CRT is currently looking at 10 acres. Mr. Myers does not know the exact acreage of the Akron facility but knows it is less than 10 acres.

Mr. Rollins reported that he has been in discussion with Memphis, Tennessee who also built a state-of-the-art facility and has 3 million in ridership annually. The Memphis general manager has assigned his planner to share with Mr. Myers how they approached their project. Theirs was 100 percent funded. Their grand opening was November 8th of 2011.

After Akron and Memphis built their new facilities, ridership went up significantly.

The recently completed facility in Greenville reached out to the biker community, which is very popular in their area. They built a whole wing for bicycles with lockers and showers.

The Greenville facility regrets that they did not do what Coast RTA is going to do which is have a satellite station for the Myrtle Beach Police Department and/or the Horry County Police on our property at no cost to them. This gives security with the police on the premises and they would be getting a lifetime free lease for the police department. The city is very excited about that.

Mr. Wilson asked if there was more money available since Mr. Rollins said Coast RTA needed more shelters. Mr. Rollins said there is a surplus but will know more after purchasing the bus stop signs. Coast RTA has approximately a half million dollars for the purchasing and installation of shelters, the purchasing and installation of bus stop signs, introducing the purchase and introducing technology on our routes. Technology examples may include automatic passenger counting or voice enunciation on buses. It is not felt that half a million dollars will be needed for the last two phases.

Ms. Jefferson feels ridership will greatly improve with more bus stop signage

There was a general discussion regarding complaints regarding routes on the south end of Myrtle Beach. Family Kingdom has complained. A final decision will be made in the next couple of weeks but it is felt there will be a duplication of the route as originally proposed on the existing corridor and cut frequency in half.

Mr. Rollins discussed the APTA conference is September (September 30 through October 3) in Seattle, Washington. The budget is for five attendees, two board members and three staff members. Staff will be making the decision on which staff members will attend. The Board will decide the two Board members who will be attending.

Evaluations have been mailed to board members. There will be changes and they will be emailed to board members and should be emailed back to Mr. Wilson upon completion.

OLD BUSINESS (none)

NEW BUSINESS: (none)

ANNOUNCEMENTS:

Ms. Nobles announced that next month's meeting will be in the first floor conference room in the Myrtle Beach City Hall Building.

ADJOURNMENT:

It was properly moved and seconded that the Board adjourn. There being no questions, a voice vote was taken. No nays being heard, the motion carried. The Board adjourned at 12:40 p.m.