



**Waccamaw Regional Transportation Authority
Board of Directors Meeting Agenda
September 29, 2022
12:00 PM**

- I. Welcome and Call to Order
- II. Invocation and Pledge of Allegiance
- III. Approval of Agenda
- IV. Approval of Minutes – August 25, 2022
- V. Acknowledgement of Visitors
- VI. Public Comment (3-minute time limit)
- VII. Committee Reports
 - a. Finance Committee
 - Resolution Sep2022-08 – FY 23 Budget**
 - b. Service/PAC Committee
 - Fare Implementation Update
 - Facility Update – LPA for Myrtle Beach Passenger Facility
 - Resolution Sep2022-09 – Locally Preferred Alternative for MBTC**
 - c. Ad Hoc Committees
- VIII. Old Business
- IX. New Business
- X. General Manager's Report
- XI. Good of the Order
- XII. Announcements
- XIII. Adjournment

Next meeting date: Thursday, October 27, 2022 @ 12:00PM



COAST RTA UPDATE

Service/PAC Meeting
August 18, 2022



► Welcome to LittlePay

- 9/26/2022 – Ridership 2,800 (est) – Taps 252
- 9/27/2022 – Ridership 2,253 – Taps 250
- 9/28/2022 – Ridership 2,351 – Taps 243
- August Daily Average 2407

► August Ridership

► 2022 –	Regular Service	70,559
	Entertainment Shuttle	4,071
	Paratransit	2,275
	Total	76,905

2019 –	Regular Service	49,358
	Entertainment Shuttle	29,676
	Paratransit	1,277
	Total	80,314

FARE UPDATE

COAST RTA

MYRTLE BEACH TRANSFER CENTER RELOCATION STUDY

September 29, 2022



Coast (RTA)

- Serves 1,900+ daily commuters
- Routes in Horry & Georgetown Counties
- 10 fixed routes with supporting paratransit service and growing



Project Background

- Coast RTA Headquarters, Operations & Maintenance Facility and Transfer Center located in Conway
- Transfer Center in Myrtle Beach
- **Projects in Process:** Relocate the Conway Operations & Maintenance Facility and the Myrtle Beach Transfer Center



Existing Conway Operations and Maintenance Facility

Issues and Needs

- Aging Facility has reached its useful life
- Can't lift vehicles for maintenance inside the facility
- Not enough space for bus parking
- Site cannot be fully secured
- Shared with Conway Passenger Transfer Facility



Existing Myrtle Beach Transfer Center

Issues and Needs

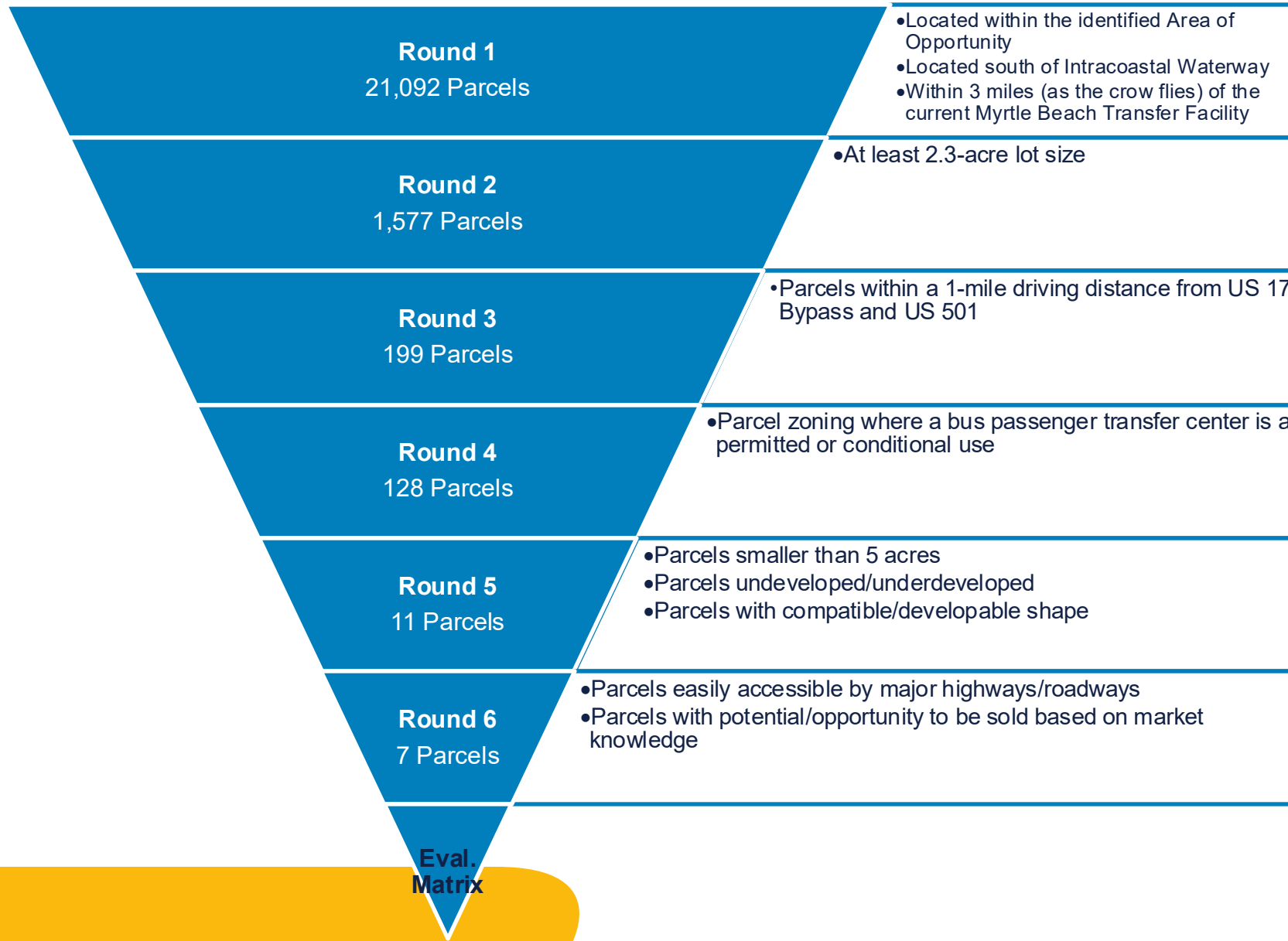
- Too small to accommodate anticipated growth
- Not enough space for bus parking
- Located at 580 10th Avenue North, Myrtle Beach, SC



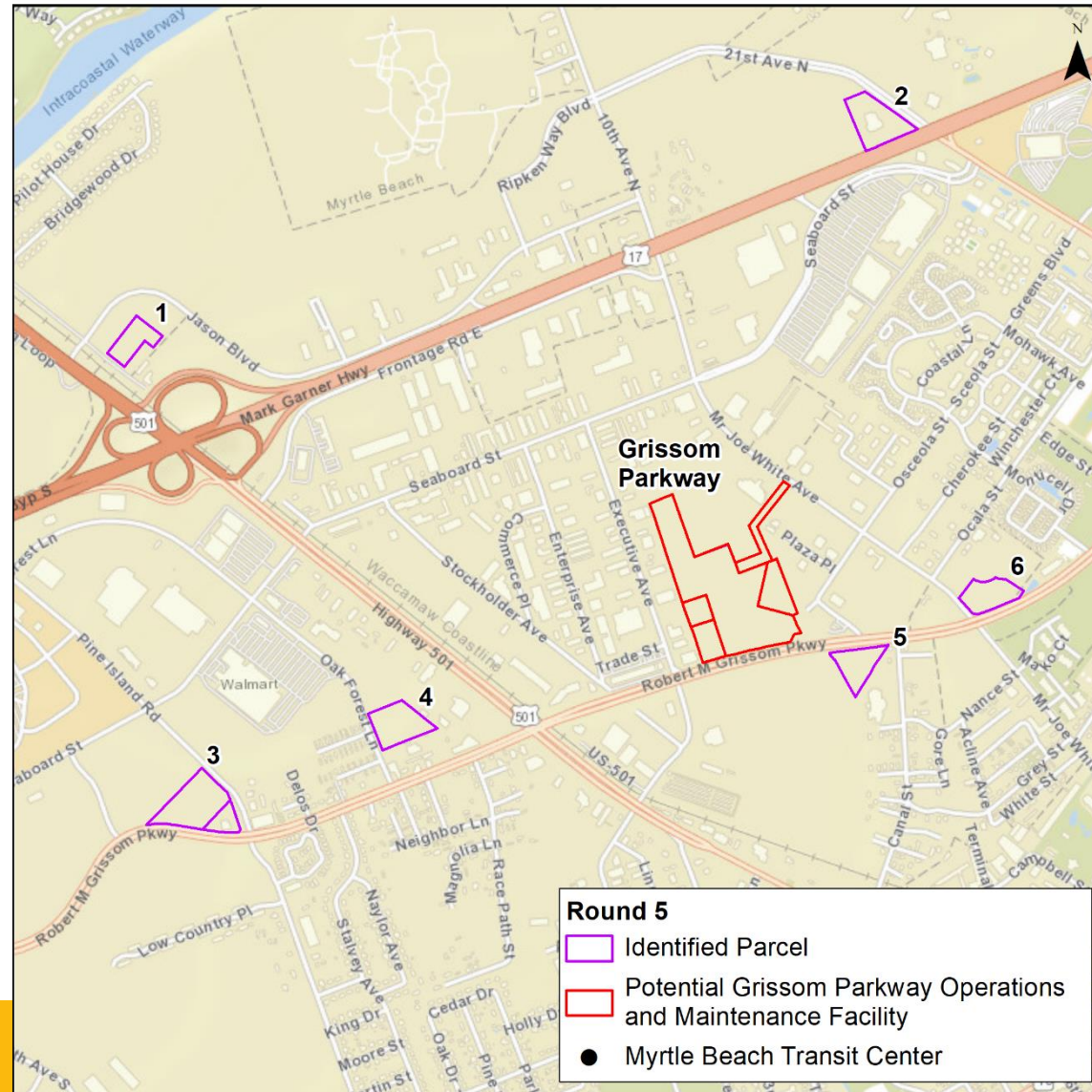
Project Purpose

Locate a new potential site for the Coast RTA
Myrtle Beach Transfer Center that meets current
and future service needs

Process – Parcel Search



Process – Parcel Search – Round 6 Results

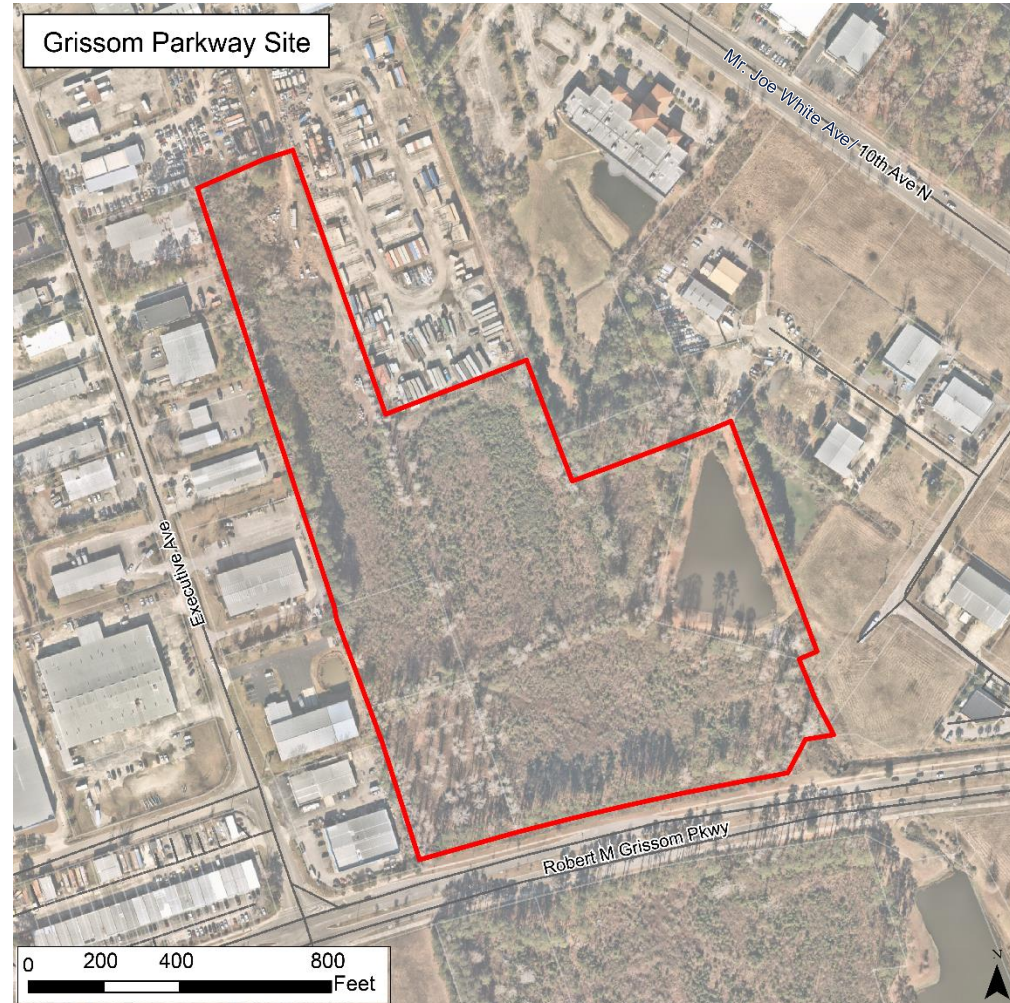


Process – Site Evaluation

Site Evaluation Matrix	
Goal	Indicator
Operational Efficiency	Proximity to proposed site of O&M facility (Robert M. Grissom Pkwy)
	Proximity to entry of service point of existing routes (Existing Myrtle Beach Transit Center)
Ease of Acquisition and Constructability	Listed for Sale
	Compatible Zoning
	Planned for Redevelopment
	Publicly Owned
	Currently Developed
	Ready for Construction
	Price per Acre
Resiliency	FEMA Flood Hazard Areas
	Current Tidal Flooding
	Sea Level Rise (1 and 2 ft)
	Storm Surge
	Evacuation Zones
Accessibility	Proximity to Jobs
	Proximity to Total Population
	Access to sidewalk
	Access to public facilities/key destinations

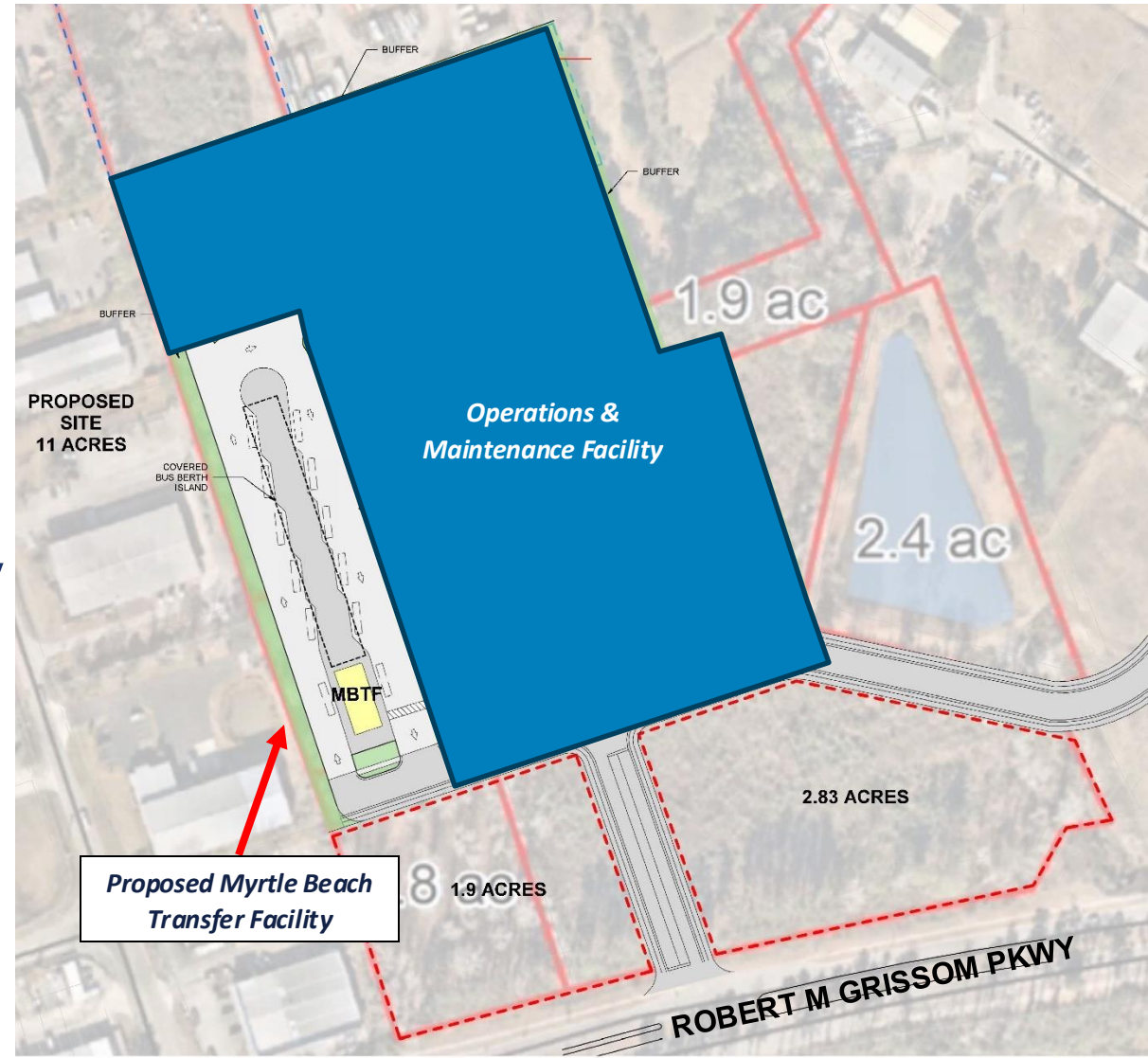
Recommended Locally Preferred Alternative – Grissom Parkway Site

- Proposed site scored well in the evaluation matrix
- Planned to be co-located with the proposed Operations & Maintenance Facility
- Efficiencies realized when the two facilities are together
- In Category 3 Storm Surge zone



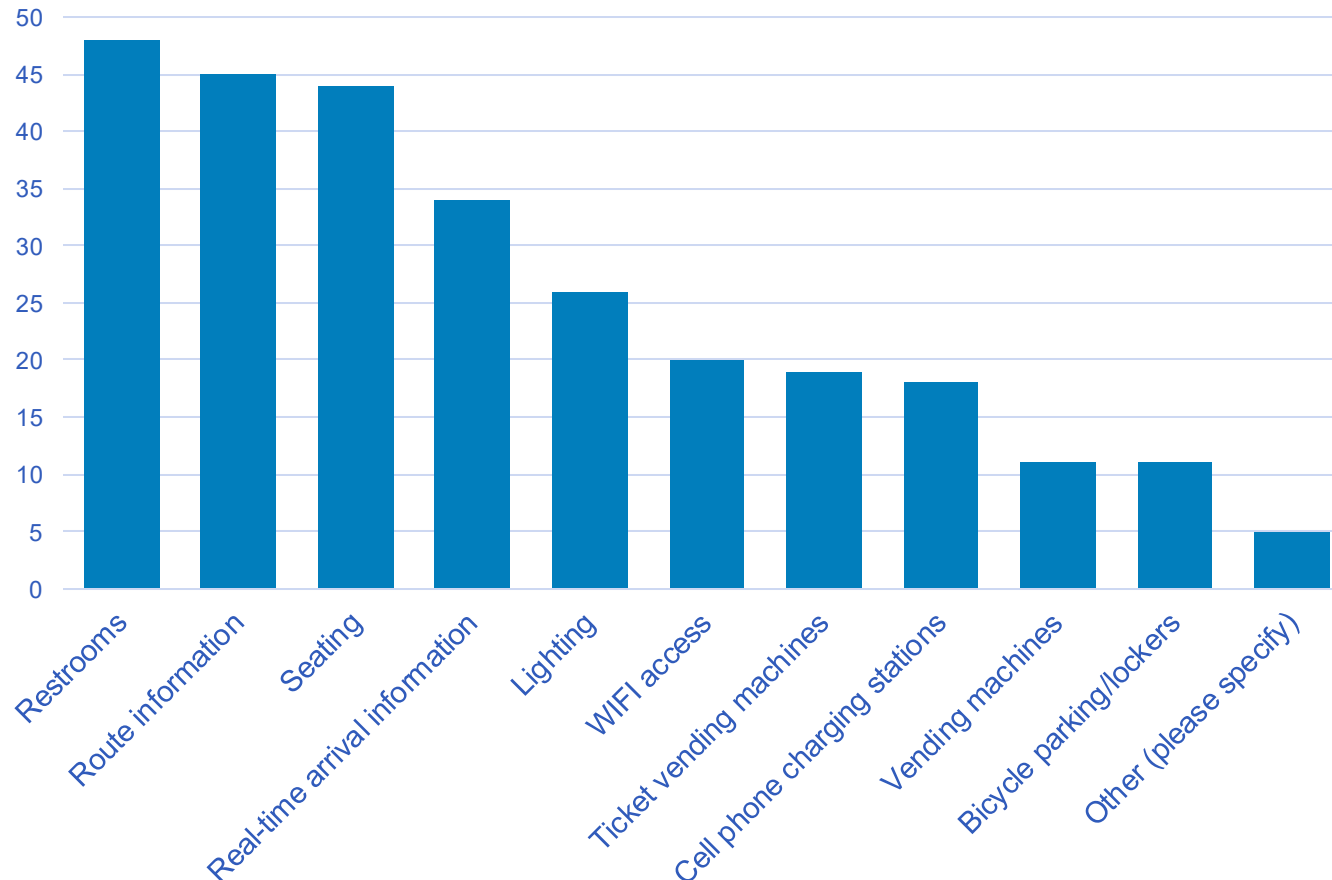
Draft Concept Design

- Co-Located Operations & Maintenance Facility and Myrtle Beach Transfer Center
- Located off Robert M Grissom Parkway
- 1 mile north of the existing transfer center



Public Engagement – Survey Results

What amenities would you like to see at the new transfer center?



61
Participants

36%
of participants visit
the existing Myrtle
Beach Transfer
Facility at least a
few times a month.

30-day comment period: August 24 – September 23

Co-Located Operations & Maintenance Facility and Myrtle Beach Transfer Center

- Moving administration, operations, and maintenance to new “Grissom Parkway site”
- Existing Myrtle Beach Transfer Center being moved to be co-located with the Operations & Maintenance Facility
- Project Team is currently completing federally required environmental documentation for Federal Transit Administration (FTA) review
- Mix of local and federal funding will be used to purchase property and construct the facility
- Potential for partnership with private developer for a mixed-use development on site

Next Steps

- Approval of Locally Approved Alternative (LPA)
- Completion of Title VI Analysis
- Coordination between study team, property owner, FTA throughout NEPA and due diligence process



Thank You

Brian Piascik
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COAST RTA UPDATE

Finance Meeting
August 18, 2022



► Cost Assumptions

- Labor cost increase/Including Health Insurance
- Split Operations Lease covered by 5339 Grant
- Fuel Costs Leveling – based on FY 22
- Increased cost for IT and Communications
- Increase in liability insurance
- Exploring service changes to improve on-time performance and reduce mileage
- Modest Capital Program

FY 23 BUDGET



► Revenue Assumptions

- Local revenues go back to Road Use Fee level
- Utilizing unobligated balance in Cares Act/5307
- Moderate increases in federal formula funding – SMTF stagnate or decreasing
 - Plus \$500K in 5307, \$200K in 5311
- Fare Revenue – projected to \$500K
- SCDOT Residual Funds should be available but not incorporated into budget
- Go back to municipalities

FY 23 BUDGET

ACCOUNTS FOR: Road Maintenance Fee		2021 ACTUAL	2022 ORIG BUD	2022 REVISED BUD	2023 DEPT REQ	2023 ASST ADMIN	2023 ADMIN
517	City Road Fees						
583	Distribution to municipalities						
410-12-517-129-583-000-583000-	Distribution to City of Conway	602,800.00	560,706.60	560,706.60	613,911.53	613,911.53	613,911.53
410-12-517-130-583-000-583000-	Distribution to City of MB	1,368,855.00	1,320,541.32	1,320,541.32	1,394,087.37	1,394,087.37	1,394,087.37
410-12-517-131-583-000-583000-	Distribution to City of NMB	837,289.00	768,534.47	768,534.47	852,722.91	852,722.91	852,722.91
410-12-517-267-583-000-583000-	Distribution -Town of Atlantic	7,545.00	7,276.75	7,276.75	7,684.08	7,684.08	7,684.08
410-12-517-268-583-000-583000-	Distribution to Town of Aynor	33,402.00	30,333.70	30,333.70	34,017.71	34,017.71	34,017.71
410-12-517-269-583-000-583000-	Distribution- Briarcliff Acres	27,238.00	27,983.05	27,983.05	27,740.08	27,740.08	27,740.08
410-12-517-270-583-000-583000-	Distribution- Town of Loris	79,240.00	74,065.42	74,065.42	80,700.65	80,700.65	80,700.65
410-12-517-271-583-000-583000-	Distribution- Town of Surfside	189,640.00	174,798.69	174,798.69	193,135.67	193,135.67	193,135.67
Total Distribution to municipalities		3,146,009.00	2,964,240.00	2,964,240.00	3,204,000.00	3,204,000.00	3,204,000.00
584	Contributions to agencies						
410-12-517-000-584-000-584006-	Coastal Rapid Transit Authorit	2,306,681.00	2,179,296.59	2,179,296.59	2,368,800.64	2,368,800.64	2,368,800.64
Total Contributions to agencies		2,306,681.00	2,179,296.59	2,179,296.59	2,368,800.64	2,368,800.64	2,368,800.64
Total City Road Fees		5,452,690.00	5,143,536.59	5,143,536.59	5,572,800.64	5,572,800.64	5,572,800.64

- ▶ Revenue from FY 22 should be \$125K-\$200K – in litigation
- ▶ \$2,368,800 for FY 23

BOARD BUDGET QUESTIONS



- ▶ IT FY 23 - \$71,500 (11 months @\$6500) Labor Only
- ▶ Unexpected Cost
- ▶ How much revenue not absolutely locked in
 - ▶ IN - \$342K in residual CARES Act – 5307
 - ▶ IN - \$560K in fares
 - ▶ IN - \$75K City of North Myrtle Beach
 - ▶ NOT IN - \$300K in 5311 from SCDOT
 - ▶ NOT IN - \$377K in 5307 Sunsetting NC Residual Funds
 - ▶ NOT IN - \$50K City of Georgetown

FY 23 BUDGET



FY 23		Revenue and Revenue Sources		
O&M Expense	\$ 8,050,303	\$ 8,050,303		
		\$ 2,398,247	5307 + Cares Act	
		\$ 299,616	SCDOT SMTF (5307 Match)	
		\$ 1,250,643	5311 + SMTF	
		\$ 171,000	5339 Lease Cost	
		\$ 560,000	Fares + other revenue	
		\$ 205,000	County ARPA	
		\$ 3,165,797	Local	

FY 23 BUDGET

Coast RTA

FY 23 Budget Comparison to FY 22 Revised Budget

	Revised FY 22 Budget	FY 23 Budget	+/-
Salaries & Benefits - Admin	825,263	859,884	34,621
Salaries & Benefits - Transit	3,405,341	3,637,902	232,561
Overtime - Transit	237,012	240,645	3,633
Salaries & Benefits - Maintenance	904,106	933,810	29,704
Overtime - Maintenance	27,686	13,063	(14,624)
Facility Maintenance	215,000	100,000	(115,000)
Vehicle Maintenance	335,000	350,000	15,000
Fuel & Oil	950,000	950,000	0
Tires	50,000	50,000	0
Liability Insurance	215,000	232,000	17,000
Utilities	40,000	40,000	0
Telecommunications	100,000	150,000	50,000
Postage & Freight	2,500	2,500	0
Office Supplies/Computer/Security	45,000	45,000	0
Legal & Professional Services	100,000	115,000	15,000
Public Information	25,000	25,000	0
Advertising & Marketing	40,000	40,000	0
Dues & Subscriptions	12,500	12,500	0
Leases/Split Operations	64,699	183,000	118,301
Travel & Training	85,000	65,000	(20,000)
Interest Expense	0	0	0
Other Expenses	4,500	5,000	500
	\$ 7,683,607	\$ 8,050,303	\$ 366,696
Percent Increase in Budget	4.77%		





Bus Stop Sign Implementation (Turnkey RFP) Remaining on Grant		\$ 65,000
Facility Development Program		\$ 275,000
Split Operations - Capital Projects		\$ 339,702
Shop Truck		\$ 100,000
Radio/Communications System		\$ 150,000
Small Capital Items		\$ 37,500
TDP - Fare Study (18-month schedule thru Dec 2023)		GSATS

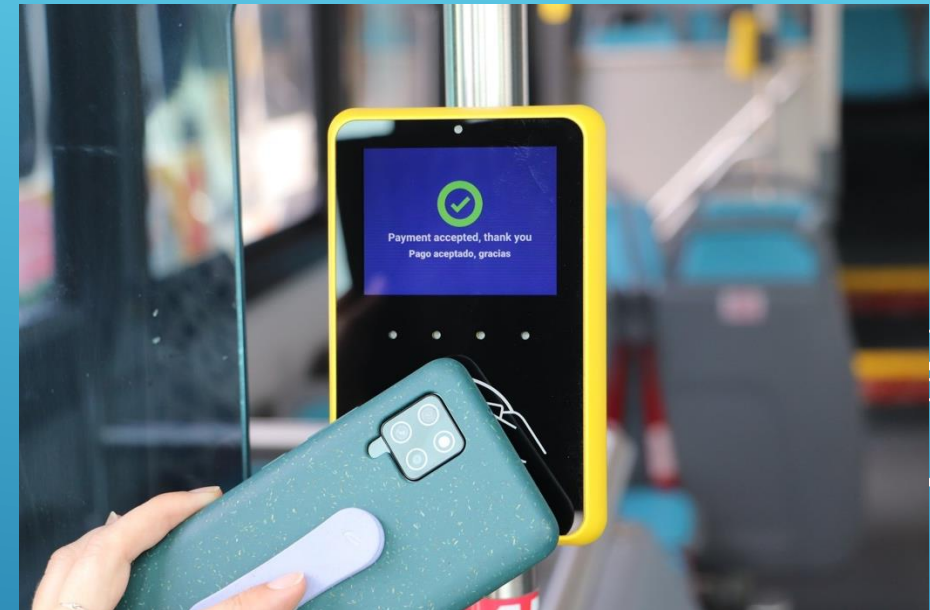
FY 23 BUDGET – CAPITAL PROGRAM



COAST RTA UPDATE

Service/PAC Meeting
August 18, 2022

- ▶ Kuba Pay/Internet Routers - Hardware
 - ▶ *Installed!!!!!!!!!!!!!!!!!!!!!!*
- ▶ Little Pay – Software that determines fare.
 - ▶ *Training tomorrow – back office*
 - ▶ *Designing fare structure/rules*
 - ▶ *Setting date for resumption*
- ▶ T2H Marketing/VISA/Cash App
 - ▶ Will push out marketing features to Board as they become available



<https://mst.org/fares/contactless-payment/>

FARE COLLECTION IMPLEMENTATION



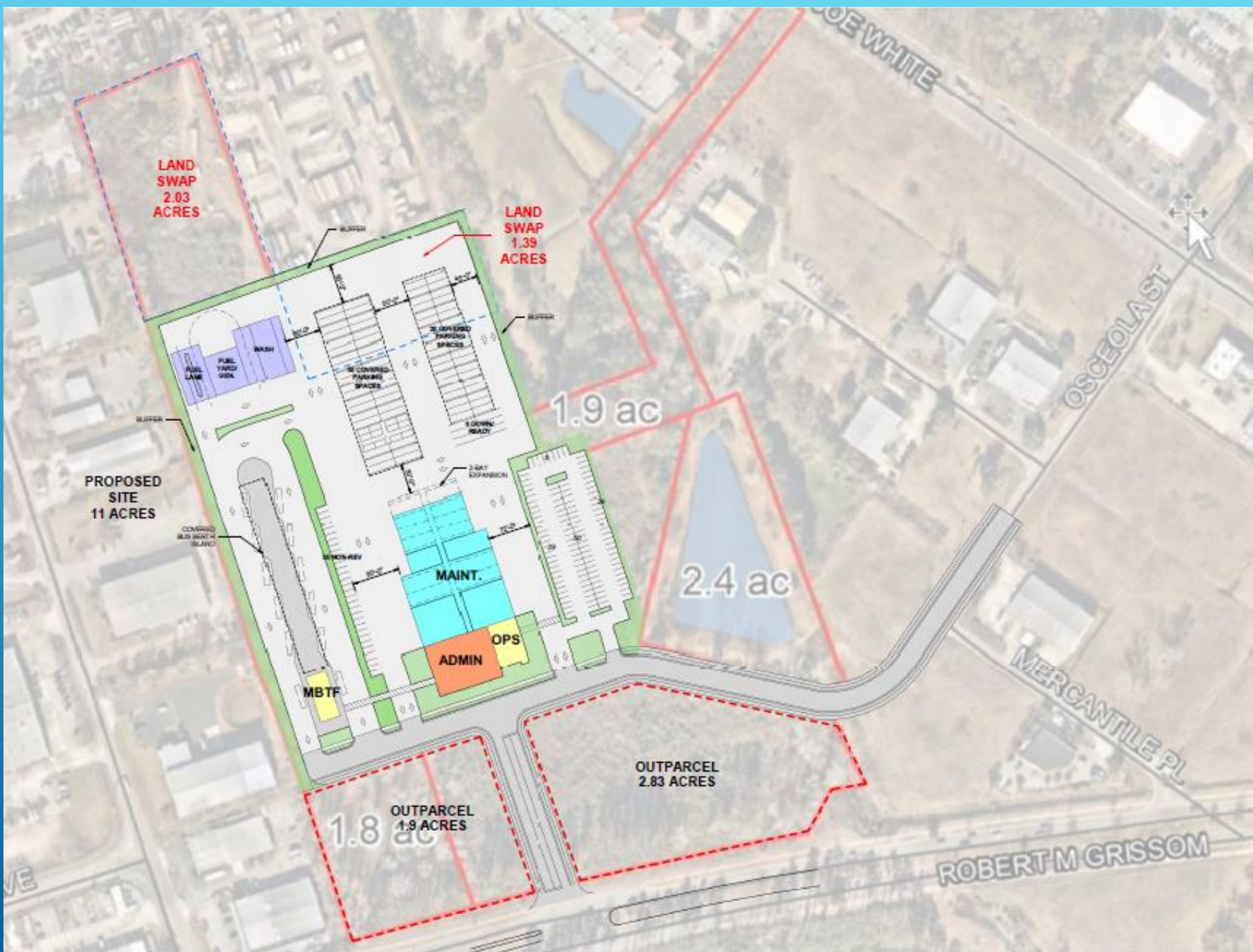
- ▶ RAISE Grant not awarded
- ▶ Low/No and 5339 Grant still in
- ▶ FTA reviewing Environmental Checklist
- ▶ Design Charrette 7/15 at HTC Aspire Hub – final check on viability of the site
- ▶ Site Evaluation MB Transit Center LPA – Public Involvement – Hearing at Service/PAC in September

FACILITY UPDATE



- ▶ County approved extension on \$500K Capital Funding and \$750K ARPA funding
 - ▶ Need to submit proposal on integration of ARPA funds toward the O&M facility
- ▶ Still working with City of MB on their participation in the site development

FACILITY UPDATE





- ▶ Leased warehouse still being prepped – access in September
- ▶ Using satellite parking near warehouse – expanded to accommodate Trolleys
- ▶ Federal Grant in process
- ▶ Will take it slow ramping up the maintenance move

SPLIT OPERATIONS



- ▶ **Taken delivery of all five Trolleys**
 - ▶ Need cameras, exterior wraps
 - ▶ Move into service ASAP.
 - ▶ Rejuvenate Entertainment Shuttle
- ▶ **Three cutaways to be delivered by Sept 1.**
- ▶ **Summer Service on-time performance**
- ▶ **Driver schedule moderating**
- ▶ **Exploring service adjustments**

SERVICE/FLEET UPDATE



COAST RTA UPDATE

GM Report

August 25, 2022



▶ Audited Network and Data Storage

- ▶ Backup failures
- ▶ Power stability issues
- ▶ Storage capacity issues
- ▶ Internet unreliable
- ▶ Security substandard
- ▶ Difference in philosophy

IT UPDATE – AUDIT RESULTS

► Priority Repairs

- Email migration to the Cloud
- Upgrade Wireless throughout the building and MBTC
- Restore backup procedures and redundancy
- Stabilize power supply and surge protection
- Decommission servers

IT UPDATE – PATH FORWARD



► October/November

- Upgrade to Office 365
- New Hire/Termination procedures
- Adding two-step sign-in to VPN
- Go live on 24/7 helpdesk – 11/1/22
- Develop plan for full cloud migration
- Capital improvement plan – computer replacements/upgrades

IT UPDATE – PATH FORWARD



- ▶ Vanpool Update
- ▶ Sunshine Service
- ▶ Accomplishments

OTHER



SUNSHINE SERVICE UPDATE

October 27, 2022



- ▶ SWOT Analysis
- ▶ Create Service Vision
 - ▶ Communicate vision to Internal Customers
- ▶ Develop communication plan
- ▶ Develop and refine job descriptions and functional analysis
- ▶ Establish Committees
- ▶ Training, training, training

PHASE ONE GOALS RECAP

“

COAST RTA PROVIDES **RELIABLE**
TRANSIT SERVICE TO OUR GROWING,
DIVERSE, AND VISITING COMMUNITY
TO MAKE LIFE'S IMPORTANT
CONNECTIONS.

”



- ▶ Start to identify easy wins!
- ▶ Develop new job descriptions Authority wide
- ▶ Develop new training platforms
 - ▶ Leverage existing programs i.e. Paychex
- ▶ Communication plans
 - ▶ State of the Coast
 - ▶ Internal Facebook Group
- ▶ Committees
 - ▶ Morale and Culture
 - ▶ Marketing
 - ▶ Safety
 - ▶ Quality Assurance
 - ▶ Reward and Recognition

PHASE TWO



- ▶ New Fare Collection System!
- ▶ Installed and live 9/26
- ▶ Marketing materials installed
 - ▶ Bus ads
 - ▶ GenFare box
 - ▶ Video TBA

EASY WINS – NEW FARE SYSTEM



TAP TO CAP



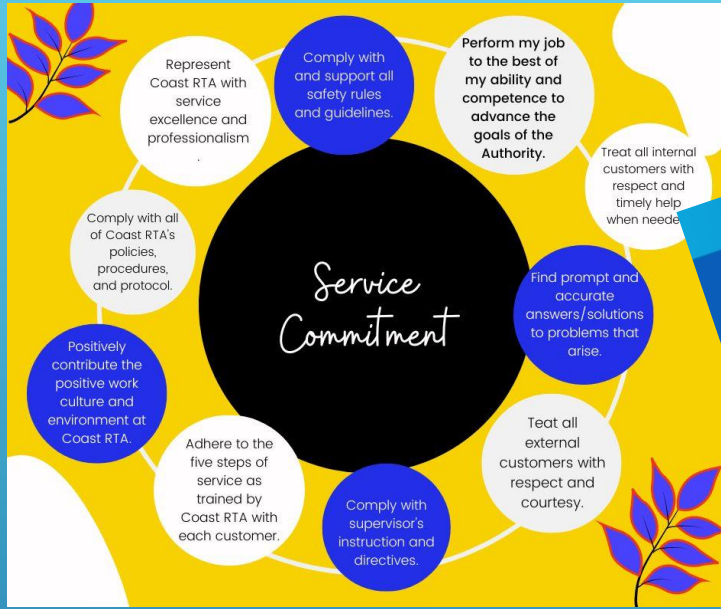
- ▶ New Job descriptions finalized Authority wide - 10/31
- ▶ New Employee Evaluation Process – completed 10/1
- ▶ TRAINING , TRAINING, TRAINING!
 - ▶ Train the Trainer Program being developed
 - ▶ Paychex Flex
- ▶ New Employee Handbook
- ▶ Increased communications via Staff Meetings monthly

PHASE TWO - FUNCTIONAL ANALYSIS



- ▶ Facebook Internal Group
 - ▶ Employees declined new connectivity program
- ▶ Still considering text program
- ▶ Employee Intranet?
- ▶ State of the Coast meetings

COMMUNICATIONS/ MARKETING



ARE YOU ACCOUNTABLE?

- ✓ I am totally responsible for my success at work.
- ✓ I am very productive, regardless of my work environment.
- ✓ I am accountable for the results I produce, even if a situation is unfair.
- ✓ I am very skilled at the work I do as demonstrated by my work performance.

The Everybody Story

ABOUT FOUR PEOPLE NAMED EVERYBODY, SOMEBODY, ANYBODY AND NOBODY.

THERE WAS AN IMPORTANT JOB TO BE DONE AND EVERYBODY WAS SURE THAT SOMEBODY WOULD DO IT.

ANYBODY COULD HAVE DONE IT, BUT NOBODY DID IT.

SOMEBODY GOT ANGRY ABOUT THAT BECAUSE IT WAS EVERYBODY'S JOB.

EVERYBODY THOUGHT ANYBODY COULD DO IT, BUT NOBODY REALIZED THAT EVERYBODY WOULDN'T DO IT.

IT ENDED UP THAT EVERYBODY BLAMED SOMEBODY WHEN NOBODY DID WHAT ANYBODY COULD HAVE DONE.

COMMUNICATIONS



PHASE TWO – NEW LOGO



- ▶ Employee Morale Survey
 - ▶ Created a baseline
- ▶ Fall Festival
- ▶ Conflict Training and Employee Support
- ▶ Branding Elements to connect us
- ▶ Sunshine Service promotional materials



PHASE TWO CULTURE AND MORALE



- ▶ Measure Employee Morale at least once a year
- ▶ Marketing signage inventory on buses and building
 - ▶ Audit marketing materials quarterly
- ▶ Rewards and Recognition launch
- ▶ Expand training programs for Supervisors
- ▶ More Morale and Culture activities!
- ▶ Branding Style Guide
- ▶ Standards of Service
- ▶ Enhance Quality Assurance
 - ▶ On Board Surveys
 - ▶ Quality Control rides
 - ▶ Possible "Secret shopper" program

NEXT UP – PHASE THREE GOALS