



CHATHAM AREA TRANSIT®

BOARD MEETING

OF

October 7, 2011

10:15 A.M.

MR. LIAKAKIS: I'd like to call to order the Chatham Area Transit Authority and as Patricia who's the Secretary for the CAT Board for the roll call.

MS. HAWKINS: Good morning. Chairman Liakakis

CHAIRMAN LIAKAKIS: Here

MS. HAWKINS: Dr. Thomas

DR. THOMAS: Here

MS. HAWKINS: Mr. Broker

MR. BROKER: Here.

MS. HAWKINS: Mr. Dawson

MR. DAWSON: Here

MS. HAWKINS: Mr. Farrell

MR. FARRELL: Here

MS. HAWKINS: Mr. Gellatly

MR. GELLATLY: Here

MS. HAWKINS: Mr. Holmes

MR. HOLMES: Here

MS. HAWKINS: Mr. Kicklighter

MR. KICKLIGHTER: Here

MS. HAWKINS: Mr. Mingledorff

MR. MINGLEDORFF: Here

MS. HAWKINS: Mr. Odell

MR. ODELL: Here

MS. HAWKINS: Mr. Shay

MR. SHAY: Here

MS. HAWKINS: And Ms. Stone

MS. STONE: Present

MS. HAWKINS: Thank you

Also present at the meeting was Ty Butler, Ben Karf, Chad Reese, Linda Cramer and Patricia Hawkins.

MR. BUTLER: Mr. Chairman if I may I'd like to introduce Ben Karf. Ben's gonna be involved in providing legal services and counsel to the Authority.

CHAIRMAN. LIAKAKIS: Glad to have you and to Frank—

MR. ODELL: What's his last name?

MR. KARF: Karf.

MR. ODELL: As in Michael?

MR. KARF: Yes sir.

MR. ODELL: Good to meet you.

MR. KARF: Nice to meet you.

CHAIRMAN LIAKAKIS: So Frank Mingledorff glad to have you on board as a member of the Chatham Area Transit Authority. Being a new member they'll make sure they have a sign for you by the next meeting. Alright the minutes were distributed to all of the CAT Board members. We need a motion.

MR. BROKER: So moved

MR. LIAKAKIS: Do we have a second?

MR. HOLMES: Second.

CHAIRMAN LIAKAKIS: All in favor of the approval of the minutes of the last meeting please signify by raising your hand. Motion passes. New business, request Board approval to participate in activities that support the breast cancer awareness campaign, "Paint the Town Pink", specifically on Thursday, October 27, 2011 in collaboration with St. Joseph/Candler Hospital and Savannah Morning News Chad.

DR. REESE: Thank you Mr. Chairman. As you know October is has been specified as breast cancer awareness month for the past twenty-five years. CAT is requesting Board approval to participate in a free breast cancer screening program. As you know from our latest customer service survey the vast majority of our citizens who use our services are

African American females which has the highest rate of breast cancer and so we are participating with the community activities as part of outreach to provide free transportation services as part of those free breast cancer screenings. As well, throughout the month of October on Fridays operators will have casual Friday in which there will be – we have one of our operators here to sport the new uniform that will be used on Fridays throughout the month of October to bring awareness throughout our primary customer base throughout the community and we request approval to provide services on October 27th for those citizens who have a voucher for the breast screening.

CHAIRMAN LIAKAKIS: Very good and of course it was on television and of course in the paper about a recommending that people wear pink every Friday to bring attention to the breast cancer problem that we have and to support that so we are asking everyone as the media has to wear pink...either a pink shirt or something pink so that we can get more of our citizens aware of this particular deadly disease. Item 2, request –

MS. HAWKINS: We need a motion.

MR. ODELL: I make a motion to approve.

DR. THOMAS: Second.

CHAIRMAN LIAKAKIS: Alright all in favor signify by raising your hand. Motion passes. Request Board approval for the purchase of two (2) Vendstar III Ticket Vending Machines from GFI Genfare Chad.

DR. REESE: Thank you Mr. Chairman. As you know we are on the verge of beginning construction on two very significant projects in the history of Chatham Area Transit. As part of that, we need to provide additional ticket infrastructure. We have a grant to fund this and the grant will be expiring within the coming days before the construction is completed so we need to move forward with the purchase of the some the equipment will go in the facilities or at least have it obligated in order to meet the grant requirements and to be in with the construction of the Transit Center and renovation of the Operations Facility. It is a –

MR. ODELL: Move for approval.

MR. KICKLIGHTER: Second.

CHAIRMAN LIAKAKIS: I have a motion on the floor and a second all in favor raise your hand. Motion passes. Item 3, request Board approve renewal of a \$1.7 million line of credit with Wells Fargo Bank, N.A., and to approve an amendment to the Intergovernmental Agreement with Chatham County pertaining to the County's role as Guarantor of the credit line Chad.

DR. REESE: Thank you Mr. Chairman at this point we need to turn it over to Linda Cramer, Finance Director with Chatham County.

MS. CRAMER: Good morning, on behalf of the Chatham Area Transit Authority we're just asking for your approval to renew the line of credit with Wells Fargo Bank. The terms are pretty much the same as what we've had this past year. It's a \$1.7 million line of credit and we will be going to the County Commission at the next meeting to get their approval on it as well.

MR. ODELL: What is the change in the County's role as guarantor?

MS. CRAMER: There is no change the guarantor role means that if CAT—

MR. ODELL: I understand what it mean, I just didn't understand the word "change" which to me mean something different so if it's not different, then it's not changing.

MS. CRAMER: Right there are a little bit of a change in the terms of the contract in terms of how the payments are done. That's the only change from the prior years' line of credit to this one. The interest rate's the same as well.

CHAIRMAN LIAKAKIS: And of course what has happened in the past that on numerous occasions this particular line of credit has been approved by the CAT Board and of course it has to go to the Commissioners for that and the Chatham Area Transit has paid those loans back is that correct?

MS. CRAMER: Yes we usually pay it back or CAT pays it back towards the end of the calendar year so we really have this current line of credit out all year and then once we receive the tax revenues in November December we'll retire it...pay it...you know pay it down and then hopefully have the new line of credit in January.

MR. ODELL: Mr. Chairman I'll make a motion to approve.

DR. THOMAS and MR. SHAY: Second.

CHAIRMAN LIAKAKIS: Alright all in favor raise your hand, motion passes. Update from staff of Savannah State services and CAT Prowler program, Chad.

DR. REESE: Thank you Mr. Chairman. As part of our program that we have underway with our Comprehensive Operation Analysis, two of the programs that we looked at or one of the programs that we looked at is how do we begin to target students. We received some comments from the citizens and the public in terms of the Savannah State University program and right now it's a pilot program but we feel like we need to bring it forward typically you would evaluate it after 6 months to a year, but with any service development program you—typically it takes between 12 and 24 months to build a program. So we are about 7 to 8 weeks into the program and just wanted to give the Board a brief snapshot of how the program was progressing, secondarily to take a look at the Prowler program we'll a press conference scheduled for it next week. But as you can see in August this year we began service and for the two primary routes that service the university are additional routes. Routes 60 and 61 which carried a little under 600 people. Overall system ridership for Savannah State University students was about

6,000. The incremental cost to provide that service for those students was about \$3.57 per customer per passenger, which is somewhat lower than the approximate \$4.00 per passenger we pay now. In September we enhanced the marketing program we began to grow more. As you can see we carried an excess of about 1,500 on the two routes that service that and system ridership overall was about 36,000 a little over 36,000 with an incremental cost of about \$.48 per passenger from August to September. Again it is a pilot program that we'll have to evaluate and come back to the Board with a full report probably after the first semester and after the first academic year in terms of the progress of the program.

CHAIRMAN LIAKAKIS: Any questions? Patrick.

MR. SHAY: Is the ultimate goal where I see incremental cost per passenger, I mean obviously \$.48 is a whole lot better than \$3.57; is the ultimate goal that that would approach zero?

DR. REESE: Yes in theory. The ultimate goal is to – we're providing additional services but we open our services up to the student body as a whole. The ultimate goal we subsidize a typical passenger about \$4.00 per passenger. The ultimate goal is to bring the overall cost of the program down so if we bring it down from the \$4 and some change where we're at now to \$3.57 it would be a significant improvement. But as we bring more students on board the associated with operating the services decrease and we're able to get other universities on board thus additional revenue comes in the system and we bring down the taxpayer investment in the system.

MR. SHAY: I think its – Savannah State University is in my district and I also provide some services to the university in my life as an architect. I see new service out there I think its been well received. I think overall in terms of Chatham Area Transit's future its obvious to me that instead of operating among all of us, not CAT, but in the County the 15 or 20 or maybe there's 50, I don't know transit systems that are out there. Instead of Savannah State University having one and someday SCAD, you know all these other people that are providing the same service that if we could bring them into the family that this might be a much more efficient way for transit to be operated within the community. But in the meantime there are some people that get confused because they suddenly see CAT hybrid buses on Savannah State University's campus which they not use to seeing and haven't seen in the past and I would just want to take this opportunity to let folks understand that this is a pilot program what we're trying to do is figure out how to reach choice riders; people that may not otherwise ordinarily think of using Chatham Area Transit as their primary way of moving through our community and bring them into the system with the hopes that they'll become regular CAT passengers on the routes outside of the routes that are designated here to provide services on campus and so forth. The idea is to invite more people into the system.

DR. REESE: And the thing is that this 36,000 trips that are organic growth of people who weren't riding the bus before. In addition to that we've picked up about 20,000 and we haven't completed all the analysis for September yet, but we have an additional 20,000 people who have not used the bus in the past so we're talking about 56,000 people

in the month of September or 56,000 passengers that were truly organic growth into the system. And I think it moves us in a direction that when we said that people don't use transit, I think it's more setting up the right conditions and parameters for people to use transit.

MR. SHAY: I mean just the—this is my first semester in 27 years without paying tuition to one institution or another in my life. Both of my sons have now completely graduated from all those lovely institutions that they got educated in, but I know that especially during the college years that right now it's a struggle for parents. It's much more expensive in order to be able to let their children be able to attend university and if you take the tuition and all the other cost and then on top of that you layer the cost of an additional automobile in the family; it is really expensive. So I think this is also a way of helping families be able to help afford the cost of letting their children be able to go to universities, so I think it's good for a lot of reasons.

CHAIRMAN LIAKAKIS: Patrick.

MR. FARRELL: So it sounds like, you know, in years past before you came we had talked about express routes so I'm assuming that this is a targeted express route.

DR. REESE: This is targeted to that Savannah State whose college oriented. What we are looking to do is hoping to expand to other colleges in the area as well, but it's a pilot program where we eventually want to get to is where the students pay for the use of the system as part of their enrollment at the university so all students pay the fee. Some decide to use it, others don't; but with this we've already seen a dramatic reduction in the traffic level and traffic count on Skidaway Road that leads in and around the university which helps the community overall.

MR. FARRELL: The numbers look very impressive to me. It appears that the buses are running full.

DR. REESE: Some routes are, some routes are still a struggle. As -

MR. FARRELL: At \$.48 a passenger that looks like you getting a lot of people on the bus which is I think a good goal to get as many on the bus as possible to reduce the cost per passenger mile.

DR. REESE: Some of the routes are still require additional marketing that we have to – we've had to teach students one on one how to ride the bus, how to read the destination sign because they just simple weren't accustom to it. The other benefit you have in terms of university students is you have approximately 20 to 25 percent turnover each year so where it may not be (in audible) for a senior to operate the bus, if we catch them as freshman, sophomore then progress through the system, but what we want to do is become ingrained in the system for a couple of reasons. Because we know the profile of the future transit rider will be significantly different then what the current profile is. They understand more the whole idea of use of resources, environmental, whole issues of sustainability things of that nature.

MR. FARRELL: Well it looks very promising so I look forward to future reports on your successes.

DR. REESE: Yes sir. And the second part of this is our CAT Prowler program and I'll turn this over to Patrique who is our Chief Development Officer.

MR. LINDAHL: Good morning, thank you very much. So the CAT Prowler is within the context of the SSU service. It's a new late night Friday night Saturday night service that's provided from the campus at SSU into downtown and then from downtown and out. What we were trying to do is just as Chad said earlier provide information and attract these choice riders. As we were trying to find a catchy slogan a catchy name because just not providing information, but also we needed a marketing campaign. We needed to draw people in so here's the Prowler. So it's the late night shuttle bus service. You'll find it on facebook (in audible) to find thru twitter and facebook and these alternative social media outlets that students engage in. We're developing routes schedules that will be provided on campus like all of our—this is sort of the new look of the new route schedules that are coming out. We're sending to print next week. We're also doing a poster campaign...I'm sorry I'm too close....We're also doing a poster campaign these are just some mark ups...It's A Jungle Out There, Go Ahead Get Crazy, We'll Drive You Wild and Cat around All Night. And then which I have said also in terms of teaching to find where the bus stops are. They need to be able to see where the service is to be able to utilize it so these will be the late night shuttle stop signs so it will be very apparent that it's a part of our system but it's different than our fixed route system. And I have this presentation as handouts if you would like.

CHAIRMAN LIAKAKIS: What is the time element on this service?

MR. LINDAHL: The shuttle bus the first shuttle bus will leave the campus at 8pm Friday night Saturday night. The last shuttle bus coming back from downtown is 2am and the last bus from the campus into downtown is at 1am.

MR. KICKLIGHTER: How long do they run?

MR. LINDAHL: thirty minutes. Every thirty minutes. That's every thirty minutes and for SSU students all they need to do is show us a valid student ID to be able to get on board, for all other residents it's a \$1.50 or \$3.00 round trip and of course we're hoping to relieve the downtown area of unnecessary traffic coming in and also the issue of drinking and driving among young people and so this is the service that we're hoping will have a positive impact on that.

CHAIRMAN LIAKAKIS: Okay thank you very much.

MR. SHAY: Do we have a shuttle service that starts on Sunday morning to help people, you know, go to Mass? Just in case....

DR. REESE: And again the uniqueness of this is it's a new market that we can reach in terms of the costs associated with it, it's two buses that's operating on Friday and

Saturday night and the idea is that it will not only serve the students, but it will also serve the people in and around the area to promote business growth, economic development for the downtown area. And if it proves to be successful in this area then we'll consider launching it in other parts of the county as well.

CHAIRMAN LIAKAKIS: Okay thank you; Next Chad your Director's update.

DR. REESE: Thank you Mr. Chairman, this week Vic-Chairman Dr. Thomas, Mr. Dawson and myself had an opportunity to go to New Orleans to attend the APTA annual conference and expo. There were approximately 19,000 transit officials in from around the country to explore the latest ideas to share thoughts, talk about where we were on the legislative agenda. One of the things that was unique and interesting is the streetcar line the expansion of the streetcar line in New Orleans which they were awarded approximately \$50, \$55million, but in the first year they already have promises \$1billion in private investments along that streetcar line which is a tremendous announcement, but we had the opportunity to attend a number of events and Dr. Thomas I don't know you'd like to have to say.

DR. THOMAS: I would just like to say that this was one of the largest events that I have attended for APTA in terms of attendees as our director has said also there were 772 exhibitors first. The workshops were just outstanding; believe it or not, catching a 6:45am bus to get to the convention center for a 7:00am was not that nice. Believe it or not, it was a gentleman behind me that morning and we were in this workshop all of a sudden I heard something say (snoring sound) and I'm saying to myself what the heck was that. I was ready to get out of there, but anyway he was so tired. But to make it short, it was one of the best meetings that I have attended with APTA and you will be getting a full report each commissioner will be getting a full report on what we learned and some things that Chatham County can do as well. And I tell you our director is well known and let me tell you we have a jewel in this new director. I was able to talk to some of his former bosses and there are people who are looking and wanting right away and I say no way. He has us going, but we should be very proud of our director because as I said not only was the interaction very positive everybody seem to have been in a very good mode in trying to work together to move forward together. Thank you so much for the opportunity to serve and Mr. Dawson was there and he may want to have something to say as well.

MR. DAWSON: I just never had the idea that there was so much involved with the different aspects of transit. When you go on an expo year which I believe is every 3 years. It's really overwhelming to see all the different aspects of transit. The technological advances I like to consider these things "brag and steal" because you can brag about the good things you're doing and you can steal all the good ideas that somebody else has and bring them back and implement them here. So it's a great opportunity to network with other people, find out what good things they have going on and then bring them back to our area so I'd like to thank you for that opportunity to attend. I think everybody should go if they get a chance.

DR. THOMAS: Yes.

DR. REESE: On the federal policy level congress actually came together and agreed upon something. They agreed to a six month extension of the Service Transportation Bill. It was considered a clean bill six month extension. We had the opportunity to meet with members of both the House and the Senate and key staffers and talk about where the Transportation Bill was going in a direction. The initial proposal coming out of the House calls for a 30% cut but that's in line with the revenues that were regenerated through the Highway Transportation Trust Fund, but they're looking for other ways of funding it but it's one area that both the House and Senate agree upon in terms of the future of transportation in particular public transportation. To that same note, one of the things I was just notified of this week that's not on the agenda is that Chatham Area Transit had just been awarded \$990,000 roughly a million dollars for JARC funds for Job Access Reverse Commute and so we'll have to come back to the Board for a budget amendment. As you know we had some issues with the last budget in terms of the millage rate so this may be an opportunity for us to plug the gap. We were just notified so we'll run the numbers and see how they come out and how they can benefit us as well as looking at how do we go about over some period being able to pay down the line of credit and establish a reserve for the Authority. So we'll begin looking at that and we'll bring a budget amendment back to you. Also on another issue we are undergoing a financial management oversight review by the FTA. The process will take about ninety days (in audible) had an opportunity to meet with the Chairman. It's been ongoing for I guess about the past two or three months to insure that we have the technical, financial and legal capacity in order to continue to run the transit system and manage the major projects we're facing. So what we can expect from that is a list of recommendations to come out of that that we'll probably need to put in place. Some of those recommendations will be coming to the Board next week in terms of corporate oversight, corporate responsibility, the influx of committees and things of that nature. In terms of key performance indicators ridership was up for August 2011 compared to 2010 of about 47,000. The true number that we need to look at in terms of ridership is how effective we are. You know there a number of ways of increasing ridership. You can throw more service out there but the catalyst is how many passengers are you carrying per hour. So not only did we have a 90% increase in ridership, we also had a 9% increase in terms of the number of passengers we carry per hour from 17.82 to 19.27. Ontime performance is 66%. As you know we changed our ontime performance mechanism in terms of the way we calculate ontime performance we have created an internal ontime performance committee and we're bringing people in from around the country to begin to address the issue of ontime performance and putting a plan in place improve that number. Accidents continue to be a struggle we are in the recruiting process for a new Director of Safety and Training. We did make an improvement from 7.88 accidents per 100,000 miles to 5.93, but the number we really need to be closer to is around 2 in terms of us being successful. Complaints; we had a dramatic improvement in our complaints. Farebox recovery was down for the month, but it's still at 25%. In terms of paratransit we carried 6,331 customers on the month for Teleride which is an increase of 539 compared to last year. Ontime performance was at 90%. We had two complaints for the month and farebox recovery is at 2%. One of the things that we committed to the Board during the budget workshop is that we will begin the recertification process for all the people who are currently eligible for paratransit and Teleride so we will begin that process this year. And that concludes my Executive Director's report.

CHAIRMAN LIAKAKIS: Well the Federal Transit Authority, a couple of months ago they came in with about eight members and went over a lot of things concerning the operation and I followed through what they did; they sent two auditors in to find out why that transit center had not been built to this date. And what I did was I went through the history of it to explain why it took so long for that and my explanation they appreciated that. It gave them the answer that they vitally needed for those auditors and all and they thanked Chad and I for coming together and giving them information. One of the important things was they were concerned that the operation of the CAT system and I told them we have the system now under Chad's direction and the way that it is set up it looks like this will be a really good system in the very near future and they asked a number of other question too about the time element and those questions were answered satisfactory to them also. So I think with Chad and I with those auditors that they thanked us and said that that really helped them in their auditing so they were taking that back to the Federal Transit Office to let them know because they agreed that that was the problem the way it was in the past about the historical area where we had the location on Oglethorpe Street and then we had another huge lot just beyond Martin Luther King and I told them that the people wanted \$8 million the owner of that lot plus he wanted us to give him the lot next to the International Trade Center across the river which was worth in the millions of dollars also. So we didn't even talk to him anymore and then they came up with the Greyhound bus station and of course our transit people and Pat Monahan and others with the County worked hard on that and some other representatives and all so it made a bid difference with them. Helen.

MS. STONE: Just before we conclude our Chatham Area Transit meeting I would like to thank Mr. Reese. I want my fellow commissioners to know this is a permit for a bus shelter.

DR. THOMAS: Very good.

MS. STONE: For my district.

CHAIRMAN LIAKAKIS: Harris.

MR. ODELL: Chad I don't want you to over do it in her district. I am really please with the progress Chad that we are making. The numbers that you quote heretofore we've evaluated effectiveness based upon anecdotal incident reporting. Now we're evaluating it where we are number wise, where we are number wise over a period of time. That's the only way you can intelligently tell whether or not you're making any progress. The other just feel good is emotionally driven and is you see a passenger the day before and they are happy about (in audible) believe that your entire service is good which may or may not be the case. I appreciate what you are doing I sincerely do and for those naysayers who didn't that intellect always trump good feelings, I think this is evidence that Veolia was the right decision and I thank you.

DR. REESE: Thank you sir.

CHAIRMAN LIAKAKIS: Okay, next item 6 updates for the Finance Department.

DR. REESE: Yes sir we have the finance report which is a new report and this is our first month you'll continue to receive it. It will go through several renditions before we get it to where we want it, but basically it shows all the expenditures we for the Authority for the month that's over a \$1,000 and that's provided for your information. Second of all, we have the System Development Report which includes marketing outreach and its also provided for your information. A couple of things to note on that is we will be providing information on the unified zoning ordinance to deal with more of the transit oriented design that needs to be incorporated into that program as well as we have three grants that are pending that are associated with the construction of the new facilities, alternative analysis as well as expansion of the intermodal facility on Hutchinson Island.

CHAIRMAN LIAKAKIS: Okay that's it. We will adjourn the Chatham Area Transit Authority now and since we do not have any appointments today or legal matters, the Board the Chatham County Board will now go into the Green Room – oh excuse me. I'm trying to rush it because we got a number of things to do in this. While we are on this particular item right now Frank you're first on board – this is your first meeting, would you like to make any kind of comment at this time?

MR. MINGLEDORFF: No, but I'm interested in what's going on.

CHAIRMAN LIAKAKIS: Good okay and of course being a member of the Chatham Area Transit Authority you will be getting the agenda and information that will come from the CAT from Chad so that you'll know what we're having in the meetings and you'll have that information like minutes and other things too so that before you come to the meeting you'll know something about it. Okay.

MR. SHAY: Welcome.

Meeting adjourned at 10:50 a.m.

Respectfully Submitted by:

Patricia R. Hawkins, Secretary-Treasurer
Chatham Area Transit Authority