

**THE COAST RTA-WACCAMAW RTA
BOARD OF DIRECTORS MEETING
SEPTEMBER 30, 2015
9:30 AM**

Board Present: Joseph Lazzara, Chair
Robert Sheehan
Bernard Silverman
Katharine D'Angelo
Lillie Jean Johnson
Chuck Ottwell
Ivory Wilson
Sidney Blackwelder

Staff Present: Brian Piascik, General Manager/CEO
Lynette Nobles, Executive Assistant/Board Liaison
Michelle Cantey, Marketing & Communications Manager
Tom Arends, IT
Candace Brown, Material Control & IT Analyst
Kevin Parks
John Glover, Transportation and Service Planning Manager

Also Present: Darrell Eickhoff, AARP
Nicholas Twigg, concerned citizen

In accordance with the Freedom of Information Act (FOIA), the 2015 meeting schedule was provided to the press at the beginning of the 2015 calendar year, stating the date, time and location. In addition, notice of this meeting was provided to the press, stating the date, time, and place on Monday, September 28, 2015.

CALL TO ORDER: Chairman Lazzara called the meeting to order at 9:30 AM and welcomed everyone.

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

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

ACKNOWLEDGEMENT OF VISITORS: Mr. Lazzara welcomed Mr. Eickhoff.

PUBLIC COMMENT: None

EMPLOYEE RECOGNITION: Mr. Piascik began by recognizing Mr. Curtis Fike, one of our drivers

SEPTEMBER 30, 2015

who passed away recently, as an inspiration to all of us and that when we receive the buses from Dallas, we would like to honor him in some way. Mr. Piascik then shared that seven of our drivers had attended the Regional Roadeo training in Florence on September 19th. Casper Allison finished second in the forty-foot bus division and Christina Ryan won the paratransit vehicle division. He then recognized Kevin Parks for writing two (2) grants in two (2) days (5310 and 5339), which we were awarded at the end of that week. Mr. Piascik expressed how proud he is of Kevin and that this would go a long way in helping us get to that September date.

APPROVAL OF MINUTES: There was a motion and a second to approve the minutes from the July board meeting. A voice vote was taken, with no nays being heard, the minutes were approved.

COMMITTEE REPORTS: Mr. Piascik began with the Finance Committee by asking Mr. Ottwell for his comments. Mr. Ottwell shared that he likes the new format of the reports that Mike has developed and that we are raising the threshold from zero to \$5,000. He went on to say that instead of reviewing the checks each month, the bank give a password so that he would be able to review the account on line. He also would like to see how we track all revenue. Mr. Silverman asked about the financials and the check register (redacted) being posted on line. Mr. Piascik said that our financials are posted on line, but not the check register. We will begin posing the redacted check register on line, for transparency. Mr. Lazzara asked if we have received anything from Horry County that they received our FY2016 budget; to which Mr. Piascik stated that he has received an e-mail saying that they did receive it.

Mr. Piascik shared that he presented to county council (Transportation Committee) on the 22nd, about the issue of the financial plan and let them know that we're not 100% sure that we're going to the September time frame, but as soon as we made that decision, we would come back to them with the details for then to weigh in on that decision. Mr. Ottwell asked about our audit; to which Mr. Piascik replied that our audit is already in process and will, possibly, have a draft report for the October board meeting.

Regarding CFO, Mr. Piascik said that he has a candidate he would like to offer and if the offer is accepted, he would be full time. In addition to the financial roles he will also be doing the NTD reporting. He is currently working for a Head Start program, so he has a lot of public entity financial experience, has done a lot of grant work, and is a CPA. He lives in Little River. Mr. Silverman asked if he would be able to get us through FMO. Mr. Piascik said that we will retain Mike for training and getting us through FMO. Ms. D'Angelo asked about his experience. Mr. Piascik shared that he has over 30 years' experience and he's excited to bring him on board.

Service Committee: The committee did not meet in September, but will have quite a bit coming up in the meeting in October. Mr. Piascik went over slides reviewing the fall service. There were 95 surveys taken on the Entertainment Shuttle, which is a sample of two (2) nights of service and the data is being input by students at CCU. We should have the results to bring to the Service Committee in October. Fall service, we added an evening trip on the Georgetown/Myrtle Beach Route 16, so now the last trip is leaving Myrtle Beach at 6:30 going to Georgetown, so you can do a full day of work in Myrtle Beach and still get home. That route goes to Georgetown and then leaves at 8:00 PM, traveling Highway 701, and we've had people use this to get into Bucksport and some other areas. We also added a mid-day trip

and Sunday service on the Conway Circulator, so now you can do a half-day trip instead of having to wait until 3:00 to get back home. It will be interesting to see how the mid-day trip improves ridership across the board. We added trips between Myrtle Beach and Conway that we haven't had in the past, that are all done with dead-head buses, so there's very little increase in cost and these have been well received. Mr. Silverman expressed the committee's desire to get the transfer center in Georgetown set up because our riders are dealing with having to wait out in the weather with no shelter. Mr. Piascik said that he has news on that front that he will talk about later in his report.

COMMUNICATIONS & PUBLIC AFFAIRS COMMITTEE: Mr. Piascik began by saying that we will be talking more about surveys over the course of the fall. We're really happy to have HTC come in and do a soup-to-nuts review of all of our technology and looking at hosting and web development, etc.

Mr. Piascik asked Mr. Arends to turn off the Power Point and bring up the Route 10 pilot. Mr. Arends demonstrated the tracking of Route 10 that he has set up using Transit Systems aka Ride Systems, the same software that CCU uses. Mr. Arends shared that he had gotten three (3) quotes from different vendors and this is, by far, the least expensive because they allow us to do the install and updates ourselves. He added that it takes only ten (10) minutes to set up a bus. He demonstrated the real-time tracking of the bus on Route 10. You click on the bullets on the route and it shows when the bus will arrive that that point. You simply go to the website and download the app to your mobile device. The cost is \$250 per GPS, with a \$75 monthly subscription, which comes to, for thirty (30) buses, \$7500 for a one-time purchase, plus \$2250 per month for thirty (30) buses, or about \$27,000 per year. Mr. Blackwelder asked what other functionality for information we would be able to gain from this system; to which Mr. Arends replied that this system could be expanded to provide an automatic passenger counter, which would provide the boardings and the alightings. Currently, our fare boxes provide information on boardings but not alightings. This system also has the capability of performing AVA's (Automated Voice Announcing), which keeps us in compliance with ADA. This can be posted on our website or we can have our own app. Mr. Arends e-mailed the link to all board members. Mr. Arends thanked Professor Twigg for suggesting he contact CCU to get information on their system for tracking buses. Mr. Blackwelder asked if we have the ability to see if a driver is driving recklessly or speeding through a school zone etc. Mr. Arends replied that there are other modules that will be available to us through this same system. Mr. Blackwelder asked for a list of all the functionality and price points of the software for the board to review. Mr. Arends said that he would get copies for the board.

Mr. Piascik began the update regarding the customer complaint process by saying that Mr. Arends has developed an electronic system for handling the process and asked him to demonstrate. He began by saying that there are numerous people who take complaints. Regardless of how a complaint is received, It will be entered into the electronic system in the same manner one would enter a Help Desk ticket. The person entering the complaint into the system will fill in their information and complete the ticket, which is saved into a database. The complaint is then tracked through the system and is closed out once it has been resolved. There is an on-line form on our web site where customers can enter their complaint. It is then entered into the database and tracked throughout until it is closed. This will allow us to look for trends and be able to better utilize the information.

FUND DEVELOPMENT COMMITTEE: Mr. Piascik began by talking about the transportation

summit; who should lead it (us or the county). We will be continuing the discussions. If we want to go for a referendum for 2018 (the earliest we could possibly hope to do that), we have to get started now. During the committee meeting, we talked about initiating the screening evaluation of funding sources. This is a very systematic way to eliminate options. We look at all of the funding sources enabled in South Carolina; other sources that are used in other areas of the country that we might want to get enabled in South Carolina; the legislative viability of some of these funding sources, looking at precedents in the state; both Charleston and Columbia have fractions of sales tax in place for their bus systems, so we want to look at those processes and begin the conversations now. We've talked a little bit about who we might hire to help us with this and will continue going through that committee. Even though you may not sit on this committee, Mr. Piascik encouraged everyone to attend the meetings in order to be knowledgeable as to the progress. The next committee meeting will be held October 14th.

GENERAL MANAGER'S REPORT:

Mr. Piascik began the General Manager's report by reviewing the financials, saying that in June, we are a little over budget due to getting the buses from DART. We are right on target for August and doing pretty well financially. These two (2) new grants will help us extend our fiscal year. We have a question with the state on drawing on our state budget's 5311 and SMTF funding after June 30th. If we can get all of that worked out, he sees no issue with our going through September. It's just a contractual thing, as the contracts were to end on June 30th. We did really well in July and August on ridership; 26% increase over July and August of last year, which was shared with the Transportation Committee. Our in-service breakdowns decreased from 13 to 7 per month. The service reliability has really helped us. We had a couple of days around 3,000 riders. Mr. Piascik stated that he has talked with the Transportation Committee about paratransit; that it is very restrictive now based on the 3/4 mile buffer and how we're running it at the bare minimums of the federal mandate. We've cut out the critical massive trips that you need to have good stats; so we want to take a look at how we're doing paratransit. It also relates to improving rural service and getting more people on those buses. It's a double-edged sword; it's going to be more money to do that, but we would be better community partners if we're able to increase the service on that part of what we do. We'll reap some benefits, in terms of ridership and our service stats. Dr. Sheehan asked how far back the decision was made to cut the service back to the minimums. Mr. Silverman answered that it was back towards the end 2013, early 2014. Dr. Sheehan then asked if this was a group decision. Mr. Silverman said that he, Ms. Norton-Dew and the previous administration were involved, as we were doing a lot of trips (\$100 per trip). Ms. D'Angelo responded that the board made the decision because it was costing us too much money. We were driving anybody, anywhere in the two counties for \$6.00. Dr. Sheehan expressed the need to present who is served (the nature of the population), the need of that population, with visuals, which shouldn't be too hard to get.

Fleet update – the board approved a resolution for us to buy ten (10) buses from DART, we already have five (5); we will be getting the other five (5) and we will also get four (4) new paratransit vehicles, which will be replacements for four (4) vehicles we now have. When we receive the other five (5) buses from DART, we will be disposing of another eight (8) buses from our fleet. They will be advertised on govdeals.com and see what we can get for them. That will get our fleet size down to about 30 vehicles, both transit and paratransit. If we can dispose of another couple of buses, we will. Mr. Silverman asked if we're still working with Halsey King to get rid of the two (2) lemon-law buses. Mr. Piascik said that

SEPTEMBER 30, 2015

we are. We have a meeting with Navstar in a couple of weeks to have that discussion. It will be an arduous process. Hopefully, we will get some retribution (compensation); we can't sell them because they're not safe, but we need to get them out of here. Coast should never have purchased those buses, as they are pieced together; 2010 chassis, 2012 engines and they're calling them 2011 models. The National Traffic Safety Board (NTSB) has been notified and they have started a ticket on it. Halsey will be there to help get us through the process. Halsey still has one more trip remaining on his contract with us and he will be here in November conducting a three-day training that we will be hosting. After that, it should be done. South Carolina is paying for the training (November 11-13). The tracking would not be available, for the paratransit vehicles, to the public, only for internal purposes. The history for the system will be stored in the cloud. Dr. Sheehan asked if we might be able to get some funding to purchase the tracking system. Mr. Piascik said that we will look into it. Mr. Blackwelder asked a question as to how we communicate a major service interruption, such as in case of a storm and we're involved with evacuation. Mr. Arends replied that we communicate through our Facebook account, our website, public service announcements, as well as the Horry County Emergency Operations Center site (Coast RTA is the transportation component of the county emergency plan). It was also suggested that we do a text or e-mail blast.

Mr. Piascik then called the board members' attention to the list of training that has been done since July 1, 2015, well under budget. Mr. Blackwelder suggested using webinars when possible. However, none of the training on the list was available through a webinar. Some board members are interested in attending a Defensive Driving session. The dates will be sent to the board. Dr. Sheehan asked if Mr. Piascik has contacted any of the community foundations that he had recommended. Mr. Piascik said that he has not, but will certainly do so.

Regarding shelters, Mr. Piascik reported that he spoke with City of Myrtle Beach. The agreement at that meeting was that we look for locations off of the boulevard for them to implement early and get some shelters out on the street. There's one on 501, there's a couple in the neighborhood on the west side of the transfer center that we want and they've agreed to work with us on that. We're holding off on the boulevard because we want to look at the surveys and see if it makes sense to pull some service off the boulevard and put it on Kings Highway. In that case, it would make more sense to put the shelters on Kings Highway. He also spoke with Georgetown County and they want to meet. They have a list of locations; one in Andrews, a couple in Pawley's Island, and one in Murrells Inlet, where they want to place shelters. They e-mailed Mark Hoeweler asking who to contact at Coast and Mr. Piascik was sent a copy of the e-mail and contacted them, asking that they contact him or Mr. Glover. However, no one ever called. Mr. Piascik reported that he has also spoken with the City of Georgetown, they gave us a list of locations, and they have poured some of the pads. Mr. Blackwelder asked if we have the ability to sell advertising on the shelters. We are not, as they are not our shelters. Within the city, we are not allowed to.

Dr. Sheehan expressed his respect for Mr. Piascik and the staff for the progress that has been made since the last board meeting, in areas for which the board had concerns.

Regarding funding, Mr. Piascik reported that there was a meeting with Brunswick County, North Carolina regarding their 5307 funding for 2013 and 2014, and they were agreeable to our using those

SEPTEMBER 30, 2015

funds. Those funds will be integrated into our new 5307 grant as soon as the TEAM/TRAM grant management system is back up so we can go in and enter the application for the FY2016 grant.

Our A133 audit is underway and we should have a draft report for the October board meeting. We have executed our FY2016 contracts with SCDOT.

We're on track with quarterly payments from the county and City of Myrtle Beach. Mr. Piascik expressed a concern with the \$4000 funding from City of Conway, because they are using tourist-based funding. Mr. Piascik plans to meet with them sometime in October.

We're on track with Coats 4 Kids and have some new sponsorships and partnerships.

Mr. Piascik expressed that he plans to schedule meetings (presentations) with all councils to let them know what's going on at Coast. He reviewed the schedule for October with the board.

Mr. Piascik called attention to page 39 of the packet, the 2016 calendar for both committee meetings and board meetings. The December board meeting is scheduled for Wednesday, December 2, 2015.

Ms. Nobles read the following resolutions into the record:

**WACCAMAW REGIONAL TRANSPORTATION AUTHORITY
RESOLUTION NO. JUL2015-30**

APPROVAL OF ACCEPTANCE OF 5310 FY16 FUNDING FROM GSATS

There was a motion and a second. There being no discussion, a voice vote was taken; no nays being heard, the motion passed.

**WACCAMAW REGIONAL TRANSPORTATION AUTHORITY
RESOLUTION NO. JUL2015-31**

APPROVAL OF ACCEPTANCE OF 5339 FY16 FUNDING FROM GSATS

There was a motion and a second. There being no discussion, a voice vote was taken. No nays being heard, the motion passed.

Mr. Wilson asked that he be advised of the meeting with City of Conway, as he would like to attend.

Mr. Wilson thanked Coast for the plant sent to him, and everyone who called to check on him.

ADJOURNMENT: It was properly moved and seconded that the Board adjourn. A voice vote was taken. No nays being heard, the meeting was adjourned at 11:25AM.

SEPTEMBER 30, 2015