

**TRANSIT SERVICES ADVISORY COMMITTEE**  
**Meeting Summary**  
**Thursday September 9, 2010**

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PRESENT: Rick Sanderson, Charlotte  
Walt Horstman, Matthews  
Anthony Wesley, Charlotte  
Jenifer Falls, Huntersville  
Rob Cornwell, Davidson  
George Schaeffer, Charlotte  
Terry Lansdell, Charlotte  
Kevin Spitzmiller, Charlotte  
Marvis Holliday, Van Pool  
Don Carnahan, Cornelius

STAFF: Dwayne Pelfrey, Theron Barrino, Larry Kopf, Ramond Robinson, Duretta  
Weicken, Celia Gray, Terrance Audrey, John Joye, Lisa Flowers, Pamela White  
Dee Pereira, Olaf Kinard, Paul Renaud

MEETING TIME: 4:00-5:30 PM

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**I. Call to Order and Approval of the August Meeting Summary**

Chairman Rick Sanderson called the meeting to order at 4:00 p.m. The August meeting summary was approved as written.

**II. Chairman's Report**

**Rick Sanderson**

Rick gave the committee an update of the August MTC meeting stating the committee taskforce for the Redline gave an update, also there was an action item for approval of the transit policies and procedures along with an approval of the BLE draft environmental statement. Also MTC had conversation about how monies from grants are approved, which products they go to, the priority of projects and who is to distribute the alternative funding sources and a review of how the current economic situation impacts the 2030 plan. Rick stated in the October or November meeting there will be a budget type workshop for alternative funding mechanisms for transit.

Jenifer Falls asked why members of the MTC were having a discussion on the way money from grants were being distributed. John Joye stated one of the outer town's Mayor stated concerns of the Interlocal agreement. John continued saying after he had reviewed the agreement and found that any transit funds from grants are to be transferred to the City of Charlotte and the

City acts as the approving entity and how funds are to be spent on projects in accordance with the 2030 Plan.

**III. Public Comment on Agenda Items:**

There was no public comment.

**IV. Information Item:**

**A. Transit Rules & Regulations**

**Lisa Flowers**

Lisa Flowers of CATS Legal explained that changes were made to the TSAC recommended Transit rules and regulation. As a result CATS was bringing it back to the committee for endorsement. John Joye CATS Legal explained that changes were made to reflect the same wording in the rules of conduct as the wording in City ordinances. Lisa continued by reviewing the changes stating CATS added a few definitions, Rapid Transit platform, Public Transportation vehicle, and there was a change to the explanation of disruptive behavior which references fighting words. Also the clause about riding bicycles on platforms was revised to indicate that riding on platforms would not be permitted if it resulted in risk to those on the platform.

Terry Lansdell asked if the eating and drinking on CATS vehicles was still in the rules and regulations. Lisa stated it is in the ordinances, summarizing if someone is caught eating or drinking that they will be issued a warning but if the rider refuses to stop the behavior they can be asked to get off the vehicle.

Terry asked if there were specific drinking containers allowed on vehicles. Larry stated CATS considered allowing certain containers on vehicles but it was found to put drivers in a difficult position.

Jenifer stated that she has witnessed skateboarding on platforms and it is never done safely. Lisa commented that it still needs to be addressed case by case.

The committee then voted and approved the rules and regulation as a recommendation to MTC.

**Grants**

**Dee Pereira**

Dee Pereira CATS Chief Financial Officer presented a brief overview of various grants CATS has applied for. Dee stated CATS does not usually present grant information to the committees but since grants have become a focal point, CATS wanted to keep the committee informed of what CATS is

doing and why CATS is doing it. With resources from other avenues limited, grants have become a more important part of CATS funding Strategy.

Terry commented that he felt CATS is doing a very good job with grants.

## **B. Transit Vehicle Advertising**

**Olaf Kinard**

Olaf Kinard CATS Marketing Manager stated in June of this year CATS gave the committee a presentation on vehicle advertising. Olaf stated after presenting vehicle advertising to MTC, MTC wanted CATS to come back in September and give options for Vehicle advertising. Olaf then reviewed the systems history, current advertising venues, advertising options, external ad potential and legal issues.

Marvis Holliday wanted to know what CATS biggest opposition to shelter advertising is. Olaf stated Charlotte is a very neighborhood oriented community and have expressed they do not want ads in their neighborhoods. CATS would not be able to control what kinds of ads would be in their neighborhoods.

Anthony Wesley stated if CATS does a wrap for the speedway, when it would occur. Olaf stated the wrap would be during the races in October.

George Schaeffer asked why the ordinance would require a change for TVM advertising. Olaf stated because the ad could be seen from the street.

Rob Cornwell asked who would be responsible for keeping control of the advertising and resources from such. Olaf stated that CATS marketing group would be responsible for the advertising and if it goes bigger CATS would need to contract a third party.

Walter Horstman stated he had concerns for the type of ads that would be on the buses. He was also concerned that ads be removed in a timely manner when they have expired. Walter also stated he was concerned that when changing and repairing ads certain buses would have to be taken out of service.

Jenifer asked who would approve the graphics on the ads. Olaf stated CATS legal would need to give input on graphics and give suggestions as to what CATS could say as a suggestion to the advertiser as a change on their ad graphics.

Kevin Spitzmiller asked if there was a way to request only natural tones to be used in the ads. Olaf stated that CATS could not require that.

Larry asked if any written policies affect individuals that want to advertise on the bus. Olaf stated if they are for a profit business and the ad does not have a political tone, the policies do not affect them.

Dee Evans asked if STS vehicles would be used for wrap advertising. Olaf stated no.

Jenifer suggested CATS make the cost substantial enough to avoid undesirable ads.

Kevin asked if the goal of the program was to promote revenue or if it was a community service. Olaf stated advertising was to give different revenue options with an eye on protecting the brand.

Terry proposed the committee recommend to MTC their support of vehicle advertising with two exceptions 1.To limit advertising to 8 bus vehicles and 16 rail cars to be used for advertising. 2. Not to use bus shelter and benches for advertising. The committee voted yes to endorse the proposed advertising program.

**C. October Service Change**

**Pamela White**

Because of time restraints, Larry gave a brief report stating route 11 would be adding service and the 81X would be discontinued.

**V. Service Issues**

**All**

Anthony Wesley stated there was an issue with the 10pm train going Out bound at Woodlawn pulls into the station just as the bus route 24 is pulling Out so customers have to wait 30 minutes for the next bus. Larry stated he will look into this route.

**VI. Manager of Operations Report**

**Larry Kopf**

Due to time restraints there was no report given.

NEXT TSAC MEETING: THURSDAY OCTOBER 14, 2010 4:00 PM