

TRANSIT SERVICES ADVISORY COMMITTEE
Meeting Summary
Thursday June 14, 2012

PRESENT:

Rick Sanderson, Charlotte
Terry Lansdell, Charlotte
Marvis Holliday, Van Pool
Anthony Wesley, Charlotte
Rob Cornwell, Davidson
Michael Warner, Charlotte
Chris McKillop, Charlotte
Jean Veatch, Cornelius
Walter Horstman, Matthews
Christine Bryant, Davidson

STAFF:

Olaf Kinard, Lavernia Boyd, Kirk Scott, Shannon Dabney, Judy Dellert-O'Keef,
Larry Kopf, Duretta Weicken, Paulus Ford

Meeting Time 4:00-5:00 PM

I. Call to Order and Approval of the May Meeting Summary

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

II. Public Comment on Agenda Items:

There was no one from the public to speak.

III. Information Items:

A. Advertising Update

Olaf Kinard CATS Director of Marketing presented the committee with an update of CATS advertising and policy revision recommendations. Olaf gave an update on the results of the first year with the advertising policy reinstated. With the success of the program, CATS is recommending allowing alcoholic beverage ads on the exterior of the vehicles. Olaf stated the recommendation for the policy revisions will increase the revenue potential.

Rick Sanderson asked if the government speak ads are approved at MTC will ads be allowed at the airport. Olaf answered yes.

Walter Horstman asked if non-profit ads would be allowed as well. Olaf stated non-profit ads will not be taken unless the business is engaged in commercial activity.

Jean Veatch asked what capacity CATS has for ads or what percentage is comfortable for CATS. Olaf stated CATS has 323 buses and 20 rail cars with four sided capacity and 40-50% is a good range for advertising.

Christina Bryant asked if advertising will be in the transit center. Olaf stated current City policies won't allow CATS to do alcohol advertising within the transit center. There must be a 70% threshold of drinking age viewers. Therefore ads will only be on the exterior where policy is met.

Anthony Wesley asked if the alcohol ads will be on the interior of CATS vehicles. Olaf stated no alcohol ads will be on the interior to protect minors from such ads in a confined space.

Terry Lansdell asked how many bus stops where buses with ads stop will be near schools. Olaf stated he did not have that information.

Terry asked if UNCC had any conflicts about the alcohol ads. Olaf stated CATS has not had discussion with UNCC at this time.

Terry asked if CATS had reached out to Mother Against Drunk Drivers (MADD). Olaf stated no.

Olaf showed statistics from other states on student and youth alcohol use and stated realistically alcohol ads cannot be kept from the eye of everyone as ads are everywhere. The FTC and Scholars report shows the number one influences for kids are parent, peers and those selling to minors.

B. Tour of Vehicle Maintenance Facility

Rocky Paiano General Manager of CATS Rail led the committee members for a tour of the Vehicle Maintenance Facility.

IV. Service Issues

Jean Veatch reminded Larry of the confusion of the bus stops during Speedstreet and wanted to be sure CATS was aware of the need for rider's alerts and extra care during those times. Larry stated he would take care of the situation.

Anthony Wesley wanted to know how people would be informed of the new weekend train schedule. Larry stated there would be rider's alerts and staff would be contacting customers. Judy Dellert-O'Keef stated there would be a press release for customers on June 21st

Walter Horstman stated that some of the permanent bus stop signs in the uptown area were getting tattered and unreadable. Larry stated he would be sure they get cleaned up.

V. Chairman's Report

Terry Lansdell gave a brief overview of the last MTC meeting saying there was a Red Line Task Force Update. There have been RFP's for the gateway as well as a discussion about the CATS advertising with a Policy change update expanding to allow Government speech and alcohol advertising on CATS vehicles. And a proposal to align advertising policy with the existing City policy for banners.

VI. CATS Manager of Operations Report

Larry Kopf reminded the committee that the budget had not being passed so City Council was having a meeting Thursday evening to come up with a new budget. Also the State Transportation committee wants to remove the BLE project from the State Budget and move it to the Highway Fund. CATS' is in hopes they will not move the budget.

NEXT TSAC MEETING: THURSDAY SEPTEMBER 13, 2012- 4:00 PM