

**TRANSIT SERVICES ADVISORY COMMITTEE**  
**Meeting Summary**  
**Thursday September 13, 2012.**

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**PRESENT:**

Rick Sanderson, Charlotte  
Terry Lansdell, Charlotte  
Anthony Wesley, Charlotte  
Michael Warner, Charlotte  
Walter Horstman, Matthews  
Christine Bryant, Davidson  
D. Evans, Charlotte  
George Schaeffer, Charlotte

**STAFF:** Olaf Kinard, Lavernia Boyd, Kirk Scott, Shannon Dabney, Judy Dellert-O'Keef,  
Larry Kopf, Duretta Weicken, Paulus Ford, Gary Lee, Pamela White, John  
Fitzgibbon, Lisa Flowers, Theron Barrino, Gary Lee

***Meeting Time 4:00-5:00 PM***

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

Chairman Rick Sanderson called the meeting to order at 4:00 p.m., the June 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. Farebox Replacement**

Olaf Kinard CATS Director of Marketing explained with CATS current fareboxes running out of useful life replacing them would be six to eight million dollars in capital money. CATS' main obstacle is that CATS does not have six to eight million dollars in capital to replace the fareboxes. Olaf explained the strategy is to replace the fareboxes with a set of systems that will allow CATS to use the system we have and in the future be able to keep a balance with technology moving forward using magnetics a contactless type of technology using a credit

card, or an employee badge with a chip in it allowing a tap and go fare. Olaf stated since CATS cannot spend six to eight million all at once however there is funding for new buses this allows purchases of new buses which includes fareboxes so CATS knows we will add ten to twenty new buses over the next five to six years and within those purchases will add the new fare boxes that will includes the magnetic/contactless fareboxes. This will then allow CATS the ability to retrofit the rest of the system with capital funds.

D. Evans asked if people with disabilities would be able to purchase a debit card to use on the new fare boxes. Olaf stated the new fare boxes will be contactless and should allow that type of purchases.

Walter Horstman stated the use of ten ride passes into fare boxes really slows down the boarding process and felt that tapping would be good. Olaf stated yes the new tapping/contactless system typically takes less than three seconds.

Mike Warner asked if single riders and people with cash would have a machine where they can buy a card or something. Olaf stated CATS will still have to accept cash, but could explore a cashless option once the system was in place and customer behavior and needs were assessed.

Mr. Warner asked if the six million dollar capital expense system has a return on investment. Olaf stated yes there would be cost savings and potential ridership increases.

Terry Lansdell stated he felt there was a problem with riders swiping twice to allow someone behind them to get on the bus and wondered if the new system would eliminate that process. Olaf stated the farebox system does not allow monthly and weekly passes to swipe again within 10 minutes thus not allowing double swiping but the ten ride pass does since it is a single use pass and any new farebox system would not allow double swiping (passback).

Terry asked if there was any information about the alcohol policy and if City Council had made any changes. Olaf stated the policy has not changed but that the MTC will discuss City Council's request regarding alcohol advertising. Olaf explained when MTC first passed the policy CATS proceeded to get contracts for the bus ads and that all alcohol ads are reviewed first by CATS marketing and legal staff and then by the ABC Board Legal staff to ensure the ads meet required standards including that the ad does not,

- Target minorities or youth
- have models that appear under the drinking age designs that appeal to youth

- associate high risks activities that require alertness
- disregard the level of alcohol consumption

In addition an industry self-imposed standard that 70% of the viewing audience is at or above legal drinking age.

Olaf continued saying that other city assets already display ads or receive revenue from renting city assets to promote and sell alcohol.

Terry stated if the alcohol advertising plan right now is viewed as successful, then shouldn't CATS be able to sell 100% of the advertising space on the fleet? Olaf stated no, that there is no system anywhere that sells their entire fleet 100% of the time. Terry stated what percentage of buses has advertising and what kind of bump is expected from the alcohol advertising. Olaf stated CATS expects \$600,000.00 from advertising this year with a 5% growth on the alcohol advertising. Terry asked if the 5% was on the revenue side. Olaf stated yes it is on the revenue side of alcohol advertising.

#### **A. Post DNC Report**

Larry Kopf, CATS Chief Operations Planning Officer, explained during the DNC it took a collaborative effort from the whole City group to make the event a success. Several things needed to be done to prepare for the DNC such as moving the CTC to 3<sup>rd</sup> and Mint Street, street closures, 25 route adjustments, ambassadors at the relocated CTC as well as rail stations to help riders, along with CMPD and Safety & Security staff assistance. Larry reported the DNC was a very successful event with only a couple of minor problems.

Michael Warner asked if CATS rail line ran extraordinary late runs during DNC. Gary Lee stated that the rail line ran late during the festival and times when needed to accommodate passengers.

Walter Horstman reported that he rode the express and local routes and had very good experiences with no problems when riding the bus home from uptown during the DNC.

Christina Bryant also gave a good report for the buses, stating CATS did a good job.

#### **B. October Service Change**

Pamela White, Manager of Service Planning, explained the October service change to the committee. One improvement would be the Albemarle road park and ride lot, which will be in operation and has amenities, 231 parking spaces

and an operator's comfort station. Pamela explained that Rt. 40X will serve the park and ride as well as Rt. 9 which will be extended to the park and ride. Finally Mrs. White explained that UNCC would have service which is adjusted somewhat.

#### **IV. Service Issues**

Walter Horstman stated the park and ride lot in Matthews has a sign that says park at CATS' park and ride but the sign was lying on the ground.

George Schaeffer reported that some trees are overgrown and covering the bus stop sign at Sardis road near the Strawberry Hill bus stop.

Terry Lansdell reported at the Scalybark station people are getting off the train where there is very heavy traffic and try walking straight across the street instead of going the corner where there is a light, Terry wondered if there could be a pedestrian cross walk there or some other safety measure.

Staff agreed to get reports on these items back to the committee.

#### **V. Chairman's Report**

Rick reported at the June MTC meeting the committee gave approval of the advertising policy update which will come back to MTC in the near future. MTC cancelled the July and August meeting due to the DNC.

#### **VI. Manager of Operations Report**

Larry introduced John Fitzgibbon as the new Manager of Scheduling.

***NEXT TSAC MEETING: THURSDAY OCTOBER 11 2012 4:00 PM***