

**TRANSIT SERVICES ADVISORY COMMITTEE**  
**Meeting Summary**  
**Thursday October 10, 2013.**

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**PRESENT:**

Terry Lansdell, Charlotte  
Rob Cornwell, Davidson  
Anthony Wesley, Charlotte  
Walter Horstman, Matthews  
Jean Veatch, Cornelius  
Scott Jernigan Mecklenburg Co.  
Christine Bryant, Huntersville  
D. Evans Charlotte  
George Schaeffer Charlotte  
Michael Warner, Charlotte

**STAFF:** Duretta Weicken, Theron Barrino, Larry Kopf, Pamela White,  
Debra Franklin, Hillary Ryan, Judy Dellert-O'keef, Paulus Ford

***Meeting Time 4:00-5:30 PM***

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

Co-Chairman Terry Lansdell called the meeting to order at 4:00 p.m., The September meeting summary was approved as written.

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

There was no one from the public to give comment.

**III. Information Item**

**A. Complaint Process & Call Center Update**

Olaf Kinard Manager of CATS Marketing & Communications presented the committee with CATS complaint process and how the call center handles the calls. Olaf explained the call center actively listens to customer's issues and responds in a reasonable time frame to the customer. The reported call is then sent to the CATS section that would handle the specific issue. In return that section will provide the result of the complaint

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back to the call center to file into the database. Olaf continued explaining that CATS customers continuously rate CATS high on overall customer satisfaction and that CATS integrates new technologies to increase customers satisfaction, use of service and to mitigate or reduce costs with Mobile app and stop level signage.

Walter Horstman asked how many people are answering at the call center. Olaf stated there are nine people answering phones at the call center from 6am until 10pm. Saturday & Sunday there are usually 2 people.

Jean Veatch asked how CATS' benchmarks with other systems on complaints and abandonments. Olaf stated abandonment rates for some other systems range from 11 to 16%.

Walt asked where the call center staff work. Olaf stated staff work at CATS call center located at the VMF.

George Schaeffer asked if CATS anticipates less calls with the real time updated on locations in the mobile app. Olaf stated yes on the automated side but the no on the human interaction side. Larry Kopf stated complaints are good as they help CATS get better with customer satisfaction. If issues are not reported they cannot be fixed.

Walter stated he has been riding the system for years and it is much better now.

Terry Lansdell asked when drivers put in for schedules for routes are STS drivers in the same pool. Larry stated no.

Scott Jernigan asked how much information or comment does CATS get from apps. Olaf stated about 15% of comments comes in on apps.

## B. System's Ridership & Revenue Analysis

Larry Kopf CATS Chief Operations Planning Officer gave information on ridership and revenue Fy10 – Fy14 background trends for all the CATS modes of transportation showing how fare increases affect ridership and revenue, hoping in the future the committee would use the information to give feedback on fare increases, budget and other CATS business.

Jean stated since CATS has concerns for the stats, she wondered if any surveys had been done to try and understand the mentality of the riders. Larry stated CATS really should do a survey to try and turn the stats around.

D Evans asked if data was being kept for STS on trips for customers that want to be picked up and dropped off at bus stops since the County has stopped service. Larry stated there has not been a good analysis for that type of service as it is more complicated since only some of the STS customers would be able to be dropped at a bus stop. But CATS can look into that.

Rob Cornwell explained that he has noticed the parking lots in uptown have slowly filled back up and he believes people are choosing to drive into uptown more and with gas prices down weighing cost & benefit means people are weighing the costs of riding a bus or driving into town.

Walt stated he didn't feel like parking in center city has increased but parking lots have price competition going on and more people are working from home on Fridays.

Christine Bryant stated concerns that since the CATS stopped the taxi service for bus patrons when sick or when a working mother needs to go home for a sick child may have impacted whether they drive or ride now. Larry stated during the recession CATS had to cut the guaranteed ride home service but should probably reevaluate now.

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

Anthony Wesley stated groups of people getting on and off the train are getting separated because the doors on the train have been closing too quickly. Larry stated he would have it checked out.

Christine Bryant wondered if there was anything to report about the Rt. 20 running late from the schedule. Pamela stated there is no word about the Rt. 20 being late but there are some changes to the route starting Monday.

George Schaeffer reported the shelter at Providence and Old Sardis at Strawberry Hill has overflowing trash. Also the I-phone app is not working properly.

Walter Horstman stated he liked the new bus stop schedule holders, the plastic holder is good. Also Route 74 at Sharon Amity and Conference Drive keeps getting jammed up; times probably need to be checked. And inside the CTC in the middle island, the schedule signs are frozen.

Mike Warner stated Route 25 bus has been erratic for schedule times especially in the later part of the day it is continuously late.

Terry reported the sign on Stop #08660 on East Blvd has been hit and the pole is not properly displayed.

**V. Chairman's Report**

Terry reported at the last MTC meeting David McDonald gave a presentation to the new Metropolitan Transit Commission newly named the Charlotte Regional Transportation Planning Organization. David explained changes for Mobility and new funding possibilities with the strategic Transportation Investment Law House bill 817 & 92 which affects transportation funding and changes Raleigh's guidance and governess. Also MTC voted member Jill Swain as a voting member to the new MPO.

Michael Warner asked how much state funding does Charlotte receive. Terry stated Charlotte can compete for 30% at a regional level.

**VI. Manager of Operation Report**

Larry reported CATS will have service to the races Saturday October 12; a round trip will cost \$4 which is a CATS Regional Express Fare. Also NCPTA conference will be held in Charlotte April 7, 8, 9 in 2014. Larry also reported that CATS is reorganizing and has temporarily divided the TSS section among other section managers.

***TSAC MEETING: THURSDAY NOVEMBER 14, 2013***