

**TRANSIT SERVICES ADVISORY COMMITTEE**  
**Meeting Summary**  
**Thursday December 12, 2013.**

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**PRESENT:**

Terry Lansdell, Charlotte  
Jean Veatch, Cornelius  
D. Evans Charlotte  
Rick Sanderson, Charlotte  
Rob Cornwell, Davidson  
Christine Bryant, Huntersville  
George Schaeffer, Charlotte  
Scott Jernigan, Charlotte  
Mike Warner, Charlotte  
Anthony Wesley, Charlotte

**STAFF:** Duretta Weicken, Theron Barrino, Larry Kopf, Pamela White,  
Judy Dellert-O'keef, Paulus Ford, Tom Reynolds, Jean Leier, Lavernia Boyd

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

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

Chairman Rick Sanderson called the meeting to order at 4:00 p.m., The October & November meeting summaries were approved as written.

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

There was no one from the public to give comment.

**III. Action Item:**

**A. MTS Use of Busway**

Larry Kopf gave a brief overview of the Mecklenburg Transportation System request to use CATS Busway.

Mike Warner asked if CATS knows what kind of volume MTS would have on the Busway. Larry stated there has not been a study done on that but estimated about 10 – 20 trips total in a day.

The committee voted in favor of MTS using CATS Busway.

## **B. Committee Chairman and Co-Chairman Election**

The committee was presented with one nominee for TSAC Chairman and one nominee for Co-Chairman. The committee voted Rick Sanderson for another term as Chairman of TSAC and Scott Jernigan for one term as Co-Chairman of TSAC.

## **IV. Information Item**

### **A. Ron Carlee Charlotte City Manager**

Ron Carlee Charlotte City Manager introduced himself and gave a brief background of his career and shared his perspectives on the transit future. The committee then asked questions.

Rick asked what the likelihood is of getting funding for Street Car. Ron stated if there is money that he felt there is a very good chance Charlotte could get funding for Street Car and Charlotte competes very well for funds.

Christine Bryant asked where Charlotte is with funding for the Red Line. Ron stated Charlotte is a long way away from getting the Red line going as there are many challenges with resources from other towns and what they can contribute. Charlotte continues to work on project as we move forward to resolve issues.

Scott Jernigan asked what the plan is for Bus Rapid Transit. Ron stated he thought Bus rapid transit would work well in some instances and would be highly effective in its transportation benefits but does not provide as good a benefit as rail in the ground and economic developments.

Mike Warner asked how does the public deal with the civic architecture in Charlotte is so car focused the concrete on the ground makes it very difficult for people to ride transit. Ron Stated there are bad designs in Charlotte and bad pedestrian infrastructure so the City has a lot of work to do with the community investment plan.

Terry Lansdell asked how Mr. Carlee sees Charlotte's capture of the diverse funds from the three tiers from the state for the bicycle/pedestrian projects lobbying to capture funds for the transit projects. Ron stated he was not sure but he has hope in the new approaches on how to get the resources and is hopeful the funds will affect

the urban areas and right now the City is better staffed to compete appropriately to get the resources. Ron stated citizen involvement is very important.

## **B. On Board Audio Ads**

Lavernia Boyd CATS Marketing Advertising Development Representative explained CATS was approached by a company named Commuter Advertising they provide short form audio advertising on transit vehicles. The ads are prompted by geological location and will work on CATS current audio equipment. CATS wanted to bring this to TSAC to get the committees input of whether to consider doing the ads or not.

Christine asked whether alcohol ads would be allowed and what the frame work for the ads would be. Lavernia stated the ads would be under the same CATS policies that are in forced today and there would not be any alcohol ads. Christine also felt most people tune out the constant announcements.

Anthony Wesley stated he did not like the ads because most people want to relax and read after a long day at work and they appreciate the quiet.

D Evans was concerned that ads would be playing during a stop announcement and riders that were ADA riders or impaired might get confused about their stop if ads were played one right after the other. Lavernia stated informational ads have priority over the ads and there would be a pause period between the stop announcement and the ads.

Scott asked where the ads would be primarily used. Lavernia stated both express and regular routes as it depends on the vendor that wants to buy the ad. Larry stated the ad system is by location and CATS will not allow a vendor to target just one particular segment of the system and the ads would not run on STS as there is not enough capacity. Lavernia stated the ad system runs off GPS so a business ad is triggered when it is passed by the bus.

Mike stated there are gentle routes and there are rowdy routes and he felt the rowdy group would only get louder to overcome the ads. Lavernia stated the ads will be the same level as the outgoing current stop announcements

Terry was concerned about the lack of guarantee of revenue and wondered if CATS would make sure there are the technical features needed for the volume of the ads. Lavernia stated there would be a pilot period to test the ads system wide to get feedback from customers and see if it is worth any issues that may arise.

Terry asked if the audio ads would be a policy change requirement. Lavernia stated no policy change would be required.

George Schaeffer asked if the driver were asked how they feel about the audio ads. Lavernia stated the drivers have not been asked as of this time.

Jean stated as said before that some buses have personalities of their own and stated that the 77 is a quiet bus and imagined that the idea of audio ads would not go over as well as some other buses.

Rob Cornwell asked if this company is the only company that does onboard ads. Lavernia stated this company has patented this audio ad feature and there are no other companies that do onboard audio ads.

## **V. Service Issues**

Jean reported the 77X stop at 4<sup>th</sup> street at 5-5:30pm was late at least 3 times in a row.

Christine stated the 48X also was late during that time.

Mike asked if there would be schedule changes for the Bob Cat games. Larry stated yes.

## **VI. Chairman's Report**

Rick reported the last MTC meeting the committee approved the 2014 Federal legislative agenda and there was a presentation on the ADA bus stops. Rick reminded the committee there would be no December MTC meeting.

## **VII. Manager of Operation Report**

Larry reported negotiations for the bus operators has reached an agreement and would be voted on January 3<sup>rd</sup>. by operators. Also the buses would be running on Holiday schedules during First Night New Year's Eve with not Gold Rush service Christmas and New Year's eve but will be back January 2.

***TSAC MEETING: THURSDAY JANUARY 9, 2014***

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