

Triangle Transit Authority Board of Trustees
Planning & Legislative Committee Minutes
November 8, 2007
Board Room, 68 T.W. Alexander Drive
Research Triangle Park, NC

Committee Members Present:

Bill Bell (left 12:35 p.m.)	Ellen Reckhow
Alice Gordon	Nina Szlosberg
Sig Hutchinson	

Committee Members Absent:

Anne S. Franklin (excused)

Staff Present:

Amy Armbruster	David King
Michelle Dawson	Greg Northcutt
Allison Evans	Brad Schulz
Damien Graham	Juanita Shearer-Swink
Wib Gulley	John Tallmadge

Committee Chair Ellen Reckhow called the meeting to order at 11:10 a.m. She noted local election results and the successful defeat of the transportation sales tax repeal in Charlotte.

Bell arrived.

I. Adoption of Agenda

Reckhow asked to add a discussion of upcoming meeting dates to the agenda.

Action: On motion by Gordon and second by Hutchinson the agenda was adopted with the addition of a discussion on upcoming meetings. The motion was carried unanimously.

II. Approval of Minutes

Action: On motion by Gordon and second by Hutchinson the minutes of the September 4, 2007, meeting were approved. The motion was carried unanimously.

III. Triangle Transit Brand and Bus Wraps

Amy Armbruster provided an update on the re-branding process and associated activities.

Sig Hutchinson suggested a facilitated conversation of the Board to update TTA's mission statement and goals and objectives. Reckhow suggested a scheduling this in conjunction with a regularly scheduled Board meeting. Szlosberg agreed that now is a good time to revisit this.

Brad Schulz and Armbruster discussed the possibility of advertising revenue to offset some of the costs of TTA's re-branding process. Several designs were presented of advertising on buses that would include TTA's new logo and colors. Committee members were told the cost of re-branding is estimated at \$233,000 with only about \$60,000 budgeted in FY08. She said advertising could generate up to \$200,000 annually for TTA.

Committee members agreed that the more discreet sponsorship ads were tasteful and allowed for TTA's logo to remain prominent.

Szlosberg suggested that staff pursue a full wrap which would incorporate more of TTA's logo and make the fleet look more consistent while offering space to advertisers. Reckhow suggested the half wrap below the windows.

Armbruster explained that of the 45 "old" buses in the fleet after March, only 25 would be considered for wraps.

Schulz stated that staff would provide more detailed information on the wrap process as well as pros and cons of advertising.

Gordon said that the Board should consider whether advertising in general would negatively impact TTA's message or peoples' perception of the agency.

Reckhow commented that even on the new buses, the small rear and/or side sponsorship ads would be acceptable, raise additional revenue, and could build connections with businesses.

Gordon suggested having sponsors for wireless Internet on buses

Bell suggested that staff talk with DATA staff about advertising control.

IV. Discussion on Service Expansion Policies

John Tallmadge distributed a list of issues for discussion related to service expansion.

1. Board policy needed about whether to require financial participation from partner government/institution in paying operating costs for any new services, and if so, what percentage (proposal to Planning & Legislative Committee and Operations & Finance Committee in December/January).
2. Begin service planning for 1-3 corridors with stakeholders—likely Wake Forest to Raleigh and Wake Tech to Raleigh (begin in February).
3. Development of Short-Range Transit Plan based on evaluation of regional corridors already completed; requires public feedback (public feedback activities in March and April). NOTE: This would not include a detailed analysis of how to establish partnerships necessary to implement services. It would establish priorities for service based upon common criteria.
4. Participate in or initiate short-range transit planning processes in Raleigh, Durham and Chapel Hill to better coordinate existing and future services (beginning Spring 2008).

5. Begin conversations with stakeholders within our current jurisdiction to discuss the possibility of allowing additional counties to become part of the TTA service area (being in March).
6. Consider proposal for 2008 legislative session to request increase in vehicle registration fee to fund expansion and loss of buying power of existing fee (decision by April).

Gordon commented that policies and criteria should be in place before looking at any particular service expansion. Reckhow noted that some activities could be worked on simultaneously. She requested that staff add an activity to look at development requirements related to roads and transit to be as supportive of transit as possible. Tallmadge suggested that TTA could suggest ordinance changes to communities that would support transit or build into the prioritization criteria certain requirements.

Szlosberg agreed that a vision about expansion and how to fund it should be in place before beginning work on any specific corridors.

Szlosberg then asked about a Committee or Board presentation and discussion about some of the options being considered by the STAC, particularly the curb-guided busway plan.


Bell left.

V. Meetings Schedule

Reckhow stated that the May 2008 regular meeting date falls on election day. She asked members to respond to the Clerk to the Board about their preference of meeting on the Thursday of that week or the following Tuesday. After conferring with the General Manager, she declared that there would be no meeting in December.

VI. Adjournment

Action: Chair Reckhow adjourned the meeting at 1:00 p.m.



Ellen Reckhow, Committee Chair

Attest:



Michelle C. Dawson, CMC
Clerk to the Board