

2250 Florida Boulevard
Baton Rouge, LA 70802
PHONE: 225.389.8920



EXECUTIVE STAFF

December 2021
Executive Report
Bill Deville and CATS Staff

COVID-19 UPDATES: *Bill Deville*

- **Mass Transit users are still required to wear masks under national and local government mandates;**
- CATS continues to comply in accordance with PROCLAMATION NUMBER 137 JBE 2021, COVID-19 PUBLIC HEALTH EMERGENCY MITIGATION MEASURES STATEWIDE MASK MANDATE, and the CDC order as found at: <https://www.cdc.gov/quarantine/pdf7Mask-Order-CDC-GMIT-01-29-21-p.pdf>.
- Rear door boarding ended and fare collections were successfully resumed in May; CATS is incrementally changing safe spacing bus loads, as compliance regulations allow, and adding frequency to major "Lifeline" route schedules, as demand picks up;
- CATS has completed its employee Covid 19 Vax survey, reviewed the results; and is now applying everchanging revised and updated government requirements to its policies, as it prepares for the December TPP board committee meeting; even as frequent changes to Covid requirements by the government continue frequently, CATS is finalizing ways to plan, develop, and implement policies and procedures it can trigger for the remainder of this Covid pandemic period, or future ones - targeting a vaccination and testing procedure that allows CATS to continue its mandated essential transit services while complying with Federal, State, and Local regulations (literally as they change with frequency due to the new Covid variant);
- Any review will then show that we have acted in accordance with the emergency declaration and proposed policies which counsel understands that CATS has put in place and need to be formalized. Note that some need HR, Operations, Communications, and other staff collaborative input to document the actual practice.
- At the December TPP Board Committee meeting, it was noted that Counsel for Pandemic/Covid compliance program issued a

compliance documentation directive for CATS Interim HR Director;

- HR, Operations, Communications, and other staff collaborate input to *fully document* COVID-19 Policies and Appendix T and Implementation (the actual practice) of Formal and/or Informal COVID-19 Protocols – part of follow up documentation as status of Pandemic improved to the point where this assignment for CATS could be fully accomplished.

OPERATIONS: *Dwana Williams*

- There are 112 total operators, 97 active; 15 inactive.
- The November Operations challenge winners for OTP are Paula King, LaTasha Carline, Bobbie Horton, Kiera Wilson, Tammie Wilson.
- The November Maintenance challenge winner for productivity is .
- The November Customer Service challenge for least abandoned calls is Delcenia Marshall.
- The November Customer Care Top Performer is Michelle Scott.
- See attached Performance Measures that reflect measures for the month.

PLANNING AND PROGRAM DEVELOPMENT: *Cheri Soileau*
SERVICE:

- Comprehensive Operational Analysis (COA)
 - Attached presentation on “Existing Conditions”
 - January 2022-Public outreach begins
 - Reminder: SmartCATS on www.brcats.com
 - Sign up to receive updates
- North Baton Rouge/Baker Microtransit Pilot Project
 - Contract sent to VIA
- Plank-Nicholson Bus Rapid Transit
 - January 2022-Public Outreach
 - Involvement with PM and calls with FTA on a regular basis
- Operations, Administration, and Maintenance Facility Feasibility Study
 - HDR will be on-site December 20 and 21
 - Approximately 6 month feasibility study

ADMINISTRATIVE UPDATES: *Pearlina Thomas*
AIM Grant Two-Way Messaging Project

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- The posting of shelter signage is complete. Customers are able to access real time information via QR Code from their smartphone or by texting a short code.
- First quarter 2022 communications will launch its marketing plan for the customers. This will include, but not be limited to, social media, bus ads, shelter ads, in person demos, pop up at transfer stations, and more.
- Phase Two is wrapping up, which allows the use of a general info short code for CATS Messaging Services that includes:
 - Access to send CATS originated one-way notifications to passengers,
 - Access for CATS passenger to send direct feedback, including pictures, via mobile device messages to CATS coordinators responsible for reading and responding.
 - Access to functionality for CATS to deliver digital CATS bus pass, digital loyalty card or digital coupons/ promotions into a mobile wallet.
- CATS Customer Service and Dispatch received some virtual training on the two-way messaging system. Hitachi is planning an on-site two-day workshop at CATS December 15^h – 16th.

COVID-19 Mitigation Research Grant Contactless Payment Project

- Phase One is underway, which includes vehicle inspection and pilot testing.
- One Reader prototype has been installed for demonstration processes. The Maintenance Department indicated the reader installation is simple and efficient.
- Technical meeting including maintenance and IT are underway weekly.
- Finalized the installation kit order for the entire fleet
- Our Business Development Campaign for the Umo Rewards – Revenue Sharing Program is in development.

CATS Cares Community Engagement, we participated in the following events in November 2021:

- November 23rd, a turkey and food drive giveaway for the “seasoned” citizens at Oasis Christian Church with Bishop Charles Wallace and Senator Regina Barrow
- November 23rd, a turkey and food drive giveaway with a mini health fair at the MLK Community Center

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- November 30th, a museum field trip for the Council on Aging Seniors at the Leo S. Butler Community Center
- December 4th, the Metro Council District 10 Christmas Parade

Upcoming events for CATS Cares:

- December 23rd, Toys and Food Giveaway at 9000 Airline Highway from 10:00 AM – 1:00 PM

TECHNOLOGY: *Bill Deville; Paul Simon*

- Tyler Technology Enterprise System
 - The Phase 1 - Financials of Tyler ERP implementation is now LIVE. Phase 2 HCM(Human Resource) is due to go LIVE the second quarter of 2022. The HCM(HR) phase, is currently running data conversions and system configuration.
 - IT staff was invited to attend the Board Planning Committee to provide a brief update, and to answer any questions; upon Chairman Cohran's request, IT will compose a total and all-inclusive "technology" status report update, on the agency wide Enterprise system, as well as the Operations and Planning AVL, Scheduling, Business Intelligence, and TAM (Transit Asset Management) tech systems etc. and schedule to present it at the December Board Planning Committee meeting;
- Planning, Grants, and Operations, along with AVL, Maintenance, and IT staff are seeking solutions and grant funding for scheduling/AVL software.
- Once grant funding is secured and prioritized, a Business Analytics software solicitation will get underway to procure an agency-wide tool to gather reporting data automatically from core systems in order to create improved KPI reporting that is now lacking; this is needed for better management and control of finance, personnel, transportation, and maintenance operations. The use of "dashboard" reporting is strongly desired by CEO and senior management.
- An enterprise asset management system is being looked into by Planning and Finance, along with secured funding.

COMMUNICATIONS: Theo Richards

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- Communications is coordinating with Planning on the upcoming COA efforts as needed.
- Working with Operations on the January 16, 2022 service changes. Ensuring the website is updated correctly and schedules are in hand before the start date.
- Monitoring social media daily and responding to any inquiries.
- Coordinating with Operations on any anticipated and real time rider alerts. Posting those alerts on social, website and eblast (as necessary).

CEO NOTES: *Bill Deville*

- In cooperation with the City Parish and State, CATS continues to assist in getting all eligible citizens to “certain group vaccinations sites”, using existing routes.
- At the December TPP Board Committee meeting, Finance demonstrated that all Audit findings, as requested by CATS Board, were fully reconciled and noted policies that resulted in resolution of those findings were recognized and completed.
- BSWIlp labor counsel for CATS, General Counsel, Staff leadership, and ATU, post Millage election, have resumed an effort to resolve the remaining *outstanding* tentative agreement articles and sections.
- The long awaited Gallagher Compensation Study for administrative staff will finally be implemented by year end; a reminder that this study was completed by an independent expert, taking out subjectivity or perceived favoritism by current or future leadership; the expert could then objectively level the unlevel field, so to speak, using universally accepted compensation principles; poor morale and a number of disparate employee compensations resulted over the years through a number of CEO and leadership changes...originally, it was planned to coincide with the implementation of the new CBA...(delayed nearly a year now in negotiations and other matters, but the CBA newly agreed wage package was implemented recently, clearing the way for implementation process - Finance included the cost for both in the 2021 budget, and is included in the 2022 budget);
- CATS CEO is finalizing plans to implement CATS five-year Strategic Plan and ten-year Capital Improvement Investment

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Plan, which includes an agency reorganization and board retreat in the first quarter of 2022, to kick off the next decade of success that will make CATS one of the greater transit systems in the region, if not the best;

- Post Millage Election win, CATS began giving thanks to all of those who supported the road to victory; CATS staff has been assigned to make certain no one is left without some type of appropriate “thank you”;

Finance: *John Cutrone*

- See attached financial report for the month.