

2250 Florida Boulevard
Baton Rouge, LA 70802
PHONE: 225.389.8920



EXECUTIVE STAFF

Bill Deville
Chief Executive Officer

Rod Goldman
Chief Operating Officer

Darrell Brown
Chief Administrative Officer

EXECUTIVE REPORT

August 2018

Bill Deville and Executive Staff

HUMAN RESOURCES: *Darrell Brown*

- CATS made the following new hires in July: Customer Care – Customer Care Representative.

OPERATIONS AND MAINTENANCE: *Rod Goldman*

- Operations now has 145 active Operators
- There are six Bus Operator Trainees currently in the final training phase
- See attached Performance Measures

CEO NOTES: *Bill Deville*

- CATS has been hosting public meetings this week for the proposed Service Improvement Plan (SIP); meetings were held last week at BREC, Downtown Development District, and the Charles Kelly Community Center. A request has been made from a council member to have a meeting at the Jewel Newman Community Center; that meeting will be Tuesday, Sept 11th in order to meet the public notice requirement. Once the applicable feedback is incorporated from these meetings, CATS staff will send a revised SIP to the board members and present this for final approval in September. The SIP will be taken to the Metro Council in September for their approval.
- CATS is thrilled to be partnering with Cristo Rey Baton Rouge Franciscan High School as a Corporate Work Study Partner for the 2018-2019 school year. Staff is looking forward to the opportunity to introduce these high schoolers to public transit and ways we help the community, as well as mentoring the students and providing real world job skills and resume building.
- CATS will once again be providing Touchdown Express service for 2018. We will have pick-up and drop-off at these locations: I110 Underpass on Florida Boulevard, Hotel Indigo, L'Auberge Casino and Tin Roof Brewery, who is a new addition this year.
- CATS participated in a meeting with BRAF for the Baton Rouge to New Orleans Intercity Passenger Rail by advocacy group Transportation for America (TFA). CATS is in discussion with TFA, who has identified possible funding opportunities for multimodal station improvements such as the downtown Mid-City Passenger Rail Station at 14th Street and North Boulevard. The agency is exploring this in conjunction with the Southern Rail Commission (SRC) and the City Parish to identify possible funding match prospects.

PLANNING: *Bill Deville*

FACILITIES PLANNING: *James Baker or Bill Deville*

- **North Baton Rouge Hub** – Staff is in discussions with the FTA to review and finalize any outstanding grant items. The objective is to identify possible hindrances as CATS proceeds with the acquisition of the LSU property and begins the design and engineering for the transit center.

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- **East Baton Rouge Hub** –Staff presented the Planning Committee with revised plans for the Cortana-Walmart transit center and Operations has proposed a service plan that offers significantly improved passenger safety features and benefits. The revised plans offer capabilities and features comparable to the planned East Baton Rouge transit center at a substantial savings and accelerated development schedule.
- **Downtown Hub and Health District Passenger Rail Stations** –Conceptual plans for the proposed commuter rail stations as prepared for the East Baton Rouge Redevelopment Authority by HNTB have been presented to CATS for feedback. CATS supports the vision and plans of a downtown station in Mid-City near the Electric Depot on Government Street. Discussions continue regarding the best location for the South Baton Rouge/Health District transit center.

BUS RAPID TRANSIT: *Bill Deville*

- In conjunction with the Mayor’s Office and the Redevelopment Authority, CATS continues to work toward implementing the vision of a Plank-Nicholson Corridor BRT route. Working with the Mayor’s Office and the Parish Attorney, a Cooperative Endeavor Agreement has been drafted that is slated to go before the Metro Council and CATS Board this month. This CEA will outline relevant issues, responsibilities of and funding by both parties required to advance this collaborative project.
- As part of the joint BRT effort, CATS staff continues work to implement the Plank Road BRT route as Phase One of the larger collaborative project.
- Plank Road-Florida Boulevard BRT Design Services – The solicitation of design/engineering services for Plank-Florida BRT facilities via Request for Qualifications (RFQ) has been publicly advertised and the submittals should be received by August 29th.

Service Planning: *Bill Deville*

- Baker Park and Ride Project – Staff has been in discussion with the City of Baker officials regarding their desire for a park & ride facility on Plank Road. Baker Mayor Waites and his staff have expressed a strong interest for a CATS transfer facility to be incorporated into their vision for a transportation center. Mayor Waites envisions this investment as an economic catalyst. CATS staff has prepared conceptual ideas and will present them to Mayor Waites and his staff soon for feedback.

Finance: *Rhonda Williams*

- Key Performance Indicators (KPIs):
 - Grant applications – The Bus and Bus Facilities grant was submitted to FTA on August 9th and consists of proposals for 30 foot buses, AVL/CAD equipment and bus facilities.
 - Overtime – Overtime for July was \$50,000, which is less than the amount accrued in June and is \$10,000 under budget
 - Overtime for the first seven months of the year is as follows:
 - January – \$63,000
 - February – \$83,000

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- March – \$89,000
 - April – \$71,000
 - May – \$65,000
 - June – \$55,000
 - July - \$50,000
- Medicaid – CATS staff, along with Southern Strategy, met with Ruth Kennedy in July and she will assist the agency in connecting with major Managed Care Operators (MCO) to hopefully receive funding for past and future Medicare customers.
 - Analyzing farebox revenue – The farebox committee has been tasked with determining how to better and more accurately forecast ridership by source and time. The committee is also reviewing ridership trends by cash, pass, and contract sales to bring resolution to some issues with fare structure regarding the day pass versus the 24 hour pass; this is not to change or increase the fare but only to clarify for better ease of use for the customer and better understanding and accountability for the staff.