

2250 Florida Boulevard
Baton Rouge, LA 70802
PHONE: 225.389.8920



EXECUTIVE STAFF

Bill Deville
Chief Executive Officer

Rod Goldman
Chief Operating Officer

Conner Burns
Chief Financial Officer

Darrell Brown
Chief Administrative Officer

EXECUTIVE REPORT September 2017 Bill Deville and Executive Staff

HUMAN RESOURCES: *Trina Bowie or Darrell Brown*

- CATS made the following hires in August: Operations – 13 Cadets.
- In September, individual compensation statements were created and presented to all employees to provide a comprehensive look at total salary and benefits.
- The following employees celebrated service anniversaries in the third quarter:
 - *One Year:*
 - Regina Celestine Bus Operator
 - Yolanda Hill Bus Operator
 - Gretchen Major Bus Operator
 - Kenneth McKnight Bus Operator
 - Jason Lee Police Officer
 - Joseph Hawk Bus Operator
 - Raquita Joseph Bus Operator
 - Lawanda Young Bus Operator
 - *Five Years:*
 - Erica Charles Bus Operator
 - Roland Thomas, III Operations Supervisor
 - Abby Hannie Director of Project Management
 - *Fifteen Years:*
 - Cedrick Rogers Maintenance Supervisor
 - *Twenty or more Years:*
 - Cynthia Vessel (22) Bus Operator
 - Beverly McMorris (23) Bus Operator
 - James Godwin (29) Director of Maintenance

OPERATIONS AND MAINTENANCE: *Rod Goldman*

- Operations now has 136 Operators on the roster; 128 are active.
- The Operators of the Month for August were Evette Thomas and Tiffany Variste.
- See attached Performance Measures

PLANNING: *Bill Deville*

SERVICE PLANNING – Rod Goldman

The Service Planning and Capital Improvements Plan are being woven into a Five Year Strategic Plan with a two year subset. The final document is expected to be shared during the fourth quarter of 2017.

- The process to create the scope and funding requirements necessary for CATS to have its **Comprehensive Operational Analysis (COA)** process is underway, with the solicitation expected to be completed by the fourth quarter of 2017. The timeline for the procurement, contract

award/notice to proceed, time needed by the staff and the COA consultant to execute the scope of work, and **time needed for CATS staff to implement COA recommendations** is being examined in the SMART Strategic Plan. **Notice to Proceed expected in first quarter 2018, with the Consultant needing the following six months to complete the COA.**

- **CATS modified BRT service planning and funding for both the *Plank Road and the Florida Boulevard routes* continues to be developed by CATS staff. Included in this plan are the levels of service, personnel and equipment requirements, transit amenities, and marketing needs. CATS has determined that it will proceed with the modified BRT on **Plank Road** first; this is a **phased in process that begins with the delivery of the electric buses, expected in 2018, followed by installation of BRT iconic shelters and amenities, including First mile/Last mile conceptual service implementation via Transportation Network Company, and Bike Share stations. There is potential for land use project collaboration with the City Parish and DOTD, with connection to the proposed permanent North Transit Hub to be located at the LSU Urgent Care/Medical site on Airline Highway with potential economic stimulus strategies for the area.****

FACILITIES PLANNING: James Baker

- **North Baton Rouge Hub** – CATS continues engagement with the FTA Region VI headquarters regarding the startup authorization and process, with the preliminary environmental review statement (EIS), or categorical exclusion (CatEx) being the first step. Board counsel is working to complete the agreement pending the FTA approval of the environmental requirements. **Improvements will begin at the current temporary hub site at the former Earl K. Long hospital pending board approval in September. In response to a stakeholder's recommendation to promote the North Baton Rouge Hub project as a meaningful community asset, Management is procuring the services of a prominent architect/planner to develop a series of promotional renderings of the project. The renderings, along with other documents, will provide valuable communication tools as we promote, reassure and educate other stakeholders of our service and economic strategies.**
- **South Baton Rouge Hub** – Staff is in ongoing discussions with Baton Rouge Health District officials regarding their infrastructure implementation plan, which recommends transit improvements. The development of the new Our Lady of the Lake Children's Hospital and the associated public roadway improvements offer CATS an opportunity to incorporate a transit transfer center to serve the Health District. CATS is also exploring the installation of rider amenities at the temporary Mall of Louisiana hub.

2250 Florida Boulevard
Baton Rouge, LA 70802
PHONE: 225.389.8920

EXECUTIVE STAFF



- **East Baton Rouge Hub** –Identifying a suitable, available, affordable and acceptable site to accommodate the East Baton Rouge hub operations and its facilities continues to be a challenge. In the interim, Management is proposing a series of operational and capital improvements to the existing hub serving the Cortana Mall at Walmart. These improvements, when complete, will ensure operational efficiency and offer more passenger comfort and safety.
- **Downtown Hub** – Management continues to explore suitable sites to adequately accommodate the CATS downtown transit hub operations. Consideration is given to possible locations that can accommodate short term—1-5 years—and long term operations. Additionally, CATS management investigating the possibilities of reimaging the existing hub site at 2222 Florida Boulevard.
- **Office Facilities** –The need for additional office space is becoming more and more acute, especially administrative facilities. Management is exploring several office lease options to address this issue. Option 1 is to execute a revised lease with additional office space at 5700 Florida. Option 2 is to lease new office facilities with more and better quality facilities at a suitable location. Option 3 entails the purchase and/or development of office building facilities, including possible expansion at the current CATS 2250 Florida site.
- **The Capital Improvement Investments Program continues to be advanced with input and guidance from the Board Planning Committee.**

BUS RAPID TRANSIT

- Phasing in of the CATS modified BRT plans, including both the **Plank Road and the Florida Boulevard routes** are in development stages. CATS plans to utilize electric buses for both these BRT routes.
 - Staff is looking into conceptual design models, cost estimates, grant and foundation funding and match requirements, federal and local governmental compliance milestones, and timelines for the station stops, including rights-of-way inspections for space needed for the more elaborate shelters and potentially needed allocation space for Transportation Network Companies (TNC) like Uber, and ride share entities such as bike share as well as potential joint corridor land use projects with the City Parish and/or DOTD.
 - CATS was awarded \$2.3 million in CMAQ grant funding to procure electric buses. Delivery of the electric buses is expected in early 2018.

2250 Florida Boulevard
Baton Rouge, LA 70802
PHONE: 225.389.8920



EXECUTIVE STAFF

- Phasing in process of modified BRT will begin with delivery of the electric buses and the installation of BRT shelters; this will be followed by a procurement process for modified BRT stations, and signal preemption will follow. CATS will continue seeking funding for the projects throughout the process.
- **Plank Road BRT** – in conjunction with and supportive of the Mayor’s proposed transportation plan, CATS management is looking to invest in new electric buses and undertake substantial infrastructure improvements. These capital investments undertaken over the next three (3) years would total in excess of \$5 million.
- **Florida Boulevard BRT** – also in conjunction with and supportive of the Mayor’s proposed transportation plan, CATS management is undertaking planning to introduce a high-quality BRT along Florida Boulevard. The six (6) mile route, anchored by a transit hub at or near Cortana Mall and a transit hub located in downtown will be served with limited transit stops and will feature new in-bound and out-bound station stops. New electric buses will also be used for this service. On-demand service is envisioned with TNCs such as Uber. All stations will feature distinctive transit shelters, passenger queuing/waiting areas, bike share stations, information e-kiosks, fare vending machine, charging stations, green infrastructure and landscaping.

CEO-EXECUTED CONTRACTS: *Bill Deville*

- The Communications and Public Relations Support contract with Christina Stephens Public Relations, LLC, was executed on September 5st. The cost of the contract shall not exceed \$49,500 for a period of twelve months. This is a one-year contract, from Sept 1, 2017, through August 31, 2018.

CEO NOTES: *Bill Deville*

- The CATS Strategic Plan highlights five strategic priorities for CATS over the next five years, with leadership, guidance, and participation from board members from all CATS Board committees. The expected completion date is fourth quarter of 2017.
- Community Transit Associations of America (CTAA), in conjunction with United Health Foundation, has engaged CATS for a potential pilot project that involves finding new ways to serve low income seniors for preventive and primary health care services. The award could take place in time for service implementation slated to begin in the first quarter of 2018. Once more information is available, it will be shared with the board members.
- CATS has been invited to participate in a grant application that would create a Multi-Modal Transportation Station located at the old Entergy site, the prospective Super Regional Commuter Rail site;

2250 Florida Boulevard
Baton Rouge, LA 70802
PHONE: 225.389.8920



EXECUTIVE STAFF

- **Recent meetings:**
 - DOTD Secretary Dr. Shawn Wilson and staff met with CATS to discuss several projects where DOTD support is needed, including the Government Street Road Diet Project, modified BRT, and Transit Hubs located on or near prospective state highway corridors. Secretary Wilson has pledged his continued support of CATS and mass transit services for the citizens of our service area.
 - CATS has met, and continues to meet with Mayor Sharon Broome’s administration regarding those same projects, where collaboration between EBR and CATS is most effective for the City Parish. Continued support and collaboration is being pledged.
 - CATS has also begun meetings with Mayor Darnell Waites of Baker at Board VP Linda Perkins’ invitation, as the new mayor has some strategic visions being developed for Baker with the CATS transit agency playing a key role going forward.
 - CATS has met with Southern University’s Vice Chancellor of Finance and Administration regarding developing strategies to expand and improve service including a “touchdown express” type service for this season.
 - CATS has also met with Gwen Hamilton, Executive Director of Baton Rouge Redevelopment Authority, in an effort to further collaborative and/or joint project strategies that involve mass transit and the vision that CATS shares with them.
- The RFP for the new ADA paratransit contract was released on August 31st and the plan is to enter into a three-year contract with a vendor once it is awarded.
- As part of the pilot project underway by the Baton Rouge Sustainable Transportation Action Committee (STAC), project partners are planning a special event with Mayor-President Sharon Weston Broome, agency leaders and stakeholders to highlight the challenges and opportunities, along with recommendations for improved walking, bicycling and transit usage within the Florida/Foster target area – scheduled for Thursday, September 28th, as follows:
 - Trolley Tour of target area– 8:30am – 9:30am
 - Press Conference – 10:30 am
 - Block Party following Press Conference
 - Optional bike tours – 10:30am – 12pm

2250 Florida Boulevard
Baton Rouge, LA 70802
PHONE: 225.389.8920



EXECUTIVE STAFF

FINANCE: *Conner Burns*

- The Financial Edge Software implementation is slated for the fourth quarter.
- Finance has started the process to complete the CY2018 Operating and Capital Budgets and it will be completed by the fourth quarter of 2017.