

**August 2021
Executive Report
Bill Deville and CATS Staff**

COVID-19 UPDATES: *Bill Deville*

- On Wednesday, July 21, 2021, the Governor renewed the public health emergency, while advising that additional mitigation measures may be necessary if the threat of the COVID-19 Delta variant (B.1.617.2) caused increases in cases and hospitalizations;
- On July 27, 2021, the Centers for Disease Control ("CDC") released recommendations that all persons, including those who are fully vaccinated, should wear masks in indoor public settings in areas where the COVID-19 transmission rate is high or substantial.
- On July 30, 2021, the CDC reissued the recommendation and also concluded that "[b]ased on emerging evidence on the Delta variant, CDC also recommends that fully vaccinated persons wear masks in public indoor settings in areas of substantial or high transmission."
- On August 2, 2021, John Bel Edwards, Governor of the State of Louisiana, issued PROCLAMATION NUMBER 137 JBE 2021, COVID-19 PUBLIC HEALTH EMERGENCY MITIGATION MEASURES STATEWIDE MASK MANDATE, which declared a statewide mask mandate from August 4, 2021, to September 4, 2021, or as extended by any subsequent Proclamation;
- In the August 2, 2021, PROCLAMATION NUMBER 137 JBE 2021, COVID-19 PUBLIC HEALTH EMERGENCY MITIGATION MEASURES STATEWIDE MASK MANDATE issued by the Governor, local governing authorities and operators of private businesses and organizations retain the authority to issue more restrictive measures than those imposed by the State. Vaccine mandates were not excluded from this declaration.
- CATS adopts and accepts the August 2, 2021, PROCLAMATION NUMBER 137 JBE 2021, COVID-19 PUBLIC HEALTH EMERGENCY MITIGATION MEASURES STATEWIDE MASK MANDATE, and issues the following policy directive for all CATS employees and facilities: All CATS employees, Board members, visitors, contractors, vendors and the general public entering any property or vehicle owned, leased, or controlled by CATS shall be required to wear a face covering over the

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Bill Deville
Chief Executive Officer



nose and mouth when indoors in any place outside of a private residence, except in the circumstances provided for in Subsection (B) below.

- In accordance with the order issued by the Centers for Disease Control and Prevention (CDC) on January 29, 2021, all individuals, employees, Board members, visitors, contractors, vendors, and the general public entering any property or vehicle owned leased or controlled by CATS shall wear a face covering over the nose and mouth while passengers and operators of public conveyances, ride-shares, and the corresponding transportation hubs. The CDC order is found at: https://www.cdc.gov/quarantine/pdf7Mask-Order-CDC_GMIT_01-29-21-p.pdf.
- All employees, Board members visitors, vendors, contractors, and the general public are encouraged to be vaccinated in order to enter transit vehicles, offices, transit hubs and facilities owned, leased, or controlled by CATS. They are strongly encouraged to participate in the CATS For Shots Program (currently being developed);
- Rear door entering and exiting, as a result of Covid-19, have been discontinued, and with driver stations on all CATS buses fully protected with plexiglass and face masks still mandatory according the order by the Governor and LDH, front door boarding and fare collections were successfully resumed in May.

OPERATIONS: *Dwana Williams*

- There are 122 total operators, 106 active; 16 inactive.
- The July Operations challenge winners for OTP are Cynthia V. Johnson, Tammie Wilson, Latesha Carline, Al Weeden, Quinatora Gray.
- The July Maintenance challenge winner for productivity is Brandon Thomas.
- The July Customer Service challenge for least abandoned calls is Sylvia Franklin.
- The July Customer Care Top Performer is Prestin Pleasant.
- See attached Performance Measures that reflect measures for the month.

PLANNING AND PROGRAM DEVELOPMENT: *Cheri Soileau*
SERVICE:

- Comprehensive Operational Analysis.

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- Kick-off meeting was July 29, 2021
- Initial Steps
 - Outreach-branding and website
 - Mobilizing for Origin/Destination Study
 - Outreach-public engagement
- Anticipated Completion: May 2022
- September Service Change will be modifying schedules slightly and moving some routes to peak hour service and off-peak service in order to get more buses into the garage for preventative maintenance throughout the day.
- CRPC will be doing a Service Equity Analysis for downtown Baton Rouge when the Title VI plan is adopted.
- Staff will be working with the Downtown Development District and CRPC to create the routing for downtown and discuss implementation date(s).
- On-going Activities
 - MOVEEBR
 - City-Parish Bicycle/Pedestrian Committee
 - DOTD Complete Streets Committee
- Baker Microtransit Project
 - Evaluating submissions
 - Will be asking for Board approval at the September 2021 board meeting

ADMINISTRATIVE UPDATES: *Pearlina Thomas*

- **AIM Grant Two-Way Messaging Project**
 - The Public Relations – Video launch to demonstrate the CATS, Hitachi and Syniverse partnership is delayed by travel restrictions due to the rise in COVID cases nationwide.
 - Phase Two is underway now and should be wrapped up at the end of the Third Quarter. This will allow CATS to have two-way communications with customers.
 - With the completion of phase two marketing and additional communication platforms will be introduced like targeting coupons for businesses near CATS stops and special events like, Touchdown Express, Southern and LSU games, etc.
- **COVID-19 Mitigation Research Grant Contactless Payment Project**

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- The contract between CATS and Cubic Transportation Systems (Cubic) is in final negotiations with the respective lawyers. CATS and Cubic have started technical meetings to determine product installation, data management and financial collection and reporting requirements.
 - The marketing and public relations team: CATS, Cubic Transportation Systems, Clay Young Enterprise and BRoad Innovative Marketing Firm are meeting weekly to develop a multilevel marketing campaign to introduce CATS' new contactless fare collection system to our community. The first CATS – UMO partnership press event is Wednesday, August 25, 2021.
- CATS is continuing to work with Baton Rouge Community College (BRCC) to have Customer Service and Vehicle Maintenance Classes as a part of our Workforce Solutions Program.
- CATS Cares Community Engagement and Wellness Initiative participated in two community events with Mayor Pro Temp LaMont Cole – Metro Councilmember District 7. Pedaling for Peace, June 25th, and the Meet Your Neighbors Block Party June 26th, were both huge successes.
- The CATS Cares Wellness Initiative is dedicated to establishing and maintaining an environment that promotes general health by supporting the adoption of attitudes that contribute to positive well-being by providing information, activities and community and personal services designed to support healthy lifestyle choices.
- CATS provided a creative way to promote physical activity for the month of July, we are offering five (5) opportunities to participate in line dancing classes at 350 N. Donmoor Ave, which was a success. We have received inquiries from employees to repeat the line dancing and suggestions of other activities. We will conduct a survey to gather ideas on more activities and ways to increase employee participation.
- **CATS Cares July community engagement activities attended:**
 - District 10, Metro Councilmember Carolyn Coleman's Biking with the Badge Saturday, July 17, 2021, 3:00 – 7:00 PM at the Leo S. Butler Center 950 E. Washington Street.

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- District 7, Metro Councilmember LaMont Cole, Back to School drive Saturday, July 24, 2021
- District 5, Metro Councilmember Erika Green, Biking Back to School – Third Annual Community Bike Ride Saturday, July 30, 2021, at the Charles R. Kelly Community Center, 3535 Riley Street.
- District 7, Metro Council District LaMont Cole Health and Fitness Expo Sunday, July 31, 2021
- National Night Out Against Crime, Tuesday, August 3, 2021
- East Baton Rouge School Supply Giveaway, Saturday, August 7, 2021

Upcoming events:

- CATS Cares produced the first of a series of videos to highlight CATS employees and their contributions internally and externally to positively promote the Agency. CATS Cares is launching social media platforms that will also connect to the current CATS social media to support the positive messaging for CATS Connect
- August 17, 2021, 6:30 PM – 8:30 PM An Influencers Social at the Vintage 333 Laurel Street
- August 25, 2021, the Media Event to launch the CATS – Cubic Transportation System's partnership and introduce the Umo Contactless Payment app at 350 N. Donmoor
- August 25, 2021, CATS will make a presentation at the Metro Council Meeting

TECHNOLOGY: *Bill Deville* *Paul Simon*

- The Tyler Technology Enterprise System
 - The implementation of CATS' new ERP system, Tyler Munis, is still on track to go live with Phase 1 Financials during the 4th quarter of 2021 and Phase 2 HCM(Human Resource) on January 1st, 2022. For Finance, we are currently in the User Acceptance Testing stage which will be followed by End User Training then preparations for system go-live. On the HCM(HR) phase, we are currently running configuration and power user training, followed immediately by data conversions.

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- Planning and Operations, along with AVL and Maintenance 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.
- A kickoff meeting with the Transformix Team regarding the deployment of the Cisco firewalls and related security software installs are in the planning stages.

COMMUNICATIONS: Amie McNaylor

- The CATS Connects communications team continues to meet regarding various aspects of the media campaign.
 - Print, digital, television, and radio advertising is being finalized, as well as social media, shelter ads, and three bus wraps that will be done in the coming weeks.
 - Rider testimonials have been, and continue to be collected to be shared.
- We have begun sharing COVID efforts, mandates, etc., in advertising and on social media; this will continue as long as necessary.
- The planned video shoot in conjunction with Hitachi highlighting the partnership between the two has been postponed due to the spike in COVID cases. When filmed, this will be another opportunity for CATS to emphasize our commitment to the future.
- Members of staff will present at the Baton Rouge Lodging Association to discuss the CATS Connects campaign.

CEO NOTES: Bill Deville

- Ms. Trina Bowie began as Interim HR Director effective August 2nd; her contract period ends no later than December 31st, 2021; She replaces

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Ms. Amy Cannon whose contract ran out; Ms Bowie will be eligible to apply for the permanent HR Director position;

- 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.
- CATS staff, BSWllp labor counsel, and ATU may be nearing a new CBA agreement with ATU; once terms are agreed upon, ATU will have 30 days to get the new CBA ratified by ATU membership; subsequently, the new CBA will be brought to the board for approval at it’s next regularly scheduled board meeting;
- CATS continues to update its service education information and materials needed for its “Communications Action Plan”, now called “CATS Connect”. The CATS Connect outreach education campaign plan will be carried out by the CEO and his management team with guidance and support from Atlas/Emergent Method/Clay Young Enterprises; a separate more detailed report on “CATS Connect” and “CATS Cares” education campaigns will be provided with more specific updates, weekly starting in late August approaching the Labor Day weekend;
 - Timeline for October 9th vote:
 - **October 9, 2021 Special Election ballot; Early voting starts September 25th;**
 - **April 21, 2021**, State Bond Commission Application was submitted on time.
 - **April 21, 2021**, Notice of the Public Meeting will be submitted to the Official Journal of Record. – Done on time;
 - **May 11, 2021**, “Media Car Wash” scheduled;
 - **May 11, 2021**, CATS Connect press release regarding CATS decision to put millage renewal on October 9th
 - **May 18, 2021**, public meeting date was **cancelled** due to severe weather;
 - **June 14, 2021**, Monday, at 4:30 PM, CST, **rescheduled**, The Board of Commissioners of the

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Capital Area Transit System (“the Board”) will meet in an open and public session at the regular meeting place, 350 Donmoor Ave, Baton Rouge Louisiana to hear public comments on the CATS Connects Renewal Proposition.

- **August 25, 2021**, Official Journal Publication
Deadline for Proposition / Ballot Language
 - Tax expires in March 2022

Finance: *John Cutrone*

- See attached financial report for the month.