

2250 Florida Boulevard  
Baton Rouge, LA 70802  
PHONE: 225.389.8920



## EXECUTIVE STAFF

**Bill Deville**  
Chief Executive Officer

### July 2021 Executive Report Bill Deville and CATS Staff

#### COVID-19 UPDATES: *Bill Deville*

- 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 to the order by the Governor and LDH, front door boarding and fare collections were successfully resumed in May;
- As CATS navigates Phase 3 of the State of Louisiana Recovery Plan, the focus turns to resuming full transit service and the full return of the workforce. CATS seeks to secure the health and safety of its employees, their families, and the transit public;

#### OPERATIONS: *Dwana Williams*

- There are 122 total operators, 110 active; 12 inactive.
- The June Operations challenge winners for OTP are Al Weeden, Gloria Banks, Nakeishia Brown, Cynthia V. Johnson and Demetrius LaMark.
- The June Maintenance challenge winner for productivity is Kenneth Landry.
- The June Customer Service challenge for least abandoned calls is Nicole Variste.
- The June Customer Care Top Performer is Sylvia Franklin.
- See attached Performance Measures that reflect measures for the month.

#### PLANNING AND PROGRAM DEVELOPMENT: *Cheri Soileau* SERVICE:

- Comprehensive Operational Analysis.
  - The task order has been executed and the kick-off meeting is tentatively scheduled for the last week of July. This project is projected to take one year to complete.
- Staff is beginning to discuss the September service change and because the COA will be underway, this change will focus on schedules and frequency. It is hoped that we can increase peak frequencies on select routes.
- CRPC will be doing a Service Equity Analysis for downtown Baton Rouge when the Title VI plan is adopted.
- The RFP for the Baker Microtransit Project is live and the deadline for submission is July 22, and the Proposal Evaluation Committee is scheduled to meet on July 26 to go over the evaluation reviews and preliminary scores.
- The Title VI plan is updated and there is an action item for the Board to adopt the Title VI plan, the Public Participation Plan (PPP), and the Language Assistance Plan (LAP). The Service Standards are also on the agenda for adoption as these standards are a key component of the Title VI plan.

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**ADMINISTRATIVE UPDATES: *Pearlina Thomas***

- AIM Grant Two-Way Messaging Project
  - CATS, Hitachi and Syniverse are partnering on the creation of an educational video highlighting our project and commitment to innovation.  
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
  - 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) on the curriculum development and acceptance apprenticeship requirements 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.
- To support employees in making healthy choices with their work and home lives, CATS is providing creative ways 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 5:30 - 7:00 PM:
  - Monday, July 12th
  - Wednesday, July 14th
  - Tuesday, July 20th
  - Thursday, July 22nd
  - Sunday, July 25th
- CATS Cares July community engagement activities:
  - 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 Scholl 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

**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 4<sup>th</sup> quarter of 2021. We are currently in the final stages of data conversion and system configuration which is planned to be completed by the end of the month. Shortly following, we will begin user acceptance testing and end-user training in preparation for system go-live.
- 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.

**COMMUNICATIONS: *Amie McNaylor***

- The CATS Connects communications team continues to meet regarding various aspects of the media campaign.
- BYD is partnering with CATS to shoot a testimonial video to promote the use of electric buses. This shoot took place on Wednesday, and while it is financed by BYD, CATS will have use of the video to share across our platforms.
- The website hosting and support services contract is up for renewal and will be presented as an action item for consideration.
- Communications has been working with Planning on the Title VI Program and ways to best implement the necessary practices.
- Communications and Business Development met with Hitachi reps and will be collaborating on a video highlighting the partnership between the two. This

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will be another opportunity for CATS to emphasize our commitment to the future.

**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.
- The amendment to HB 2 that would authorize a pool of \$75,000,000 to be allocated to the State's major public transit agencies was not in the final State Capital Outlay bill that passed. Our next goal is to attempt again either at the next special session if there is one, or when the next regular session resumes next year. If successful, CATS could get roughly several millions in State Capital Outlay funding over a three year period;
- CATS staff and labor counsel, even though management and ATU has come to agreement with about 99% of the terms negotiated, apparently we have reached an impasse – management offered a 30 day extension but it was turned down...the last extension ended June 30<sup>th</sup>, and now it should go to “interest arbitration”; once terms are finalized, 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 is underway and is being carried out by the CEO and his management team with guidance and support from Atlas/Emergent Method/Clay Young Enterprises. An economic benefit analysis of CATS specifically on the Baton Rouge area is expected to be completed sometime the week of July 13<sup>th</sup>;
- CATS Completed its NTD (National Transit Database) report on time (extension granted to July 8<sup>th</sup>...imperative to remain eligible for grant funding;
- The Year End Audit was completed by P&N and is being presented at the Treasurer’s (Matt Thomas, Chair) Audit Committee meeting on July 13<sup>th</sup>;
- Timeline for October 9th vote:
  - **First week in May**, Letters of support campaign underway; to date letters of support obtained from mayors of both Baton Rouge and Baker; staff is proceeding to obtain more signature support via calls, emails, and meetings, to/with State Senators and State Representatives and other key stakeholders in BR; to notify them that the “CATS Connects Renewal will go on the October 9, 2021 Special Election ballot.
  - **April 21, 2021**, State Bond Commission Application was submitted on time.

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- **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 9<sup>th</sup>
- **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 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.
- **May 18, 2021**, CATS Board meeting originally scheduled to follow immediately after the public meeting was **cancelled** due to severe weather;
- **June 14, 2021**, is the date the board meeting was **rescheduled** to consider and approve a Resolution authorizing the calling of an election to be held on October 9, 2021.
- **Consequently, the May 20, 2021**, State Bond Commission Meeting date to consider approval of the CATS Connects Renewal Proposition application **was changed to June 15, 2021**, in order to receive the Certified Resolution from CATS Board.
- **June 16, 2021**, Secretary of State Filing Deadline
- **August 25, 2021**, Official Journal Publication Deadline for Proposition / Ballot Language;
- Early voting scheduled September 25<sup>th</sup> through October 2<sup>nd</sup>;
- Election Day, October 9<sup>th</sup>;
- Tax expires in March 2022

**Finance: John Cutrone**

- See attached financial report for the month.