

2250 Florida Boulevard  
Baton Rouge, LA 70802  
PHONE: 225.389.8920



## EXECUTIVE STAFF

**Bill Deville**  
Chief Executive Officer

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

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

- In an announcement on April 21, 2021 Gov. Edwards eased some restrictions aimed at slowing the spread of COVID-19 in Louisiana. On Wednesday, April 28, the statewide mask mandate was lifted. Under the Governor's new public health order, masks will still be required on public transit and in state government buildings, K-12 schools, early childhood education centers, colleges and universities, and healthcare facilities. In addition, Transportation Security Administration (TSA) has extended the face mask requirement for all transportation networks, including public transportation, through September 13, 2021. TSA's initial face mask requirement went into effect on February 1, 2021 with an expiration date of May 11, 2021.
- Into Phase 3, CATS will resume fare collections and will also modify capacity limits effective May 16, 2021. CATS is in the process of notifying the public and taken care of all safety protocols.

#### OPERATIONS: *Dwana Williams*

- There are 128 total operators, 114 active; 14 inactive.
- The April Operations challenge winners for OTP are Demetrius LaMark, Kiera Wilson, Janice Kinchen, Sophia Spruel and Shontel Chenevert.
- The April Maintenance challenge winner for productivity is Brandon Thomas.
- The April Customer Service challenge for least abandoned calls is Darlene Paul.
- The April Customer Care Top Performer is Darlene Paul.
- See attached Performance Measures that reflect measures for the month.

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

- Comprehensive Operational Analysis. The next step in the Transit Development Plan is the COA. This is even more critical as we come out of the Pandemic and try to understand what has stayed the same and what has changed from how people are traveling, what businesses have closed, new businesses that have opened, and those businesses that have chosen to work from home rather than bring employees back into an office setting. The COA will include origin/destination study, extensive public outreach, analysis of routes and possible restructuring of routes, how the BRT system will fit with the transit network, examining all service delivery options and future expansion (which also includes the possibility of commuter rail service from New Orleans). Also included in this study is a feasibility study for an

2250 Florida Boulevard  
Baton Rouge, LA 70802  
PHONE: 225.389.8920

## EXECUTIVE STAFF



operations/administration/maintenance facility and for the terminal at 2222 Florida. It is anticipated that this study will take about a year to complete.

- Service Change. 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 and Atlas Planning staff are doing a Service Equity Analysis for downtown Baton Rouge and Baker.
- An RFP is being assembled for microtransit service for the City of Baker. This is a pilot program and staff believe this is the ideal setting to implement this service, and analyze and evaluate the service before the decision is made to implement this in other areas.
- The Capital Improvement Plan has been finalized. The Board will receive a copy for information and review. This plan is a living document and will be refined yearly for accuracy and relevance.

### ADMINISTRATIVE UPDATES: *Pearlina Thomas*

- Training:
  - Continuing to work with BRCC to expand our Workforce Development Program. The press event announcing the agreement was moved to June.
  - Critical Incidents, Conflict Resolution and De-escalation training for the Agency has been incorporated into CATS Safety Plan. We are finalizing the schedule with BRPD to begin this training before the end of May.
- AIM Grant Two-Way Messaging Project:
  - Phase one means the QR code will be ready to roll out May 13th. The customer will be able to get bus arrival, departure, etc from the actual stop. The full project is slated to launch in the fourth quarter.
- COVID-19 Mitigation Research Grant Contactless Payment Project:
  - CATS in the process of finalizing the scope and vendor. We will bring the contract before the Board for approval in June.

### TECHNOLOGY: *Bill Deville*

- The Tyler Technology Enterprise System training sessions for CATS staff are continuing and are about 45 to 55% completed; financials have advanced enough to begin focusing on HR modules; HR Director and staff started training on Tyler Tech Enterprise System during the first week of May; Procurement staff started training during second week in May;
  - Tyler has taken CATS recommended future status topics and uploaded them into the Tyler/Munis training database; this is now allowing

2250 Florida Boulevard  
Baton Rouge, LA 70802  
PHONE: 225.389.8920

## EXECUTIVE STAFF



CATS to start working and resolve bugs/kinks as they go through training...in process;

- 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 assembled Communications team for CATS Connects continues to work on materials for this campaign.
- A media day was held on Tuesday, May 11th to officially launch CATS Connects
  - A press release was sent along with the launch of the [brcats.com/connects](http://brcats.com/connects) webpage.
- Notices have been running in The Advocate, inside the vehicles, and on the website to notify the public that fare collection will resume on May 16th.
  - Fare structure stickers have been installed on the fareboxes as a reminder of the various fares.
- Onboard customer surveys concluded May 8th; resident and stakeholder surveys are concluding.
  - Results will be made available once they are received and reviewed internally.

### 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.
- CATS is wrapping up obtaining its education information and materials needed for its “Communications Action Plan”, now called “CATS Connect” education campaign. 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.
  - Timeline for October 9th vote:
    - **First week in May**, Letters of support campaign underway; to date letters of support obtained from

2250 Florida Boulevard  
Baton Rouge, LA 70802  
PHONE: 225.389.8920



## EXECUTIVE STAFF

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.
- **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**, On, Tuesday, May 18, 2021, at 4:30 PM, CST, 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, BREC 6201 Florida BLVD, Baton Rouge Louisiana to hear public comments on the CATS Connects Renewal Proposition.
- **May 18, 2021**, CATS Board meeting will follow immediately after the public meeting to consider and approve a Resolution authorizing the calling of an election to be held on October 9, 2021.
- **May 20, 2021**, State Bond Commission Meeting to consider approval of the CATS Connects Renewal Proposition Application and 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
  - Tax expires in March 2022

### Finance: *John Cutrone*

- See attached financial report for the month.