

September 2021 Executive Report Bill Deville and CATS Staff

COVID-19 UPDATES: *Bill Deville*

- 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 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 MIT 01-29-21-p.pdf](https://www.cdc.gov/quarantine/pdf7Mask-Order-CDC%20MIT%2001-29-21-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.
- CATS has completed its employee Covid 19 Vax survey, and is reviewing the results concurrently as it begins to apply everchanging revised and updated government requirements;

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CATS is researching ways to plan for developing and implementing a vaccination and testing procedure that allows CATS to continue its mandated essential transit services while complying with Federal, State, and Local regulations (literally as they change with frequency due to the new Covid variant);

OPERATIONS: *Dwana Williams*

- There are 120 total operators, 104 active; 16 inactive.
- The August Operations challenge winners for OTP are Al Weeden, Gloria Banks, Sheila Bennett, Janice Kinchen, and Demetrius LaMark .
- The August Maintenance challenge winner for productivity is Paul Robertson.
- The August Customer Service challenge for least abandoned calls is Prestin Pleasant.
- The August 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 (COA)
 - Outreach scheduled for end of September.
 - Currently gathering existing conditions, which include the origin/destination study and other pertinent data.
 - "SmartCATS: A Blueprint for Stronger Connections
 - Anticipated Completion: May 2022
- 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
- North Baton Route/Baker Microtransit Pilot Project
 - This is a pilot project that will serve locations within the City of Baker and specific locations outside of Baker, including Baton Rouge Metropolitan Airport, ExxonMobil Chemical complex, Southern University, Lane Regional Medical Center and the new Scotlandville Transfer Facility at Scotland Avenue/Scenic Highway/Swan.
 - This is a yearlong project with options for 2 one-year extensions.

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- This is the first of its kind to see how this service is received and to examine all issues regarding the service delivery.
- It is anticipated that, after the COA (Comprehensive Operational Analysis) is completed, there will be other areas within the service area that this type of service is feasible and cost effective.
- Plank-Nicholson Bus Rapid Transit
 - BUILD grant agreement signed and fully executed
 - Will be coordinating this project with the COA

ADMINISTRATIVE UPDATES: *Pearlina Thomas*

- **AIM Grant Two-Way Messaging Project**
 - Shelter signage is printed, and posting is underway. Customers will be able to access real time information via QR Code from their smartphone or by texting a short code.
 - 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.
- **COVID-19 Mitigation Research Grant Contactless Payment Project**
 - The contract execution phase is complete between CATS and Cubic Transportation Systems (Cubic). Phase One is underway, which includes vehicle inspection and pilot testing.
 - Efforts to launch the marketing and public relations campaign were postponed in August due to Cubic's Business Development Team being placed under COVID-19 travel restrictions and CATS along with our local partners responding to multiple storm related emergencies (Hurricane Ida, Tropical Storm Nicholas).
- **CATS Cares Community Engagement, we participated in the following events in August 2021:**
 - August 3rd, National Night Out Against Crime, at the BRPD Headquarters

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- August 7th, East Baton Rouge School Supply Giveaway, Saturday, August 7, 2021 at the Raising Care Convention Center
- August 10th, Drive through School Supply Giveaway at the MLK Community Center
- August 18th, Sleeves UP – State Sponsored Vaccination Event at Southern University
- August 28th, Parade of Champions – A Celebration of Cancer Survivors
- August 31st, Began working with MOHSEP on community support efforts to provide, food, water, ice and supplies, wherever needed to families throughout Baton Rouge in response to Hurricane Ida.
- CATS Cares produced another of the video series to highlight CATS employees and their contributions internally and externally to positively promote the Agency. CATS Cares is in the first phase of launching social media platforms that connect to existing CATS social media to create the path for positive messaging to share community engagement and volunteer efforts of CATS' employees.

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. Finance is 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.
- 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.

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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 Rokit Science contract renewal will be presented as an action item; this contract is for graphic design, market strategy, photography, videography, and media planning.
- Communications is working with Planning on the upcoming COA efforts where appropriate.
- CATS Connects Communications Update: (*all material is being updated with the new date)
 - Public Outreach:
 - Letters to stakeholders, allies, pastors, Mayors, and Baton Rouge legislators
 - June, July, August CATS Connects newsletters (September underway)
 - City of Baker newsletter and e-blast
 - 2,500 push cards to partners and networks throughout Baton Rouge
 - Rider direct mail piece (underway)
 - Paratransit direct mail piece (underway)
 - Letters from employers to employees across healthcare, hospitality, and restaurant industries (underway)
 - Key stakeholder engagement in CATS Connects campaign, including:
 - Mayor-President Sharon Weston Broome
 - Mayor Darnell Waites
 - East Baton Rouge Parish Metropolitan Council
 - Baton Rouge Area Chamber
 - Capital Area United Way
 - Build Baton Rouge
 - Our Lady of the Lake
 - Visit Baton Rouge
 - Louisiana Restaurant Association
 - Healthy BR

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- Public Education Materials:
 - Standard presentation for stakeholder meetings
 - Supported stakeholders with three letters to the editor
 - Economic impact study
 - Educational materials for public distribution:
 - Economic Impact summary
 - “By the Numbers” one-pager
 - “Promises Kept” one-pager
 - “What’s at Stake” one-pager
 - Pillars for the next ten years summary
 - Proposition overview summary
 - 2021 survey results summary (rider and resident/stakeholder surveys)
- Digital Media:
 - Social media plan and content for June, July, August, including rider testimonials; September content underway
 - Digital social media ads
 - Dedicated webpage for CATS Connects campaign and resource library for stakeholders
 - Stakeholder videos and testimonials:
 - Message from the CEO
 - Mayor Broome
 - Mayor Waites (underway)
 - Coletta Barrett, Our Lady of the Lake
 - Chris Tyson, Build Baton Rouge
- Paid and Earned Media:
 - Television and radio PSAs (:30 second segments)
 - Advocate paid content
 - Business Report Annual Report
 - Front page story in The Advocate
 - Opinion piece from Stephanie Riegel, Business Report
 - Press releases for campaign launch, economic impact study, and ballot language approval

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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 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 vaccination sites”, using existing routes.
- BSWI labor counsel for CATS, in collaboration with staff and General Counsel, and ATU, may be nearing a new CBA agreement; CATS is hopeful to have final terms mediated as soon as possible;
- 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 both Atlas/Emergent Method & Clay Young Enterprises (CATS CARES platform); more detail can be found on CATS website via “CATS Connect”;
- Due to Hurricane Ida, the election date for the dedicated millage renewal has been moved from October 9th, to November 13th
 - Timeline for November 13th vote:
 - **November 13, 2021 Special Election ballot; Early voting starts October 30th - through November 6th (except for Sunday, October 31st)**
 - Tax expires in March 2022

Finance: *John Cutrone*

- See attached financial report for the month.