

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

COVID-19 UPDATES: *Bill Deville*

- **On October 26th, Gov. John Bel Edwards ended the extended Louisiana's statewide indoor mask mandate of October 6th, that was set for four weeks, until Oct. 27;** Local governments and private businesses may choose to continue to require and enforce mask requirements under the governor's revised order;
- **Mass Transit users are still required to wear masks under national and local government mandates;**
- CATS continues to comply in accordance with PROCLAMATION NUMBER 137 JBE 2021, COVID-19 PUBLIC HEALTH EMERGENCY MITIGATION MEASURES STATEWIDE MASK MANDATE, and the CDC order as found at:
[https://www.cdc.gov/quarantine/pdf7Mask-Order-CDC GMIT 01-29-21-p.pdf](https://www.cdc.gov/quarantine/pdf7Mask-Order-CDC%201-29-21-p.pdf).
- Rear door boarding ended and fare collections were successfully resumed in May.
- CATS has completed its employee Covid 19 Vax survey, reviewed the results; and is now apply everchanging revised and updated government requirements to its policies, as it prepares for the December TPP board committee meeting; even as frequent changes to Covid requirements by the government continue frequently, CATS is finalizing ways to plan, develop, and implement policies and procedures it can trigger for the remainder of this Covid pandemic period, or future ones - targeting 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 112 total operators, 100 active; 12 inactive.
- The October Operations challenge winners for OTP are Janice Kinchen, LaTasha Carline, Vernon Gilliam, Al Weeden, Cynthia V. Johnson.
- The October Maintenance challenge winner for productivity is James Scott.

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- The October Customer Service challenge for least abandoned calls is Michelle Scott.
- The October Customer Care Top Performer is Kimberly Celestine.
- See attached Performance Measures that reflect measures for the month.

PLANNING AND PROGRAM DEVELOPMENT: *Cheri Soileau*
SERVICE:

- Comprehensive Operational Analysis (COA)
 - HNTB site visit
 - Met with Operations staff and evaluated terminal area (Florida) and Board members
 - Press Release announcing study-November 1
 - SmartCATS "live" on CATS' website
- North Baton Rouge/Baker Microtransit Pilot Project
 - Working on contract documents
- Plank-Nicholson Bus Rapid Transit
 - BRT tour-November 8 for stakeholders and press
 - January 2022-Public Outreach
 - Involvement with PM and calls with FTA on a regular basis
- Operations, Administration, and Maintenance Facility Feasibility Study
 - Study to determine future needs of CATS
 - Evaluating location and facility to move all departments to one facility
 - Planning horizon: 25-30 years to ensure property can grow with CATS' needs
 - Will be bringing this forward in November for Board approval for Task Order 2.
 - On-Call consultant HDR will conduct the study, including evaluate the feasibility of re-using 2250 Florida Boulevard and purchase property to construct new facility.
- Grants
 - Two separate grant applications
 - Route Restoration
 - Planning grant (100%)
 - Concentrating on Florida Boulevard corridor
 - Partnership with Build Baton Rouge
 - Building on the Areas of Persistent Poverty Grant

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- 5339 Bus and Bus Facilities competitive grant
 - Two facilities (construction)
 - Ops/Administration/Maintenance Facility
 - Possible East Baton Rouge Transit Center
 - Positioning CATS for better transfer options, access to Airline, and, in the future, regional expansion and growth

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 – the promotional video demonstrate the CATS, Hitachi and Syniverse partnership, with Mr. Deville was shot Wednesday, November 10th.
 - Phase Two which allow CATS to have two-way communications with customers wrapping up.
 - CATS Customer Service and Dispatch received some virtual training on the two-way messaging system. Hitachi is planning an on-site two-day workshop at CATS December 14th – 16th.
- **COVID-19 Mitigation Research Grant Contactless Payment Project**
 - Phase One is underway, which includes vehicle inspection and pilot testing.
 - The 10 Reader prototypes are installed. The Maintenance Department indicated the reader installation is simple and efficient.
 - Technical meeting including maintenance and IT are underway.
 - The Public Relations Campaign is underway with a Media Launch that was scheduled Wednesday, October 27, 2021, was canceled due to inclement weather.
 - Thank you to Clay Young for getting me set up to speak about the Contactless Payment project and plug our upcoming educational campaign for this exciting new technology at CATS.

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- Our Business Development Campaign for the Umo Rewards – Revenue Sharing Program is in development.
- **CATS Cares Community Engagement, we participated in the following events in September 2021:**
 - October 3, 2021, we attended and I spoke at Beacon Light Church as a part of the Educational Campaign for the CATS Millage Renewal
 - October 10, 2021, we attended and I spoke at Oasis Church, as a part of the Educational Campaign for the CATS Millage Renewal.
 - October 15, 2021, CATS Annual Community Health Fair, Friday, from 9:00 AM – 12:00 PM at 2250 Florida Blvd.
 - October 16, 2021, East Baton Rouge Public Schools System Community event from 2:00 PM – 6:00 PM in Scotlandville
 - October 23, 2021, Southern University Homecoming Parade and Tailgating starting at 7:00 AM
 - October 27, 2021, met with Mayor Waits and Chief Carl Dunn to discuss the strategy for CATS Cares Community Engagement efforts in Baker.
 - October 28, 2021, I served as a guest judge for the Helix Mentorship STEAM Academy Homecoming Talent Show.
 - October 30, 2021, City of Baker Trunk or Treat at Achievement Academy
 - October 31, 2021, I spoke at St. Joseph Baptist Church on the CATS Millage Renewal Educational Campaign
 - October 31, 2021, I spoke at Rose Hill Baptist Church as a part of the CATS Millage Renewal Educational Campaign
 - October 31, 202, Trunk or Treat and Fall Festival with BRPD, Build BR, and the Bridge Agency
 - October 31, 2021, Field of Screams Trick or Treat Fest at Southern University
 - November 7, 2021, I spoke at Evergreen Baptist Church for the CATS Millage Renewal Educational Campaign
 - November 7, 2021, Mr. Deville and I were guest on the Baton Rouge NAACP Sunday Radio Show WTQT 106.1 FM to talk about the CATS Millage Renewal

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- November 10, 2021, CATS Human Resources Department hosted a celebration to honor CATS employees who are veterans for their service to our country.
- November 11, 2021, we participated in a mixer where a large number of local influencers used their social media platforms to show support for the CATS Millage Renewal.
- November 12, 2021, we partnered with Health Blue, Walgreens, and other community partners with mini health fair to offer free flu vaccines to CATS employees and the public.
- **Upcoming events for CATS Cares:**
 - November 15, 2021, Gallagher Benefits Specialist will be available to educate CATS employees on the 2022 Health Insurance Plan recommendations form 8:00 AM – 11:00 AM and again form 1:00 PM – 4:00 PM at 2250 Florida Blvd.
 - November 16th from 9:00 AM – 12:00 PM, November 17th 12:30 PM – 3:30 PM and November 18th 9:00 AM – 12:00 PM, CATS has partnered with Ochsner Health Systems to provide Bio Metric Health Screenings and Flu Vaccines
 - Scheduling of Open Enrollment for the 2022 Health Insurance Plan is being finalized now. The dates and times for Open Enrollment will be announced this week.

TECHNOLOGY: Bill Deville Paul Simon

- The Tyler Technology Enterprise System
 - The implementation of CATS' new ERP system, Tyler Munis, is going live the week of December 1st and Phase 2 HCM(Human Resource) in the second quarter of 2022. On the HCM(HR) phase, we are currently running data conversions.
 - IT staff was invited to attend the Board Planning Committee to provide a brief update, and to answer any questions; upon Chairman Cohran's request, IT will compose a total and all-inclusive "technology" status report update, on the agency wide Enterprise system, as well as the Operations and Planning AVL, Scheduling, Business Intelligence, and TAM (Transit Asset Management) tech systems etc. and schedule to present it at the December Board Planning Committee meeting;

Commented [WJ1]: Is this the update provided by IT for Nov mtg?

Commented [TR2R1]: Yes, Keith and Paul provided this updated on 11/2

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- Planning, Grants, and Operations, along with AVL, Maintenance, and IT 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: Theo Richards

- Communications is coordinating with Planning on the upcoming COA efforts as needed.
- CATS Connects Communications Update:
 - Public Outreach:
 - Letters to stakeholders, allies, pastors, Mayors, and Baton Rouge legislators
 - July - September CATS Connects newsletters sent to all CATS stakeholders
 - City of Baker newsletter and e-blast
 - 6,500 push cards to partners and networks throughout Baton Rouge
 - Businesses in Scotlandville area
 - Businesses along Plank Road
 - Community centers
 - Public Libraries
 - Paratransit direct mail piece to be mailed Oct. 22
 - Letters from employers to employees across retail, healthcare, hospitality, and restaurant industries (underway)
 - Allies secured for CATS Connects (more pending):
 - Mayor-President Sharon Weston Broome
 - Mayor Darnell Waites
 - East Baton Rouge Parish Metropolitan Council

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- Baton Rouge Area Chamber
- Capital Area United Way
- Build Baton Rouge
- Our Lady of the Lake
- Visit Baton Rouge
- Louisiana Restaurant Association
- Healthy BR
- LA Restaurant Association
- Arts Council of Greater Baton Rouge
- Cristo Rey
- YWCA of Greater Baton Rouge
- BREC
- Downtown Development District
- Civil Solutions
- UREC
- Forum 225
- Mid City Redevelopment Alliance
- The BRidge Agency
- CADA V
- Gardere Initiative
- Public Education Materials:
 - Presentations for stakeholder meetings
 - 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
 - Digital social media ads (paid and sponsored) underway (Google, Youtube, and Facebook)

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- 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 cable run dates 10/4 – 11/13
 - Radio run dates 9/27 – 11/13
 - The Advocate paid content
 - Business Report Annual Report
 - Front page story in The Advocate
 - Opinion piece from Stephanie Riegel, Business Report
 - Supported stakeholders with four letters to the editor
 - Press releases for campaign launch, economic impact study, and ballot language approval

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.
- BSWllp labor counsel for CATS, General Counsel, and Staff leadership, while very close to concluding negotiations, formally acknowledged that both parties (ATU & Management) agreed that an impasse was reached; meanwhile, counsels and leadership continue to seek a path to a mediated resolution with binding arbitration pending;
- CATS worked its Referendum Renewal education campaign as planned by initially researching, gathering, and presenting all of the accomplishments over the last ten years; and presenting a vision and plans for the next ten years; by working hard early on to obtain support and endorsements by elected officials, civic leaders, and media, and focusing on CATS strong economic

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impact; and by tailoring the info campaign to escalate late, targeting those likely to vote, for an expected light voter turnout.

- Timeline for November 13th Millage Referendum Renewal election:
 - **November 13, 2021**
 - Tax expires in March 2022
 - **Baton Rouge: Yes 59% No 41%**
 - **Baker: Yes 68% No 32%**

Finance: *John Cutrone*

- See attached financial report for the month.