

2250 Florida Boulevard  
Baton Rouge, LA 70802  
PHONE: 225.389.8920



**EXECUTIVE STAFF**

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

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

- 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%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 continues to review the results concurrently as it begins to apply everchanging revised and updated government requirements; 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 113 total operators, 97 active; 16 inactive.
- The September Operations challenge winners for OTP are Janice Kinchen, LaTasha Carline, Vernon Gilliam, Al Weeden, Cynthia V. Johnson.
- The September Maintenance challenge winner for productivity is James Scott.
- The September Customer Service challenge for least abandoned calls is Michelle Scott.

2250 Florida Boulevard  
Baton Rouge, LA 70802  
PHONE: 225.389.8920

**EXECUTIVE STAFF**



- The September 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)
  - Origin/Destination Surveys began October 4, 2021
  - Connectics will be on site Oct 20-22
  - HNTB will be on site the week of November 1
  - Existing Conditions being collected
- North Baton Rouge/Baker Microtransit Pilot Project
  - Action Item
- Plank-Nicholson Bus Rapid Transit
  - BUILD grant agreement signed and fully executed
  - Beginning coordination with consultant team-HNTB
- 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.

**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 video shoot to demonstrate the CATS, Hitachi and Syniverse partnership is being

2250 Florida Boulevard  
Baton Rouge, LA 70802  
PHONE: 225.389.8920



## EXECUTIVE STAFF

scheduled in the next few weeks. The story boards for the video were shared at the Planning Committee Meeting.

- 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.
- 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 in the next month.

- **COVID-19 Mitigation Research Grant Contactless Payment Project**

- Phase One is underway, which includes vehicle inspection and pilot testing.
- We have received 10 Readers and will begin the prototype installation.
- Technical meetings including maintenance and IT are underway.
- The Public Relations Campaign is underway with a Media Launch Wednesday, October 27, 2021. The Cubic Transportation System's team will join CATS and our local public relations partners, in person, for the launch of this campaign.
- 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:**

- September 2-4, 2021, MOHSEP Free Ice Distribution to people who were without power in the wake of Hurricane Ida
- September 2-5, 2021, Worked with Metro Councilmembers Banks, Cole, Coleman, Dunn, Green, Moak and Racca distributing water and food to constituents in response to Hurricane Ida.
- September 5, 2021, distributing ice, water and food at All Nations Worship Assembly
- September 6, 2021, Served with Mayor Waites, the U.S. National Guard, the Greater Baton Rouge Food Bank and other community partners to distribute water and food

2250 Florida Boulevard  
Baton Rouge, LA 70802  
PHONE: 225.389.8920

## EXECUTIVE STAFF



boxes to residents in the City of Baker in response to the needs due to Hurricane Ida.

- September 11, 2021, with Metro Councilmember Coleman, served food to victims of Hurricane Ida in LaPlace, LA.
- September 13, 2021, feeding the homeless with Legacy on 14<sup>th</sup>
- September 16, 2021, served as the guest speaker for LSU's Black Women Empowerment Initiative

- **Upcoming events for CATS Cares:**

- 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

### **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 and Phase 2 HCM(Human Resource) in 2022. Finance is completing (UAT)User Acceptance Testing and has begun (EUT)End User Training. On the HCM(HR) phase, we are currently running 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. The use of "dashboard" reporting is strongly desired by CEO and senior management.

2250 Florida Boulevard  
Baton Rouge, LA 70802  
PHONE: 225.389.8920

**EXECUTIVE STAFF**



- An enterprise asset management system is being looked into by Planning and Finance, along with secured funding.

**COMMUNICATIONS: Amie McNaylor**

- 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 Waite
      - 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
      - LA Restaurant Association
      - Arts Council of Greater Baton Rouge
      - Cristo Rey

2250 Florida Boulevard  
Baton Rouge, LA 70802  
PHONE: 225.389.8920



## EXECUTIVE STAFF

- 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)
  - 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



2250 Florida Boulevard  
Baton Rouge, LA 70802  
PHONE: 225.389.8920

## EXECUTIVE STAFF



- 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.
- BSWIIP labor counsel for CATS, in collaboration with staff and General Counsel, and ATU, may be nearing a new CBA agreement; CATS is still hopeful to have final terms mediated as soon as possible;
- CATS continues to update and implement its service education information and materials needed for its “Communications Action Plan”, named “CATS Connect”. The CATS Connect outreach education campaign plan is being carried out by the CEO and his management team with guidance, support, and expertise from both Atlas/Emergent Method & Clay Young Enterprises (CATS CARES platform); more detail can be found on CATS website via “CATS Connect”;
  - In addition to the community education engagement updates by CATS Connects and CATS CARES, Clay Young Enterprises scheduled for CATS CEO and CAO to attend, distribute push cards, and speak at two recent Church worship services in October:
    - Pastor Eric Williams; New Beacon Light, Sunday 8am worship service, on October 3<sup>rd</sup>;
    - Bishop Charles Wallace; Oasis Christian Church, Sunday 8am worship service, on October 10<sup>th</sup>;
- Timeline for November 13th Millage Referendum Renewal election:

2250 Florida Boulevard  
Baton Rouge, LA 70802  
PHONE: 225.389.8920



EXECUTIVE STAFF

- **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.