

**MEETING SUMMARY OF A REGULAR MEETING OF THE PUBLIC TRANSIT COMMITTEE  
1<sup>ST</sup> FLOOR TRAINING ROOM, CHAPEL HILL TRANSIT**

**Tuesday, September 25, 2014 at 11:00 AM**

Present: Jim Ward, Chapel Hill Town Council  
Matt Czajkowski, Chapel Hill Town Council  
Damon Seils, Carrboro Alderman  
Bethany Chaney, Carrboro Alderman  
Cheryl Stout, UNC Public Safety  
Than Austin, UNC Transportation Planner  
Julie Eckenrode, Assistant to Carrboro Town Manager

Absent: Ed Harrison, Chapel Hill Town Council, Jeff McCracken, UNC Public Safety

Staff present: Brian Litchfield, Transit Director, Roger Chapin Assistant Transit Director - Operations, Flo Miller, Chapel Hill Deputy Town Manager, Mila Vega, Transportation Planner, David Bonk, Long Range and Transportation Manager

Guests: Damien Graham, Dir. Of Communications and Public Affairs – Triangle Transit, Tim Payne and Christina Barone - Nelson Nygaard

1. The Meeting Summary of August 26, 2014 was received and approved.
2. **Employee Recognition**
3. **Consent Items**
  - A. August Financial Report – No report this month.
4. **Discussion Items**
  - A. Regional Branding Study – Brian introduced Damien Graham. Mr. Graham reviewed the study and presented the new name and design for CHT and the other participating systems. The plan allows for changes in the paint scheme of buses to be made as new buses are purchased which could take 10-15 years to complete. The website, signage, advertising, brochures, uniforms, etc. will also need to reflect the new designs. Concerns were raised over the extended time frame to make the changes – will it cause confusion with riders over time with 2 or 3 different designs per bus system? Will the design become stale before the complete changeover is made? How much will this change cost? Some members thought that the change should be made more quickly, possibly over 3 years to get the best benefits. There may be private funding available to help cover the cost of making the change over 3 years.

There might be other ways of spending money that could make riding a better experience.

The Partners agreed that the new design is acceptable, but felt the time frame and financing needs more discussion. This issue may be placed on the October agenda and if it is the Partners would like information regarding costs and funding prior to that meeting.

B. FY 13/14 Performance Report – Brian reviewed the report. Ridership has remained stable.

**5. Information Items**

A. Long Range Financial Sustainability Plan Update – Brian introduced Tim Payne from Nelson/Nygaard. Mr. Payne provided an update on the plan. The 10 year financial model is nearly complete. He asked the Partners to provide their financial priorities to be included in the model. Nelson/Nygaard will return in October for the Partners meeting.

B. North South Corridor Study Update – Mila reviewed the progress of the study. The Tier 1 Alternatives evaluations are beginning. There will be public meetings held in October. The Partners asked that the Technical and Policy committees make recommendations to the Partners for future steps in the process. This will be integrated into the study.

**6. Departmental Monthly Report**

A. Operations - Provided for the Partners.

B. Director – The Partners asked that the bus procurement be moved along as quickly as possible. Brian assured them that things are moving along as quickly as the process allows.

**7. Future Meeting Items**

**8. Partner Items**

9. **Next meeting** – October 21, 2014

10. Adjourn

The Partners set a next meeting date for October 21, 2014
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