

**BROCKTON AREA TRANSIT AUTHORITY**

**ADVISORY BOARD MEETING AGENDA**

**11:00 am, Thursday, December 13, 2018**

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1. **Welcome**
2. **Public Comments**
3. **Minutes – October 18, 2018** *Chair*
4. **Service Update** *KF*
  - i. Ridership
  - ii. Performance Dashboard
  - iii. Other
5. **Financial Update** *LAS*
  - i. FY2019 Budget Update
6. **Deputy Administrator’s Report** *ML*
  - i. Uber/Lyft Study
  - ii. Competitive Grant Applications
7. **Administrator’s Report** *RGL*
  - i. RTA Task Force
  - ii. Property Disposition
    - a. BFD Safety
    - b. BSD Safety
  - iii. Succession Planning - Update
8. **Old Business / New Business** *Chair*
  - i. Items Not Reasonably Anticipated to be Discussed
  - ii. Next Meeting
9. **Adjourn** *Chair*

*Note: Invitees are respectfully requested to limit their comments to three minutes understanding the work before the Advisory Board and out of respect for others who may desire to offer comments. The items listed are those reasonably anticipated, which may be discussed at the meeting at last forty-eight (48) hours prior to the meeting. Not all items listed may in fact be discussed and other items not listed may also be brought up for discussion to the extent permitted by law.*



## **MINUTES OF THE MEETING OF THE BAT ADVISORY BOARD**

**December 13, 2018**

### **In Attendance:**

<b>Frank Hegarty, Town of Avon</b>	<b>Pat Ciaramella, Old Colony Planning Council</b>
<b>Michael Dutton, Town of Bridgewater</b>	<b>Charlie Kilmer, Old Colony Planning Council</b>
<b>Tobias Cowans, City of Brockton</b>	<b>Reinald G. Ledoux, Jr., Administrator</b>
<b>Noreen O'Toole, Town of Stoughton</b>	<b>Michael Lambert, Deputy Administrator</b>
<b>Eldon Moreira, Town of West Bridgewater</b>	<b>Kelly Forrester, Manager of Transit Operations</b>
<b>Frank Lynam, Town of Whitman</b>	<b>Linda Sacchetti, Chief Financial Officer</b>
<b>Cathie Klabish, AFL-CIO Representative</b>	<b>Kathy Riddell, BAT</b>
<b>Richard Downs, Rider Representative</b>	<b>Allen Karon, customer</b>
<b>Stanley Zoll, Town of Stoughton</b>	<b>Ben Muller, MassDOT</b>

The meeting was called to order at 11:00 AM by Mr. Hegarty. He welcomed everyone. Mr. Hegarty asked if there was anyone who wanted to make public comment. No public comments were provided. Next was a review of the minutes of the 10/18/18 meeting. Mr. Lynam made a motion to accept the minutes. Motion was seconded by Mr. Zoll.

Next on the agenda was a service update. Ms. Forrester directed the Board's attention to the ridership data. When the fare increase was implemented, ridership was expected to decrease by about 5%. In fact, ridership has only decreased .73% or less than 1%. Similarly, paratransit ridership decreased about 2.3% which is far less than anticipated 8%. Also included in the packets was the BAT Performance Dashboard. The data presented through November shows that BAT is meeting its standards.

Under Other Service Update, Mr. Ledoux directed the Board's attention to the yellow Fare Increase sheet. The document is a comparison of the predicted impact the fare increase would have on BAT's revenue and ridership. In May the Board adopted a disparate impact/disproportionate burden policy to guide the fare increase process. Although not required, Mr. Ledoux stated that BAT considered the policy necessary due to the composition of our riding population. The yellow document provides a comparison between the increase predictions and the actual FY19 data. In addition to the ridership being far less impacted, it shows that the use of the Charlie Card system has increased almost 15% over last year bringing overall electronic fare media usage to 46.6% of ridership. This will be particularly important as the MBTA abandons the Charlie Card system and BAT moves to another automated fare collection system. Based on the most recent data, BAT considers its fare strategy a success. Another reason for the success is BAT's customer service delivery. At present, BAT's workforce speaks 10 languages. When comparing the workforce analysis forms from 2012, fixed route workforce went from 41% of color to 56% in 2018. Paratransit went from 41% to 43% and BAT Administration staff went from 0% to 15%.

Mr. Ledoux told the Board that his recent trip with Bridgewater State University to Cape Verde, as previously authorized, was enlightening and eye opening. He encountered a number of BAT riders and former residents of Brockton. Based on his findings, BAT will be making some changes to its work program. BAT would like to develop "story boards" with 10 – 15 common phrases that supervisors might encounter. This would allow BAT to greet and engage customers in a welcoming and friendly manner.

Mr. Ledoux informed the Board of a MCAD complaint that was lodged against BAT. The complaint alleges that BAT "charges black customers more for rides than white customers." The investigation into the allegation was completed in six (6) weeks and the report states that "BAT maintains a uniform, non-discriminatory fare scheme." The complaint was dismissed.

Number 5 on the agenda was a financial update provided by Ms. Sacchetti. Ms. Sacchetti pointed out that the packet emailed to the Board contained financial data through October; however, the financial data provided in Board packages was through November. She thanked the management companies for their diligent work in providing the information ahead of schedule. As documented in her FY19 Budget Update, revenues are all favorable to budget at this time. Expenses are expected to be on budget at the fiscal year-end. Motion was made by Mr. Lynam and seconded by Mr. Dutton to accept the financial update as presented. All were in favor.

The Deputy Administrator's Report consisted of an update on the Uber/LYFT Study and MassDot Competitive Grant applications. Mr. Lambert stated that MassDOT awarded BAT \$25,000 to review and study Uber and LYFT transportation to determine its impact on the area and see if opportunities exist to partner with the organizations. A scope of work is now under development. In addition, MassDOT has \$4,000,000 to distribute on a competitive basis to the regional transit authorities. BAT has applied for four projects for the state's consideration. The first project is for automated passenger counters (APC's), which would provide added information on where passengers are boarding and alighting so the system can more efficiently react to the changing needs of the region. The second request is for added service between the BAT Centre and Bridgewater State University (BSU) along the Route 28 corridor. As a whole, the university ridership is up 30% over last year and the addition of trips will help meet the increased demand and provide a stronger connection between the two transit hubs. The third application is to increase, by two round trips, service to the Ashmont Station in the Dorchester section of Boston. Ashmont service is approximately 21% of overall ridership and has increased 2.8% over last year in spite of the fare increase. Increasing frequency of trips will help meet the increasing demand. The last application is to increase Stoughton service to serve added parts of Brockton and provide stronger connections and economic growth between the two communities. Additionally, it will connect two commuter rail lines thus providing commuters with additional commuting options from Boston. Mr. Lambert anticipates that awards will be announced by the first of the year.

Under the Administrator's Report, Mr. Ledoux informed the Board that there are 500,000 disparate population that identify with national origin of Cape Verde in the Boston area. There are 25,000 in Brockton. On his trip to Cape Verde, Mr. Ledoux saw a presentation at the University of Cabo Verde. He noted the country was largely transit captive and buses were full. Mr. Ledoux looks forward to

welcoming visitors from Cape Verde and knows they will take full advantage of transit services here and improving BAT's LEP efforts.

Next Mr. Ledoux described for the Board, his involvement in the state's RTA Task Force. He distributed spreadsheets that shows a comparison of the state's RTA costs by agency. He noted that comparatively speaking, BAT ranks very well and wanted to acknowledge the hard work to keep costs low and services efficient. In particular, he pointed out that BAT's farebox recovery ratio is the highest of the urban systems.

Property disposition was then discussed. He reported to the Board some of the preliminary findings of the catastrophic accident and the efforts BAT engaged in to thank the first responders for their assistance at the scene of the accident. The bus has a value of approximately \$408,000 and will be repaired. BAT is proposing to allow fire services to utilize a fixed route bus that is older and slated for disposition, as a training tool for the department. When training is complete, BAT will dispose the bus. In addition, the Brockton School Dept. has requested a vehicle for use to evacuate staff and students in a catastrophic event. Mr. Cowens, the Mayor's representative, gave the group his insights as a former member of the emergency management staff for the City. No action on this item was required at this time.

Lastly, Mr. Ledoux addressed succession planning. He noted that the Board has been involved in BAT's succession planning for a number of years. He stated that after almost 40 years of service, he will be retiring on 11/1/19. In mid-late spring he would like to step down as Administrator and spend his remaining time helping through the transition period. Mr. Hegarty said he would hate to see Mr. Ledoux go but his retirement is well deserved and he will be hard to replace. He thanked him for his outstanding service. Mr. Tobias thanked Mr. Ledoux for all his involvement and dedication to the Brockton community. Mr. Ciaramella thanked him all his hard work over the years. The Audit and Finance committee which has been tasked with working on succession planning will make a recommendation for his replacement and bring it back to the Board. Succession planning will not stop with Mr. Ledoux's departure but will continue to be a part of the Board's responsibilities.

Under Old Business, Mr. Ledoux provided a copy of the Town of Stoughton's letter of appointment to BAT's Advisory Board for Mr. Stanley Zoll for a term of three years.

Mr. Lynam made the motion to adjourn and it was seconded by Mr. Dutton. Meeting adjourned.

Respectfully submitted,

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Kathy Riddell

**Documents Included in Advisory Board Package:**

- 1. Meeting Agenda**
- 2. Advisory Board Meeting Minutes – October 18, 2018**
- 3. Ridership Data for Fixed Route and DIAL-A-BAT**
- 4. Performance Dashboard FY19**
- 5. BAT 2019 Budget Update**
- 6. Fare Increase Projected vs Actual**
- 7. Fare Increase Comparison Data**
- 8. MassDOT Ridership Data for RTAs**
- 9. Workforce Analysis**