



## **Oxford - University Transit Meeting**

**July 14, 2010**

**Members Present:** Donna Gurley, Carole Haney, George Price, Shannon Richardson, Corey Washington and Jim Windham.

**Others Present:** Tim Akers, Ron Biggs, Frances Saralvarez, Melanie Addington, Richard Brooks, Dick Burkepille and Anne McCauley.

**The meeting was called to order by Commissioner Donna Gurley.**

**The meeting agenda was approved.**

**The minutes for the meetings on June 9, 2010 were approved.**

### **General Manager's Report - Mr. Ron Biggs**

- Ridership for the month of June increased slightly to 11,048 passengers; the farebox revenue for the month was \$2,103.50 and \$490.00 in Monthly Passes for a Total of \$2,593.50.
- We are preparing for the fall schedule. The drivers are currently choosing their run-cuts (assignments), and we have the buses ready to start the Fall Schedule on August 9, 2010.
- We have been in contact with the University in regards to providing service to the MDOT Parking Lot. The University is discussing the details including discounted parking for the students who would utilize mentioned lot. We anticipate a significant increase in riders as a result of this additional stop on the Green Route.
- The city will soon start pouring cement slabs for the shelters. Billy Lamb, Bart Robinson and Ron Biggs are in the process of assigning the location for the shelters. The shelters will be delivered to our O.U.T. facility in the next couple of days.
- Mr. Biggs spoke to Mr. Haggard from Kroger in reference to our buses going into the store's parking lot when the fall schedule starts. Mr. Biggs will speak to Mr. Tim Lett from McDonald Transit in reference to the incorporation of mentioned stop into the bus schedule.
- Ole Miss Students will be required to show their student ID. upon boarding the bus.

### **Planner's Report – Tim Akers**

- We had a visit from FTA and MDOT who wanted to see the site for the new transit facility.
- The grant for the construction of the new facility is in the final stages. We have pre-award authority, which will allow us to advertise for the Design and Engineering; we will start advertising next week.
- O.U.T. is now on Facebook, and the City of Oxford's web page has a link for an O.U.T. Youtube clip, which was created by students.
- Mr. Akers and Mayor Patterson discussed the topic of allowing advertisement on the buses. We would like to study proposals from entrepreneurs who may be willing to buy advertising space on the buses. We welcome any ideas or comments in reference to this matter.

***Commissioner Gurley asked for a motion to seek proposals for advertisement on the buses. Commissioner George Price made a motion and Commissioner Carole Haney seconded the motion. All were in favor.***

### **Request Permission to Advertise for Video Surveillance System**

- We are seeking approval from the Commission to advertise for Video Surveillance System to install cameras in our buses. We would put together an evaluation team to review all the proposals and to give a recommendation. We would require a total of 70 cameras to be installed in the buses. Four cameras would be installed in each of the Starcraft buses, 6 cameras in the Opus buses and 6 cameras in the Apollo buses. One of the cameras would be mounted on the vehicle curb side.

***Commissioner Gurley asked for a motion to Advertise for Video Surveillance System. Commissioner Carole Haney made a motion and Commissioner George Price seconded the motion. All were in favor.***

### **Request Permission to Advertise for Passenger Information Systems**

- We are also seeking permission to advertise for GPS or Automatic Vehicle Locator System. The price will be in the range of \$300,000 for the system. It will provide information at the bus stops, web page, cell phone, and dial up real time information. It also provides capabilities for O.U.T. to monitor the buses. We will decide which shelters should have the GPS service.

***Commissioner Gurley asked for a motion to Advertise for Video Surveillance System. Commissioner Shannon Richardson made a motion and Commissioner Carole Haney seconded the motion. All were in favor.***

### **Report on Welcome Week and Student Orientation – Cory Washington**

- Cory Washington informed the Commission he received feedback from the parents and students who attended orientation, and they are very excited about O.U.T. and the bus service.
- O.U.T. will have a table set up with information to distribute to Ole Miss Students during Welcome Week. Mentioned event will take place on August 27, 2010 from 10:00 AM to 2:00 PM.
- The University is planning to have a meeting in reference to the parking decals, which will be sold to students who will park their vehicles in the MDOT Parking Lot.

### **Open Discussion**

- Mr. Burkepile who attended the meeting asked if we have considered extending service on the Green Route to run the buses on Saturday. The General Manager mentioned it could be something that could be reviewed in the future, but the budget will not allow it at this time.
- Mr. Biggs informed those present that we were in the process of installing Bike Racks in the new buses.

***Commissioner Carole Haney moved to adjourn the meeting and Commissioner George Price seconded the motion.***