



## **Oxford - University Transit Meeting**

### **January 12, 2011**

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

**Others Present:** Tim Akers, Ron Biggs, Matt Davis, Frances Saralvarez, Dick Burkepille, Errol Castens, Michael Aponte and Morris Blanchard.

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

**The meeting agenda was amended to add permission to procure 6 additional transit shelters.**

***Commissioner Donna Gurley called for a motion to approve the amended agenda; Commissioner Jim Windham made the motion and Commissioner George Price seconded the motion.***

**The minutes for the December 8, 2010 meeting were approved.**

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

- Mr. Biggs started by wishing all present a Happy New Year. He informed the Commission that O.U.T. transported 18,141 riders in the month of December. The total amount of monthly passes sold was \$420.00 and fare box revenue \$1,865.50 for a total of \$2,285.50.
- O.U.T. was open and the buses were running on Monday, January 10 and Tuesday, January 11 when there was the snow storm in Oxford. We closed at 3:00 PM on Monday and were open all day Tuesday.
- Our Blue Route buses started servicing Big Star. The bus stops at the telephone pole south of University Cleaners, it turns left next to the bank, then it makes a right on University Avenue and continues on to Brittany Woods.
- The 2 new buses will be in Jackson the second week of February. GPS and camera systems will be installed, and we may need to place the O.U.T. Logos on them. The buses measure 40 feet and will carry 38 passengers; they will be placed on the Green Route.

#### **Planner's Report – Tim Akers**

- Mr. Akers informed the Commission that another member was soon going to be appointed by the Board of Aldermen, and a new Chair Person should be appointed as well.

#### **Status Report on the Design of the Operations and Maintenance Facility**

- Howorth & Associates are working on some schematics with the Maintenance Design Group and Mr. Tim Lett from McDonald Transit. The architects are still moving walls around and trying to make adjustments in order to remain in budget.

#### **Status Report on the GPS and Video Surveillance Systems**

Mr. Akers made a presentation on the steps to follow to log onto Nextbus. Passengers may also call and key in the bus stop number and get the real time information on when the next bus will be arriving.

- The telephone number to call Nextbus is (662) 550-2039. There are a total of 224 bus stops.
- The Computer Science Department at Ole Miss was searching for a project which the students could work on. They were excited with the possibility of being able to develop applications for the GPS service, which would be at no cost to us, and it would be free to the public.
- O.U.T. will install signs on every bus stop with the number the bus stop has been assigned. 250 signs will be manufactured within the next two weeks.

Mr. Biggs gave a demonstration how the camera system works.

- The camera system is now being utilized by O.U.T. The camera system allows us to see how fast the drivers are going, and if they are on time. The drivers log on when they start in the morning. If the drivers forget to log on, a supervisor at the office can log them on. In order to review the video recording, the hard drive gets taken out of the bus and brought to the office.
- The cameras also record sound.
- The buses have a green button which the driver can press if an incident takes place to mark the section.
- The camera hard drive is secured, and two keys are required to remove it.

### **Consideration of Complete Street Resolution**

- Mr. Akers distributed a resolution to adopt a “Complete Street” policy in the City of Oxford. A number of cities in the country have adopted this policy that the Federal Government is promoting. Mentioned resolution states that the City of Oxford’s Comprehensive Plan is to establish a densely connected network of streets and roads to guide future growth that equally serves automobiles, pedestrians, bicycles and transit.
- The resolution states that a four (4) foot wide paved shoulder shall be included with construction of all new roadways or reconstruction of a roadway when roadway traffic is greater than 1000 vehicles per day. Paved shoulders have safety and operational advantages for all road users in addition to providing a place for bicyclists and pedestrians.
- Section 3 states that bicycle and pedestrian ways shall be established in new construction and reconstruction projects in keeping with the proposed Complete Street Policy unless certain conditions exist.
- This is a priority of Pathway Commission, and Mr. Akers would like to take this to the Board of Alderman for adoption. Since the policy has not been presented to the University, the Commission withheld approving the policy until the University had an opportunity to review the policy.

### **RFP for Advertising Services Inside OUT Buses**

- The Commission had previously discussed the possibility of advertising in the interior of the buses. Mr. Akers proposed that we advertise to request proposals for advertisement services to sell advertisement in the interior of the buses. The advertisement company would have a contract with Oxford Transit Management, Inc. The contract would state that a certain percentage of their compensation would be returned back to O.U.T.
- Plastic covers for advertisement would need to be installed in the buses. The advertisement company would procure the materials for the plastic covers and O.U.T. would install them.

- Someone from Oxford Transit Management, Inc. or the City of Oxford would oversee and verify the sales.

***Commissioner Carole Haney made a motion to move forward with requests for proposals so that we consider the possibility of advertisement in the interior of our buses; Commissioner George Price seconded the motion. The motion was approved with unanimous yeas.***

#### **Permission to Procure 6 Additional Transit Shelters**

- O.U.T. purchased 20 shelters; we will have 2 shelters remaining after the shelters are installed in the assigned stops. We hope to put 2 to 3 shelters at the University, but we need extra ones for futures sites or replacements. We currently have the funds available to procure 6 additional shelters. O.U.T. expects for ridership to increase with the use of the GPS system, and it would be beneficial to have the extra shelters.

***Commissioner George Price made a motion to move forward with requests to procure 6 additional transit shelters; Commissioner Carole Haney seconded the motion. There being no further discussion, the motion was approved with unanimous yeas.***

#### **Open Discussion**

- Mike Ponte, the Community Director at the Links Apartments, attended the meeting in order to request if there was a way to continue providing service on the Orange Route, they would appreciate it. Mr. Ponte told the Commission that the Links Apartments has been advertising the bus service for all foreign students who rent apartments at their apartment complex.

Mr. Biggs stated that due to budget restrictions, and the low ridership on the Orange Route, the service will be scheduled to end, but if there is anything possible to continue the service, we'll do it. If the Orange Route cannot continue, May 2011 will be the month when service would terminate.

The Commission would like to look at the possibility of continuing the Orange Route one more time to see if there would be anything that could be done.

***There being no further business Commissioner Donna and upon a motion by Commissioner George Price, seconded by Commissioner Shannon Richardson, the meeting was adjourned with unanimous yeas.***