



**KINGS TRANSIT AUTHORITY
REGULAR BOARD MEETING-MINUTES
July 26th, 2017**

The regular board meeting of Kings Transit Authority was held on the above date
At 5:00pm at Kings Transit Authority – New Minas NS.

1. Welcome and Roll Call
- Attendance:
- Board Members
Councillor Raven, Board Chair; Municipality of the County of Kings
Councillor Brain, Vice Chair; Town of Wolfville
Councillor Andrew; Town of Kentville
Councillor Hodges; Municipality of the County of Kings
Councillor Spicer; Municipality of the County of Kings
- Service Partners
Deputy Warden Linda Gregory; Municipality of the District of Digby
Councillor Diane LeBlanc; County of Annapolis
- Guests
Jodie Noiles, Sustainability Coordinator, Acadia Sustainability Office

Ms. Noiles was welcomed and the formal agenda was set aside until her presentation regarding Acadia Sustainability Week was completed. Key points and questions were as follows:

1. History of Sustainability Week:
 - a. Began in 2010 as part of the Campus Sustainability Movement.
 - b. Focus is to: raise awareness; celebrate work leading to change.
 - c. At Acadia increased interest and scope lead to expansion of work to a week-long event.
 - d. Key features of sustainability efforts at Acadia includes:
 - i. Acadia Sustainability Fair
 - ii. “Dump and Run”
 - iii. Key roles and involvement of students

- in the week.
 - iv. Promotion of alternate transportation; emission reduction; reducing food waste; bike share program, etc.
- 2. Kings Transit's participation in Sustainability Week
 - a. Free bus rides for a day or the week for students, staff, and faculty.
 - b. Poster exhibit at the Irving Centre.
 - c. Promotion via e-mail blast, twitter, page on website, etc.
- 3. Proposed U-Pass
 - a. Reach out now to Student Union president to get on the work plan for the fall.
 - b. Current members serve for both the fall and winter semesters, and any vote on the U-Pass would occur in February.
 - c. Sustainability Program Coordinator willing to assist with the proposal.
 - d. Councillor Hodges/Board to help improve the draft proposal by September 1 (working via email). If unable to complete this work it may be necessary to hire someone to create a marketing plan tat includes completion of the working document.
 - e. Need for Sustainability Coordinator and Student Union President to be fully included in a working copy of the draft proposal prior to any rollout to the student body.

2. Approval of Agenda Councillor Brian/Councillor Hodges (Moved/Seconded)

3. Approval of June 28th, 2017 Councillor Hodges/Councillor Spicer (Moved/Seconded)

List of Amendments:

- Change Councillor Gregory to Deputy Warden Gregory
- Amend item referring to confidentiality of Berwick's work on solar roof to indicate more clearly that the requirement originates with the company, not Berwick.

Revised Minutes to be circulated.

4. Board Chair (Circulated by email earlier in the day – Deputy Warden

- Update Gregory did not receive – Councillor Brian forwarded).
- Motion:
That the Board review the financial reporting/analysis responsibilities at the October Board Meeting with a recommendation to be tabled by the General Manager.
- Councillor Spicer/Councillor Andrew (Moved/Seconded)
5. General Manager Report Questions/Discussion included:
- i. Low staffing level due to sick leave and transition of financial staff means that no financial or ridership figures are available (no-one to enter data).
 - ii. Four candidates to be interviewed on July 28 for position of Finance Coordinator. Interview Committee struck by General Manager includes: KTA GM; Municipality of the County of Kings(MOK) Finance Manager Shawn West, MOK Supervisor of Human Resources Chris Moore.
 - iii. While no data is available, Berwick and Bridgetown appear to be selling a significant number of student bus passes.
 - iv. An Advertising Coordinator has been hired (Sarah Pineo-Coolen).
- Motion to accept General Mangers Report:
Councillor Spicer/Councillor Andrew (Moved/Seconded)
6. Monthly Financial Report None (See Above)
7. Monthly Ridership Report None (See Above)
8. Old Business Solar Roof Project
Update provided in circulated Chair Report including:
- i. Revised time line with proposals accepted until September 27.
 - ii. At least three companies of the six contacted will provide cost estimates for installation, warranty, maintenance.
 - iii. Teleconference with Global Solar Solutions on Monday July 24.
 - iv. Site visit with Soctian Renewables scheduled for July 28

- v. The founding for this project and possible revenues from selling power to NS Power Co. 0.33 cents per K/W was proposed as a reasonable rate. Once we propose a rate to NS Power, we cannot change said rate.
- vi. We have everything to complete the application and construction could start as early as May 2018.

CAD/AVL Discussion

- i. Strong support was provided to the GM for moving forward with this project despite submissions having higher costs than budgeted.
- ii. General Manager was given direction to continue work with both companies with the aim of arriving at a better price point and additional information where required.
- iii. The importance of this work being completed prior to the U-Pass proposal being submitted to the student body was emphasized.

Acadia U-Pass

- i. General Manager Foster will give a presentation to the Acadia Student Union(ASU) regarding the U-Pass which is being prepared by Councillor Hodges.
- ii. Councillor Hodges has been corresponding with the executives of the ASU.
- iii. Councillor Hodges suggested to present the pass option to the local High School as well.
- iv. The payment for U-Pass would be included in tuition fees, therefore Kings Transit will receive on an annual basis.
- v. Suggestion was also put forth that the school board should be involved.

9. Inventory Management Policy

Motion:

That the discussion of the Inventory Management Policy be deferred to the next board meeting.

Councillor Brian/Councillor Hodges (Moved/Seconded)

Discussion

- i. All in attendance to send comments to the GM with the goal of changes being made as appropriate by the GM to facilitate passing of the policy at the next board meeting.
- ii. Word version of the document to be sent to all

members by the General Manager.

10. Adjournment Meeting Adjourned 6:35pm

11. Next Meeting There was discussion of cancelling August Meeting:
- i. There will not be financial or ridership reports as mid-August is the most likely, earliest date that a new staff person could start.
 - ii. GM estimates that October Board Meeting will be the earliest date that updated financial and ridership reports can come forward.
 - iii. Deputy Warden Gregory brought forward a need for longer meetings to facilitate more items being covered at Board Meeting.
 - iv. A number of members are unavailable in August.

Councillor Brian/Councillor Morton (Moved/Seconded)

Therefore:

The next meeting will be held on September 27, 2017 at 4:30pm in the Board Room, KTA Office, New Minas

Signatures of Approval

_____ General Manager

_____ Board Chair

Note: Councillor Hodges, Councillor Brian, Councillor Spicer, and Councillor Raven met with the General Manager from 3:30pm-5:00pm prior to the Board Meeting to discuss and update the Increasing Ridership Initiative. A revised report will be circulated. Key points of the discussion included:

1. Maintaining momentum on keeping seniors on the bus as a follow-up to Marnie Parker's Employment as Seniors' Ride Coordinator was discussed. Issues included:
 - i. Change of route in Port Williams to provide a bus stop at the community hall directly across from the seniors apartments on Main St; approval of this route change by UARB in time for the printing of the new schedules; and the desire to install a bus shelter at this location.
 - ii. Councillor Hodges noted that this was something the Village Commission was fully in favour of.
 - iii. Councillor Hodges agreed to discuss with the Village Commissioners funding of the bus shelter as part of this initiative either by the Village or the Lions and to report back to the General Manager by September 1.
2. WIFI Promotion plan to be completed with a roll out October to December 2017.

- i. Graphics from Amtrak were reviewed as example of unique WIFI logos.
 - ii. A logo using an apple blossom or an apple was favoured, graphic images to be sought. Blossom or apples leaf to be the radiating rays.
 - iii. Roll out of WIFI promotion to include a selfie submission using the hashtag #freewifi
 - iv. Councillor Hodges and Councillor Raven to look for persons interested in producing options.
3. KT Logo
- i. Update at same tune as production of WIFI logo.
 - ii. Focus on updating font.
4. Promotional Videos
- i. KT Driver Sandy Buchan has produced and published via KT Facebook a video promoting KT.
 - ii. There is an offer via Buchan to produce several others on topics of our choice at a cost of \$75 per video. GM work on topics:
 - Use of bike rack
 - Loading a wheelchair or scooter
 - Paying and getting a transfer
 - Going shopping on the bus
 - Stopping the bus
 - Website schedules
 - Where the bus goes
 - Toilet stops
 - Etc.
 - iii. GM to speak with Buchan to define costs and content (Production via Screaming Goat).
 - iv. Where the WIFI hashtag promotion begins a video of doing a selfie will be used.
5. U-Pass proposed timeline and actions were defined as follows:
- i. September 1. First pass at a revision of the proposal produced by Tzomi Burkhart and Grace Hamilton-Burge to be produced by Councillor Hodges with a focus on marketing to students (from a climate change/sustainability perspective and an overall improvement of the system to suit student and general population; student body able to play a key partnership role in public transit).
 - ii. October 1 – Mid November – actions aimed at securing support of Student Union Executive.
 - iii. February – Proposal to be voted on by student body.
 - iv. To be forwarded right away to Councillor Hodges:
 - a) Burkhart/Hamilton-Burge Plan Proposal
 - b) Councillor Raven suggested revision previously submitted to GM.
 - c) GM draft budget outlining expected increases in costs for expansion of services proposed.

