

# WINSTON-SALEM TRANSIT AUTHORITY BOARD OF DIRECTORS' MEETING

MINUTES  
for  
THURSDAY; FEBRUARY 27, 2024

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**PRESENT:**

**WSTA Board Members**

Keith King, Chairperson  
Latonya Wright  
Willie Clark, Jr.

**City Staff**

Kelly Garvin, Assist. Director of DOT  
Tia Ramsey, Financial Manager of DOT  
David Torres, Transit Contract Manger for DOT  
Maddie Burgiss, Transportation Planner

**WSTA/RATP DEV, USA Staff**

Bruce Adams, General Manager, RATP Dev, USA  
Michael Rosson, Assist. General Manager of  
Operation, RATP Dev, USA  
Reggie Arrington, Assist. General Manager of  
Maintenance, RATP Dev, USA  
Levine Hedgepeth, Assist. General Manager of Safety,  
RATP Dev, USA  
Robin Kirby, Human Resources Manager, RATP Dev,  
USA  
Brandie Peterson, Director of Marketing and  
Community Engagement, RATP Dev, USA  
Lisa Sides, Assistant Operations Manager, RATP Dev,  
USA  
Jackie Settle, Customer Service Manager, RATP Dev,  
USA  
Tikiha Alston, ADA Eligibility Manager, RATP Dev,  
USA  
Teika Holloway, Administrative Assistant, RATP Dev,  
USA

**Other Attendees**

Barry Norman, Fixed Route Operator, RATP Dev, USA  
Brian Harris, Safety Road Supervisor, RATP Dev, USA

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**Meeting Opened:** 4:08 pm

Chairperson Keith King called February 27, 2025, Winston-Salem Transit Authority (WSTA) Board Meeting to order. He greeted everyone and thanked them for devoting a small portion of their day to attending the WSTA Board of Directors meeting.



He stated, unfortunately, the Board will not be able to vote on the action items listed on the agenda due to the lack of having enough members present to make quorum. The action items were tabled until the next meeting.

**Safety Message** (Mr. Keith King, Chairman): Chairperson King asked everyone to make sure the headlights work on their vehicles. Also, he asked everyone to remember every ball that rolls into traffic has a child chasing behind it.

**Public Comment** (limited to two minutes per speaker):

Chairperson King asked if anyone signed up for public comments. Ms. Teika Holloway confirmed no one signed up for public comment.

**Action Items:**

**Approval of December 19, 2024, WSTA Board Meeting Minutes:**

Tabled until the next scheduled WSTA Board of Directors meeting.

**Low or No Emission Grant Letter of Support Resolution**

Tabled until the next scheduled WSTA Board of Directors meeting.

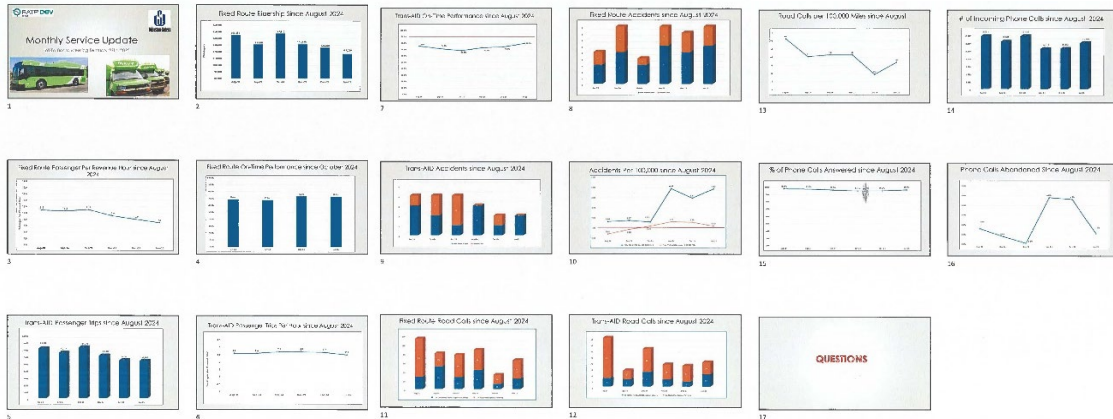
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**Informational Items:**

a) **Special Recognition of Employees of the Month** (Brandie Peterson, Director of Marketing and Community Engagement, RATP Dev, USA): Ms. Peterson stated, this is the first month RATP Dev, USA’s management staff has had enough criteria to honor an employee(s) with the Title “Employee of the Month.”

Based on performance observations, the first RATP Dev USA (OWS) Employees of the Month are Mr. Brian Harris and Mr. Barry Cockerham. Each received a certificate, notebook with a lapel pen, and an employee of the month jacket. They will also be honored with the privilege of parking in the spaces designated for employees of the month.

b) **Monthly Service Update** (Carol Patrick, Data Analyst, RATP Dev, USA): Ms. Carol Patrick was given a warm welcome back by Chairperson King. The data Ms. Patrick presented is for services provided under the management of RATP Dev, USA that began on August 1, 2024. Her data covers August 1, 2024, to February 28, 2025.



Below is a snippet of the Monthly Service Update given by Ms. Carol Patrick. If you would like a full-size copy of the presentation, please make your request by emailing Ms. Holloway at [teika.holloway@ratpdev.com](mailto:teika.holloway@ratpdev.com).

### **Staff Reports:**

- ***Operations-Michael Rosson, Assistant General Manager of Operations:*** Mr. Rosson gave Operations highlights for the past months. He reminded everyone of the detailed, all-inclusive study performed by HDR, Inc. for the City of Winston-Salem. The optimizations of the study were approved in January 2025. The efficiencies that came from HDR, Inc.’s optimizations were applied to routing and scheduling. This is being put in a bid format for the operators. The bid is set for March 10 with the go live date set for March 23.

It has been a while since any optimization has been done on Trans-AID. Staff looked at Trans-AID efficiencies and scheduling to see what could be done differently. There were a few changes made to the Trans-AID schedules and will go out for bid on March 10 with a go live date of March 23.

Management established a town hall meeting for employees to attend and speak with the management staff. Miss Brandie Peterson has been chairing the town hall meeting and providing agenda packets for attendees to give feedback. The managers come together to debrief and try to find a way to implement constructive feedback. The managers also take a deeper dive to see if there is something that can be implemented to not only benefit our internal operations but our external as well.

Mr. Rosson ended his update by applauding the entire staff and the City for coming together and producing an inclement weather plan with short-term notice.

***Marketing-Brandi Peterson, Director of Community:*** Ms. Peterson began her update by stating we all are aware of the big bus route changes that are coming up. One of the biggest



changes is the elimination of three routes. This information is public knowledge, but the time is now to start marketing efforts to really get the word out. There are several different avenues to get this done: TV, broad and targeted marketing, social media marketing. Social media is where we can really use help with spreading the word. There are QR codes posted on the elevator and throughout the building. Scan the QR code to get to the page on the WSTA website that has all the changes taking place. The QR code has been posted for three days and has had over three hundred scans. The information is in English and Spanish.

Mr. King asked if the Resource Fair was still being held. Ms. Peterson said yes. She also said the Accessible Festival will still be held. The fair and the festival are still a go; however, Ms. Peterson said for the next month, route changes will be her focus.

Mr. King asked if the page with the bus route changes could accommodate questions. Yes, Ms. Peterson reminded everyone of the 'Bot' she referred to as a "free employee" when the new and improved WSTA website was first created. That 'Bot' is now being monitored 16 hours a day. Any questions the 'Bot' is not programmed to answer, those employees that do monitoring can and will.

- ***Safety-Levine Hedgepeth, Assistant General Manager of Safety:*** Mr. Hedgepeth greeted everyone before speaking about the accident trend that was included in Ms. Patrick's presentation. He said as you can see, preventable accidents are trending in the right direction, and this is the only direction we want to see. This takes teamwork.

The company is focusing on pedestrian awareness. Spring and summer are around the corner; we expect to see more people out walking, riding bikes, and playing.

Mr. Hedgepeth said he is working with Mrs. Robin Kirby to get more operators on board. Ms. Peterson created a hiring flyer to be distributed and posted. WSTA will collaborate with individuals interested in starting a career in transit. If hired, we require them to have their permit prior to the start of class.

- ***Maintenance-Reginald Arrington, Assistant General Manager of Maintenance:*** Mr. Arrington reminded everyone that his first month at WSTA was spent observing. One of the things he noted from his observation was the need for the maintenance workers to be trained in the latest technology. He reached out to the vendor and had a representative come on site to provide training on how to troubleshoot repair the buses correctly. Mr. Arrington said more training is to come on the HVA system and the transmission. The fleet has a lot of hybrid buses. These buses have electric transmissions. Mr. Arrington said maintenance receives a lot of road calls for these buses with check system notifications. When this happens, the bus must be picked up and brought back in so that the technician can figure out why that light is on. Because the vehicle is a hybrid, the issue could be on the electrical side or the mechanical side.

Another challenge for maintenance is older fareboxes. The fareboxes must be maintained because they are on the fleet. Mr. Arrington said his plan is to hire a past employee with the



knowledge to work on them. This person will be charged with developing some sort of program for both the am and pm shifts to minimize malfunctions.

Maintenance has for opens for mechanics. Mr. Arrington is actively working with Mrs. Robin Kirby to fill the positions. He spoke to ForsythTech regarding their apprenticeship program. Mr. Arrington said he can use some of the apprenticeships during the afternoon or evening to fill the gaps until the open positions are filled.

Mr. Arrington is on the NCPTA board. Their annual conference will be held in April. An operator from Fixed Route and an operator from Trans-AID will compete in the rodeo. This is an opportunity to display your best drivers. Mr. Arrington said he is working on show casing mechanics in the rodeo. Right now, the mechanics compete at a national level and not state level. Mr. Arrington has prepared a presentation for the NCPTA board that he will present at the conference in April, regarding mechanics competing in the rodeo at the state level.

Chairman King said he is not familiar with the rodeo and the competition. Mr. Arrington started his response with a joke by saying, “Well, they are not riding horses!” “There are no horses involved.” There were chuckles and Mr. Arrington continued he response. He said Fixed Route operators will drive a Fixed Route bus through an obstacle course, while on a 7-minute timer. They compete doing backing and stopping drills. The winners receive prizes and bragging rights for the year. Trans-AID does the same thing except on a smaller Trans-AID bus. This will be the first time in years that WSTA participated.

Ms. Peterson added, rodeo is spelled r-o-a-d-e-o. She also said WSTA has issued quite the challenge to Greensboro Transit (GTA). GTA is also ran by RATP Dev, USA and they have won for the past three years. She said the administrators has been talking much smack, so all are hoping WSTA wins!

**Human Resources-Robin Kirby, Human Resources Manager:** Mrs. Robin Kirby introduced herself and stated she is the HR manager. She wittily thanked Mr. Hedgepeth and Mr. Arrington for speaking on the topic of hiring. She said that eased the tension on her speaking piece just a little (chuckles). Hiring mechanics and operators is my focus right now. According to the reports we receive from corporate, we are still coming up short in both areas. She thanked Ms. Petterson for the flyers she created and said they will be posted throughout the community. The positions have been posted on Indeed.

RATP Dev, USA will be conducting their first global employee survey April 2-30, 2025. We are extremely excited about this. I will be speaking with employees and encouraging them to participate. This survey is anonymous.

There will be a health screening taking place tomorrow. The original date had to be rescheduled due to pending inclement weather. This is part of RATP Dev, USA’ employee health and wellness initiative.



In honor of Valentine’s Day, this month’s employee engagement event consisted of a guessing game. Employees had to guess the number of candy hearts in a jar. First place won a \$100 gift card, second place a \$75 gift card, and third place won a \$50 gift card. All three winners received a card and a box of candy. The first-place winner received a gift bag in addition to the other prizes.

Mrs. Kirby said will continue to inform and share future employee engagement events as they come. She said she welcome any questions or comments regarding her update.

**Words from the GM, Mr. Bruce Adams, General Manager:** Mr. Adams announced that WSTA was chosen for an audit by Paris (RATP Dev’s parent company). There are about thirty things on their list to check for compliance. The results of the audit will be shared with the Board. The auditors from Paris will be site March 31.

RATP DEV, USA’s first six months was conducted in assessment mode. We are now preparing to move into operational excellence mode. Mr. Adams said management has identified seven key areas. He spoke with his VP during their one-on-one last week, and it is perfect timing. Corporate is preparing to rollout an Operational Excellence Program for each of their locations. WSTA will, in a way, be a test pilot for this program. Mr. Adams said he will take some of what he envisions and incorporate it with what corporate wants to do.

Mr. Adams is excited to be moving to this phase. He said he is unsure of how long the process will take to get everyone on board with the process and procedures; but he will keep the Board abreast of the progress.

*To request a hard copy of any of the documents, reports, data, etc. mentioned in the minutes for the February 27, 2025, WSTA Board Meeting, please contact: Teika Holloway at 336.793.3294 or [teika.holloway@ratpdev.com](mailto:teika.holloway@ratpdev.com)*

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**The meeting adjourned:** 5:19 p.m.  
Transcribed by: Teika Holloway  
March 2025