

MEETING: COTA BOARD OF TRUSTEES

DATE: WEDNESDAY, MARCH 27, 2019

TIME: 8:00 AM

LOCATION: W. G. PORTER BOARDROOM, 33 NORTH HIGH STREET

MEETING MINUTES

1. CALL TO ORDER

Chair Bartley called the meeting to order at 8:00 AM.

2. ROLL CALL

Board Members Present

Trudy Bartley, Chair
Jean Carter Ryan
Cathy DeRosa
David Norstrom
Letty Schamp
Timothy Skinner
Michael Stevens
Craig Treneff

Board Members Absent

Thomas Grote
Amy Landino
Marlon Moore
Gina Ormond

3. COMMENTS OR STATEMENTS FROM THE AUDIENCE

No comments from the audience.

4. GOVERNANCE COMMITTEE REPORT – TRUDY BARTLEY, CHAIR

The Governance Committee met on March 21 and heard all of the committee reports. The Governance committee decided which items would be on the agenda for today's Board of Trustees meeting.

5. APPROVAL OF THE FEBRUARY 27, 2019 BOARD OF TRUSTEES MEETING MINUTES

Trustee Skinner motioned to approve the minutes of the February 27, 2019 Board of Trustees meeting. Trustee Schamp seconded the motion. Motion carries.

6. STRATEGIC AND OPERATIONAL PLANNING COMMITTEE REPORT - CRAIG TRENEFF, CHAIR

Vice Chair Treneff provided a report of the Strategic and Operations Planning Committee that included presentations on the following:

Strategic Plan Update

Strategic Plan updates include that benchmarking, external interviews, internal workshops, and the diversity, equity, and inclusion interviews are completed. The consultants developed the eight overarching themes and explained how these will be used to create the principles that will form the foundation for the strategic plan. The four guiding principles include: improve customer experience, improve mobility options, achieve organizational excellence, and prioritize use of data and analytics. Next, initiatives will be prioritized outlining an action plan. The consultant will finalize the overall plan into three deliverables: PowerPoint presentation, report in word format and marketing materials.

Trustee Carter Ryan asked clarifying question on whether we looked at how efficient we are at moving people from place to place. Vice Chair Treneff clarified that while it does not explicitly lists efficiency, all of the principles relate to service.

Microtransit Update

The micro-transit RFP was released requesting solicitations that vendors to provide on demand mobile application, technology support, as well as an option for vehicles. The MOU has been shared with Grove City and they have approved the document. Grove City has been divided into two zones. Zone 1 will be included in the first phase of the pilot which includes the eastern portion of the city. Major employers include: Mt. Carmel, Mid-Ohio Foodbank, as well as an Industrial Park. Zone 1 includes about 15,000 jobs and 20,000 resident. Zone 2 includes the Walmart Distribution Center, as well as the Southwest Career Academy. There will be three strategic staging locations – the Grove City Park and Ride, Mt. Carmel Hospital, and at Grove City City Hall when we launch Zone 2. The projected start of the project will launch on July 15. The second project will launch in the fourth quarter of 2019. After reviewing all of the RFP's, VIA was selected to serve as the app provider. The project will require the purchase of additional vehicles which will be up for consideration later in the meeting. An employer survey via Survey Monkey was sent to 40 businesses in the Grove City area which will help influence the operating characteristics of the service.

Mainstream On-Demand Pilot

The pilot project will go into effect in May. The vendor UZURV will provide all non-ADA trips for eligible Mainstream customers. The cost per trip UZURV is lower than on First Transit; therefore, more trips can occur at the same budget level. They will provide direct, non-stop service, 7 days a week, with same-day reservation service. It also allows the ability to pay with a credit/debit card. The customer pays the first \$5, COTA pays for the next \$15, and then the customer assumes the cost for anything above that.

McKinley Avenue Facility Renovations

We are moving into Phase 3C of the McKinley project. Projected costs are based on 2012 programming. The estimate was adjusted for inflation, but will be revisited during the programming phase along with the scope. Construction is to start at the end of 2020.

Trustee Carter Ryan asked if we have an estimate of the increase in costs since the numbers were from 2012. Trustee Treneff stated that we do not have an estimate, but given that steel and aluminum, as well as labor costs have increased, it is important that we review the numbers.

The Mobility Lab on the 7th floor will allow mobility providers to use our space to collaborate with COTA. It is set to be ready September 2019. The lobby renovation is set to take place to improve the experience for customers. There will be interactive kiosks with self-service options that all customers an easier and faster way to purchase passes.

Trustee Schamp brought up the importance of dedicated space and right of way to increase mobility options and how we can incorporate this concept into the strategic planning process. Mike Bradley reports that conversations are taking place around this issue. There are some tactical urbanism projects that are being discussed – including dedicated lanes.

RESOLUTION NO. 2019-14 - AUTHORIZING AN APPLICATION PROCESS AND ESTABLISHMENT OF MOBILITY HUBS

The resolution would progress first/last mile solutions by tying COTA to other mobility providers at some of our Transit Centers and Park and Ride locations. The mobility hubs allows connection to community partners – such as Grove City. Includes connection to other mobility providers with designated space at the mobility hub locations – such as Lyft, Lime, or Bird. It also ties into COTA’s first/last mile solutions with Microtransit. This is a cost-neutral resolution that allows COTA to enter into agreements with communities and mobility providers. Mike Bradley explained that this process began in January with presentations to the External Stakeholders Committee, as well as Strategic and Operational Planning Committee.

Trustee DeRosa asked if COTA would be the first in the country to use its own vehicles for a Microtransit project. Mike Bradley explained that there are isolated cases of other transit systems using them, but we would be one of the first. Trustee Stevens thanked the team for bringing this resolution forward as it exemplifies what it means to be a mobility integrator.

Trustee Carter Ryan motioned to approve the resolution. Trustee Skinner seconded the motion. Motion carries.

7. PERFORMANCE MONITORING/AUDIT COMMITTEE REPORT - MICHAEL STEVENS, CHAIR

Trustee Stevens gave an overview of the two presentations that were presented in his committee, including the McKinley Avenue Renovations that Vice Chair Treneff mentioned in his report, as well as COTA’s DBE program. The organization plans to restructure the DBE program in an effort to increase oversight and monitoring.

RESOLUTION NO. 2019-15 - AUTHORIZING A CONTRACT WITH AMERICAN BUS & ACCESSORIES, INC. FOR THE PURCHASE OF MOBILITY VANS

Matt Allison stated that with this request, COTA would be purchasing (10) 2019 Ford Transit vans for the Microtransit initiative. There were three bids submitted for this purchase and America Bus came in at the lowest bid.

Chair Treneff motioned. Trustee Schamp seconded. Motion carries.

8. EXTERNAL/STAKEHOLDER RELATIONS COMMITTEE REPORT - MARLON MOORE, CHAIR

Laura Koprowski gave the committee report due to Trustee Moore absence and highlighted the presentations that were given in the External Stakeholder Relations Committee:

Diversity, Equity, and Inclusion Update

Overview of COTA's workforce diversity and EEO information and how we utilize census data to analyze representation by female and minority employees in certain categories. Learned how we use this information to set goals with the FTA. There are certain goals set out to increase recruitment and retain staff at all levels. There will be a follow-up conversation at the next committee meeting.

Corporate Engagement Strategy

Discussed the four goals of the strategy: 1) Better understand COTA's perceived value proposition; 2) Strengthen relationships with employers; 3) Uncover partnership opportunities with employers; and 4) Support employees in transition. There will be further conversations on timeline and metrics of these goals. Michael Loges plans to present these additional topics at next month's committee meeting.

Mobility Hubs

Discussed the cost of the mobility hubs, which will be minimal to COTA, as well as risks of implementing mobility hubs.

2019/2020 COTA Policy Initiatives Presentation

Patrick Harris, Director of Government Affairs & Special Projects, discussed the goals of the public policy agenda. The goals when the team has conversation with policy makers are 1) Changing the Conversation; 2) Linking Mobility to Community Success; and 3) Relationship Building. The policy focus areas are: 1) Funding; 2) Innovation; and 3) Sustainability.

RESOLUTION 2019-16 – AUTHORIZING THE ADOPTION OF THE 2019/2020 PUBLIC POLICY AGENDA

Vice Chair Treneff noted that the community is starting to understand the message that COTA is putting out in the community. He asked whether or not Patrick had an update on the transit funding in the transportation budget. Patrick said that the bill is still being negotiated but feels confident that there will be an increase in public transit funding.

Chair Bartley noted that COTA is tailoring our message to the audience, but wants staff to remember to not lose sight of how we get our communication to our customers.

Vice Chair Treneff emphasized that Board Members need to use the talking points that Patrick just presented. Trustee DeRosa requested that having collateral that lists the vocabulary that we use at COTA would be helpful. Trustee Norstrom asked what would be a "win" in the public transportation budget. Patrick considers any increase in transit funding a success.

Trustee Skinner asked whether we know how much COTA will receive of the additional increase in transit funding. Patrick noted that there is no specific formula, but we will be monitoring closely what they pass.

Trustee Schamp commented that COTA should be at the table during conversations to push people to think outside the box for funding projects that are for single occupancy vehicles. There are many opportunities for transit to be part of the solution for many of the transportation projects that are planned in the next few years.

Trustee Schamp motioned to approve the resolution. Trustee Carter Ryan seconded the motion. Motion carries.

9. PRESIDENT'S REMARKS

President and CEO Joanna Pinkerton discussed the highlights of the last month. The COTA team recently visited to Washington D.C. for the APTA Legislative Conference. The team had many successful meetings in the House and Senate with key staff members on the provisions of the FAST Act reauthorization bill. COTA was proud to attend COMTO's Celebrating Women Who Move the Nation event while in Washington D.C. to honor both Chair Bartley and Congresswoman Joyce Beatty on being inducted into this year's class of women.

As far as a C-pass update, there are over 14,500 enrollees and over three-quarters of a million trips. The marketing and communications team is focused on how to get more people enrolled into the program, as well as travel training on how to use the COTA system. There are now companies outside the SID that are asking how they can get involved in C-pass.

Joanna was recently appointed by Governor DeWine to chair the Local Government subcommittee on the DriveOhio Board. One of the focuses of DriveOhio will be around workforce training and collaboration in schools and employers across the state.

During the January board meeting, the Board heard from the Prudence Learning Center about reading opportunities at our transit centers. COTA will be piloting a Peace Pole Little Free Library where it has been placed at the Easton Transit Center.

Chair Bartley thanked Joanna for her leadership, as well as the staff for their work. Vice Chair Treneff shared that COTA is where it needs to be as an organization and encourages the staff to continue the momentum and creativity. Chair Bartley reinforced the need to be able to translate our message to our customers and encouraged the staff to be innovative, to not fear change, and to work towards getting the community to see the ease of access to get on the bus.

10. CONSENT AGENDA

- RESOLUTION NO. 2019-17 – AUTHORIZING THE CENTRAL OHIO TRANSIT AUTHORITY TO PARTICIPATE IN THE OHIO DEPARTMENT OF TRANSPORTATION COOPERATIVE PURCHASING PROGRAM
- RESOLUTION NO. 2019-18 – AUTHORIZING THE FILING OF APPLICATIONS WITH THE MID-OHIO REGIONAL PLANNING COMMISSION(MORPC) FOR COLUMBUS URBANIZED AREA (UZA) FEDERAL

TRANSIT ADMINISTRATION (FTA) FUNDING FROM THE ENHANCED MOBILITY FOR OLDER ADULTS AND INDIVIDUALS WITH DISABILITIES PROGRAM

- RESOLUTION NO.2019-19 – AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH RICHARD L. BOWEN & ASSOCIATES, INC. FOR DESIGN SERVICES FOR THE RENOVATION OF THE MCKINLEY AVENUE FACILITY (FINAL PHASE)

Trustee Stevens motioned to approve the following resolutions. Trustee Norstrom seconded the motion. Motion carries.

11. OTHER BUSINESS

Trustee Norstrom noted that it is his last meeting.

12. MEETING CALENDAR

- STRATEGIC AND OPERATIONAL PLANNING COMMITTEE – APRIL 3, 2019, 9:00 a.m.
- EXTERNAL STAKEHOLDER RELATIONS COMMITTEE – APRIL 8, 2019, 4:00 p.m.
- PERFORMANCE MONITORING/AUDIT COMMITTEE – APRIL 17, 2019, 2:00 p.m.
- GOVERNANCE COMMITTEE – APRIL 17, 2019, 3:00 p.m.
- BOARD OF TRUSTEES – APRIL 24, 2019, 8:00 a.m.

13. ADJOURNMENT

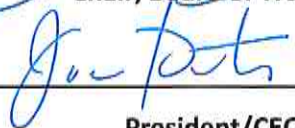
Trustee Norstrom motioned to adjourn the meeting. Trustee Schamp seconded. The meeting adjourned at 9:06 AM.

Adopted: April 24, 2019

Signed: _____


Chair, Board of Trustees

Attest: _____


President/CEO