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**MEETING: GOVERNANCE COMMITTEE**

**DATE: THURSDAY, SEPTEMBER 16, 2021**

**TIME: 4:00 PM – 5:00 PM**

**LOCATION: COTA – WG PORTER BOARDROOM**

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**MEETING MINUTES**

**1. CALL TO ORDER**

Chair Treneff called the September 16, 2021 Governance Committee to order at 4:00 PM.

**2. ROLL CALL**

**Board Members Present**

Craig Treneff, Chair  
Amy Landino  
Julie Sloat

**Board Members Absent**

Marlon Moore, Vice Chair

**3. APPROVAL OF GOVERNANCE COMMITTEE MINUTES**

Trustee Sloat motioned to approve the May 19, 2021 Governance Committee Meeting Minutes. Trustee Landino seconded the motion. Motion carries.

Trustee Sloat motioned to approve the July 21, 2021 Governance Committee Meeting Minutes. Trustee Landino seconded the motion. Motion carries.

**4. NEW BUSINESS**

Chair Treneff announced one item of new business for the Governance Committee's consideration, *Resolution 2021-XX - Election of Officers for The Central Ohio Transit Authority*, recommending Casey Blazer as the Assistant Secretary to the Board of Trustees officer slate. This resolution was approved by the Committee and recommended for the Regular Agenda at the September 29, 2021 Board of Trustees Meeting.

**5. STRATEGIC AND OPERATIONAL PLANNING COMMITTEE REPORT – MARLON MOORE, CHAIR**

The Strategic Operational Planning Committee met on Wednesday September 8, 2021. There was not a quorum, so the Committee was unable to make or pass motions. Andy Biesterveld, Director of Capital Projects, gave the Strategic and Operational Planning Committee report on behalf of Vice Chair Moore.





Angel Mumma, Chief Financial Officer, presented a Fare Policy Update which included results of the fare policy study conducted in partnership with Four Nines Technologies and details the four policy changes that the Committee is recommending to the Board of Trustees for the Regular Agenda. The changes include, eliminating the upcharge for rush hour rates, simplifying transfers by eliminating the one-way restriction, modifying and simplifying the definition of children, and capping daily and monthly fares.

Kimberly Sharp, Senior Director of Development, provided an update on construction projects completed to date. She also announced that COTA has requested entry into the Project Development Phase of the Federal Transportation Administration's (FTA) Capital Improvement Grants Program (CIG), and is currently awaiting approval for the West Broad Street corridor and the East Main Street corridor. The Mid-Ohio Regional Planning Commission (MORPC) has amended their Metropolitan Transportation Plan (MTP) to reflect the Northwest Corridor Bus Rapid Transit (BRT) route in their National Transit Database (NTD) request for federal funding. She also discussed the program development support COTA staff is providing to define the program for the LinkUS initiative, which is expected to be completed in the first quarter of 2022. The Leadership Coalition for LinkUS has been solidified, and consists of a small executive committee, a steering committee (~ 35 participants), a technically focused administrative committee, and a few technical working groups.

The Strategic Operational Planning Committee heard a COTA//PLUS performance update by Devayani Puranik, Mobility Development Program Manager. Next, Sophia Mohr, COTA's Chief Innovation Officer, gave a Data Visualization presentation which showed the need for COTA's collected data to evolve from the current monolithic state, difficult to retrieve and use, to a desired atomic state, where data can be quickly and easily retrieved and converted into information useful for decision-making. *Resolution 2021-XX - Authorizing Contracts for Comprehensive Data Engineering and Visualization Services*, approved at the Performance Monitoring/Audit Committee meeting, seeks to allow COTA to contract with three data handling firms with slightly different areas of expertise to assist staff in outlining and implementing this infrastructure by 2023. The resolution was recommended for the Consent Agenda at the September 29, 2021 Board of Trustees meeting. Angel Mumma, Chief Financial Officer, presented *Resolution 2021-XX - Authorizing a List of Pre-Qualified Underwriters to provide Underwriting and Investment Banking Services*. The resolution was approved and recommended for the Consent Agenda at the September 29, 2021 Board of Trustees meeting.

## 6. EXTERNAL/STAKEHOLDER RELATIONS COMMITTEE REPORT - AMY LANDINO, CHAIR

The External Stakeholder Relations Committee met on Tuesday, September 14, 2021. There were four presentations and one resolution presented to the committee.

Patrick Harris, Assistant Vice President, External Relations, informed the Committee about the impact that the Investment in Infrastructure and Jobs Act (IIJA) could have on COTA. He stated that the bill passed the Senate last month and includes \$107 billion investment in transit





nationally, which is a \$39 billion increase from previous levels. Key opportunities that support COTA's Strategic Plan are within the FTA Urbanized Area formula funds (COTA's capital budget), Capital Investment Grant program (LinkUS funding) and investments in Low/No fleet transition.

Kim Sharp, Senior Director, Development announced that the required letters have been submitted to the Federal Transportation Administration (FTA) requesting entry of the West Broad Street and East Main Street corridors into Project Development phase. The FTA has confirmed receipt of the submissions and contacted COTA staff with a few questions. The LinkUS team has monthly calls with the FTA's regional office in Chicago and they have encouraged COTA throughout the process. Several COTA representatives are on the newly solidified LinkUS Leadership Coalition committees; Joanna M. Pinkerton, COTA President/CEO, COTA Board Chair Treneff, and Board Trustees Bartley, Gallagher, and Walker.

Jennifer Walton, Director, Marketing, introduced the Marketing Plan for Fare Management. There will be three core messaging pillars to the marketing plan: value, safety and convenience. Key performance indicators for this marketing plan include, reduction in cash used on board, increased access to fares (mobile or retail), app downloads and usage – purchasing fares, and customer satisfaction. The campaign will launch in the two phases outlined below. Each phase will be three months long, however, the exact start of each phase will be determined based on the launch of the new operating system.

Phase 1 - "Rides On Us" - This campaign opens with a strong retail promotion, "Download the Transit App today and set up your COTA account for a complimentary Day Pass!" COTA's primary goal is to drive use by lowering barriers to participation and inviting our audience to try this new experience at no cost.

Phase 2 - "Ride With Us" - In this phase COTA will shift the incentive from a retail promotion to a value proposition. COTA will encourage customers to join their peers who have already tried the Transit App because it is the most affordable, safe and convenient way to ride COTA. Shara Hutchinson, Senior Director of Customer Experience, is working on a Customer Ambassador Program to help customers ease the transition.

Devayani Puranik, Mobility Development Program Manager, presented a COTA//Plus Performance Update. All COTA//Plus zones have seen ridership growth, even with the launch of new zones during the pandemic. Service contracts with Grove City and Westerville are up for renewal in 2022, and the Mobility Development team has begun discussions with these cities to continue services. The team recently completed analysis for launching new service in 15 different zones, exploring factors such as, population demographics, single car households, and gaps in fixed route services. New COTA//PLUS service requests have been received from the City of Dublin and the OSU Wexner Medical Center.

Patrick Harris, Assistant Vice President, External Relations, presented *Resolution 2021-XX Authorizing the Contract with Squire Patton Boggs for Federal Lobbying and Government Affairs*





*Consulting Services*, which will continue COTA's relationship with Squire Patton Boggs, allow COTA to continue building effective relationships with the Biden administration, and put COTA in position to receive funding support for future projects. The current contract is for \$96,000. This new contract asks for \$150,000. The increase reflects an expanded federal lobbying team to 4 individuals. The solicitation was submitted to 1,191 recipients and two bid offerings were received. Neither vendor was a DBE certified vendor, however, both proposals included minority representation on their teams.

## 7. PERFORMANCE MONITORING/AUDIT COMMITTEE REPORT – JULIE SLOAT, CHAIR

The Performance Monitoring and Audit committee met on Tuesday, September 14, 2021 there was a quorum. Angel Mumma, Chief Financial Officer, presented the financial report. COTA continues to be in a strong financial position. The Authority has received 104% of the budgeted revenue for the year with four months remaining, this was driven by receiving the CARES Act funding as well as a better than expected increase in sales tax revenue, which increased \$11.5million over budget through the month of August.

Operating expenditures are down \$10.8 million compared to budget, with 33% of the year remaining and 41% of the annual appropriations to be collected. At this time, staff does not anticipate needing to ask for additional budget appropriations from the Board. If additional dollars are needed, they can be reallocated from other budget areas. With revenues ahead of budget and expenditures below budget, COTA's net position increased \$51.1 million through August 31<sup>st</sup>. This puts COTA on a good path to finish the year strong, this is especially notable because an \$18 million deficit was anticipated when the budget was prepared in late 2020.

COTA's ridership through August totaled nearly \$5.6 million. This is a 23% decrease over 2020, but represents a nearly 13% increase over what was planned. At the July meeting, Trustee Colley requested that future financial reports reflect COTA//Plus ridership. This information is included for each zone back to program inception, and going forward will be provided on a regular basis. Devayani Puranik, Mobility Development Program Director, provided the Committee with a COTA//Plus performance update. Larry Weeks, Partner with Clark Schaefer Hackett, the accounting firm assigned to audit COTA, presented the 2020 audit. COTA received an unmodified opinion – also known as a clean audit – confirming the financial strength of the organization. Once accepted by the Board, the audit report will be placed on COTA's website for the public to access. The Performance Monitoring/Audit Committee approved *Resolution 2021-XX – Accepting the Audit Performed by Clark Schaefer Hackett for Fiscal Year Ending December 31, 2020*, and recommended it for the Regular Agenda at the September 29, 2021 Board of Trustees meeting.

The Performance Monitoring/Audit Committee reviewed, discussed, and recommended the following resolutions for the Consent Agenda at the September 29, 2021 Board of Trustees meeting:

- A. RESOLUTION 2021-XX - AUTHORIZING A NO FARE DAY ON ELECTION DAY NOV. 2, 2021





- B. RESOLUTION 2021-XX - AUTHORIZING A NO FARE DAY FOR VETERANS IN RECOGNITION OF VETERANS DAY
- C. RESOLUTION 2021-XX - AUTHORIZING THE FILING OF APPLICATIONS WITH THE MID-OHIO REGIONAL PLANNING COMMISSION FOR COLUMBUS URBANIZED AREA FEDERAL TRANSIT ADMINISTRATION FUNDING FROM THE ENHANCED MOBILITY FOR OLDER ADULTS AND INDIVIDUALS WITH DISABILITIES PROGRAM
- D. RESOLUTION 2021-XX - AUTHORIZING THE USE OF VARIOUS PROMOTIONAL PROGRAMS TO INCENTIVIZE CUSTOMERS WHO UTILIZE COTA'S NEW ACCOUNT BASED FARE MANAGEMENT SYSTEM
- E. RESOLUTION 2021-XX - AUTHORIZING A CONTRACT WITH GOVCONNECTION INC. DBA CONNECTION PUBLIC SECTOR SOLUTIONS FOR THE RENEWAL OF THE MICROSOFT ENTERPRISE AGREEMENT
- F. RESOLUTION 2021-XX - AUTHORIZING A CONTRACT WITH CDW GOVERNMENT LLC FOR RENEWAL OF THE WEBEX ENTERPRISE AGREEMENT
- G. RESOLUTION 2021-XX - AUTHORIZING A CONTRACT WITH CDW GOVERNMENT, LLC FOR THE PURCHASE OF REPLACEMENT IT EQUIPMENT FOR THE 33 NORTH HIGH STREET FACILITY DATA ROOM
- H. RESOLUTION 2021-XX - AUTHORIZING A CONTRACT WITH CDW GOVERNMENT LLC FOR THE PURCHASE OF EQUIPMENT IN SUPPORT OF THE VEHICLE CONNECTIVITY PROJECT
- I. RESOLUTION 2021-XX - AUTHORIZING A CONTRACT WITH CDW GOVERNMENT LLC FOR THE PURCHASE OF SERVERS EQUIPMENT AND LICENSING IN SUPPORT OF COTAS 2021 CORE INFRASTRUCTURE UPGRADES
- J. RESOLUTION 2021-XX - AUTHORIZING A CONTRACT WITH MOTOROLA SOLUTIONS, INC. FOR THE PURCHASE OF THREE HUNDRED SIXTY-NINE (369) MOTOROLA MOBILE RADIOS
- K. RESOLUTION 2021-XX - AUTHORIZING ADDITIONAL EXPENDITURES WITH CONSTELLATION NEWENERGY – GAS DIVISION, LLC AS A NATURAL GAS SUPPLIER
- L. RESOLUTION 2021-XX - AUTHORIZING ADDITIONAL EXPENDITURES FOR MEDIA BUYS WITH WBNS 10TV, A DIVISION OF TENGA INC
- M. RESOLUTION 2021-XX - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH SECURITAS SECURITY SERVICES USA INC FOR SECURITY GUARD SERVICES





- N. RESOLUTION 2021-XX - AUTHORIZING CONTRACTS FOR COMPREHENSIVE DATA ENGINEERING AND VISUALIZATION SERVICES
- O. RESOLUTION 2021-XX - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH GRAYLINE GROUP FOR TECHNOLOGY STRATEGY AND SUPPORT SERVICES
- P. RESOLUTION 2021-XX - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH JRED SERVICES, LLC FOR COTA TRANSIT PASSENGER SHELTER CLEANING SERVICES
- Q. RESOLUTION 2021-XX - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH JRED SERVICES, LLC FOR COTA BRT TRANSIT PASSENGER SHELTER CLEANING SERVICES
- R. RESOLUTION 2021-XX - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH 2K GENERAL COMPANY INC FOR ON-CALL SITE IMPROVEMENT SERVICES
- S. RESOLUTION 2021-XX - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH SETTERLIN BUILDING COMPANY FOR ON-CALL SITE IMPROVEMENT SERVICES
- T. RESOLUTION 2021-XX - AUTHORIZING A CONTRACT WITH NEW FLYER OF AMERICA INC. FOR THE PURCHASE OF HEAVY-DUTY BATTERY ELECTRIC TRANSIT BUSES
- U. RESOLUTION 2021-XX - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH ENTERPRISE FLEET MANAGEMENT FOR THE REPAIR AND MAINTENANCE OF NON-REVENUE VEHICLES

**8. ADJOURNMENT**

Trustee Landino motioned to adjourn the Governance Committee meeting. Trustee Sloat seconded the motion. The Governance Committee adjourned at 4:33 PM.

**Adopted:** \_\_\_\_\_ November 10, 2021

**Signed:** DocuSigned by:  
*Craig Treneff*  
526D49CA8C28420... \_\_\_\_\_  
**Chair, Governance Committee**

**Attest:** \_\_\_\_\_  
**President/CEO**





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**GOVERNANCE COMMITTEE MEMBERS**

Craig Treneff, Chair

Amy Landino

Marlon Moore

Julie Sloat

