

MEETING: COTA BOARD OF TRUSTEES

DATE: WEDNESDAY, JULY 24, 2019

TIME: 8:00 AM

LOCATION: YWCA COLUMBUS, 65 S. FOURTH STREET

MEETING MINUTES

1. CALL TO ORDER

Vice Chair Treneff called the meeting to order at 8:05 AM

2. ROLL CALL

Board Members Present

Trudy Bartley, Chair
Craig Treneff, Vice Chair
Cathy DeRosa
Steven Gladman
Thomas Grote
Amy Landino
Gina Ormond
Michael Stevens

Board Members Absent

Jean Carter Ryan
Marlon Moore
Timothy Skinner

3. APPROVAL OF THE BOARD OF TRUSTEES MEETING MINUTES

Trustee DeRosa motioned to approve the June 26, 2019 Meeting of the Board of Trustees Meeting Minutes. Trustee Stevens seconded the motion. Motion carries.

4. COMMENTS OR STATEMENTS FROM THE AUDIENCE

Christie Angel, President/CEO of YWCA Columbus, welcomed and thanked the COTA Board for being here. She also gave a brief history of the YWCA building and an overview of the services they provide.

Josh Lapp, Chair of Transit Columbus, spoke in support of COTA and the City of Columbus of their Mobility Innovation Test happening on Third Street.

5. PRESIDENT'S REMARKS

COTA President/CEO Joanna M. Pinkerton thanked the board for their time and their boldness in the Strategic Plan. It has been a seven-month process that brought together the board, our community, and the employees of COTA. When the Board passes the resolution today approving the Strategic Plan, this is just the beginning of the process.

COTA Plus launched last Monday on July 15. The official marketing will begin on August 16. Last week, members of the COTA team did a 2-hour COTA Plus Ride with Mayor Ike Stage around Grove City, including spending time at the Mid-Ohio Foodbank. Ms. Pinkerton also noted that ridership is up 24% along the CMAX route.

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

Update on COTA Plus

As President Pinkerton mentioned, COTA Plus has officially launched. Grove City Students are riding free. Encourages board members to download COTA Plus app. There are five vehicles are in service. There are 10 operators with three more in training. The Strategic and Operational Planning Committee will take a ride after the committee meeting on August 14.

Insight 2050 Update

MORPC came to the committee and reported on the Insight2050 study, which address population growth and development along five high capacity corridors. MORPC will have three tasks for their next steps: peer learning, technical assistance, and implementation of tactical urbanism.

Tactical Urbanism

Andrew Neutzling, Service Planner, gave the committee an update on the Mobility Innovation Test. Planned pop up bus lane on Third Street. Metrics will be tracked such as travel times, bike, scooter counts, and those who use other means of transportation. MORPC will be targeting the bike community as a focus group.

RESOLUTION 2019-59 – ADOPTING THE CENTRAL OHIO TRANSIT AUTHORITY’S 2019-2024 STRATEGIC PLAN

As President Pinkerton stated that in her President’s Remarks, this document is just a beginning. The committee had made a recommendation on how we would be engaging employees. Once it is passed, there will be a social media campaign and include an internal campaign to educate our employees. The next step is our implementation plan.

Trustee DeRosa stated that she is excited to see how we measure how we move every life forward.

Trustee Ormond motioned to approve Resolution 2019-59. Trustee Landino seconded the motion. Motion carries.

7. GOVERNANCE COMMITTEE REPORT – TRUDY BARTLEY, CHAIR

Chair Bartley did not have anything to report from the Governance Committee. She thanked the YWCA for hosting us today and thanked the staff, board, for their time in moving this strategic plan forward. She reiterated how powerful it is to be in the YWCA and its ties to COTA’s commitment to equity, diverse, and inclusivity.

Chair Bartley stated that there is progress being made on the Olentangy Corridor. Public and private partners are coming together to move this project forward. COTA is now on the top of mind of our region.

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

Laura Koprowski, VP of Government Affairs, Marketing, & Communications, gave the update on behalf of Trustee Moore.

Corporate Engagement Strategy and Plan

Michael Loges, Senior Economic Development Project Manager, presented to the committee the four goals of the corporate engagement strategy: helping businesses understand COTA's perceived value, strengthen relationships with employers, uncover partnership opportunities with employers, and help employers in transition. COTA is strengthening ties to the business community so we are on the top of their mind.

Non-Rider Survey

EMC Research presented on the non-rider survey. They completed 600 individuals with multiple languages and two focus groups. There is over 50% positive image of COTA for non-riders. The study says that we should be targeting millennials to convert them into COTA riders.

Red White and Boom Update

Once again, COTA had a successful Red, White and Boom event on July 3. COTA was mentioned in the news more than previous years with 50 media mentions.

IMG MARKETING AGREEMENT PRESENTATION – PETE MCGINTY, ALIGN2MARKET

Pete McGinty with Align2Market presented on the importance of the renewal of the contract with IMG. The contract allows a year-round partnership allows COTA to advertise with Ohio State. This is a two-year renewal of a three-year engagement. There is an exponential value of keeping this partnership going. The contract allows COTA to use Ohio State's marks and logos, which is very important. This is a 3% increase in contract – normally IMG charges a 5%-7%.

Trustee Landino asked about the clarification of numbers of how we track Ohio State student ridership in the graph. Jamie McGann stated that there were from the 2018 fall football season.

RESOLUTION 2019-60 – AUTHORIZING A MARKETING AGREEMENT WITH IMG COLLEGE LLC FOR SPONSORSHIP INVENTORY FOR OHIO STATE UNIVERSITY ATHLETICS DEPARTMENT EVENTS

Trustee DeRosa motioned to approve Resolution 2019-60. Trustee Grote seconded the motion. Motion carries. Chair Bartley abstains from voting on Resolution 2019-60.

RESOLUTION 2019-61 – AUTHORIZING A DISCOUNT FARE STRUCTURE WITH THE CITY YEAR COLUMBUS PROGRAM

Laura Koprowski stated this is a 25-year partnership with City Year. COTA provides 62 express 31-day passes for 11 months for the mentors who are in the City Year corps program.

Trustee Ormond motioned to approve Resolution 2019-61. Trustee Stevens seconded the motion. Motion carries.

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

25x25 Plan

The committee heard from Zach Sunderland, Senior Service Planner, on an update of the 25x25 plan. While COTA is trending behind target, the staff identified initiatives that could help close the gap. This is an aspirational goal of 25 million riders by 2025, but staff is working hard to increase ridership.

Title VI Presentation

RESOLUTION 2019-62 – AUTHORIZING ONE FREE RIDE TO CUSTOMERS WHO REGISTER FOR AND LOAD FUNDS ON THE COTA CONNECTOR CARD AND APP

Trustee Stevens stated that we are trying to make COTA more accessible and would like to encourage the community to adopt this new model when we launch Connector Card in the fall. The maximum financial exposure would be \$65,000 to COTA if we had 100% adoption.

Trustee Stevens motions to approve Resolution 2019-62. Trustee Gladman seconded the motion. Motion carries.

RESOLUTION 2019-63 – AUTHORIZING EXPENDITURES FOR YEAR TWO OF THE FIVE-YEAR CONTRACT WITH NEW FLYER OF AMERICA FOR THE PURCHASE OF HEAVY DUTY TRANSIT COACHES

Trustee Stevens notes that this is second year of a five-year plan. It is a continued investment into state of good repairs.

Matthew Allison, Chair of Transit Operations, testified in support of the New Flyer fleet. Our customers are excited to have them on the street. We are also working on improving the mirrors, wheelchair accessibility, and improved battery life on the next round of bus ordering.

Vice Chair Treneff asked about the maintenance record for the New Flyers. Mr. Allison said that they have a great record, but staff is working through small issues with the cameras.

Emille Williams, Deputy CEO, stated that these buses are improving the reliability of our service.

Trustee Stevens motioned to approve Resolution 2019-63. Trustee Gladman seconds the motion. Motion carries.

10. CONSENT AGENDA

Vice Chair Treneff motioned to approve the following resolutions:

- **RESOLUTION 2019-64 – AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH MEDMUTAL LIFE INSURANCE COMPANY (FORMERLY CONSUMERS LIFE INSURANCE COMPANY) FOR THE PURCHASE OF GROUP LIFE INSURANCE, ACCIDENTAL DEATH AND DISMEMBERMENT, SHORT-TERM DISABILITY, SELF-FUNDED SHORT-TERM DISABILITY ADMINISTRATION AND LONG-TERM DISABILITY INSURANCE FOR COTA EMPLOYEES**
- **RESOLUTION 2019-65 – AUTHORIZING A CONTRACT WITH GILLIG LLC FOR THE PURCHASE OF MISCELLANEOUS PARTS FOR TRANSIT COACHES**
- **RESOLUTION 2019-66 – AUTHORIZING A CONTRACT WITH CUMMINS SALES AND SERVICE FOR THE PURCHASE OF REPLACEMENT CUMMINS PARTS USED IN TRANSIT COACHES**
- **RESOLUTION 2019-67 – AUTHORIZING A CONTRACT WITH COLONIAL EQUIPMENT COMPANY FOR THE PURCHASE OF REPLACEMENT CUMMINS PARTS USED IN TRANSIT COACHES**
- **RESOLUTION 2019-68 – AUTHORIZING A CONTRACT WITH DIESEL INJECTION SERVICE FOR THE PURCHASE OF REPLACEMENT CUMMINS PARTS USED IN TRANSIT COACHES**
- **RESOLUTION 2019-69 – AUTHORIZING EXPENDITURES FOR THE CONTRACT WITH VERNOVIS, LTD. FOR THE PURCHASE OF IT CONSULTING SERVICES**

- RESOLUTION 2019-70 – AUTHORIZING A CONTRACT WITH CDW GOVERNMENT LLC FOR THE PURCHASE OF VIDEO WALL HARDWARE FOR THE COTA CUSTOMER EXPERIENCE CENTER
- RESOLUTION 2019-71 – AUTHORIZING A CONTRACT WITH TRAPEZE SOFTWARE GROUP FOR THE PURCHASE OF TWO (2) TICKET VENDING MACHINES FOR THE COTA CUSTOMER EXPERIENCE CENTER
- RESOLUTION 2019-72 – AUTHORIZING A CONTRACT WITH CONNECTPOINT, INC. FOR THE PURCHASE, CONFIGURATION AND INSTALLATION OF INTERACTIVE KIOSKS FOR THE CUSTOMER EXPERIENCE CENTER
- RESOLUTION 2019-73 – AUTHORIZING A CONTRACT WITH GOVCONNECTION, INC. D/B/A CONNECTION PUBLIC SECTOR SOLUTIONS FOR THE PURCHASE AND RENEWAL OF A MICROSOFT SELECT AGREEMENT
- RESOLUTION 2019-74 – AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH MOODY NOLAN, INC. FOR ON-CALL ARCHITECTURAL/ENGINEERING SERVICES
- RESOLUTION 2019-75 – AUTHORIZING A CONTRACT WITH COMMERCE CONTROLS, INC. FOR GAS DETECTION SYSTEM UPGRADES

Trustee Gladman seconded the motion. Motion carries.

11. OTHER BUSINESS

Trustee DeRosa asked how the renovations were going at 33 N. High Street. President Pinkerton stated that they are going well. She is looking forward to transforming our lobby into a Customer Experience Center. President Pinkerton was introduced to one of our subcontractors, CleanTurn, who specifically hires those who have been victims of human trafficking and those who have been incarcerated. His employees are going on to other opportunities and moving up within the company.

Trustee Grote noted that he is extremely proud of the work that went into the Strategic Plan Mission and Vision.

12. MEETING CALENDAR


- STRATEGIC AND OPERATIONAL PLANNING COMMITTEE – AUGUST 14, 2019, 9:00 AM
MCKINLEY AVENUE CONFERENCE ROOMS 1034/1035
- EXTERNAL STAKEHOLDER RELATIONS COMMITTEE – AUGUST 19, 2019, 9:00 AM
MCKINLEY AVENUE CONFERENCE ROOMS 1034/1035
- PERFORMANCE MONITORING/AUDIT COMMITTEE – AUGUST 21, 2019, 2:00 PM
MCKINLEY AVENUE CONFERENCE ROOMS 1034/1035
- GOVERNANCE COMMITTEE – AUGUST 21, 2019, 3:00 PM
MCKINLEY AVENUE CONFERENCE ROOMS 1034/1035

13. ADJOURNMENT

Chair Bartley motioned to adjourn. Trustee Stevens seconded the motion. The motioned adjourned at 9:01 AM.

Adopted: September 25, 2019

Signed: 
Chair, Board of Trustees

Attest: 
President/CEO