



MEETING: COTA BOARD OF TRUSTEES

DATE: WEDNESDAY, SEPTEMBER 29, 2021

TIME: 8:30 AM – 10:00 AM

LOCATION: COTA MCKINLEY FACILITY – ROOMS 1034/1035

MEETING MINUTES

1. CALL TO ORDER

Chair Treneff called the September 29, 2021 Meeting of the COTA Board of Trustees to order at 8:30 AM.

2. ROLL CALL

Board Members Present

Craig Treneff, Chair
Marlon Moore, Vice Chair
Trudy Bartley
Julie Colley
Jennifer Gallagher
Steve Gladman
Amy Landino
Doug McCollough
Sean Mentel
Timothy Skinner
Kumi Walker

Board Members Absent

Julie Sloat

3. APPROVAL OF BOARD OF TRUSTEES MEETING MINUTES

Trustee Landino motioned to approve the July 28, 2021 Board of Trustees Meeting Minutes. Trustee Skinner seconded the motion. Motion carries.

4. COMMENTS OR STATEMENTS FROM THE PUBLIC

Walter Hardy, member of the public, commended COTA staff for their work to ensure the new fare management system meets the needs of the community, but expressed concern that the account-based system would be difficult for riders used to paying cash on a coach to transition to, and that even with fare capping, the transition to a calendar-based pass will cause riders who purchase passes in the middle of the month to pay for two 31-day passes within a 30 day period.





He stated that he would like COTA to explore options such as subsidies for ridesharing services or grants for bicycles to assist people with late night transportation needs.

Richard Crockett, President and CEO, Capital Transportation, thanked COTA for being a leader, as an organization, in promoting diversity and inclusion in the Central Ohio community and for more than 20 years of support for local Disadvantaged Business Enterprise's (DBE's). Mr. Crockett stated that COTA's support of local DBE's is vital for the growth and development of local business owners who live, raise families, and pay taxes in this community, and whose leaders support local civic and charitable causes through profits that circulate in this community. He expressed dissatisfaction in the DBE process as regards to *Resolution 2021-121 Authorizing Expenditures for the Contract with Transdev Services, Inc. for Transportation Services for Seniors and Individuals with Disabilities*. He encouraged the Board and COTA administrative staff to ensure that local DBE's and Minority Owned Businesses get an opportunity to participate in the procurement process.

5. PRESIDENT'S REMARKS

Joanna M. Pinkerton, President/CEO, stated that many of the items to be discussed at today's Board of Trustees meeting will be operational in nature, including a favorable independent audit of COTA's 2020 financial processes, and recommendations for modifying COTA's fare structure so that it is equitable for all riders. President Pinkerton commended COTA's Security and Operations team that was honored with the 2021 Transportation Security Administration (TSA) Patriot Award during the 20th Anniversary Commemoration of 9/11. She also commended Operator Orlando Epps for receiving the Ohio Public Transit Association's 2021 Excellence Award for Community Impact. This award honors Orlando's leadership supporting veterans and families in the community through COTA's Veterans Employee Resource Group - VERG. As COTA shifts into the last quarter of 2021 there are big topics ahead and excitement that today's decisions are an important step on a longer journey.

6. GOVERNANCE COMMITTEE REPORT – CRAIG TRENEFF, CHAIR

The Governance Committee met on Wednesday, September 16, 2021. There was a quorum and the minutes for both the May and July meetings were approved. There was one resolution recommending Casey Blazer as the Assistant Secretary to the Board of Trustees officer slate. The Committee also heard committee reports from each of the committee chairs, and reviewed each of the resolutions being presented before the Board today.

RESOLUTION 2021-95 – ELECTION OF OFFICERS FOR THE CENTRAL OHIO TRANSIT AUTHORITY

Trustee Mentel motioned to approve Resolution 2021-95 - Election of Officers for The Central Ohio Transit Authority. Trustee Gladman seconded the motion. Motion carries.

7. 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 Director, 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.

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

Angel Mumma, Chief Financial Officer, gave the Performance Monitoring/Audit Committee report on behalf of Chair Sloat. The Performance Monitoring/Audit Committee met on Tuesday, September 14, 2021, with a quorum. To date, COTA has received 104% of its budgeted revenue for the year. This is due to the CARES Act funding received in 2021, as well as better than expected sales tax revenues. Sales tax revenues have increased \$11.5 million over the 2021 budget, with 41% of appropriations still to be collected. Operating expenditures are down \$10.8 million from what was budgeted in 2021. COTA's net operating position reflected an increase of \$51.1 million through August 31, which puts the Authority in a strong financial position. At this time, a request to the Board for additional funds is not anticipated. However, there may be a request to allocate funds from other areas. COTA's ridership through August totaled 5,575,860, a 23.4% decrease from 2020 by 1,698,989 boardings, which represents a 12.8% increase over what was planned for the year. At the July meeting the Performance Auditing/Monitoring Committee members requested information specific to COTA//Plus and ridership. So, included in this report is monthly ridership for each of the different areas served by COTA//Plus since its inception. Additionally, the Committee also received a COTA//Plus presentation from Devayani Puranik, Mobility Development Program Director.

2020 Audit Presentation

Brad Billet, Principal, Clark Schaefer Hackett presented the 2020 Audit findings. The financial statement opinion was unmodified (clean). The internal control report (or government audit standing report) found no material weaknesses, no significant deficiencies, and no non-compliance. Finally, the single audit with uniform guidance report had no findings, no material weaknesses, and no non-compliance. There were two management letter comments, these are suggestions for improvements. The first relates to time sheets not being approved by supervisors during the payroll process. The second relates to the pension contribution transmission reports. A few transmissions that we were unable to tie to payroll reports were noted. However, additional procedures conducted in June, July, and August were able to support the amounts transmitted to OPERS for payments.

RESOLUTION 2021-96 – ACCEPTING THE AUDIT PERFORMED BY CLARK SCHAEFER HACKETT FOR FISCAL YEAR ENDING DECEMBER 31, 2020

Trustee Skinner motioned to approve Resolution 2021-96 - Accepting the Audit performed by Clark Schaefer Hackett for Fiscal Year ending December 31, 2020. Trustee Mentel seconded the motion. Motion carries.

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





Vice-Chair Moore went over a few key items from the reports shared during the Strategic and Operational Planning Committee meeting held on Wednesday September 8, 2021. First, he encouraged everyone to take a look at the *State of Mobility Report* on the LinkUS website that explains the evolution of the initiative and includes future development along the corridor with the improvement of green ways, sidewalks, and housing. Next, he thanked Devayani Puranik, Mobility Development Program Director for providing key performance indicators (KPIs) and feedback by those impacted in the COTA//Plus update she gave, and was proud that COTA//Plus service is meeting or exceeding expectations in the community. Next, he highlighted the presentation on data engineering Sophia Mohr, Chief of Innovation and Technology Officer, provided that explained how COTA can stabilize its infrastructure, making it more dependable and secure. In that effort, COTA is focused on three key areas: data governance and strategy, data engineering and architecture, and data analytics and business utilization. Lastly, with regard to the discussion about COTA partnering with underwriters for the Capital Improvement Program, Vice Chair Moore thanked the team for their efforts to make sure there was minority business participation in this area where it can be somewhat challenging.

Revised Fare Structure Presentation – Angel Mumma, Chief Financial Officer

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.

Trustee Landino commented that this is a really monumental event for COTA. Not just an opportunity to improve the experience for customers while they ride, but it's improving their lives, and that is why we are all here. This is genuinely a step in the right direction to show that COTA is a leader in transforming transit. Vice-Chair Moore, thanked Angel and her team not only for their due diligence, and for getting feedback from the community and working with Four Nines Technologies on the equity analysis, but for also taking the time to educate the Committee on the power of using this strategy for the community.

RESOLUTION 2021-97 AUTHORIZING A REVISED FARE STRUCTURE

Trustee Landino motioned to approve Resolution 2021-97 - Authorizing a Revised Fare Structure. Trustee Gladman seconded the motion. Motion carries.

10. CONSENT AGENDA

Trustee Skinner motioned to approve the following resolutions on the Consent Agenda. Trustee Landino seconded the motion. Trustee Mentel abstained on Resolution 2021-99. Motion carries.





- RESOLUTION 2021-98 - AUTHORIZING A CONTRACT WITH SQUIRE PATTON BOGGS FOR FEDERAL LOBBYING AND GOVERNMENT AFFAIRS CONSULTING SERVICES
- RESOLUTION 2021-99 - AUTHORIZING A LIST OF PRE-QUALIFIED UNDERWRITERS TO PROVIDE UNDERWRITING AND INVESTMENT BANKING SERVICES
- RESOLUTION 2021-100 - AUTHORIZING A NO FARE DAY ON ELECTION DAY NOV. 2, 2021
- RESOLUTION 2021-101 - AUTHORIZING A NO FARE DAY FOR VETERANS IN RECOGNITION OF VETERANS DAY
- RESOLUTION 2021-102 - 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
- RESOLUTION 2021-103 - AUTHORIZING THE USE OF VARIOUS PROMOTIONAL PROGRAMS TO INCENTIVIZE CUSTOMERS WHO UTILIZE COTA'S NEW ACCOUNT BASED FARE MANAGEMENT SYSTEM
- RESOLUTION 2021-104 - AUTHORIZING A CONTRACT WITH GOVCONNECTION INC. DBA CONNECTION PUBLIC SECTOR SOLUTIONS FOR THE RENEWAL OF THE MICROSOFT ENTERPRISE AGREEMENT
- RESOLUTION 2021-105 - AUTHORIZING A CONTRACT WITH CDW GOVERNMENT LLC FOR RENEWAL OF THE WEBEX ENTERPRISE AGREEMENT
- RESOLUTION 2021-106 - AUTHORIZING A CONTRACT WITH CDW GOVERNMENT, LLC FOR THE PURCHASE OF REPLACEMENT IT EQUIPMENT FOR THE 33 NORTH HIGH STREET FACILITY DATA ROOM
- RESOLUTION 2021-107 - AUTHORIZING A CONTRACT WITH CDW GOVERNMENT LLC FOR THE PURCHASE OF EQUIPMENT IN SUPPORT OF THE VEHICLE CONNECTIVITY PROJECT
- RESOLUTION 2021-108 - AUTHORIZING A CONTRACT WITH CDW GOVERNMENT LLC FOR THE PURCHASE OF SERVERS EQUIPMENT AND LICENSING IN SUPPORT OF COTAS 2021 CORE INFRASTRUCTURE UPGRADES
- RESOLUTION 2021-109 - AUTHORIZING A CONTRACT WITH MOTOROLA SOLUTIONS, INC. FOR THE PURCHASE OF THREE HUNDRED SIXTY-NINE (369) MOTOROLA MOBILE RADIOS
- RESOLUTION 2021-110 - AUTHORIZING ADDITIONAL EXPENDITURES WITH CONSTELLATION NEWENERGY – GAS DIVISION, LLC AS A NATURAL GAS SUPPLIER





- RESOLUTION 2021-111 - AUTHORIZING ADDITIONAL EXPENDITURES FOR MEDIA BUYS WITH WBNS 10TV, A DIVISION OF TENGA INC
- RESOLUTION 2021-112 - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH SECURITAS SECURITY SERVICES USA INC FOR SECURITY GUARD SERVICES
- RESOLUTION 2021-113 - AUTHORIZING CONTRACTS FOR COMPREHENSIVE DATA ENGINEERING AND VISUALIZATION SERVICES
- RESOLUTION 2021-114 - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH GRAYLINE GROUP FOR TECHNOLOGY STRATEGY AND SUPPORT SERVICES
- RESOLUTION 2021-115 - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH JRED SERVICES, LLC FOR COTA TRANSIT PASSENGER SHELTER CLEANING SERVICES
- RESOLUTION 2021-116 - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH JRED SERVICES, LLC FOR COTA BRT TRANSIT PASSENGER SHELTER CLEANING SERVICES
- RESOLUTION 2021-117 - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH 2K GENERAL COMPANY INC FOR ON-CALL SITE IMPROVEMENT SERVICES
- RESOLUTION 2021-118 - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH SETTERLIN BUILDING COMPANY FOR ON-CALL SITE IMPROVEMENT SERVICES
- RESOLUTION 2021-119 - AUTHORIZING A CONTRACT WITH NEW FLYER OF AMERICA INC. FOR THE PURCHASE OF HEAVY-DUTY BATTERY ELECTRIC TRANSIT BUSES
- RESOLUTION 2021-120 - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH ENTERPRISE FLEET MANAGEMENT FOR THE REPAIR AND MAINTENANCE OF NON-REVENUE VEHICLES
- RESOLUTION 2021-121 - AUTHORIZING EXPENDITURES FOR THE CONTRACT WITH TRANSDEV SERVICES, INC. FOR TRANSPORTATION SERVICES FOR SENIORS AND INDIVIDUALS WITH DISABILITIES

11. MEETING CALENDAR

Chair Treneff thanked everyone for their time and announced that the next Board of Trustees Meeting will be held on Wednesday, November 17 at 8:30 AM at COTA's administrative offices. He reminded members that with Thanksgiving at the end of the month, November Committee and Board meetings will be earlier on the calendar and in-person attendance is required.





12. ADJOURNMENT

Trustee Mentel motioned to adjourn the September 29, 2021 Board of Trustees meeting. Trustee Landino seconded the motion. The meeting adjourned at 9:42 AM.

Adopted: _____ November 17, 2021 _____

Signed:  _____
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Chair, Board of Trustees

Attest: _____
President/CEO

Prepared by JNJ

