



MEETING: STRATEGIC AND OPERATIONAL PLANNING COMMITTEE

DATE: MONDAY, MARCH 9, 2022

TIME: 9:00 AM – 10:30 AM

LOCATION: WILLIAM G. PORTER BOARD ROOM

MEETING MINUTES

1. CALL TO ORDER

Chair Marlon Moore called meeting to order at 9:00 AM

2. ROLL CALL

Board Members Present

Marlon Moore, Chair

Tim Skinner

Board Members Absent

Steven Gladman

Doug McCollough

3. APPROVAL OF THE JANUARY 10, 2022 STRATEGIC AND OPERATIONAL PLANNING COMMITTEE MINUTES

Due to no quorum, the approval of the January 10, 2022 Strategic and Operational Planning Committee minutes were tabled until the next meeting.

4. NEW BUSINESS

SERVICE PLANNING AND RESPONSIVENESS – KIM SHARP, SENIOR DIRECTOR OF DEVELOPMENT

Kim Sharp, Senior Director of Development presented the service planning and responsiveness. COTA monitors, reviews, and adjusts its fixed route systems every January, May and September.

- Data – operational, productivity, demographics, and travel times, etc.
- Stakeholder and Public feedback – customer contacts, public meetings, advisory panels, surveys, etc.
- Local and Regional Planning and Development – roadway improvements, transportation and community plans, new developments



- TSR/SRTP Recommendation – service adjustment must allocate 70% of service to ridership and 30% to coverage service
- Title VI Adherence and Environmental Justice Impacts
- Labor Availability

2022 Strategy

- Ongoing operator shortage. Service adjustments focus on improving service reliability and minimizing adverse service impacts caused by the ongoing COVID-19 pandemic.
 - Weekday and/or weekend frequency reductions
 - Reduce Rush Hour service
 - Partial restoration of AirConnect service to address anticipated ridership demand
 - Restore short turns to match frequency with ridership demand
 - 'Right-size' Northeast Bus On-Demand zone

Special Events Service & Community Feedback

- Red, White and Boom
- AirConnect service for select events
- 'But It To The Buckeyes'

Continuous evaluation of community needs

- Late Night Lineup
- Increased frequency
- CBUS & Suspended service (Line 35)
- Bus stops and shelters
- On-Demand zones
- New development and job growth areas
- Partnerships and programs

Chair Moore, can you explain the increase of frequency? For example, Line 2 now comes every 15 minutes, but would now come every 10 minutes.

Chair Moore, can you provide some context why it's January, May and September? It was developed over time and people's schedules changes in September such as student starting school. Gives operators opportunities to change their schedules.

Chair Moore, have we consider career fairs or new places to recruit operators. Sindy Mondesir, looking at doing different fairs to provide to the community. Will be reaching

out to see if we can recruit in different regions. This is a new concept with the opportunity to recruit from Puerto Rico because their transit went away two years ago.

RISK ASSESSMENT TRANSFORMATION – CHRISTNA WENDALL, CHIEF LEGAL OFFICER

Christina Wendell, Chief Legal Officer, presented the Risk Assessment Transformation. The Strategic Response Specialists are change agents within our community to increase safety and security while serving vulnerable populations and proactively addressing issues including unhoused people, substance abuse, and mental health issues.

- Address vulnerable populations with compassion and dignity
- Proactively monitor/ride high ridership lines to have a visual presence and engage riders
- Physical presence at park and rides, transit centers, stops, and shelters
- Partner and support Safe and Security COTA For All task force
- Align mission paths of security, accident investigation, claims and litigation and insurance defense within a single division

RESOLUTION 2022-XX – AUTHORIZING REVISIONS TO COTA’S ENERGY PRICE RISK MANAGEMENT POLICY, ANGEL MUMMA, CHIEF FINANCIAL OFFICER

Revisions to the energy price risk management policy. A futures contract/account is something that calls for a price in the future.

RESOLUTION 2022-XX – AUTHORIZING COTA TO ESTABLISH A FUTURES ACCOUNT WITH R.J. O’BRIEN & ASSOCIATES, LLC (FUEL HEDGING), ANGEL MUMMA, CHIEF FINANCIAL OFFICER

This resolution will allow for more flexibility in costs for fuel in the future.

RESOLUTION 2022-XX – AUTHORIZING A REVISED FARE STRUCTURE, ANGEL MUMMA, CHIEF FINANCIAL OFFICER

Continuing our partnerships with RWB and BITTB. Overall goal is to simplify the structure. Change our fare structure, the FTA prohibits us from charging more since we eliminated the fee for Express. Now we are in line with our FTA from \$5.50 to \$4.00. That would result in an estimated loss of \$500K. Offset is establishing a new fare structure for events. It would go into effect on April 1, 2022. The first conference is May 2022 with the APTA conference.



RESOLUTION 2022-XX – AUTHORIZING A ONE YEAR EXTENSION TO THE AGREEMENT WITH THE CITY OF GROVE CITY FOR OPERATION OF COTA PLUS, KIM SHARP, SENIOR DIRECTOR OF DEVELOPMENT

An extension of the COTA//Plus service in Grove City. The boundaries and service days and times remain the same. There will be a greater contribution from Grove City.

RESOLUTION 2022-XX – AUTHORIZING A REVISED MEMORANDUM OF UNDERSTANDING WITH THE CAPITAL CROSSROADS SPECIAL IMPROVEMENT DISTRICT AND THE MID-OHIO REGIONAL PLANNING COMMISSION FOR THE CONTINUATION OF THE DOWNTOWN C-PASS PROGRAM, ANGEL MUMMA, CHIEF FINANCIAL OFFICER

Recommending modifications to the C-Pass program. The SID has requested a reduction in \$285K. COTA is supportive due to ridership being significantly down. This is a good faith effort to pay as much as they can.

It was recommended by the committee that the five resolutions presented should be added to the Board of Trustees consent agenda.

5. ADJOURNMENT

Chair Moore motioned to adjourn the Strategic and Operational Planning Committee meeting. It was moved by Trustee Skinner. Meeting adjourned at 9:46 a.m.

Next Meeting: 9:00 AM, Wednesday, May 4, 2022

Adopted: _____ **May 4, 2022**

Signed: *Marlon Moore*
Chair, Strategic and Operational Planning Committee

Attest: *Joan Pentz*
President/CEO

BOARD STRATEGIC AND OPERATIONAL PLANNING COMMITTEE:

- Marlon Moore, Chair
- Steve Gladman
- Doug McCollough
- Tim Skinner

