

MEETING: STRATEGIC AND OPERATIONAL PLANNING COMMITTEE

DATE: MONDAY, MAY 4, 2022

TIME: 9:00 AM – 10:30 AM

LOCATION: WILLIAM G. PORTER BOARD ROOM

MEETING MINUTES

1. CALL TO ORDER

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

2. ROLL CALL

Board Members Present

Marlon Moore, Chair
Doug McCollough
Shannon Tolliver
Craig Treneff, Board Chair

Board Members Absent

Chair Treneff stated that Trustee Tolliver was sworn in prior to the meeting.

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

Trustee McCollough motioned to approve the January 10, 2022 Strategic and Operational Planning Committee minutes. Trustee Shannon Tolliver seconded the motion. Motion carried.

4. APPROVAL OF THE MARCH 9, 2022 STRATEGIC AND OPERATIONAL PLANNING COMMITTEE MINUTES

Trustee McCollough motioned to approve the March 9, 2022 Strategic and Operational Planning Committee minutes. Trustee Shannon Tolliver seconded the motion. Motion carried.

5. NEW BUSINESS

LINKUS PROGRAM UPDATE – KIM SHARP, SENIOR DIRECTOR OF DEVELOPMENT

Kim Sharp, Senior Director of Development presented the LinkUS Program Update. Over the next 188 days, to ensure the COTA Board of Trustees are prepared to share LinkUS plans with their networks, volunteer their time, and every Board action will reinforce the organization's preparedness to meet the challenge and opportunity to truly create a world class mobility system. As one of the most influential growth strategies, mobility sets the stage for the type of development and opportunities we as a region can offer all residents, employees, employers, students and visitors. LinkUS Executive and Steering Committee concluded with strong forward motion.

LinkUS community action plan recommendations are:

1. Invest in our region's transportation system
 - Commit to a new historic infrastructure investment
 - Provide sustainable funding for LinkUS
2. Take action and commit resources to advance the vision
 - Pursue legislative change
 - Create a committee to coordinate transit support infrastructure
3. Rise together by aligning with regional initiatives
 - Support regional prosperity outcomes
 - Create a regional transit-oriented development strategy

Next Steps:

- Regional Engagement Round #3, per each municipality's request – presentation to City Council or Township Trustees, asking for a resolution for support of LinkUS, or letter to COTA Board of Trustees indicating the importance of LinkUS in connecting the region.
- July 2022 Board of Trustees – Resolution authorizing a levy on a future ballot, and forwarding the ballot language to the Franklin County Board of Elections; and specific corridor (East Main, West Broad and Northwest) action.

Chair Moore, restating who are partners are: City of Columbus, Franklin County, MORPC and the Columbus Partnership.

Trustee McCollough, when you say the Levy language, what does that mean? Christina stated that there will be language that will be used and approved by the Board and placed on the ballot and will go before the Board in July.

Trustee Tolliver, are we giving the local community estimates and aware of the costs? Some communities ask to go deeper and we provide the information and go over the line item for transit infrastructure and estimated about \$60m per year.

GO MOBILITY LAB UPDATE – JASON YANNI, SENIOR DIRECTOR PRODUCT MANAGEMENT

Sophia Mohr, Chief Innovation Officer, Mike McCain of Rev 1, and Jason Yanni, Senior Director Product Management presented the Go Mobility Lab Update.

Objectives of the Lab:

- Enable COTA to executive deliberate, innovative, and strategic investments towards future facing, longer-term goals;
- Engage with and again awareness of technologies and solutions that help COTA advance into the future, so we are set up to better support its customers, community and employees;
- Partner with viable organizations, communities, employees and customers to test out ideas and concepts;
- Serve as a proving ground for future COTA projects as we expand our presence in Central Ohio; and
- Evaluate future opportunities for investments, revenue sharing and IP opportunities.

Why Go! Mobility Lab? Ridesharing's influence on consumer expectations in UI/UX; increased focused and investments from TNCs into mobility arena; expanded focus on sustainability, electric vehicles and micromobility; rise of investment and testing in autonomous vehicles; COVID impacts on customer expectations and being adaptive in an endemic environment; and rise in sensor, data/cloud, system integrations increase privacy concerns and cybersecurity technology investments within mobility sector.

COTA and Rev 1 partnership launched July 2021 to support reactivation of COTA's Go! Mobility Lab. Established strategy and standard processes enabling assessment and engagement with innovative technologies. Leverage this process to more effectively collaborate with, support, and engage regional stakeholders.

Where are we? Equity, diversity and inclusion and the use of data analytics are prioritized across all focus areas. Areas of focus are:

- Improve the Customer Experience
 - Real time Transit Stop displays
 - Passenger safety – lighting
 - Passenger tracking
- Achieve Organizational Excellence
 - Software solutions for Planners/Route Optimization

- Operator Safety
- Provide Access to Mobility Options
 - Transit stop accessibility options

COTA//PLUS SEMI-ANNUAL REPORT – DEVAYANI PURANIK, MOBILITY DEVELOPMENT PROGRAM DIRECTOR

Devayani Puranik, Mobility Development Program Director presented the COTA//Plus Semi-Annual Report. COTA//Plus is a point-to-point mobility service for the Grove City, Westerville, South Side, and Northeast Franklin County as a first and last mile supported by a technology platform Via.

- All COTA//Plus zones have ridership growth even with the launch of couple of zones in the pandemic.
- Ridership in March 2022 was the highest since launch with an average pickup ETA of 12.1 minutes and an average ride rating of 4.8.
- COTA continues to monitor and evaluate growth within current zones and future opportunities to better serve the community.
- Service is favored by students and seniors.

Quarter 1 Snapshot (All Zones): 35,069 total requested rides; 34,862 rides requested during service hours; 22,066 rides completed; and 916 active riders.

Future Opportunities:

- Grove City agreement extended until 2023
- Westerville agreement extension in August 2022 – requests for extended hours and extended boundary
- LinkUS – on-demand zones prioritization (8-10 new on-demand zones)
- New Requests
 - Franklin County Correctional Facility
 - Transportation from correctional facilities to COTA network
 - City of Dublin
 - Currently operates a micro-transit service to serve seniors and workforce. The request is to launch a COTA//Plus zone in July 2022
 - OSUMC
 - Transportation for medical appointments

Chair Moore, how we determined what projects we consider? When launched Grove City and Westerville they came to us through a partnership. The South Side had gaps and based on socio-economics and demographics.

Trustee McCollough, what are the conditions in which we would consider extending? LinkUS is a huge piece as to how we prioritize the needs. Need to make sure we are serving the disadvantage communities based on socio-economics and demographics.

SUSTAINABILITY PLAN PRESENTATION – ANDY BIESTERVELD, CHIEF ENGINEERING & MECHANICAL OFFICER

Andy Biesterveld, Chief Engineering and Mechanical Officer presented the Sustainability Plan. About a year ago started working a sustainability plan for the agency. The sustainability plan vision is to establish a strategy for engagement and pursuit of multiple sustainability goals across COTA's operations that will address critical social and environmental needs of the community, particularly equity, diversity, and inclusion as well as climate change.

Performance Categories:

- Equity, Diversity, and Inclusion
 - Adopt goals selected by the EDI team and begin tracking process
 - Work towards internal DBE spending goals
 - Increase women at COTA by 10% over the next 10 years in support of the Mobility XX Initiative
- Emissions
 - COTA is a leader in reducing remissions in the transportation sector for Central Ohio. The Sustainability Plan brings focus to COTA's Fleet Transition Plan and establishes our overachieving emission reduction goals:
 - Net-Zero GHG Emissions by 2045
 - Net-Zero Pollution by 2045
 - These goals and transition targets guide engineering, procurement, and planning considerations around electrification and EV infrastructure.
 - Successes include: 11% reduction in Total GHG/mile; 17% reduction in Fleet GHG/mile; 73% reduction in PM2.5/mile; and \$10 million of savings in Franklin County.
 - Challenges include: facility portfolio growth resulted in 28% increase in facility GHG emissions; COVID-19 pandemic caused reduced vehicle miles; and long-term goal will require alternatives to conventional natural gas for both vehicles and facilities.
 - Fleet transition: this aspirational plan sets an initial course towards a zero-emission fleet. Diesel phased out by 2025. CNG phased out by 2035. This will require continual engagement and monitoring of opportunities in a dynamic economic and technical environment.
 - Existing assumptions for GHG projections: continued decarbonization of Electric Grid; aspirational pursuit of full transition to EVs by 2035; and 15% reduction in facility energy use through pursuit of energy efficiency

improvements.

- Ridership
 - Ridership and Mode Shift are critical for the region to achieve our border sustainability goals. COTA will continue to work toward PIC targets of 2% growth. Aspirational targets require a bold and transformative regional collaboration.
 - Support City of Columbus Climate Action Plan Goals:
 - Implement Comprehensive Multi-Modal Network
 - Increase Transit Use
 - Support Active Transportation Infrastructure
- Waste/Water
 - Commitment to Zero Landfill Waste by 2045
 - Interim Goal of 2% reduction per year in water intensity for the next two years
 - Conduct studies to identify and consolidate tracking of waste streams and better understand water use drivers.
- Resiliency
 - COTA/s Sustainability is critical to the Region’s Sustainability. It is essential that COTA provides resilient solutions that contribute to Resiliency.
 - Goals – Based upon COTA Business Continuity Plan (CBCP)
 - Continuation of essential functions no later than 12 hours after an event.
 - Maintenance of these functions for at least 30 days.
 - Incorporate fleet transition into CBCP
 - Integrate back-up power plan.
 - Maintain fuel diversity infrastructure while transitioning to electricity.
 - Proactively plan for climate change adaption.

Key Findings include:

- Monitoring the economic and technological landscape will be critical to navigate the path forward.
- Based upon the available opportunities and overall contribution to GHG emissions, a strategic pursuit of emissions goals is warranted.
- Zero-emission sources for a facility utilities and fueling will be needed.
- While it is critical for COTA to transition its own operations to zero-emissions, COTA is positioned to have a greater transformative impact in reducing regional emissions through mode shift than by eliminating internal GHG emissions.

LOW INCOME FARE STRUCTURE AND FARE MANAGEMENT UPDATE – ANGEL MUMMA,
CHIEF FINANCIAL OFFICER

The pilot is in place and started on March 1, 2022 and end August 31, 2022. Lisa LaMentia

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presented the update. To date we have had 18,500 app downloads and 13,000 accounts created with 15% at reduced fare; and 275,000 trips have been taken. The current marketing strategy overview – education is the primary focus of our fare management marketing strategy. To drive trial and lower barriers to adoption, COTA’s Marketing Team is actively working to:

- Deploy new transit vehicle wraps with the Transit app logo prominently displayed to help avoid confusion in the app store.
- Adjust QR code links to streamline the app download process.
- Deploy a comprehensive social media education program.

Some upcoming initiatives include: customer feedback survey, NPO pilot program, Uber/Lyft integration, and ticketing for Red, White and Boom.

2022-XX AUTHORIZING A REVISED FARE STRUCTURE – ANGEL MUMMA, CHIEF FINANCIAL OFFICER and 2022-XX AUTHORIZING A REVISED FARE STRUCTURE FOR NON-PROFIT AGENCIES – ANGEL MUMMA, CHIEF FINANCIAL OFFICER

Proposing to move forward that would allow the NPO to purchase limited use cards and offering a 15% discount on stored value (smartcard/mobile). The cost would go from \$4.50 to \$4.00 for non-profit organizations.

Starting June 1st providing an educational pass and allow the school to purchase passes at \$13.50 per student per term (semester) as offered to The Ohio State University. Offer a Summer Student Pass from May 15-September 15 in the amount of \$62.00 which would be a pilot program. Recommending to eliminate both the Summer Youth Pass and Opt-In Program.

Committee members recommended that the two resolutions be added to the Consent Agenda.

2022-XX AUTHORIZATION TO ADOPT A TAX BUDGET FOR FISCAL YEAR ENDIGN DECEMBER 31, 2023 AND TO SUBMIT THE 2023 TAX BUDGET TO THE FRANKLIN COUNTY AUDITOR – ANGEL MUMMA, CHIEF FINANCIAL OFFICER

Committee members recommended that the resolution be added to the Consent Agenda.

6. ADJOURNMENT

Chair Moore motioned to adjourn the Strategic and Operational Planning Committee meeting. It was moved by Trustee McCollough, seconded by Trustee Tolliver. Meeting adjourned at 10:38 a.m.



Next Meeting: 9:00 AM, Wednesday, July 6, 2022.

Adopted: _____ July 11, 2022

Signed: _____
Chair, Strategic and Operational Planning Committee

Attest: _____
President/CEO

BOARD STRATEGIC AND OPERATIONAL PLANNING COMMITTEE:

Marlon Moore, Chair
Steve Gladman
Doug McCollough
Tim Skinner

