



MAY 23, 2014  
SPECIAL MEETING OF THE BOARD OF TRUSTEES  
CENTRAL OHIO TRANSIT AUTHORITY  
THE BOATHOUSE AT CONFLUENCE PARK  
679 W. SPRING STREET

MINUTES

1. Call to Order

Chair Dawn Tyler Lee called the Board of Trustees meeting to order at 7:30 a.m.

2. Board Members Present:

Dawn Tyler Lee, Chair  
J. Cleve Ricksecker, Vice Chair  
William A. Anthony, Jr.  
James E. Daley  
Mabel Freeman, Ph.D.  
James E. Kunk  
Jean Carter Ryan  
Craig P. Treneff  
Robert J. Weiler (left early)  
Richard R. Zitzke

Board Members Absent:

Jennifer L. Brunner  
Harry W. Proctor

3. Board Ethics Training

Susan Willeke, Ohio Ethics Commission, provided ethics training for the Board of Trustees.

4. Remarks by Dawn Tyler Lee, Chair of the COTA Board of Trustees

Chair Tyler Lee began by stating that at last year's Board Retreat she charged members of the Board with assisting in community outreach by making presentations to groups of which they are members of or identify groups where COTA may be able to make stronger connections. She said Board members responded in a tremendous way and she appreciates their commitment and dedication. She asked that trustees continue with community outreach because it is important to hear what our stakeholders have to say. Tyler Lee said she spoke to a group of women business owners at the Worthington Chamber earlier in the week. She said she went into the presentation thinking that the session would not be engaging and that the audience would not have any thought to questions, but she could not have been more wrong. She said it was a great conversation and the group was very excited to learn about COTA.

Tyler Lee thanked staff for the tremendous progress COTA has made over the last year. She said a few accomplishments that stand out are the one year anniversary of the compressed natural gas facility; the launch of the new CBUS service; the launch of a Transit System Review (TSR) where more efficiencies will be created throughout the transit system; an innovative partnership with the City of New Albany to get people to and from jobs in the New Albany business park;

welcomed two new Leadership Team members; and received a prestigious award from the Auditor of the State.

Tyler Lee thanked COTA employees for the stellar performance provided on a daily basis. She said the Board appreciates the service provided by COTA employees and the work COTA does now will impact generations to come.

5. COTA's Vision - President W. Curtis Stitt

President Stitt said COTA'S Vision, Mission and Values are the guiding principles for the organization, and the COTA triangle is the image we use to keep us focused on our taxpayers, customers and employees.

Stitt said COTA's strategic vision has three elements. The first is alignment of COTA's goals with the goals of the broader community. The second is strengthening our current service so that we are using resources to provide the best service that we can today. Stitt said the third element is the development of the "next generation plan" for public transportation in central Ohio.

Stitt said some examples of the things that we are currently doing to move in the right direction for achieving broader community goals include the CBUS service. The CBUS circulator provides an amenity that serves all of the downtown interests; downtown residents, downtown employees, and visitors to downtown.

Stitt said another example is the proposed New Albany service which is focused on workforce development. This service will provide a new paradigm on how COTA delivers public transportation service for people to over 9000 jobs in the New Albany business park, thereby moving the needle in the right direction for providing great transportation services for people going to work wherever the jobs are located.

Stitt said strengthening is focused on providing the best system possible with today's resources. COTA is in the process of conducting a Transit System Review (TSR). The TSR is a review of our current system and looks at some scenarios for how we might realign our service to provide improved transportation throughout the community. Stitt said the TSR is not the "next generation plan," but it is one of those things we are doing today to help strengthen our current service.

President Stitt said another example of something that COTA is doing to strengthen our current service is technology improvements. The technology improvements include: launching a new website; providing real-time bus arrival information to passengers on the website and personal mobile devices; launching a pilot project for real-time on the street and certain select bus stops; and looking beyond smartcards to smart phones as the latest technology for paying fares on buses.

Stitt said the final element of the strategic vision is next-generation. The next-generation planning process will begin in the fall of this year. The next-generation planning efforts will be focused on meeting the public transportation needs of this community for the next 40 years. Stitt said it is essential that we have a comprehensive plan for the public transportation system that will carry this community for the next 40 years.

5. Levy

Steve Tugend, a member of the COTA Sales Tax Advisory Group, and Attorney at Law, Kegler, Brown, Hill + Ritter, provided an update on COTA's Sales Tax Advisory Group meetings. He said the mission and responsibilities of the Sales Tax Advisory Group was to review the issues that must be addressed by COTA staff and Board of Trustees prior to taking action to levy a sales tax such as legal requirements, the purpose of the levy, the timing of the levy, and the amount of the levy. COTA is currently funded, in part, by a quarter percent permanent sales tax and a quarter percent, 10-year renewable sales tax that expires in 2016. Sales tax revenue is 80 percent of COTA's operating revenue. Fare box revenue accounts for the remaining 20 percent of COTA's operating revenue. Maximum service levels that can be operated with one-half percent sales tax will be reached by 2017.

Tugend said the Advisory Group met nine times beginning in the fourth quarter of 2013 with the last meeting on May 14. The Group reviewed COTA's Vision, Mission and Values; COTA's stakeholders; and a comprehensive review of COTA's operating and capital budgets. The group also reviewed the history of COTA levy campaigns; taxes levied by other Ohio transit authorities; the local, state, and federal political climates; and the local levy landscape.

The group discussed the optimum time to levy the sales tax and discussed the pros and cons of an increase versus a renewal and the pros and cons of a permanent levy versus a temporary levy.

Tugend said the recommendation of the Sales Tax Advisory Group is a temporary renewal of sales tax and the timing of levy request should be 2015 or 2016.

6. Compensation/Classification Study - Evergreen Consultants

Dr. Jeffrey Ling, Vice President, Evergreen Solutions, LLC provided an overview of the Compensation and Classification Study. Recommendations include implementation of a salary structure with 24 pay grades, 60% range spreads, and 7.5% progression between pay grades. Dr. Ling said employee salaries will be positioned into the new pay grades based on prior experience and education.

7. Transit System Review

Michael L. Bradley, Vice President Planning and Service Development, provided an update on the Transit System Review (TSR). He said the TSR involves a review of COTA's current system and looks at three scenarios for how we might realign our service to provide improved bus transportation throughout our community. President Stitt said the Transit System Review is not the "next-generation plan," but it is one of those things we are doing today to help strengthen our current service.

Bradley reviewed the timeline for the Transit System Review:

- **January** – Transportation Advisory Committee (TAC) and focus group meetings (staff developed three scenarios of plan)
- **February** – briefed Board on study progress
- **March** - public meetings
- **April 30/May 2-3** - Board workshop/Core Planning II
- **May** - develop draft proposed service network and downtown plan
- **May 27 – June 4**: TAC, focus groups, and public meetings
- **July 23** - final plans and implementation strategy to COTA Board
- **September** - final report
- **2015 – 2017** - implementation of service plan

Bradley said some of the benefits of the proposed service are the removal of redundant service; discontinuance or reduction of service on low performing local, crosstown and express lines; better use of capital resources; making the Easton Transit Center a major transfer location; better use of COTA's north and south transit terminals; fewer buses in COTA's fleet with the same amount of service; eliminates the need for an additional storage and maintenance facility in the future; and the refinement of downtown operations.

8. Executive Session

Tyler Lee motioned to move into Executive Session to prepare for bargaining session with public employees concerning their compensation or other terms and conditions of their employment pursuant to Ohio Revised Code 121.22, Section (G)(4), and to consider the employment and compensation of a public employee pursuant to Ohio Revised Code 121.22, Section (G)(1). Ricksecker seconded the motion. Motion unanimously passed.

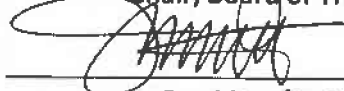
Freeman motioned to move out of Executive Session. Ryan seconded the motion. Motion unanimously passed.

9. ADJOURNMENT

Anthony motioned to adjourn. Ricksecker seconded the motion. Motion passed.

Adopted: June 25, 2014

Signed:   
Chair, Board of Trustees

Attest:   
President/CEO