



APRIL 23, 2014
REGULAR MEETING
OF THE CENTRAL OHIO TRANSIT AUTHORITY
BOARD OF TRUSTEES

WILLIAM G. PORTER BOARDROOM
33 N. HIGH STREET

MINUTES

1. Chair Tyler Lee called the Board of Trustees meeting to order at 8:05 a.m.

2. ROLL CALL

BOARD MEMBERS PRESENT:

Dawn Tyler Lee, Chair
J. Cleve Ricksecker, Vice Chair
William A. Anthony, Jr. (8:15 a.m.)
Mabel Freeman, Ph.D.
Harry W. Proctor
Craig P. Treneff
Richard R. Zitzke

BOARD MEMBERS ABSENT:

Jennifer L. Brunner
James E. Daley
James E. Kunk
Jean Carter Ryan
Robert J. Weiler

3. APPROVAL OF AGENDA

Freeman motioned to approve the Agenda. Proctor seconded the motion. Motion passed.

4. APPROVAL OF MARCH 26, 2014 REGULAR BOARD OF TRUSTEES MEETING MINUTES

Treneff motioned to approve the March 26, 2014 regular Board Meeting Minutes as distributed. Ricksecker seconded the motion. The minutes were approved as distributed.

5. APPROVAL OF MARCH 26, 2014 BOARD GOVERNANCE COMMITTEE MEETING MINUTES

Treneff motioned to approve the March 26, 2014 Board Governance Committee meeting minutes as distributed. Ricksecker seconded the motion. The minutes were approved as distributed.

6. COMMENTS OR STATEMENTS FROM THE AUDIENCE

7. PRESIDENT'S REPORT

President Stitt introduced COTA's new Vice President of Operations, Clinton Forbes. Mr. Forbes comes to COTA from the Jacksonville Transportation Authority (JTA)/JAX Transit Management (JTM) in Jacksonville, Florida. During his time at JTA, he directed transit operations, overseeing approximately 700 employees, and was responsible for the operations of JTA's fixed-route service, community shuttle service, paratransit operations, Skyway operations, maintenance, facilities and service planning.

President Stitt congratulated COTA's Vice President of Legal and Government Affairs, Marchelle Moore for her appointment as Co-chair of the Charter Review Commission. Stitt also congratulated Board Chair Dawn Tyler Lee for her appointment to the Commission. Moore will Co-Chair the Charter Review Commission along with State Representative Michael Curtin. The Charter Review Commission was created by Mayor Michael B. Coleman and City Council President Andrew J. Ginther for the purpose of reviewing the Columbus City Charter and making recommendations for potential revisions.

President Stitt reminded trustees that the 2014 APTA Transit Board Members seminar will be held in Cleveland July 19-22, 2014. The seminar will be hosted by the Greater Cleveland Regional Transit Authority. Educational sessions will be offered on board roles and responsibilities and public transit issues. President Stitt said the seminar is a great opportunity for Board members. Trustees interested in attending should notify Diana Bryant. Dawn Tyler Lee said she is aware of at least three Board members who will be attending the seminar and several more are still considering attending. If possible, trustees should coordinate travel arrangements.

PRESIDENT'S 40 FOR 40 AWARD

In celebration of COTA's 40th Anniversary, President Stitt, is recognizing 40 employees that have gone above and beyond their daily duties.

Operator Brinton (Jay) Lemons was recognized for his dedicated service to COTA and the community. President Stitt said he received a telephone call from a passenger stating that February 5 was one of the worst weather related days of the year. The passenger said traffic was backed up and running late and the manner in which the operator handled himself was exemplary. The passenger stated that operator Lemons was one of the most professional and pleasant operators she has ever encountered.

Operator Nkrumah Pollard was recognized for his dedicated service. One day during the extreme weather conditions, operator Pollard's car was stuck in the snow. He called a cab but was turned down by the cab company due to the weather conditions. Operator Pollard walked from his home to the line 10 to catch a bus. He rode the bus to Broad Street and Central Avenue where he departed and proceeded to walk to the McKinley Avenue Facility. He arrived on time to register on his work for the day and headed out for his customers. Operator Pollard was hired in 2011 and has never missed a day of work.

Chair Tyler Lee thanked both operators for their dedicated service to COTA and the community.

8. COMMITTEES:

A. BOARD GOVERNANCE COMMITTEE – J. CLEVE RICKSECKER, CHAIR

2014-20 - ELECTION OF OFFICERS FOR THE CENTRAL OHIO TRANSIT AUTHORITY

Marchelle Moore, Vice President of Legal and Government Affairs, reported that the Governance Committee met on March 26, 2014. She said the Committee recommends the following individuals be elected to serve as the officers of the Board of Trustees and the Central

Ohio Transit Authority until the next annual meeting of the Board of Trustees of the Authority and until their successors are elected:

- Chair of the Board of Trustees – Dawn Tyler Lee
- Vice Chair of the Board of Trustees – J. Cleve Ricksecker
- Secretary-Treasurer - Marion White
- Assistant Secretary - Diana L. Bryant

Treneff motioned to approve this Resolution. Ricksecker seconded the motion. Motion passed.

2014-21 - AMENDING THE BOARD RULES AND REGULATIONS

Marchelle Moore, Vice President of Legal and Government Affairs, reported it is COTA's longstanding practice to review the Board of Trustees Rules and Regulations on an annual basis and propose recommendations to COTA's Board Governance Committee. The Board Governance Committee met on March 26, 2014, discussed and proposed changes to the Board of Trustees Rules and Regulations. No substantial changes were made to this document.

Zitzke motioned to approve this Resolution. Freeman seconded the motion. Motion passed.

2014-22 - AMENDING THE BOARD GOVERNANCE GUIDELINES

Marchelle Moore, Vice President of Legal and Government Affairs, reported that the Board Governance Guidelines call for an annual review of the Board governance documents. The Committee met on March 26, 2014, discussed and proposed changes to the guidelines. The most significant proposed changes to the document included adding language that the CEO would be notified of a resignation of an officer of the Board, and language regarding Board members attending at least 80% of scheduled committee and Board meetings.

Treneff motioned to approve this Resolution. Ricksecker seconded the motion. Motion passed.

2014-23 - AMENDING COTA'S ETHICS POLICY

Marchelle Moore, Vice President of Legal and Government Affairs, reported it is COTA's longstanding practice to review COTA's Ethics Policy on an annual basis and propose recommendations to COTA's Board Governance Committee. The Board Governance Committee met on March 26, 2014 and reviewed the Ethics Policy. With the exception of the amended and restated date, no changes were made to the Ethics Policy.

Proctor motioned to approve this Resolution. Treneff seconded the motion. Motion passed.

COMMITTEE ASSIGNMENTS

Cleve Ricksecker, Chair of the Governance Committee, reported that the committee assignments were updated to include Board Member Jennifer Brunner.

SELF-ASSESSMENT FORMS

Ricksecker reported that the Board Governance Committee recommended adding language to the self-assessment form regarding a commitment by trustees to ride the bus on a quarterly basis (CBUS will not count towards commitment). Board members were asked to complete the forms and submit to Diana Bryant as soon as possible.

B. OPERATIONS COMMITTEE – WILLIAM A. ANTHONY, CHAIR

2014-24 - AUTHORIZING A CONTRACT WITH BYERS FORD, INC. FOR THE PURCHASE OF FOUR (4) 2015 FORD EXPLORER SPORT UTILITY VEHICLES

Clinton Forbes, Vice President of Operations, presented this Resolution. He said this Resolution authorizes the purchase of four, 2015 Ford Explorer sport utility vehicles to be used by supervisors in the Transportation Department. These vehicles will be replacing vehicles that have reached their useful lives. The City of Columbus has a contract with Byers Ford, Inc. for the purchase of light duty trucks, which includes the sport utility vehicles that COTA requires. The contract includes a cooperative purchasing provision which allows COTA to purchase these trucks as a member of the Central Ohio Organization of Public Purchasers, and COTA has confirmed the pricing for these vehicles to be fair and reasonable.

This Resolution authorizes COTA to enter into a contract with Byers Ford, Inc. for the purchase of four, 2015 Ford Explorer sport utility vehicles for a total expenditure of One Hundred Six Thousand Nine Hundred Ninety-Four and 00/100 Dollars (\$106,994).

Proctor motioned to approve this Resolution. Zitzke seconded the motion. Motion passed.

C. PLANNING COMMITTEE – MABEL F. FREEMAN, CHAIR

2014-25 - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH IBI GROUP FOR A TRANSIT SYSTEM REVIEW

Mike Bradley, Vice President of Planning and Service Development, presented this Resolution. He said Resolution No. 2013-66 authorized a contract with IBI Group for a transit system review for a total expenditure of Two Hundred Ninety-Seven Thousand Four Hundred Sixteen and 00/100 Dollars (\$297,416). The contract was increased by Fifty-Two Thousand Two Hundred Thirty-Two and 07/100 Dollars (\$52,232.07) under the President/CEO's delegated authority to a total not to exceed Three Hundred Forty-Nine Thousand Six Hundred Forty-Eight and 07/100 Dollars (\$349,648.07).

Additional monies are required to complete scope modifications. This Resolution authorizes COTA to increase the value of the contract with IBI Group for a transit system review by a total not to exceed Fifteen Thousand Five Hundred Seventeen and 37/100 Dollars (\$15,517.37), from a total not to exceed Three Hundred Forty-Nine Thousand Six Hundred Forty-Eight and 07/100 dollars (\$349,648.07) to a total not to exceed Three Hundred Sixty-Five Thousand One Hundred Sixty-Five and 44/100 Dollars (\$365,165.44).

Ricksecker motioned to approve this Resolution. Treneff seconded the motion. Motion passed.

D. COMMUNICATIONS/MARKETING COMMITTEE – JAMES E. DALEY, CHAIR

2014-26 - AUTHORIZING A CONTRACT WITH OLOGIE, LLC FOR COMPREHENSIVE MARKETING AND COMMUNICATION SUPPORT SERVICES, DIGITAL STRATEGY AND SERVICE AND MARKETING RESEARCH

Marty Stutz, Vice President, Communications, Marketing, and Customer Service presented this Resolution. He said a Special Meeting of the Communications/Marketing Committee was held on Thursday, April 17, 2014 to discuss the acquisition of professional marketing and market research services. Stutz said COTA wishes to engage in a contract for comprehensive marketing and communication support services, digital strategy and service, and marketing research. Through a competitive procurement process, Ologie, LLC was selected for the period commencing May 1, 2014 and expiring April 30, 2015, with an option to renew for up to two additional one-year terms for a total expenditure not to exceed Five Hundred Thousand and 00/100 Dollars (\$500,000).

Proctor motioned to approve this Resolution. Zitzke seconded the motion. Tyler Lee abstained. Motion passed.

E. FINANCE/AUDIT COMMITTEE – JAMES E. KUNK, CHAIR

• FINANCE REPORT – MARION WHITE, CFO/VICE PRESIDENT FINANCE & DBE COMPLIANCE OFFICER

White reported COTA's first quarter operations were significantly impacted by the severe weather experienced throughout the region. The impacts ranged from decreased ridership counts and resulting decline in passenger revenues, to increased utility expenses and fuel costs.

March ridership of 1,550,396 was 15,948 or 1.0% above prior year and 9,483 or 0.6% above budget, reversing shortfalls due to extreme weather experienced in January and February. The first quarter ridership of 4,403,478 lagged both prior year and plan; 168,854 rides or 3.7% below same period in the prior year, and 188,197 rides or 4.1% below budget. One of the notable impacts of the severe weather was the decrease in school program ridership as classes were cancelled twice at OSU and eight days at CSCC.

March passenger revenue of \$1,635,258 was \$6,839 or 0.4% above prior year and \$2,522 or 0.2% above budget. Year to date passenger revenue is \$154,544 or 3.2% below prior year and \$156,707 or 3.3% below plan.

9. OTHER BUSINESS

Dawn Tyler Lee announced she will be traveling to Washington, DC on April 28 to participate in the first Women's Fly-in for the 3rd Congressional District of Ohio. This fly-in is a unique opportunity for women leaders of diverse backgrounds to spend a day collectively discussing and exchanging ideas on the critical issues facing women in leadership with members of Congress and the Administration. Tyler Lee was invited by Congresswoman Joyce Beatty for the role she serves as Chair of the COTA Board.

10. EXECUTIVE SESSION

Tyler Lee motioned to move into Executive Session to review the employment and compensation of a public employee pursuant to Ohio Revised Code Section 121.22(G)(1). Treneff seconded the motion. Motion passed unanimously.

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

11. UPCOMING MEETINGS

Chair Tyler Lee announced the following upcoming Board meetings:

- April 30, 2014, 7:30 a.m. – 12:30 p.m. – Transit System Review Workshop, William G. Porter Boardroom
- May 23, 2014, 7:30 a.m. – 12:30 p.m. – Board of Trustees Retreat, Boat House at Confluence Park, 679 Spring Street
- May 28, 2014, 8:00 a.m. – Board of Trustees Meeting, William G. Porter Boardroom

12. ADJOURNMENT

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

Adopted: May 28, 2014

Signed: 
Chair, Board of Trustees

Attest: 
President/CEO