



MEETING: COTA BOARD OF TRUSTEES

DATE: WEDNESDAY, OCTOBER 28, 2020

TIME: 8:30 AM – 10:00 AM

LOCATION: VIA WEBEX

MEETING MINUTES

1. CALL TO ORDER

Chair Treneff called the October 28, 2020 Board of Trustees Meeting to order at 8:31 AM.

2. ROLL CALL

Board Members Present
Craig Treneff, Chair
Marlon Moore, Vice Chair
Trudy Bartley
Cathy DeRosa
Jennifer Gallagher
Thomas Grote
Amy Landino
Timothy Skinner
Julie Sloat
Michael Stevens

Board Members Absent
Steven Gladman
Kumi Walker

3. APPROVAL OF BOARD OF TRUSTEES MEETING MINUTES

Trustee DeRosa motioned to approve the August 26, 2020 Board of Trustees Meeting Minutes. Trustee Landino seconded the motion. Motion carries.

4. COMMENTS OR STATEMENTS FROM THE AUDIENCE

Walter Hardy, member of the public, shared his concerns about the fare management expansion project and COTA entering into a contract with a new vendor.

5. PRESIDENT'S REMARKS

Joanna M. Pinkerton, President/CEO, shared that COTA was honored this week by the American Public Transportation Association as the number one transit agency of a mid-sized city in the United States. This is the second time in three years that COTA has won such an award – the first





agency to do so. President Pinkerton shared that Team COTA has gone above and beyond during this pandemic. The organization is making equity and access a top priority right now, as the community is in need of COTA's services more than ever at this time. One of the major initiatives in front of the Board is an investment into expanding our fare management system which is focused on equitable access. We will have the ability to expand where we sell COTA passes to over 400 retail locations and the new system will allow fare capping – because right now those who pay cash are always paying the full fare and not receiving a discount.

Other exciting initiatives happening at COTA include the launch of the first bus-on demand platform in North America, the expansion of COTA//Plus into a new neighborhood, as well as the launch of the third Employee Resource Group, the African-American Employee Resource Group.

President Pinkerton thanked the Board for their support and guidance of where the team should focus our efforts to best serve the community. Chair Treneff thanked President Pinkerton and the COTA team for all that they have been able to accomplish.

6. GOVERNANCE COMMITTEE REPORT – CRAIG TRENEFF, CHAIR

Chair Treneff stated that the Governance Committee met on Wednesday, October 21. The Governance Committee heard committee reports from the committee chairs, as well as reviewed the resolutions that are up for consideration from the Board today. One of the new business items that the committee reviewed was the draft 2021 Board and Committee schedule that is uploaded into BoardPaq. The COTA Board of Trustees will continue to meet every other month starting in January. Because April will not be a month where the Board of Trustees plans to meet, Chair Treneff stated that he will likely bring a resolution to the Board moving the Annual Meeting date to May 2021.

The COTA Board of Trustees will continue to meet virtually through the rest of the year, and then reevaluate going into 2021. The COTA Board Retreat was also postponed until 2021, as there is a desire to meet in-person.

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

Vice Chair Moore stated that the Strategic and Operational Planning Committee met on Monday, October 12, 2020. There were five agenda topics, with one of them being the Capital Improvement and Debt Policy.

Capital Improvement and Debt Policy Presentation

Angel Mumma, Chief Financial Officer, presented the Capital Improvement and Debt Policy presentation. Angel reviewed the framework to create a five-year Capital Plan to create visibility between capital investment and the budgetary impact of that investment. The plan would also establish a true dedicated source of revenue to support capital investment. Angel also discussed the proposal to make a formal dedication of 20% of the .25% permanent sales tax levy to fund capital improvements. It would allocate 40% of that to cash fund projects with the remaining 60% to be used to fund debt service. Additional information about the proposal can be found in the





policy proposal, including objectives, policy statements, and the approach COTA would take to financing and how bond proceeds would be handled.

Trustee DeRosa thanked Angel for her work on this and asked what the amount would be if COTA were to apply the 20% of the .25 permanent sales tax to either the 2020 Budget or 2019 budget under this plan. Angel stated it would be about \$13 million.

Vice Chair Moore continued with his committee report and stated his committee heard a presentation update on the LinkUS Corridor Initiatives which is a collaborative between COTA, MORPC, the City of Columbus, and Franklin County. Significant work has been made on the Northwest Corridor. The kickoff for the East-West Corridor also occurred in September. The committee spent a lot of time focusing on the “why.”

In addition, Sophia Mohr, Chief Innovation Officer, presented the Executive Dashboard. It highlights key areas as it relates to budget, ridership, and customer satisfaction. It will also take into account our strategic priorities. Trustee Walker asked about a metric of how our operators and people are doing. Vice Chair Moore stated that he thinks that is a great idea and will bring that back to his committee.

The committee also received a COTA//Plus update. The team is proposing COTA//Plus on the Southside of Columbus as there is a large need in this neighborhood for connections to jobs, healthcare, and services.

The last update was around the Strategic Plan in how it is guiding the work of Reinvention Task Force. In Q3, the team was focused heavily around foundations, whereas Q4 will be focused on communication and continuing the implementation plan. The organization is committed to reinventing itself and coming out stronger as we get out of the pandemic.

8. EXTERNAL/STAKEHOLDER RELATIONS COMMITTEE REPORT - AMY LANDINO, CHAIR

Trustee Landino stated that the External/Stakeholder Relations Committee met on Tuesday, October 13 and heard three presentations. The first presentation was around Internal Communications. Patrick Harris, AVP, Government Affairs and Communications stated that the team worked with The Ohio State University for three days to brainstorm how to better communicate to our frontline employees. The team would like to build an app-based communication tool.

The committee also heard a presentation on the COTA//Plus Southside from Aslyne Rodriguez, Director of Government Affairs. The team is excited to launch COTA’s first urban microtransit pilot in November in this neighborhood.

The last presentation was a Government Affairs update, also from Aslyne. Aslyne presented COTA’s priorities at the federal, state, local levels. The four key areas are corridors, on-demand, contactless, and county connections. The team is currently gathering input from internal and external stakeholders to shape those policies.





The committee also reviewed two of the resolutions on the consent agenda, Resolutions 2020-88 and 2020-89. Both resolutions are simply reallocating dollars in the Marketing budget to support COTA's continued use of videography and advertising services to help get communications out to the community.

9. PERFORMANCE MONITORING/AUDIT COMMITTEE REPORT – KUMI WALKER, CHAIR

As Trustee Walker was not able to be here with us this morning, Chair Treneff gave the Performance Monitoring/Audit Committee Report on his behalf. The Performance Monitoring/Audit Committee met on Wednesday, October 21. At that meeting, Angel provided a financial update to the Committee. COTA continues to be in a strong financial position with 19 months of working capital available. The largest source of revenue is performing better than expected considering the economic impact of COVID. Through September, sales tax revenue is down just 1.8% over 2019 and 2.8% from budget. This is due to a shift in consumer spending from services, which are largely not taxed to the purchase of goods that they can utilize while at home. The largest impact to revenue is our continued suspension of fares. These losses in revenue continue to be offset by the CARES Act funding received by COTA. As a reminder, we anticipate this revenue will help offset any continued reduction in revenue into 2021. The team continues to watch expenditures. Through September, expenses are down almost 11% from the budget, which equates to nearly \$13.2 million. Any amount saved this year will help also minimize the impact of reduced revenue from COVID into next year as well. As a result of revenues exceeding expenditures, COTA's net position reflected a \$47.5 million increase through September.

In total, the committee reviewed 22 resolutions. Of those 22, the committee recommended that the Fare Management Expansion be placed on the regular agenda due to the significant positive impact of this project on the community, as well as the resolution that continues the collaboration of COTA, MORPC, and the Capital Crossroads SID to continue the Downtown C-Pass program.

Fare Management Expansion Presentation – Angel Mumma

Angel provided an update on the Fare Management expansion project. COTA is focused on providing equitable access to safe and affordable transit to all populations – with an emphasis on the ease of use with the most vulnerable. COTA believes that the partnership with Masabi will allow us to achieve this. Masabi would expand COTA's retail partnerships that will add over 400 retail locations throughout central Ohio and within neighborhoods for customer to purchase transit passes. Once fully implemented, regardless of the method of payment, customers will be able to benefit from COTA's discounted pass structure that provides more benefit the more you ride. With the fare capping capabilities using smart cards or mobile devices, the technology will be able to recognize when a customer hits a point where they should get a discounted rate and not be charged further. The partnership with Masabi will allow us to work with nonprofits and the business community to allow their institutions to directly sell passes, as well.

Chair Treneff asked what the effect will be on COTA//Connector and the COTA//Plus App. Angel stated that the plan is to migrate everyone from COTA//Connector to the new platform, with ensuring that the transition is seamless for the customer.





RESOLUTION 2020-86 – AUTHORIZING A CONTRACT WITH MASABI LLC FOR EXPANSION OF THE FARE MANAGEMENT SYSTEM

Vice Chair Moore motioned to approve Resolution 2020-86 – Authorizing a Contract with Masabi LLC for Expansion of the Fare Management System. Trustee DeRosa seconded the motion. Motion carries.

RESOLUTION 2020-87 – AUTHORIZING A 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 stated that we are excited to continue the partnership between the Capital Crossroads Special Improvement District and MORPC on the Downtown C-Pass program. With this particular memorandum of understanding, it provides a contract between January 1, 2021 – December 31, 2025 to keep the C-Pass program in place.

Trustee DeRosa commented how much the Dublin community has appreciated the C-Pass program over the last few years and is grateful that the partnership will continue until 2025.

Trustee Landino motioned to approve Resolution 2020-87 – Authorizing a 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. Vice Chair Moore seconded the motion. Motion carries.

10. CONSENT AGENDA

Trustee Grote motioned to approve the below resolutions on the Consent Agenda. Trustee Skinner seconded the motion. Motion carries.

- **RESOLUTION 2020-88 – REALLOCATING BUDGET AUTHORITY FOR ADDITIONAL EXPENDITURES FOR VIDEOGRAPHY SERVICES**
- **RESOLUTION 2020-89 – REALLOCATING BUDGET AUTHORITY FOR ADDITIONAL FUNDS FOR THE CONTRACT WITH ALIGN2MARKET LLC FOR ADVERTISING AGENCY SERVICES**
- **RESOLUTION 2020-90 - AUTHORIZING A CONTRACT WITH FOUR NINES TECHNOLOGIES FOR FARE MANAGEMENT EXPANSION SUPPORT**
- **RESOLUTION 2020-91 - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH VIA MOBILITY, LLC FOR A MICROTRANSIT PILOT PROGRAM**
- **RESOLUTION 2020-92 - AUTHORIZING A CONTRACT WITH BUS SERVICES INC. FOR THE PURCHASE OF FIVE PASSENGER VANS**





- RESOLUTION 2020-93 - AUTHORIZING SUBMISSION OF COTA'S 2020 ATTRIBUTABLE FUNDING APPLICATION TO MID-OHIO REGIONAL PLANNING COMMISSION (MORPC), AND COTA'S COMMITMENT TO ITS LOCAL SHARE IN THE PROJECT COSTS AND MAINTENANCE OF THE PROPOSED PROJECTS
- RESOLUTION 2020-94 - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH HDR ENGINEERING, INC. FOR TRANSIT PLANNING AND ENGINEERING SERVICES
- RESOLUTION 2020-95 - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH TRANSYSTEMS CORPORATION OF OHIO FOR TRANSIT PLANNING AND ENGINEERING SERVICES
- RESOLUTION 2020-96 - AUTHORIZING A CONTRACT WITH FOUR NINES TECHNOLOGIES FOR TRANSIT CONSULTING SERVICES
- RESOLUTION 2020-97 - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH SECURITAS SECURITY SERVICES USA, INC. FOR SECURITY GUARD SERVICES
- RESOLUTION 2020-98 - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH GRAYLINE GROUP FOR TECHNOLOGY STRATEGY AND SUPPORT SERVICES
- RESOLUTION 2020-99 - AUTHORIZING A CONTRACT WITH TRIHYDRO CORPORATION FOR ENVIRONMENTAL CONSULTING SERVICES
- RESOLUTION 2020-100 - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH ACLOCHE LLC FOR TEMPORARY PERSONNEL SERVICES AS A DIRECT RESULT OF COVID-19
- RESOLUTION 2020-101 - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH KELLY SERVICES FOR TEMPORARY PERSONNEL SERVICES AS A DIRECT RESULT OF COVID-19
- RESOLUTION 2020-102 - AUTHORIZING A CONTRACT WITH BRIGHT HORIZONS FAMILY SOLUTIONS LLC FOR THE PURCHASE OF BACK-UP CARE SERVICES AND ENHANCED FAMILY SUPPORTS
- RESOLUTION 2020-103 - AUTHORIZING A CONTRACT WITH GENFARE FOR THE RENEWAL OF SAAS SERVICES FOR GENFARE LINK MODULES FOR 2020-2021
- RESOLUTION 2020-104 - AUTHORIZING ADDITIONAL EXPENDITURES WITH GEORGE J. IGEL & COMPANY, INC. FOR THE RENOVATION OF THE FIELDS AVENUE FACILITY (SITE WORK BID PACKAGE)





- RESOLUTION 2020-105 - AUTHORIZING ADDITIONAL EXPENDITURES WITH RICHARD L. BOWEN + ASSOCIATES, INC. FOR DESIGN SERVICES FOR THE RENOVATION OF THE FIELDS AVENUE FACILITY
- RESOLUTION 2020-106 - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH GILBANE BUILDING COMPANY FOR PROJECT MANAGEMENT SERVICES FOR THE RENOVATION OF THE FIELDS AVENUE FACILITY
- RESOLUTION 2020-107 – AUTHORIZING A CONTRACT WITH RKA PETROLEUM COMPANIES, INC. FOR THE PURCHASE OF ULTRA-LOW SULFUR DIESEL FUEL FOR TRANSIT COACHES
- RESOLUTION 2020-108 - AUTHORIZING A CONTRACT WITH AE-CJM SOLUTIONS FOR SERVICES ON HYDRAULIC UNDERGROUND LIFTS AT COTA FACILITIES
- RESOLUTION 2020-109 - AUTHORIZING A CONTRACT WITH TRANSPORT SPECIALISTS INC. FOR THE PURCHASE OF MISCELLANEOUS AIR CONDITIONING PARTS FOR TRANSIT COACHES

11. OTHER BUSINESS

No other business before the COTA Board of Trustees.

12. EXECUTIVE SESSION FOR THE PURPOSE OF PREPARING FOR, CONDUCTING, OR REVIEWING NEGOTIATIONS OR BARGAINING SESSIONS WITH PUBLIC EMPLOYEES CONCERNING THEIR COMPENSATION OR OTHER TERMS AND CONDITIONS OF THEIR EMPLOYMENT AND TO CONSIDER THE APPOINTMENT, EMPLOYMENT, DISMISSAL, DISCIPLINE, PROMOTION, DEMOTION OR COMPENSATION OF A PUBLIC EMPLOYEE OR OFFICIAL

Trustee Skinner motioned to enter into executive session pursuant to Ohio Revised Code 121.22 (G)(4) – for the purpose of preparing for, conducting, or reviewing negotiations or bargaining sessions with public employees concerning their compensation or other terms and conditions of their employment and pursuant to Ohio Revised Code 121.22(G)(1) to consider the appointment, employment, dismissal, discipline, promotion, demotion or compensation of a public employee. Trustee Gallagher seconded the motion.

The motion was approved by Chair Treneff, Vice Chair Moore, and Trustees Bartley, DeRosa, Gallagher, Grote, Landino, Skinner, Sloat, and Stevens via a roll call vote.

The Board of Trustees entered Executive Session at 9:32 AM.

The Board of Trustees exited Executive Session at 9:42 AM.





13. MEETING CALENDAR

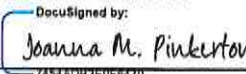
- STRATEGIC AND OPERATIONAL PLANNING COMMITTEE – NOVEMBER 18, 2020 | 3:00 PM
- STRATEGIC AND OPERATIONAL PLANNING COMMITTEE – DECEMBER 2, 2020 | 9:00 AM
- EXTERNAL STAKEHOLDER RELATIONS COMMITTEE – DECEMBER 8, 2020 | 3:00 PM
- PERFORMANCE MONITORING/AUDIT COMMITTEE – DECEMBER 9, 2020 | 2:00 PM
- GOVERNANCE COMMITTEE – DECEMBER 9, 2020 | 3:00 PM
- BOARD OF TRUSTEES – DECEMBER 16, 2020 | 8:30 AM

14. ADJOURNMENT

Chair Treneff motioned to adjourn the COTA Board of Trustees Meeting. Vice Chair Moore seconded the motion. The meeting adjourned at 9:44 AM.

Adopted: December 16, 2020

Signed: 
Chair, Board of Trustees

Attest: 
President/CEO

