



MEETING: EXTERNAL STAKEHOLDER RELATIONS COMMITTEE

DATE: TUESDAY, JANUARY 11, 2022

TIME: 3:00 – 4:30 PM

LOCATION: VIA WEBEX

MEETING MINUTES

1. CALL TO ORDER

Acting Chair Gallagher called the meeting of the External Stakeholder Relations Committee to order at 3:05 PM.

2. ROLL CALL

Committee Members Present

Amy Landino (virtual)

Sean Mentel

Jennifer Gallagher, Acting Chair

Trudy Bartley

3. APPROVAL OF EXTERNAL STAKEHOLDER RELATIONS COMMITTEE MEETING MINUTES

Trustee Mentel motioned to approve the December 7, 2021 External Stakeholder Relations Committee minutes. Trustee Bartley seconded the motion. Motion carries.

4. NEW BUSINESS

Aslyne Rodriguez, Director, Government Affairs presented an update on COTA's LinkUS community engagement efforts. Aslyne refreshed the committee on the makeup of the LinkUS Leadership Coalition. The Executive Committee, who decides and acts. The Steering Committee, who recommends and the Administrative Committee, who provides the technical oversight needed. At the end of this, the goal is to have a collective report this spring regarding LinkUS and the path forward.

Aslyne continued on with the extensive regional engagement effort underway with LinkUS. The team is in the midst of meeting with 37 jurisdictions to inform them about LinkUS. The goal here is to have three distinct touches with each jurisdiction and their political and community leaders. The objective is to listen and understand the development needs of each jurisdiction.



Monica Jones, Chief Equity Officer, presented an update on COTA's workforce diversity. First, Monica focused on the demographics of team COTA. She noted that COTA is 67% male and 33% female. She reminded the committee that the transportation industry as a whole is made up of only 15% women, so COTA is making great strides as it relates to women in COTA's workforce. Monica continued that the same goes for the racial makeup for Team COTA. She noted COTA will continue to identify areas to target to ensure COTA is representative of all and serves as a model for the community.

Monica went on to compare Team COTA to the city of Columbus and Franklin County as a whole as well as within COTA leadership and manager level and above. She noted that COTA will continue to ensure team members have pathways for development to advance their careers within COTA. This includes, career mapping, job shadowing, mentorship and others.

Q1: Trustee Landino: Do we allow for Team COTA to identify as non-binary?

A1: Monica Jones: We will work to expand our vocabulary going forward so that those we identify gender differently are able to self-identify.

Next, Josh Roth, Economic Development Manager, presented on COTA's corporate engagement strategy. COTA's goals for corporate engagement are to understand the workforce mobility needs of employers, strengthen relationships, identify strategic partnerships, and support employers and real estate developers in potential expansion efforts.

Josh explained that by engagement, he means meeting one on one with corporate leaders, chief human resource officers, and any position that might be considered a mobility champion. He will be developing a conversation guide to facilitate this including requisitions on future plans and shift differentials. In regards to real estate developers, COTA will be offering the services of the development division to make sure their projects are supportive of transit and identifying how best they can incorporate transit into their planning and design phases.

Key performance indicators for the corporate engagement strategy are improved mobility access for employees, clients, customers and residents, leveraged capital investment and new revenue from pass programs, contributions and strategic partnerships. 2022 goals include deploying employer and residential pass programs, COTA//Plus for business, engage 10-20 top 50 employers in the region and engage 50-80 small to midsize firms and real estate developers.

Q1: Acting Chair Gallagher: How do we prioritize the needs of employers with services we are already providing?

A1: Josh Roth: We have to be honest about COTA's current capabilities and statutory limitations. So much in economic development is trying to serve as a match maker and presenting opportunities to other partners that may be able to provide opportunity when COTA cannot.

Q2: Acting Chair Gallagher: Businesses often want to expand on the outer rings of the city. How do we have conversations with them to grow within the existing transportation infrastructure?

A2: Josh Roth: This is a more difficult and longer-range discussion; however, I think it goes to the importance of this engagement strategy and working with the business community to truly understand their needs.

5. **OTHER BUSINESS**

None.

6. **ADJOURNMENT**

Trustee Bartley motioned to adjourn. Trustee Mentel seconded the motion. Acting Chair Gallagher adjourned the January 11, 2022 meeting of the External Stakeholder Relations Committee at 3:58 PM.

May 10, 2022

Adopted: _____

Signed: _____

[Signature]
Chair, External Stakeholder Relations Committee

Attest: _____

[Signature]
President/CEO