



**JULY 22, 2015  
REGULAR MEETING  
OF THE CENTRAL OHIO TRANSIT AUTHORITY  
BOARD OF TRUSTEES  
W. G. PORTER BOARDROOM, 33 N. HIGH STREET**

**MINUTES**

**1. CALL TO ORDER**

Chair Dawn Tyler Lee called the meeting to order at 8:00 a.m.

**2. ROLL CALL**

**BOARD MEMBERS PRESENT:**

Dawn Tyler Lee, Chair  
William A. Anthony  
Trudy Bartley  
Brett Kaufman  
Donald B. Leach, Jr.  
Harry Proctor  
Amy M. Schmittauer  
Craig P. Treneff  
Richard R. Zitzke

**BOARD MEMBERS ABSENT:**

Jean Carter Ryan, Vice Chair  
Philip D. Honsey  
Gina R. Ormond

**3. APPROVAL OF JULY 22, 2015 BOARD OF TRUSTEES MEETING AGENDA**

Treneff moved to approve the July 22, 2015 Board of Trustees meeting agenda. Leach seconded the motion. Motion passed.

**4. APPROVAL OF JUNE 24, 2015 BOARD OF TRUSTEES MEETING MINUTES**

Leach moved to approve the June 24, 2015 Board of Trustees meeting minutes. Bartley seconded the motion. Motion passed.

**5. PRESIDENT'S REPORT**

President/CEO Curtis Stitt announced the appointment of Jeffrey Vosler, a 26-year COTA employee, to the position of CFO/Vice President, Finance.

Belinda Taylor, Community Relations Manager, gave an update on COTA's Annual Luncheon scheduled for Thursday, August 20. The theme will be, "We Move People. People Move Us" in coordination with COTA's new branding. Bob Morgan, President and CEO of the Charlotte Chamber of Commerce, will be the keynote speaker.

Julie LaSusa, Director of Employee Development and Relations, shared news that COTA won the 2015 HR Innovation Award from Columbus CEO Magazine.

6. COMMENTS OR STATEMENTS FROM THE AUDIENCE

Two representatives from City Year Columbus, Tracy James, Co-Chair of the City Year Board of Trustees, and Adero Robinson, City Year Director of Operations, spoke in support of COTA continuing its partnership with City Year.

7. PRESENTATION(S) AND ACCOMPANYING RESOLUTIONS, IF APPROPRIATE

A. LEVY PRESENTATION

President Stitt said Section 5739.023 of the Ohio Revised Code authorizes a regional transit authority to levy a sales and use tax within the territory of the transit authority for the purpose of providing general revenues for the transit authority. He said on November 7, 2006, voters approved a ten-year ¼% sales and use tax for COTA to improve and expand public transit service in central Ohio. COTA's ten-year, ¼% sales and use tax, will expire March 31, 2017 and the 2016 general election is the best opportunity for COTA to place a renewal of this expiring ¼% sales tax on the ballot before its expiration. President Stitt said maintaining the revenue generated by the ¼% sales and use tax is required to fund current operating and capital costs of providing the existing and planned levels of public transit service in central Ohio.

RESOLUTION 2015-64 – INTENT TO LEVY A SALES AND USE TAX FOR THE PURPOSE OF PROVIDING GENERAL REVENUE FOR THE CENTRAL OHIO TRANSIT AUTHORITY

President Stitt said this resolution expresses COTA's intent to place a levy on the ballot on November 8, 2016, to renew the expiring ¼% sales and use tax that was approved on November 7, 2006. The renewal levy shall be in the amount of ¼% for a period of ten years.

Tyler Lee moved to approve this resolution. Treneff seconded the motion. Motion passed.

B. WILL CALL SERVICES UPDATE

Amy Hockman, Director of Mobility Services, gave a presentation about COTA's Will Call service. Hockman said the Will Call Program was developed and designed in 2006 to provide direct service for dialysis clients. The service has been provided by a private provider and the most recent provider is UTS, whose three-year contract ends September 30, 2015. One-way Will Call fare is \$4.00 per trip, compared to \$3.50 per ADA Mainstream trip, and \$5.00 per Non-ADA trip.

In a study of COTA's peer agencies, there is no other agency that provides a separate Will Call service. When comparing the cost and delivery of the current model of Will Call Services, it is more expensive than operating the dialysis trips within COTA Mainstream and First Transit as the provider. The annualized cost savings achieved by combining the Will Call service with COTA Mainstream is \$22,000 annually.

C. BUS BUY PRESENTATION

Clinton Forbes, Vice President, Operations provided a brief presentation on COTA's bus buy.

RESOLUTION 2015-65 – AUTHORIZING ADDITIONAL EXPENDITURES FOR YEAR FOUR OF THE FIVE- YEAR CONTRACT WITH GILLIG, LLC FOR THE PURCHASE OF HEAVY-DUTY TRANSIT COACHES

Vice President, Operations, Clinton Forbes, presented this resolution. The year-four order will be for a total of eighteen (18) CNG buses, which will be similar to COTA's 2015 thirty-five-foot (35') and forty-foot (40') buses. There will be several enhancements, including a modification to allow access to the engine from the bus interior and a "SWAT" switch (which, when activated in an emergency situation, shuts down power to the bus and opens the doors). The year-four order also includes two (2) forty-foot (40') CNG test buses for the CMAX Cleveland Avenue Bus Rapid Transit (BRT) Project. These two buses will have BRT top, front and rear end treatments, "CMAX" exterior graphics and added passenger amenities such as on-board Wi-Fi service and 110V electrical outlets (for charging personal devices). The total expenditure is not to exceed \$9,929,223.60. This is in accordance with COTA's Fixed-Route Bus Fleet Expansion Plan for 2013 through 2017.

Kaufman moved to approve this resolution. Zitzke seconded the motion. Motion passed.

D. FINANCE REPORT – JEFFREY VOSLER

Jeffrey Vosler, CFO/VP Finance, reported that June ridership was 0.5% below prior June, and 86 5.3% below budget. June passenger revenue was 0.7% below prior June and 5.2% below budget. Vosler said year-to-date ridership is down 0.5%, signaling an overall downward trend.

Sales tax revenue for June is 3.3% higher than budget and 7.3% higher than prior year. Year-to-date sales tax revenue is 7.2% higher than budget and 11.4% higher than prior year, driven by the \$2.2 million adjustment from prior years.

Total operating expense for June is 4.2% below budget. Year-to-date operating expenses are 5.7% below budget.

Significant Year-to-date variances include: Services under budget by 18.0%; fuel under budget by 16.2%; materials and supplies under budget by 19.0%

Vosler reported on several significant projects underway in the area of Information Technology.

8. COMMITTEES

A. HUMAN RESOURCES COMMITTEE – RICHARD ZITZKE, CHAIR

RESOLUTION 2015-66 - AUTHORIZING A CONTRACT WITH MEDICAL MUTUAL OF OHIO FOR AN EMPLOYEE MEDICAL/PHARMACY INSURANCE PROGRAM

Julie LaSusa, Director, Employee Development and Relations, presented this resolution. She said this resolution authorizes COTA to enter into a contract with Medical Mutual of Ohio to provide an employee medical/pharmacy insurance program for the period commencing January 1, 2016 and expiring December 31, 2017 for an estimated expenditure not to exceed Twenty-Five Million Six Hundred Thousand Fifty-Nine and 35/100 Dollars (\$25,600,059.35).

LaSusa said payment for this contract will come from local funds from the Human Resources and Labor Relations Division's 2016 and 2017 operating budgets.

Leach moved to approve this resolution. Anthony seconded the motion. Motion passed.

**RESOLUTION 2015-67 - AUTHORIZING A CONTRACT WITH DELTA DENTAL PLAN OF OHIO, INC. FOR AN EMPLOYEE DENTAL INSURANCE PROGRAM**

Julie LaSusa, Director, Employee Development and Relations, presented this resolution. She said this resolution authorizes COTA to enter into a contract with Delta Dental Plan of Ohio, Inc. to provide an employee dental insurance program for the period commencing January 1, 2016 and expiring December 31, 2018 for an estimated expenditure not to exceed One Million Eight Hundred Eighty-Eight Thousand Three Hundred Seventy-Seven and 43/100 Dollars (\$1,888,377.43).

LaSusa said payment for this contract will come from local funds from the Human Resources and Labor Relations Division's operating budgets for 2016 through 2018.

Leach moved to approve this resolution. Zitzke seconded the motion. Motion passed.

**RESOLUTION 2015-68 - AUTHORIZING A CONTRACT WITH MEDICAL MUTUAL OF OHIO FOR AN EMPLOYEE VISION INSURANCE PROGRAM**

Julie LaSusa, Director, Employee Development and Relations, presented this resolution. She said this resolution authorizes COTA to enter into a contract with Medical Mutual of Ohio to provide an employee vision insurance program for the period commencing January 1, 2016 and expiring December 31, 2018 for an estimated expenditure not to exceed Three Hundred Thirty-Five Thousand One Hundred Eighty and 52/100 Dollars (\$335,180.52).

LaSusa said payment for this contract will come from local funds from the Human Resources and Labor Relations Division's operating budgets for 2016 through 2018.

Leach moved to approve this resolution. Zitzke seconded the motion. Motion passed.

**RESOLUTION 2015-69 - AUTHORIZING REVISIONS TO COTA'S DRUG AND ALCOHOL PROGRAM**

Julie LaSusa, Director, Employee Development and Relations, presented this resolution. She said the purpose of this resolution is to update COTA's Drug and Alcohol Program. During its recent Triennial review, the FTA took issue with two provisions of COTA's Drug and Alcohol Program: 1) the behavior that contributes a "test refusal"; and 2) the blood-alcohol level that

constitutes a positive alcohol test. The updates correct the issues raised and allow for easier comprehension of FTA requirements and COTA policies.

Zitzke moved to approve this resolution. Leach seconded the motion. Motion passed.

**B. PLANNING COMMITTEE – GINA R. ORMOND, CHAIR**

William Anthony, Planning Committee member, provided an update on the July 15, 2015 Planning Committee meeting.

**RESOLUTION 2015-70 - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH JESS HOWARD ELECTRIC COMPANY FOR THE ELECTRICAL PACKAGE FOR THE RENOVATION OF THE MCKINLEY AVENUE FACILITY (PHASE 3B)**

Mike Bradley, Vice President, Planning presented this resolution. He said an additional total not to exceed One Hundred Nineteen Thousand Two Hundred Thirty-Eight and 01/100 Dollars (\$119,238.01) is required for additional scope modifications for the construction contract with Jess Howard Electric Company for the electrical package for the renovation of the McKinley Avenue Facility (Phase 3B).

This resolution authorizes COTA to increase the value of the construction contract with Jess Howard Electric Company by a total not to exceed One Hundred Nineteen Thousand Two Hundred Thirty-Eight and 01/100 Dollars (\$119,238.01), from a total not to exceed Four Million Eighty-Three Thousand Six Hundred Seventy-Nine and 27/100 Dollars (\$4,083,679.27) to a total not to exceed Four Million Two Hundred Two Thousand Nine Hundred Seventeen and 28/100 Dollars (\$4,202,917.28).

Zitzke moved to approve this resolution. Proctor seconded the motion. Motion passed.

**C. COMMUNICATIONS/MARKETING COMMITTEE – AMY SCHMITTAUER, CHAIR**

**RESOLUTION 2015-71 - AUTHORIZING ADDITIONAL EXPENDITURES FOR THE CONTRACT WITH OLOGIE, LLC FOR COMPREHENSIVE MARKETING AND COMMUNICATION SUPPORT SERVICES, DIGITAL STRATEGY AND SERVICE AND MARKETING RESEARCH**

Marty Stutz, Vice President, Communications, Marketing & Customer Service, presented this resolution. He said Resolution No. 2014-26 authorized a contract with Ologie, LLC to provide strategic counsel on all COTA marketing activities, including marketing research, positioning and targeting. The original contract was for a total not to exceed \$500,000 for the period from May 1, 2014 through April 30, 2015, with an option to renew for up to two additional, one-year terms. The contract was renewed for the first option year and increased to a total not to exceed \$600,000 under the President/CEO's delegated authority.

As work on this contract has progressed, the COTA brand personality and messaging have been developed and now additional expenditures are requested for the implementation of the period through April 30, 2016, increasing the contract value to a total not to exceed \$1,000,000.

Proctor moved to approve this resolution. Zitzke seconded the motion. Tyler Lee abstained.  
Motion passed.

Marty Stutz provided a brief update on the Communications and Marketing Division.

9. CONSENT AGENDA - DAWN TYLER LEE, BOARD CHAIR

Chair Tyler Lee presented the following resolutions by consent agenda:

RESOLUTION 2015-72 - AUTHORIZING AN EXTENSION OF THE AGREEMENT WITH THE OHIO STATE UNIVERSITY FOR A STUDENT TRANSIT PASS PROGRAM

RESOLUTION 2015-73 - AUTHORIZING A CONTRACT WITH CONSTELLATION NEWENERGY – GAS DIVISION, LLC FOR A NATURAL GAS SUPPLIER

RESOLUTION 2015-74 - AUTHORIZING A CONTRACT WITH SHI INTERNATIONAL CORPORATION FOR THE PURCHASE OF A MICROSOFT ENTERPRISE AGREEMENT

RESOLUTION 2015-75 – AUTHORIZING A DISCOUNT FARE STRUCTURE WITH THE CITY YEAR COLUMBUS PROGRAM

RESOLUTION 2015-76 - AUTHORIZING A CONTRACT WITH JRED SERVICES, LLC FOR TRASH COLLECTION SERVICES FROM COTA BUS SHELTERS

Trenoff moved to approve these resolutions. Kaufman seconded the motion. Tyler Lee and Bartley abstained on Resolution 2015-72. Motion passed.

10. OTHER BUSINESS

No other business came before the Board.

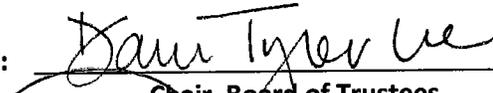
11. UPCOMING MEETING(S)

Chair Tyler Lee reviewed the upcoming meeting schedule.

12. ADJOURNMENT

The meeting adjourned at 9:35 a.m.

Adopted: September 23, 2015

Signed:   
Chair, Board of Trustees

Attest:   
President/CEO