

Minutes  
Central Indiana Regional Transportation Authority (CIRTA)  
March 24, 2010, 9:00 – 11:00 AM  
IndyGo – Indianapolis Public Transit Corporation  
1501 W. Washington St.  
Indianapolis, IN 46222  
IndyGo Board Room

**Members Present:**

Ron Deer  
Mike Hale  
Mike Terry  
Jerry Bridges  
Linda Sanders  
Sue Ritz  
Christine Altman  
Ben Ledo  
Chuck Fewell  
Marta Moody  
Gil Holmes  
Larry Hesson

**Members Absent:**

David George  
Don Adams  
Bob Sterrett  
Rob Thoman  
Bill Kirchoff

**Staff:**

Ehren T. Bingaman

**Public Present & Signed In:**

Joanne Hamilton  
Tom Sturmer

Roger Hollands

Steve DeVoe

Sean White

Irene Wegner

Kim Irwin

Roscoe Brown

Jen Thomas

Anita Beverly

Andrea Thomas

Janice Davis

Janette Fulkerson

A quorum was recognized by the Chair and the meeting was called to order at 9:10 AM. Board members introduced themselves to the public. Ben Ledo, appointed by Mayor Ballard, was introduced as the newest member. B. Ledo indicated that since this was his first meeting he would abstain from all votes occurring at this meeting.

The minutes from the February 24, 2010 meeting were presented for consideration. *G. Holmes moved to adopt the minutes, J. Bridges seconded. The motion was approved unanimously.*

E. Bingaman presented the financial report for the year ending 2009. *C. Fewell moved to adopt the 2009 Financial Statement, M. Terry seconded. The motion was approved unanimously.* E. Bingaman presented Claim # 100324 for payment. *S. Ritz moved to approve the Payment of Claims #100324, J. Bridges seconded. The motion was approved unanimously.*

Under old business G. Holmes and E. Bingaman presented a proposal for professional services of public affairs and minority outreach with Ice Miller. G. Holmes clarified that the goal was to target elected officials that represent urban populations in Central Indiana, that it is important to address all minority populations in our effort to educate and plan for transit, and that Carl Drummer from Ice Miller, the contract lead, mapped a solid strategy. M. Terry requested that we make sure to coordinate with IndyGo's communications strategy in order to avoid mixed messages. J. Bridges asked that churches be added to the targeted groups for outreach and that Madison and Delaware counties be included in this outreach. J. Bridges and M. Moody offered to help facilitate any Muncie and Anderson meetings to avoid spreading consultant and staff too thin. R. Deer suggest that there were local Somalia and Indian populations that could be targeted. J. Bridges asked if this was a shared expense – 80% Federal/20% local. E. Bingaman clarified that this would be funded 100% from local funds. J. Bridges moved that CIRTA contract for up to \$22,500 for professional services of public affairs and minority outreach with Ice Miller, L. Hesson seconded. G. Holmes added that the scope should reflect the modifications made by the board that the phrase "diverse urban populations," be added to the scope. *J. Bridges restated the motion that CIRTA contract for up to \$22,500 for professional services for public affairs and outreach to diverse urban populations with Ice Miller, L. Hesson seconded. The motion was approved unanimously.*

E. Bingaman provided a summary of IndyConnect progress. R. Deer appreciated that Mayor Ballard (Indianapolis) had attended the IndyConnect meeting in Greenwood. It reinforced the goal of regionalism.

E. Bingaman introduced a summary of activities regarding Regional Express Bus and the sustainability of the service. E. Bingaman has met with IndyGo staff, and representatives from Carmel and Fishers to discuss the opportunities available. JARC (Job Access and Reverse Commute) and CMAQ (Congestion Mitigation and Air Quality) federal grant programs will be evaluated again. IndyGo has made an effort to keep the program going through the end of the year. CIRTAs and IndyGo are working on a communication strategy to keep Express riders informed of the current situation. J. Bridges suggested that staff target the Federal Highway Administration (FHWA) for a release of state CMAQ funds in May. E. Bingaman suggested that the program could be differentiated if it focused on reverse commute for those that live in the downtown to reach jobs in Hamilton County, perhaps partnering with new services by the expanding Hamilton County Express. C. Fewell pointed out that the federal transportation budget had a continuing resolution passed and that federal funding for transportation would be available through the end of the year.

No New Business was presented at this time.

E. Bingaman delivered the Executive Director's Report. It was determined that the IndyGo Board room was suitable location for future meetings. It was reported that interviews for the Program Liaison position would be occurring in the following week. L. Hesson, J. Bridges, and S. Ritz volunteered to support in the interview process. E. Bingaman reported on the status of CICS (Central Indiana Commuter Services) contract with IndyGo. C. Altman suggested that the planned contract extension add 30 days for additional consideration to continue with PB as the vendor. J. Bridges said that CICS should be a cornerstone of the region's multi-modalism program. He suggested that the CICS cost calculator be added to the CIRTAs.us web page and that CICS can do a better job of outreach and enrollment of participants. C. Altman asked about the grant proposal that called for more park and rides and more innovation. She expressed concern with the status of the program. C. Altman suggested that marketing of CIRTAs and IndyGo with CICS should be a coop and those logos should appear with CICS advertising. G. Holmes asked that performance measures be a part of this contract. E. Bingaman reported that the Rural Transit Study was near complete. The last phase of marketing was underway.

During Service Provider Updates S. Ritz reported that many of the rural providers were beginning to receive their vehicles and software provided by ARRA (American Reinvestment and Recovery Act) funds.

During other business J. Bridges shared some of the successful air quality and outdoor advertising materials that they have recently done in Madison County. They are trying to do more tandem marketing efforts with partners like CICS. J. Bridges is trying to work with INDOT on HOV (high occupancy vehicle) lane strategies for interstates. C. Altman added that INDOT should be approached as a partner for sustained express bus and signal prioritization as done during the "hyper fix" project a few years back.

G. Holmes moved to adjourn, S. Ritz seconded. The motion carried by consent.