



Central Indiana Regional Transportation Authority  
CONNECTING PEOPLE AND PLACES

Central Indiana Regional Transportation Authority (CIRTA)  
October 25, 2016, 9:00 AM – 11:00 AM  
Cirta – 320 N. Meridian Street Rm. 911  
Indianapolis, Indiana 46204

**Board Members Present:**

Don Adams  
Christine Altman  
Calvin Cargile  
Jerry Bridges  
Bill Ehret  
Larry Hesson  
Andrew Klineman  
Joe McGuinness Mark Richards  
Linda Sanders

Cam Starnes  
Cassie Stockamp  
Dan Woo

**Board Members Absent:**

Tim Haak  
Marta Moody  
Andy Cook

**CIRTA Staff Present:**

Lori Kaplan  
John Kennie  
Andrew McGee  
Jeff Seidenstein

A quorum was recognized and the regular board meeting was called to order by C. Stockamp at 9:09 a.m.

**Introductions**

Introductions were made by the Board members, CIRTA/Commuter Connect staff and the public.

**Consideration of Memorandum of Regular Board Meeting 9/20/2016**

The memorandum of the September 20, 2016 meeting of the CIRTA board was presented for consideration. *L. Sanders moved to accept the minutes, J. Bridges seconded. The motion was unanimously approved.*

**Consideration of Financials**

**AP Voucher Register – Resolution #2016-10-01**

- J. Seidenstein presented the AP Voucher Register. The only non-typical expense was the voucher from Baker Donelson for \$6,000 which was our once a year payment for representation in Washington DC.
- J. Seidenstein added one correction: The first Bloomington Shuttle invoice for the Whitestown Connector had an error, but was corrected on the handout which was \$17,480.06, which was only \$30 different.
- The Prometheus consulting check was printed, signed and sent out last month, but not included in last month's voucher register, so it was included on this month's register.
- The Affirm agency check was for \$104,000 in advertising expenses for Commuter Connect.
- J. Seidenstein is asking the board to approve \$251,735.35 which is the amended total.
- *J. Bridges moved to accept Resolution #2016-10-01 approving the Amended AP Voucher Register as presented, L. Sanders seconded. The motion was unanimously approved.*

**Cash Flow Report**

- J. Seidenstein reported that as of the end of September we had \$110,551 in the bank, but as of today that amount is \$312,000, with a large portion of those funds to cover checks approved today.

**Budget Report**

- J. Seidenstein presented the budget report. He reported that we are in good shape for the rest of the year. We've spent \$1,175,000 through September 2016, but we are budgeted for 2.3 million. It is unlikely we will spend all funds budgeted and unspent funds will be carried over to 2017.

## **Grants Docket Report # 2016 - October**

- J. Seidenstein presented the Grants Docket report to the board. He reported that everything is in good shape with the grants. He pointed out that the Commuter Connect grant is down to a balance of \$689,000 and will possibly run out of funds by the first quarter of next year; at which time we will begin tapping into the new grant.  
J. Seidenstein also added that the 5307 grant for the South Plainfield connector has a balance of \$32,810 which is enough to get us through the year, but those funds likely will be depleted in the first quarter of 2017. Other funding mechanisms are in place to continue the South Plainfield Connector.

## **New Business**

### **Resolution #2016-10-02 – Resolution to Approve and Adopt the 2017 Budget**

- J. Seidenstein presented the 2017 budget report to the board. He stated that the budget has been reviewed by the Executive and Finance Committee, and there have been no changes since that meeting.
- J. Seidenstein also stated that we are in receipt of the Hamilton County 2017 partner contribution.
- Total personnel expenses are \$600,849.00 and total non-personnel expenses are \$1,747,471.00
- *J. McGuinness moved to accept Resolution #2016-10-02 to approve and adopt the 2017 budget as presented, D. Adams seconded. The motion was unanimously approved*

### **Resolution #2016-10-03 – Resolution to Ratify the Contract with Connect Think for Website Design and Development.**

- A. McGee updated the board that the web development team of Connect Think will have Studio Sciences as a sub on the contract. Studio Science was was one of the two finalists, and is the same team recently used by IndyGo to update their website.
- The contract includes a not-to-exceed amount of \$52,960 for the initial website, as requested by the board at last month's meeting. \$12,000 is the maintenance cost for the year (10 hours per month) and \$2,400 is for the hosting, so the total still represents the original proposal amount.
- *J. Bridges moved to accept Resolution #2016-10-03 approving the motion to ratify the contract with Connect Think for website design and development as presented, A. Klineman seconded. The motion was unanimously approved*

### **Public Media Coverage Update - J. Thomas**

J. Thomas advised the board that she has been busy along with the Transit Education & Engagement team which consists of: CIRTA, MPO & IndyGo to educate about the Marion County Transit plan.

- The goal was to inform people that transit is on the ballot & drive people to the [www.indyconnect.org](http://www.indyconnect.org) website
- Advertising efforts were directed to Facebook, Pandora, print media and other online efforts. The cost of Indy Star advertising, in the amount of \$22,000 was covered by CIRTA through 5307 funds

Social Media Objectives were:

- To inform about the facts
- Spur sharing & conversation

Other Public Engagement Efforts included:

- Over 100 public meetings
- Presentations to stakeholders and community groups
- Media briefings
- Street teams
- Did not include advocacy; just education.

### **Transit Referendum Update – Kelly Mirgeaux – Transit Drives Indy**

- Transit Drives Indy is a coalition comprised of individuals, businesses & organizations across Marion County that have combined efforts to educate as well as advocate on the benefits and impact as well as raising awareness on the plan and referendum.
- Transit Drives Indy official launch was in August

- There have been over 75 TDI Events since June
- 518 individuals have signed on officially with TDI
- Social media efforts have included: Facebook, Twitter & Instagram
- TDI spends as much of its time as possible to educate as well as advocate
- Goal is to have 100 volunteers out on election day

## Staff / Contractor Reports

### Legislative Report - L. Kaplan

- L. Kaplan reported for Rick Cockrum, who was not able to attend today's meeting. Kaplan shared that there is interest in Hendricks county to have the ability to do a referendum possibly in 2018. R. Cockrum will be watching for opportunities in the next legislative session.
- L. Kaplan added that there should be money for transportation infrastructure in 2017, and there is a concerted effort to direct some of those funds toward transit

### Executive Director – L. Kaplan

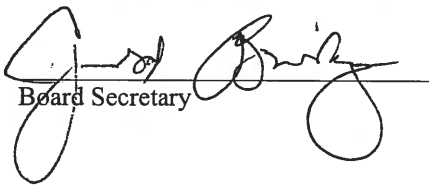
- L. Kaplan shared with the board that staff have been working to get on the agenda of the Whitestown Town Council to update them on the Whitestown Connector. This is the first step towards approaching the council for sustainable funding for the connector.
- South Plainfield Workforce Connector is still going strong and ridership is good
- IndyDoDay –. CIRT and Commuter Connect team participated by volunteering at Gleaner's Food Bank.
- L. Kaplan announced that our next meeting will be at the Transit Center, and moving date is on November 17th

### Assistant Director – Commuter Connect – A. McGee

- A. McGee reported to the board that Car Free Day Indy was a huge success, and that there was a lot of earned media.
- A. McGee was interviewed twice by Fox 59. And L. Kaplan was interviewed by WRTV 6 in Broad Ripple
- We had 589 people take the pledge to go car free or car lite for the day
- We followed up with those commuters to encourage them to sign up to our database
- A. McGee added that Car Free Day Indy this year was a success and that next year can be much better
- Our partners had tables on Monument Circle: including IndyGo, AARP, and CICOA. Additionally IndyCog organized a bike ride that day.
- As an indication of the success of Car Free Day Indy, website traffic for Commuter Connect is up for September and October when compared to the average monthly website traffic.

### Adjournment

*At 10:50 a.m., J. Bridges moved to adjourn the meeting, C. Altman seconded the motion. The motion was unanimously approved*

  
Board Secretary

December 6, 2016  
Date

