



Central Indiana Regional Transportation Authority (CIRTA)
May 23, 2017, 9:00 AM – 11:00 AM
MIBOR REALTOR® ASSOCIATION
1912 N. Meridian Street
Indianapolis, IN 46202

Board Members Present:

Don Adams
Christine Altman
Jerry Bridges
Calvin Cargile
Andy Cook
Bill Ehret
Larry Hesson
Andrew Klineman
Marta Moody
Cam Starnes

Cassie Stockamp
Dan Woo

Board Members Absent:

Tim Haak
Joe McGuinness
Mark Richards
Linda Sanders

CIRTA Staff Present:

Lori Kaplan
Lisa Bailey
Andrew McGee
Philip Roth
Jeff Seidenstein
Renee Walker
Heather White

A quorum was recognized and the regular board meeting was called to order by C. Stockamp at 9:07 a.m.

Introductions

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

Consideration of Memorandum of Regular Board Meeting 3/28/2017

The memorandum of the March, 2017 meeting of the CIRTA board was presented for consideration.
M. Moody moved to accept the minutes, J. Bridges seconded. The motion was unanimously approved.

Consideration of Resolution #2017-5-06-Resolution to Approve CIRTA Strategic Plan 2017

Because board member A. Klineman had to leave the board meeting early, so that this matter could be taken out of order, *C. Altman made a motion to open discussion and vote on the Resolution to Approve CIRTA Strategic Plan 2017 provided the vote remained open until after discussion, when this matter was to be further considered in the order of the original meeting agenda. A. Klineman seconded. The motion was unanimously approved.*

A. Klineman prefaced his vote by indicating that he was very pleased with the process which resulted in the strategic plan and with the final product. A. Klineman voted immediately as he needed to leave the meeting early. A. Klineman voted in favor of approving the strategic plan. Further discussion resumed after the resolution to approve the Commuter Connect Sponsorship Agreement with the Indianapolis Indians.

Consideration of Financials

AP Voucher Register – Resolution #2017-5-01 -Action Required

- J. Seidenstein presented the AP Voucher Register. He explained that the expenditures are mostly routine and there were no unusual items on the register. *J. Bridges moved to accept Resolution #2017-5-01 approving the AP Voucher Register as presented, C. Starnes seconded. The motion was unanimously approved.*

Financial Report

- J. Seidenstein presented an explanation of the 2014 & 2015 audit reports. He explained that the audit took 3 ½ months to complete. There was an exit interview on 4/27/17. The 2014 audit report shows some problems, which were consistent with the audit results from the prior two years. CIRTAs had not received audit reports for 2012 and 2013 until early 2015, and therefore had not yet had a chance to make corrections pursuant to those years. The 2015 audit shows only 1 issue. Corrections have been put in place.

Budget Report

- J. Seidenstein presented the May budget report. All revenues and expenses are on track, with no concerns at this time. C. Altman inquired as to why fare box revenue was so low – at \$240.00. J. Seidenstein explained that this amount only reflects ride tickets sold directly from the CIRTAs offices, rather than the fares collected on board Connector vehicles. C. Altman asked that a monthly fare box report be made available.

Cash Flow Report

- J. Seidenstein stated that the cash flow is good; there is \$262,000 in the bank, and he has no concerns.

Grants Docket Report # 2017 - May

- J. Seidenstein presented the Grants Docket report to the board. CIRTAs is nearing the end of the 2012 CMAQ grant for Commuter Connect, and will soon start drawing funds from the 2016-2018 grant. No concerns at this time.

New Business

Resolution #2017-5-02 – Resolution to approve Contract Extension with Baker, Donelson – Action Required

- L. Kaplan and C. Altman led a discussion on the value of CIRTAs having a federal representative and the great value as a result of CIRTAs being in joint agreement along with Noblesville and Hamilton County. The cost for the service is only \$6000.00 per year. The board agreed to the good value and quality of services rendered. *B. Erhet made a motion to approve the contract extension, D. Adams seconded. The motion was unanimously approved.*

Resolution #2017-5-03 – Resolution to approve Extension of GoExpress North Plainfield Connector--Action Required

Resolution #2017-5-04 – Resolution to approve Extension of GoExpress Whitestown Plainfield Connector--Action Required

- L. Kaplan gave explanation that both contracts are a continuation of existing services. *C. Altman made a motion to approve extensions of GoExpress North Plainfield and Whitestown Connectors, L. Hesson seconded. The motion was unanimously approved.*

Resolution #2017-5-05 –Resolution to approve Commuter Connect Sponsorship Agreement with Indianapolis Indians—Action Required

- A. McGee gave explanation of the Commuter Connect Sponsorship agreement with the Indianapolis Indians. He stated that Commuter Connect will have 35 on-field promotions during the season in addition to one night, August 25th, when we will have an information table and be featured in advertisements and fireworks. C. Altman recommended that staff be present to assist potential commuters. *C. Altman made a motion to approve. J. Bridges seconded. The motion was unanimously approved.*

Old Business

Resolution #2017-5-06 –Resolution to approve CIRTAs Strategic Plan 2017—Action Required

The discussion on the subject of the CIRTAs strategic plan was continued from earlier in the meeting. L. Kaplan and P. Roth gave explanation of the 2017 CIRTAs Strategic Plan. The strategic plan is necessary to provide structure and definition, as well as to make sure that we are being intentional in how services are added. The plan will help to examine CIRTAs role in public transportation, and look at the existing organizational structure. L. Hesson stated that he would like to have full confidence in knowing the plan could be funded if it were to be adopted.

L. Kaplan stated we would only move forward as we can afford it. C. Altman added that the plan is an opportunity for additional counties to get involved, and unless we have a vision, we will not get there. P. Roth stated that ridership and terms of service will continue to grow and that there are other grant opportunities available that we will be applying for. L. Kaplan stated that a budget will be put together in the near future, once the strategic plan is adopted by the board. *C. Altman made the motion to approve and adopt the 2017 Strategic Plan. A. Cook seconded the motion. The motion was unanimously approved.*

Staff/Contractor/Partner Reports

- **Indy Connect Survey—Cindy Benedict—Stones 3 Resources**
C. Benedict passed out cards with the link to the two surveys that are currently being offered. She asked everyone to please take the surveys. L. Kaplan shared with the board that the surveys are visual, and very interactive. The board will receive survey results once they become available. A. Cook asked where a survey link could be accessed from; L. Kaplan stated survey links would be sent to each board member.
- **Legislative Wrap-Up Report—Rick Cockrum—Capitol Assets LLC**
R. Cockrum gave a quick legislative wrap-up. He reported that Guilford Township in Hendricks County now has the ability to pursue a transit referendum, should it so choose. He also was pleased to report, that CIRTAs is very well branded now in the Indiana legislature. He no longer finds a need to explain who we are when communicating with legislators.
- **Public Relations Report—Jen Thomas**
J. Thomas presented that the new strategic plan will be helpful in communicating what CIRTAs is doing. IBJ would like to talk to CIRTAs. She also reported that there will be some marketing dollars available through the Plainfield EID, and a communications plan is now being developed along with the staff, which will be reported on at the next board meeting. The plan will likely include advertising on Facebook, as well as strategically placed billboards. Also, the Indy MPO has generously agreed to lend one of its summer interns to assist with administering on-board surveys of riders. C. Altman asked if employers are pushing our advertising, and if job fairs included CIRTAs information. L. Hesson asked if HR people are given our advertising info. In both instances, this is happening. Finally, J. Thomas shared the article that L. Kaplan wrote for Inside Indiana Business regarding the benefits to employers when their employees participate in Commuter Connect, our rideshare program.
- **Executive Director Report – L. Kaplan**
L. Kaplan shared updates on Indy Connect: \$50 million of the FTA Small Starts grant has been awarded for the Red Line; this will help IndyGo to stay on course. Red Line construction bids are to be opened in August, with construction expected to begin in November of this year. C. Cargile was invited to provide other updates from IndyGo. He reported that that an increase in service means an increase of needed drivers, and IndyGo has begun the process of hiring additional drivers.

L. Kaplan also reported on the status of referendum in other counties. She reported that she and C. Benedict are in regular communication with representative of Greenwood, Carmel, Westfield, and Plainfield, and their townships to offer our expertise and resources for education and outreach. Discussion continues to be ongoing concerning the best way to get the information to the public.

L. Kaplan advised that Columbus, Indiana is interested in teaming with CIRTAs to provide the Commuter Connect program for its residents and employers. While we can't use existing grant funds for this, we can provide fee based services. A. McGee and L. Kaplan will be meeting with Columbus and will continue to have conversations on how to meet this request.

L. Kaplan gave an update on our third-party provider vanpool vehicles: Enterprise has purchased vRide. Enterprise has informed CIRTAs, that it will be canceling the vRide contract; however, we have not yet received notice of cancellation. A. Poindexter is aware of the situation and available to provide legal advice as needed. On a positive note, some vRide employees have been hired by Enterprise, which makes the transition a bit smoother.

We are hoping that Enterprise will adopt some of vRide's policies and implement some of the vRide contractual agreements.

L. Kaplan also shared that a board retreat is being planned, and board members will be advised as those plans come together.

- **Assistant Director Report – Commuter Connect--A. McGee**

- A. McGee shared the results of the recent vanpool survey. Overall, we had a 15% response rate, with 90% of the respondents being very satisfied or satisfied; 0% was dissatisfied, 50% found out about vanpools through their employer, and 50% said the biggest benefit to vanpooling was saving money. There were comments that indicated the need for Enterprise to clearly communicate procedures regarding billing and maintenance.
- “Bike To Work Day” was a success. CIRTAs were present in 2 different locations.
- A. McGee showed a couple of the “The Perfect Match” ads. He noted that this campaign has a great click through rate, is played during rush hour and on billboards as well.
- A. McGee stated that “Car Free Indy Day” is 9/22/2017, and that he is working on prize donations.

- **Mobility Manager Report – Whitestown Connector--P. Roth**

P. Roth explained the recent restructuring of the Whitestown Connector service. The service has been retimed to coordinate better with employers and additional drop off/pick up locations have been added.

- P. Roth shared that he is in communication with Amazon and Integrity staffing regarding improving communications to employees, as well as teaming with Amazon to provide a holiday employee shuttle; he is aware that there are issues to sort through, but hopes to come up with a strategy that is workable.
- P. Roth stated that the 5307 grant for 2017 is almost finished. C. Altman asked if the demographics of where the riders are coming from have been identified; she also stated “if you can identify a specific township, you should contact that trustee for finances”. P. Roth responded that there is a ridership survey set for implementation in June for the South Plainfield Connector, and that the staff would look at expanding it to the other two Connectors. The survey will also query on residential location.

Adjournment

At 10:55 a.m., L. Hesson moved to adjourn the meeting, B. Ehret seconded the motion. The motion was unanimously approved

Board Secretary

August 22, 2017

Date