

Central Indiana Regional Transportation Authority (CIRTA)

September 22, 2020 9:00 AM – 11:00 AM

Held at Franklin Recreation in Beeson Hall

396 Branigin Blvd.

Franklin, IN 46131

**Board Members Present:**

Don Adams

Christine Altman (via phone)

Jerry Bridges

Andy Cook (via phone)

Bill Ehret

Marta Moody (via phone)

Mark Richards

Linda Sanders

Robert Waggoner

Dan Woo

Larry Hesson

Cam Starnes

**Board Members Absent:**

Greg Henneke

Andy Klineman

**CIRTA Staff Present:**

Ehren Bingaman (Transpro Consulting)

Jennifer Gebhard

Molly Oliver

DeAndre Rhodes

The meeting was called to order by B. Ehret at 9:03 AM with a quorum. The Executive Session was called to order and the public was released to another room while this took place.

**Introductions**

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

Consent Agenda Items presented for consideration:

Consideration of Memorandum of Regular Board Meeting of August 25th, 2020

Accounts Payable Voucher Register

Financial Report

Grant Docket

**Consideration of Resolution #2020-09-22-01 – Adoption of consent agenda**

Old Business

1. Executive Update

Update from E. Bingaman concerning transition for next Executive Director.

*B. Ehret shared gratitude to board members for hard work in locating a new ED.*

*L. Sanders made a motion to accept the consent agenda items. R. Waggoner seconded. The motion was approved by all in attendance*

**Resolution #2020-09-22-02 – Resolution to approve the hiring of a new Executive Director**

*L. Sanders made a motion to approve the resolution, J. Bridges seconded.*

*The motion was approved by all in attendance.*

B. Ehret introduced John Seber as the new Executive Director

**Resolution #2020-09-22-03 – Resolution regarding 5307 allocation methodology**

B.Ehret explained that the MPO is waiting on various stakeholders and continuing research and directed conversation to J.Higginbotham with the MPO who explained that INDOT is still rolling out the transition plan and where the allocation of funds would be directed either to IndyGo or CIRTA and a decision needs to be done by end of September with a consensus. Becky with Access Johnson County expressed the need for this services and willingness to help and her thankfulness to CIRTA and the MPO.

*M. Richards made a motion and L. Hesson seconded.* *C. Altman recommended language to state that all board members approve in place of executive committee.* **Language was amended** *to state this and motion to approve by M. Richards and seconded by L. Hesson and approved by all.*

**Second amendment of Resolution regarding 5307 allocation methodology**

Language should be Indianapolis Metropolitan Planning Organization Transportation Policy Committee

*All board members approved motion to amend this motion.*

**CIRTA Updates**

**Commuter Connect:**

J. Gebhard shared that staff is continuing to promote transportation options via phone conversations, Zoom meetings and some in-person events. Since the August board meeting, they have represented Commuter Connect and registered commuters at the Anderson Farmer’s Market Noblesville Farmers Market, Fishers Farmers Market and the Julia Carson Transit Center. They have also been attending several job fairs to network with HR representatives and promote our workforce resources. They have signed up 7 new participating employers in the first two weeks of September: Jam Printing and Promotions, Bike Line, E Boom Bikes, Matthews Bikes, Jackrabbit Coffee, Buckskin Bikes and Central Supply.

**Vanpools:** Commuter Connect is at 6 vanpools with 72 participants in operation. This is down from 34 vanpools and 390 participants before COVID. We have stayed in touch with the previous vanpool participants, and most have indicated they are currently teleworking and intend to resume vanpooling when they return to their worksites. To keep everyone engaged in our program, we are developing a “We’re Thankful for our Vanpooler’s” Thanksgiving contest for the 390 current and previous vanpoolers. Throughout November, we will ask them to complete a survey and log a telecommute so they can be entered into drawings for grocery store gift cards which are getting donated.

**Car Free Day** We launched the “Car Free Day Every Day” paid advertising campaign on Aug. 31 that includes online display ads, pay-per-click ads, and radio spots. Top -line results from Aug. 31-Sept. 12: • Overall web traffic is up 543% • New users to the website total 2,774 • More than 3.2 million impressions have been served and resulted in 1, 637 clicks to the website.

**Mobility:**

D. Rhodes gave an overview of CIRTA’s mobility programs and reported Workforce Connect ridership. He shared that the South Plainfield ridership for month of August 2020 was 1,667 riders vs. previous month of July 2020 of 1,673 riders, a 0.35% decrease in ridership.

The Whitestown ridership for month of August 2020 was 691 riders vs. previous month of July 2020 of 590 riders, a 17.1% increase in ridership.

The North Plainfield ridership for month of August 2020 was 255 riders vs. previous month of July 2020 of 337 riders, a 24.3% decrease in ridership.

CIRTA is currently using Ufe3GO to display real-time vehicle location for clients. The FY2020 CARES ACT Operating Grant has been executed and is now active. The board approved resolutions to enter into contract with Royal Transportation (North / South Plainfield) and Miller Transportation (Whitestown) Weekend service for workforce connectors will begin November 7th and will end January 10th, 2021.

**Legislative Update:**

R. Cockrum was not able to present as he is in quarantine for a surgery. B. Ehret shared the report and it stated that the committee discussed Bureau Motor Vehicles with meet again on September 24th for INDOT Operations. It will be a long session in January and important that the coalition does its best to keep the funding stable. Legislative session will adjourn in April.

**Marketing/Promotion:**

J. Thomas shared she is working on increasing CIRTA’s social media presence as well as working with staff at Commuter Connect to share the importance of teleworking and registering. Molly is working on a vanpool promotion to keep them engaged that will take place in November. Also, CIRTA will be releasing an announcement plan for Johns new role as Executive Director.

**Adjournment**

*The motion to adjourned was entered into by M. Richards and approved by all in attendance at 10:05am.*