

BOARD OF TRUSTEES  
SOUTHWEST OHIO REGIONAL TRANSIT AUTHORITY

MINUTES OF: Regular Meeting of the SORTA Board of Trustees

DATE: Tuesday, January 19<sup>th</sup>, 2016, 9:00 a.m.  
SORTA/Metro Mt. Adams Board Room  
602 Main Street  
Cincinnati, Ohio 45202

**BOARD MEMBERS**

PRESENT: Maurice Brown, Brendon Cull, Kreg Keesee, Mary Miller, Ron Mosby, Ken Reed, Gwen Robinson, Karl Schultz, Daniel St. Charles, Brad Thomas

BOARD MEMBERS ABSENT: Jason Dunn, Gregg Hothem, Jack Painter

STAFF MEMBERS: Dwight Ferrell, Donna Adkins, Michelle Cantor, Matt Conover, Bill Desmond, Paul Grether, Darry Haley, Sallie Hilvers, Brandy Jones, Olivia Jones, Mary Moning, Wright Parkes, Sean O'Leary, John Ravasio, Alex Reed, Alan Solomon,

OTHERS: Troy Miller, ATU Local 627; Nick Sunyak, City of Cincinnati; Nick Vehr and Darcy Schwass, Vehr Communications; Lisa Bernard-Kuhn, WCPO Digital, Robert Shuemak, Hamilton County Developmental Disabilities

**CALL TO ORDER**

Mr. Reed, SORTA Board Vice-Chair, called the meeting to order.

**PLEDGE OF ALLIGANCE**

The Pledge of Allegiance was recited.

**HEARINGS FROM CITIZENS**

Mr. Reed asked if there were any citizens present who would like to address the Board. There were none.

**APPROVAL OF DECEMBER 8, 2015 REGULAR MINUTES AND DECEMBER, 16, 2015 SPECIAL MINUTES**

Mr. Thomas made a motion that the minutes of the December 8, 2015, regular meeting and the December 16, 2015 special minutes be approved as previously mailed, and Mr. Schultz seconded the motion. By voice vote, the Board approved the minutes.

**COMMITTEE REPORTS**

**Governance & Nominating**

Mr. Thomas reported on the Governance & Nominating Committee meeting that had been held earlier that morning, explaining that Mr. Dunn and Mr. Reed had been nominated as chair and vice-chair, respectfully. He called for any further nominations from the floor. There was no response, and Mr. Thomas declared that the nominations were closed.

By roll call vote, the Board approved Mr. Dunn and Mr. Reed as chair and vice-chair, respectfully; Mr. Reed abstained from voting for himself as vice-chair.

### **Community and Government Relations**

Mr. Cull reported on the Community and Government Relations Committee meeting held on January 12, 2016, and proposed the following to the Board for approval:

#### **Proposed Resolution No. 2016-03: Approval of Contract for Strategic Public Relations Services**

Mr. Cull moved for adoption, and Ms. Robinson seconded the motion. This resolution approves a contract with Vehr Communications for one year, at a price of \$150 per hour plus outside service expenses, for a total cost not to exceed \$150,000.

By roll call vote, the Board unanimously approved Resolution No. 2016-03.

Following the vote, Mr. Keesee wanted to assure that if a contract goes over the initial amount proposed by the Board, it comes back to the Board for approval.

### **Finance Committee**

Mr. Keesee reported on the Finance Committee meeting held on January 12, 2016 and proposed the following to the Board for approval:

#### **Proposed Resolution No. 2016-01: Approval of the Revised 2016 Operating Plan**

Mr. Keesee moved for adoption, and Mr. Mosby seconded the motion. Mr. Keesee discussed the revised operating plan, noting several changes that had been made since the 2016 Operating Plan that was brought to the board in December 2015.

By roll call vote, the Board unanimously approved Resolution No. 2016-01.

### **Planning and Operations Committee**

Mr. Thomas reported on the Planning and Operations Committee meeting held on January 12, 2016, and proposed the following to the Board for approval:

#### **Proposed Resolution No. 2016-02: Approval of Sale and Conveyance of Property for I-71/MLK Interchange**

Mr. Thomas moved for adoption, and Mr. Robinson seconded the motion. This resolution approves the sale and conveyance of a 1.328 parcel of real property at the I-71/MLK interchange to the Ohio Department of Transportation (ODOT) for \$16,920 and grants temporary construction easements for three (3) additional parcels for \$2,950. The price exceeds the appraised value.

By roll call vote, the Board unanimously approved Resolution No. 2016-02.

### **Strategic Planning Committee**

Ms. Miller reported on the Strategic Planning Committee meeting held on January 19, 2016, and explained how the balanced scorecard system works. Ms. Moring explained that a balanced scorecard system is similar to building a house; with perspectives, a mission, vision, customer value proposition, organization enablers and challenges, and strategic results.

### **Ridership Report for November 2015**

Mr. Conover provided the November 2015 ridership report and stated that total ridership was 1.3 million rides in November, which was 1.9% below SORTA's projections.. Year-to-date ridership for 2015 was down 3.9% or 569,994 rides. When looking at total ridership against SORTA's new projections, ridership is up 3.1% or 40,973 rides. On-Time-Performance is 86.19% for local routes, against a goal of 88%. Mr. Conover presented the November Access ridership report and noted total ridership was 16,955 rides in November, 14.3 % above projections. Year-to-date Access ridership was up 5.9% from 2014. On-time performance was 93.4% against a goal of 93%.

### **November 2015 Financial Report**

Mr. Solomon presented the November financial report. Total revenues were \$7.8 million, which was unfavorable to budget by \$136,000 or 1.7%. Total expenses were also unfavorable to budget by \$110,000 or 1.4%. The end result was a net unfavorable variance of \$26,000 for the month and \$827,000 favorable year-to-date. Mr. Solomon also reviewed the significant contributing factors to these variances.

### **STREETCAR UPDATE**

Mr. Grether provided a streetcar updated through December 31<sup>st</sup>, including Transdev mobilization, operation and maintenance planning, and stated that rail activation committee meetings will resume on January 20, 2016. SORTA will receive the final report from the FTA in approximately eight weeks regarding Safety and Security Readiness Review (SSRR). The "Be(e) Streetcar Safe" Campaign continues to roll out as we move closer to the start of revenue service.

Mr. Schultz asked when the board will be able to get a technical tour of the streetcar. Mr. Grether noted that could currently be organized for Board members.

### **BOARD UPDATE**

Mr. Ferrell updated the Board on December 2015 events, including State of Metro annual meeting, bus seat testing by customers, and SORTA's receiving of the highest form of recognition in the area of governmental accounting and financial reporting from the Government Finance Officers Association of the United States and Canada (GFOA). He also presented a Year-End review, which included photo clips of some of SORTA/Metro's highlights from 2015.

### **NEW BUSINESS**

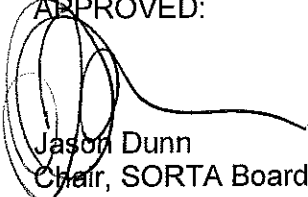
No new business was discussed.

### **NEXT MEETING**


The next regular meeting of the SORTA Board of Trustees is scheduled for Tuesday, February 16th, 2016, at 9:00 a.m., the SORTA/Metro Board Room, 602 Main Street, Suite 1200, Cincinnati, Ohio.

Mr. Reed made a motion that the meeting be adjourned and Ms. Miller seconded the motion. The Board approved by motion by voice vote and the meeting adjourned at 9:55 a.m.

APPROVED:

  
Jason Dunn  
Chair, SORTA Board

ATTESTED:

  
Dwight Ferrell  
CEO & General Manager