

**BOARD OF TRUSTEES  
SOUTHWEST OHIO REGIONAL TRANSIT AUTHORITY**

**MINUTES OF:** Regular Meeting of the SORTA Board of Trustees

**DATE:** Tuesday, April 17, 2012, 9:00 a.m.  
The SORTA/Metro Mt. Adams Board Room  
602 Main Street, Suite 1200  
Cincinnati, Ohio 45202

**BOARD MEMBERS**

**PRESENT:** Jason Dunn; Margaret Gutsell; Tom Hodges; Ken Reed; Sean Rugless;  
Karl Schultz; Lamont Taylor; Joe Zimmer

**BOARD MEMBERS**

**ABSENT:** Suzanne Burke; Todd Cooper; Gregg Hothem; Jim Tarbell

**STAFF MEMBERS:** Terry Garcia Crews; Donna Adkins; Perriann Allen; Daron Brown;  
Mike Carey; David Churchill; Bill Desmond; Inez Evans;  
Sallie Hilvers; Lou Ann Hock; Mike Ongkiko; Wright Parkes; Alex Reed;  
Mike Restle; Terri Stevens

**OTHERS:** Katie Crossen, Powers Agency; Troy Miller, Amalgamated Transit Union  
Local 627; Pam Martin, MV Transportation/Access; Donald Mills, Ohio  
River Way; Chris Moran, League of Women Voters; Lori Powers, Powers  
Agency

**CALL TO ORDER**

Mr. Rugless, Chair of the Board, called the meeting to order.

**APPROVAL OF MINUTES**

Mr. Reed made a motion that the minutes of the March 20, 2012, regular meeting be approved as previously mailed, and Mr. Taylor seconded the motion. By voice vote, the Board approved the minutes.

**HEARINGS FROM CITIZENS**

Mr. Miller introduced Pam Martin, an employee of MV Transportation for 12 years and a board member of the ATU. She was elected to her second term as board member in July.

**COMMITTEE REPORTS**

**Planning and Operations Committee**

**Introduction of Powers Agency**

Ms. Hilvers introduced Lori Powers, Chief Executive Officer, and Katie Crossen, Director of Public Relations, for the Powers Agency. The agency will focus on increasing ridership by emphasizing cost savings (due to higher gas prices), improving air quality and accessibility/convenience. The campaign theme of "I Go\*Metro" will highlight people in Greater Cincinnati who ride the bus regularly and the routes they ride. The first phase will begin in May.

**Proposed Motion: Legal Services**

Mr. Schultz moved for adoption, and Mr. Reed seconded the motion. This motion appoints William J. Desmond as General Counsel to the SORTA Board of Trustees. The motion also authorizes the CEO/General Manager or the CFO/Secretary-Treasurer to accept engagement letters with Dinsmore & Shohl for a blended hourly rate of \$265 per hour effective January 1 through December 31, 2012 and \$275 per hour for calendar year 2013. The engagement letter for Vorys Sater Seymour and Pease included a blended hourly rate of \$275 from July 1, 2012 through June 30, 2013 and a blended rate of \$290 from July 1, 2013 through June 30, 2014.

By voice vote, the Board unanimously approved the motion.

**March Financial Reports, December Transit Fund Revenue Update and February Ridership Report**

Mr. Restle presented the March financial report. Total revenues were about \$7.3 million, which is unfavorable to budget by \$30,000. Total expenses were about \$7.4 million, which is unfavorable to budget by \$46,000. This results in an overall net deficit for the month of about \$77,000. Year-to-date through the first quarter of the year we are overall favorable to budget by \$459,000.

Ms. Hock presented the March ridership summary report. Regular ridership was down 2.7%, which equates to over 36,000 rides. School ridership is up 15.2% for compared to March, 2011, and paratransit is 8.4% below 2011 or 1,364 trips. Total ridership for the month is up 3.5% above 2011 and 0.7% above budget.

Ms. Hock presented the transit fund report for March. Projected revenue through March was estimated at \$11,261,623 with actual revenue totaling \$11,139,071 for a deficit of \$122,552. Monthly projected expenses were estimated at \$11,380,845 with actual expenses totaling \$11,662,063 for a difference of \$281,218.

**CEO'S REPORT**

Ms. Garcia Crews discussed the list of federal and state grant applications Metro has submitted totaling \$21 million. Metro has been successful in securing \$1.6 million from the Ohio Transit Preservation Partnership in state grant dollars already in 2012 for 2013. She and SORTA Trustee Jason Dunn participated in the Cincinnati USA Regional Chamber's Washington DC Fly-In and met privately with staff from Ohio's congressional delegation and Federal Transit Administration. She is also continuing her outreach with state representatives by meeting with Rep. Peter Stautberg.

Metro has been asked to present our Bus Rapid Transit proposal at the U.S.-Africa Business Conference this summer.

On April 21, she will accept an Earth Day Environmental Award from Mayor Mallory for Metro's environmental efforts, i.e., hybrid buses, reuse of motor liquids, heating garages with waste oil, etc.

Ms. Garcia Crews is scheduling meetings with "Top 100" community and business leaders to talk about Metro and regional transit planning. Upcoming scheduled meetings include Chris Finney from COAST, John Deatrick, Lincoln Ware, Jeri Tolliver and the NAACP executive committee and membership.

She is also scheduling a meeting with Mayor Mallory and others regarding transportation planning for the World Choir Games. The meeting will include representatives from Metro/SORTA, Vehr Communications, the City of Cincinnati, the WCG planning team, the Cincinnati Convention & Visitors Bureau and others. After lengthy discussion, it was decided that Metro would draft an expectations document that details what services the organization will provide for the games and a cost estimate for these services and send that document to the Mayor.

Ms. Garcia Crews gave a status report on Metro's strategic plan and Ms. Evans provided a performance metrics or "dashboard" report that details operational goals and results for on-time performance, preventable accidents, mechanical service interruptions and complaints for fixed-route and Access service. Mr. Churchill and Mr. Carey were presented with CEO coins for their hard work developing the new and improved reports.

### **NEW BUSINESS**

There was no new business.

### **NEXT MEETING**

The next regular meeting of the SORTA Board is scheduled for Tuesday, May 15, 2012, at 9:00 a.m. in the SORTA/Metro Board Room, 602 Main Street, Suite 1200, Cincinnati, Ohio.


### **EXECUTIVE SESSION**

Mr. Hodges made a motion that the Board go into Executive Session as provided in Ohio Revised Code Section 121.22 (G)(3) for "conferences with an attorney . . . concerning disputes that are the subject of pending or imminent court action . . .". Mr. Reed seconded the motion. By roll call vote, the Board unanimously approved the motion and went into Executive Session at 11:00 a.m.


Mr. Reed made a motion that the Board return to regular session, and Mr. Schultz seconded the motion. The Board unanimously approved the motion and returned to regular session at 11:40 a.m.

The meeting was adjourned at 11:45 a.m.

APPROVED:

  
J. Thomas Hodges  
Chair

ATTESTED:

  
Lou Ann Hock  
Secretary-Treasurer