

RCTB RICHLAND COUNTY TRANSIT BOARD

19 N. Main St. Mansfield, Ohio 44902 419-774-5684 fax 419-774-5685

MINUTES of the March 13, 2024 RCT Board meeting

PRESENT:

Board: Scott Heimann, Ed Pickens, Crystal Davis-Weese, Todd Blankenship, Carl Neutzling

Absent: Donna Hight, Trae Turner

Regional Planning: Jean Taddie, Carol Coover

Transdev/First Transit: Tara Burchett, Chris Terry (via Zoom)

Guest: Rebecca Owens, Richland County EMA Director

Call to Order

Chairman Scott Heimann called the meeting to order at 8:30 a.m.

Recommended Actions: Routine Matters – CONSENT AGENDA

The February RCTB meeting minutes, bills to pay, TMR and RCTB financial reports, GM report, status of grant programs, ridership and advertising reports were provided in advance for review.

Crystal Davis-Weese made a motion to approve the consent agenda. Ed Pickens seconded the motion.

Jean called out one item in the Consent Agenda grant report, noting the FTA announced a partial year of funding for FFY24. The apportionment according to FTA formula was \$571,000, but ODOT reapportioned the funds and increased RCTB's apportionment to \$729,000, a 28% increase.

After discussion, the motion to approve the consent agenda carried.

Old Business

Rebecca Owens, Richland County EMA Director spoke about the upcoming Solar Eclipse on April 8, 2024. The county has been planning for this event for about a year, since the eclipse will impact the entire county. The window of the total eclipse should be between 1:00 pm to 5:00 p.m. We are anticipated up to 250,000 visitors to the county for this event, both from inside and outside of the state. The fairgrounds will have activities throughout the weekend and into Tuesday, April 8. There are also several other events planned in the area. Rebecca noted there could be cell phone issues because of overload on the towers, internet connectivity problems, and possible power outages. Law enforcement throughout the county will all be working together as one entity during this event. ODOT will be helping with traffic on 71 and Rt. 30. The county buildings will be closed with the exception of EMA and the sheriff department. EMA has not heard from employers/businesses as to what their plans are for the day. RCT has reached out to employers as well to see what they are planning.

Chris Terry shared the tentative plans for RCT service for April 8. Their plan is to be open until

about 1:30 pm and not run again until around 4:00 pm. They will be available for emergencies and will have drivers available to help if needed. They do not want to end up being part of the traffic problem. If they find out on that day that there are no traffic problems they can always go ahead and start service back up. Jean shared what other county transit agencies are doing around the state. The airport route is the biggest one that will be affected during that time. We don't know if the industries on that route may make some shift changes. The airport route will try to run its normal route, but later, after 4:00 pm. Jean noted that we need to let the community/employers know about the changes to the service as soon as possible. Chris hopes to start the communication with them next week. Rebecca Owens said she and the Chamber will start pushing to get the word out to businesses to decide what they are doing. Scott suggested contacting Clint Knight and the Regional Manufacturing Coalition. Todd thinks it would be easier to shut down the whole system except for the Airport Route and then start it up if there are no problems encountered that day. As long as people know ahead of time they can plan accordingly. Scott suggested also that we could run just Dial-A-Ride in the morning and stop it after 1:30 pm. Scott noted that the decision will in the end be made by Chris and her team at RCT. It just needs to be decided sooner than later to give our riders as much time as possible to make alternative plans.

The Operations Management contract and CAD/AVL contract are both making the rounds for signatures. On the HVAC contract, Jean noted that the Pipefitters union emailed her and they wanted to see our contract for the HVAC work. They requested that the HVAC rates be updated to show pipefitter rates. An HVAC contract addendum was provided in advance, and it has been signed by Cavalry Mechanical and approved by our attorney. So, everything else is staying the same, we are just updating the Davis-Bacon Wage rate form.

Todd Blankenship made a motion to approve the HVAC contract addendum. Carl Neutzling seconded the motion. With no further discussion, the motion carried.

Jean stated that part of the Transit Development Plan (TDP) includes our mission, vision and values. The board previously decided to take out mobility and transit and replace the wording with transportation. This was the updated in the TDP, but we never actually officially approved the mission, vision and values.

Ed Pickens made a motion to approve RCTB's new Mission, Vision and Values, as stated in the TDP. Crystal Davis-Weese seconded the motion. With no further discussion, the motion carried.

The TDP Plan is ready for final design and approval. Jean asked if anyone had any changes that they would like to see put into the final design. No one has anything to change. Jean suggested that we discuss a re-branding option in next month's board meeting.

Todd Blankenship made a motion to approve the final Transit Development Plan draft. Ed Pickens seconded the motion. With no further discussion, the motion carried.

One of the other components of the TDP are plans for Final Friday. Jotika and Jean are meeting with Richland County Foundation on Thursday to discuss the TDP as a whole and our plans for

Final Friday particularly. We are proposing 104 hours of service, using 4 buses. The hours will be from 7 pm to 11 pm except for July 26, which will run from 7 pm to midnight. We are doing this as Demand Response service. We are proposing this as fare-free and the trip must begin or end at the Final Friday site. We are also proposing service to Lexington as DMI said a large amount of customers come from Lexington. The cost should be under \$20,000. DMI will do most of the marketing for us and provide police and security for the event. We may be able to find other funding sources too.

Todd mentioned we might want to consider the Madison area which is past the service area also. Chris agrees with Todd that Madison area should also be included. Todd thinks we should add another bus to the service to get to the Madison area. It would be good to have the extra bus for the first week at least to be overly prepared and overcommit the first time to make sure it is successful. Jean noted that another bus will also up the cost. Scott feels we should try to find as many sponsors as possible for this first event. Chris thinks that maybe some of the bars would be willing to sponsor the buses too. Jean asked the board for recommendations on specific sponsors to contact. Scott suggested seeing what Richland Co. Foundation will give us and then we can look at other sponsors if they won't provide the full amount. Tara suggested the board sponsor an ad for the back or side of the bus.

Scott recommended having a special Final Friday ad hoc committee to plan this event. We could also include Jamie and Jen from DMI in the meeting. Scott asked for committee member volunteers. Todd, Donna, Trae, and Scott will be on the committee. Members will be contacted to set up a committee meeting. The board agreed that even if we get zero funding we still want to do the service. We would like to do bus ads on possibly 4 buses.

Another TDP project is bus stop planning. We are partnering with Richland Public Health and Ohio Dept. of Health on the HEAL grant. We are working on bus stop transition planning. Jean shared the goals with the board: Create a Public Transit Signage advisory group, Review components of effective Public Transit signage with advisory group, Finalize new Public Transit signage guidelines, Present/Advertise new guidelines to transit users and internal staff, and Evaluate newly adopted Public Transit guidelines. So, by the end of October we should have a plan in place on how we are going to implement the bus stop changeover to designated bus stops.

The EZFare master service agreement between NEORide and Masabi is 475 pages. Jean will need additional time to review the details of the contract. The contract is available for the board to review in the packet for more information. This will be discussed further at the next board meeting.

Service Change Pilot Updates – Scott noted that this report will be moved after this month in with the ridership reports in the consent agenda. The ridership is continuing to grow on the Ontario Circulator. There were over 650 riders for the month. The airport route is down almost half from last year. Chris noted that a lot of people have been let go at some of the facilities on that route. They are starting to rehire employees so we are hoping this number will go up.

Todd Blankenship made a motion to approve moving the service change pilot updates into the ridership reports in the consent agenda going forward. Carl Neutzling seconded the motion. With no further discussion, the motion carried.

Razor Communications provided the final analytics for our social media campaign. We outperformed Meta (Facebook) benchmarks. Click rate was \$.54 per click, average is \$.62 per click. When we started the campaign they thought they could get us at least 250 to 300 clicks to the website and we had 933 link clicks. 23,000 different users saw the ad leading to 128,000 impressions.

Jean noted that all documents were submitted on time for our Triennial Review and our in-person review is tentatively scheduled for July 9 – 10. July 10th is also the date of our July board meeting, and so it's recommended to change the date as discussed in new business. The triennial review documents are in the Triennial Review folder of the 2024 Board Packets.

Jean noted that the Mansfield CDBG Application is included in the packet for reference. We applied for \$88,500 and there is only about \$125,000 available.

New Business

Jean recommends changing the date of the July board meeting to Monday, July 15 at 3:00 pm. Since July 10 conflicts with our in-person Triennial review. We may need to do a payroll advance for TMR since the meeting will be later than normal.

Crystal Davis-Weese made a motion to change the date of the July board meeting to Monday, July 15 at 3:00 pm. Todd Blankenship seconded the motion. With no further discussion, the motion carried.

Jean noted that it is time to get the audit ready so as we update the state budget numbers it would be a good time to have a Finance Committee meeting. We can also have Finance training for those who are new either with the Finance Committee meeting or at a separate time. We can give a budget update after the Finance Committee meets. Donna, Scott, Ed, and Todd are on the Finance Committee.

Executive Session

There was no executive session.

Other Business from the Floor

There was no other business to discuss.

Adjourn

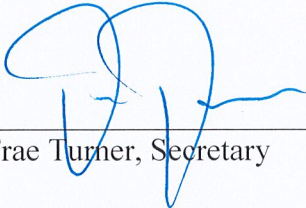
There being no further business, Todd Blankenship made a motion to adjourn. Crystal Davis-Weese seconded the motion. With no further discussion, the motion carried.

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The meeting adjourned at 10:05 a.m.

Next Meeting

The next RCTB meeting is Wednesday, April 10 at 8:30 a.m.

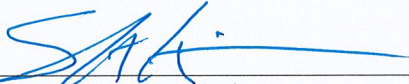


Trae Turner, Secretary

4-10-24

Date

The undersigned duly qualified and acting chairman of the Richland County Transit Board certifies that the foregoing is a true and correct copy of the minutes, approved at a legally convened meeting of the Board, of the RCTB meeting held on March 13, 2024.



Scott Heimann, Chairman

4-10-2024

Date