

RCTB RICHLAND COUNTY TRANSIT BOARD

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

MINUTES of the April 10, 2024 RCT Board meeting

PRESENT:

Board: Scott Heimann, Ed Pickens, Todd Blankenship, Donna Hight, Trae Turner

Absent: Crystal Davis-Weese, Carl Neutzling

Regional Planning: Jean Taddie, Carol Coover, Jotika Shetty (via Zoom)

Transdev/First Transit: Tara Burchett, Chris Terry

Call to Order

Chairman Scott Heimann called the meeting to order at 8:36 a.m.

Recommended Actions: Routine Matters – CONSENT AGENDA

The March 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.

Jean called out the Ridership report. The Pioneer campus shuttle, which is technically demand response service, has not been properly reported on the ridership reports. We will be going back and correcting the ridership reports and will have the corrected information at the next board meeting. We will need from Chris and Tara the revenue miles and revenue hours going forward and looking back since September. Chris will add this information to the Pioneer campus report going forward.

Ed Pickens made a motion to approve the consent agenda. Donna Hight seconded the motion. With no further discussion, the motion to approve the consent agenda carried.

Old Business

Chris gave us a recap of the Solar Eclipse on April 8. Most of the traffic in the state of Ohio seemed to be in the Northwest part of the state. RCT had 223 fixed rides that day, 9 Dial-A-Ride, and 6 work-related trips to pick up passengers. Milark closed their shift at noon so we did an extra trip at noon to pick up those workers. RCT had a staff meeting and pot lock since everyone was in the office at the same time. EMA set up signal app that we could use to communicate with them in case phones were down.

Procurement updates:

Work has started on the HVAC at the bus garage and the transit center. Our Davis-Bacon prevailing wage monitoring training is next week. We will be in touch with the Engineer to make sure everything is on schedule.

For the CAD/AVL, we have started our weekly meetings with the ETA team. They came in last night and will be onsite today to get vehicle specs and test mobile signal strength. The ETA rep thought it would be 2 weeks to install but after looking at the buses they should be able to have it done in a week. Our GTFS data has been loaded and they are meeting with us to review/update the information.

The title for the new bus has arrived, and we have sent it to BMV to get plates. The fare boxes, radios, etc. have been installed. They are working on the graphics now so it should be in service very soon.

We had a demo with EZ Fare and Jean noted that this will probably not go into service until 2025. This gives the drivers a chance to learn the CAD/AVL system first before they have to start using EZ Fare. Jean noted that the timing is not affecting the grant we received for this service.

Transit Development Planning:

Jean thanked everyone for their help with the transit development planning. There are elements that we will do going forward that should tie back to the transit development plan. Scott would like to see quarterly/bi-annually performance indicators to see how we are progressing on the plan.

Final Friday planning – Jean reviewed the draft budget for Final Friday. The total budget for Final Friday service is about \$31,925. We are planning on funding from the FTA for \$11,390. We are requesting \$4,335 from Downtown Mansfield Improvement Board for May and June service and we are requesting \$6,400 from Richland County Foundation for July, August, and September service. RCT will do a local/in-kind match for \$9,800 for bus advertising space for 6 months for 5 small buses. The maps showing the service area were included in the board packet.

Ed Pickens made a motion to authorize the grant applications to Downtown Mansfield Improvement Board and Richland County Foundation for Final Friday bus service local match funding. Donna Hight seconded the motion. With no further discussion, the motion carried.

Bus stop planning – we are continuing monthly meetings with Richland Public Health and the riders. We met separately with Toole Design Group to discuss bus stop best practices. The goal is a policy that will describe the style, distance, amenities, etc. They are working on a bus sign prototype of bus stop signs for the passengers to look over. Trae mentioned to keep seniors in mind when designing the signs. Tara noted that we need to make the signs friendly to those who are not technically advanced. The advisory riders group are primarily seniors. The signs should be easy to read, not just a QR code, etc. Trae will share info we can use to provide best practices for seniors.

Workforce transportation planning grant applications – The TDP recommends demand response (DR) service for workforce transportation for 2nd or 3rd shifts, etc. but there are no funds in the budget for this. There are a couple of planning grants that are available that we would like to pursue. One is a national competitive MATI grant for \$150,000 at 100%, however, at least 40% of this must go to a community-based or non-profit organization. We have had a couple of meetings with NECIC on this and we are waiting to hear if they are interested in participating in this grant with us. The full grant application for the MATI grant is due by April 30. At the state level, we are eligible to apply for a workforce planning grant. The letter of interest for the state grant is due April 19.

Todd Blankenship made a motion to authorize the grant applications for The Mobility Access of Transportation and Security and Ohio Workforce Mobility Program to support workforce transportation planning. Trae Turner seconded the motion. With no further discussion, the motion carried.

Scott mentioned that Jean will have an hour of time at the RCDG meeting on May 7, 8:00 am. at Area Agency on Aging devoted to the topic of workforce transportation. He invited everyone that is available to attend this meeting.

EZ Fare Participation Agreement from NEORide – NEORide negotiated with Masabi to have the software language in escrow. Jean noted that if anything would happen to Masabi, NEORide would have access to our data and the software. The agreement references the 475 page contract. Since this won't be ready to start until calendar year 2025, Jean would like to send this over to legal to approve before the board signs off on it.

Mural for RCT Garage – Tara provided a few draft samples of the proposed mural for the Bus Garage. RCDG art sector awarded a grant to cover ½ the cost of the mural. The board decided that they liked what they saw except for the flying buses in the design. The mural will actually reduce the cost of the painting project that is coming up because one side will already be done. Tara will send an email to the board when she gets the final design so they can approve it and get started on it before the next board meeting.

New Business

Marketing budget proposal – the draft budget for marketing is recommending up to \$12,000. That would cover a shelter ad at the campus and Justin would also do a digital version of the ad. Final Friday bus advertising is included in the budget. We decided to do a side ad with two windows and below the window for five small buses. The social media campaign that was already completed for \$3,500 is included in the budget. We left \$2,500 for another social media campaign that we can do ourselves for Final Friday. We would also like to promote our bus advertising with 3 bus shelter ads, 2 rear wrap bus ads, digital ads, and also a Chamber email blast. We also left a little extra to pay for any additional marketing that might be needed for the rest of the year. This plan was reviewed at the Finance Committee meeting.

Branding – Jean provided samples of the old logo we were using and the current logo we are using. The TDP suggest a re-brand. There is currently no money in our budget for a re-branding. Re-branding would involve development of the brand, talking to the community, design, procurement and time is involved in all of those pieces. We would also be re-branding all of the buses, bus schedules, website, printed materials, etc. A small bus would cost about \$3,100, more for a large bus, and at 19 buses, would be around \$100,000 alone for the buses. Todd asked if we could get a grant from the FTA for this. Jean thought we might be able to get 80% but she will need to confirm this. Ballpark number on how much bus stop signs cost not available yet. If we can use stickers it would be cheaper and it would be a lot easier to make changes to the signs. Scott feels if we need to have an idea of what new signs or stickers would cost vs. rebranding. This way we could compare before we make a decision about re-branding. The board would like to see a budget on re-branding.

Finance Committee updates and 2024 budget revisions – Jean mentioned an error by the county that we discovered back in 2022. They deposited \$65,500 in our account by mistake. When they corrected the mistake, they took the \$65,500 out of our account twice. It took them a while to correct the second mistake, but they have finally given us back the extra \$65,500 that was taken out of our account. This has been reported in the financial report for April. Jean also mentioned an amendment to our budget for additional revenue from federal and state funds. Of the \$144,000 from state, about \$80,000 will fall in fiscal year 2024 and the remainder will fall in fiscal year 2025. We increased the amount from Shelby because we increased their expenses for the year. Regional Planning also had some changes. We increased the budget for miscellaneous for Final Fridays expenses. We reduced the annual fees because ETA Transit’s annual fee will not hit our budget until 2025. We also increased the budget for marketing which we discussed earlier. Scott noted that the finance committee did make a motion to make these budget recommendations to the full board. On the RCRPC planning side will have some increases in compensation. Scott noted that the Local Funds carryover has decreased, even though we have added some expenses.

Ed Pickens made a motion to approve the amended 2024 operations budget as presented. Todd Blankenship seconded the motion. With no further discussion, the motion carried.

Executive Session

There was no executive session.

Other Business from the Floor

There was no other business to discuss.

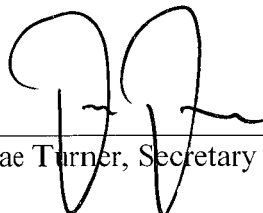
Adjourn

There being no further business, Donna Hight made a motion to adjourn. Trae Turner seconded the motion. With no further discussion, the motion carried.

The meeting adjourned at 10:01a.m.

Next Meeting

The next RCTB meeting is Monday, May 13 at 3:00 p.m.

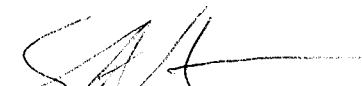


Trae Turner, Secretary

5-13-2024

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 April 10, 2024.



Scott Heimann, Chairman

5-13-2024

Date