

Minutes

RTA External & Stakeholder Relations & Advocacy Committee Meeting

9:00 a.m., February 5, 2018

Present: McCall (Chair), Lucas (Vice Chair), Bibb, Welo

Other Board Members: Clough, Elkins, Joyce, Moss

Not present: Serrano

Also Present: Benford, Bitto, Bober, Brooks-Williams, Burney, Castelucci, Caver, Ciesla, Cottrell, Cox, Cranford, Dangelo, Davis (C), Davis (J), Dietrich, Dominick, Draper, Dzigiel, Feke, Feliciano, Ferraro, Fields, Garofoli, Gautam, Gibbins, Gillan-Shafron, Groedel, Hansen, Harris, Houston, Jaszczak, Jones, Keshtkaran, Kirkland, Laule, Lewis, Loh, Marous, McDonalds, McGann, McGrady, Penning, Pinkney-Butts, Ponder, Schipper, Scott, Seagel, Shaffer, Shariff, Stock, Stover, Sutula, Tarka, Togher, Vukmanic, Washington, Wiehe, Winn, Young, Zeller

Ms. McCall called the meeting to order at 9:00 a.m. The secretary called the roll and reported that four (4) committee members were present.

GCP Financial & Economic Forecast

Alesha Washington, Vice President of Government Advocacy for Greater Cleveland Partnership (GCP) made the presentation. She is working with the Improvement Task Force to support RTA to build a new vision. GCP released a strategic plan for Cleveland. Public transit, mobility and connectivity is included in the plan. Their public policy agenda speaks to ongoing support for public transit at the state, federal and local level. The task force mirrors work done in Cincinnati with their chamber of commerce and SORTA to assess their financial situation and then leverage the business community expertise via recommendations on efficiencies, cost savings and potential revenue enhancements.

Representatives from RTA have presented to their Government Affairs Council on the system performance, connecting broader economic development in the community to deeper their members understanding of public transit. The task force is comprised of 20 members from companies and organizations. They will accomplish three goals. First to test the financial assumptions presented to the public for this year and the next few years, with an independent evaluation. This will deepen the understanding of potential shortfalls and improvements. Second, it will assess the environmental factors like the political environment and economics and how it will impact operations and service delivery in the future. Lastly, a final report will make recommendations ranked by priorities to help guide decision making.

The study will complement the other Pillar Studies. It will go along with the Operational Review and Analysis pillar of work. Phase 1 is the GCP work through the task force which they will pay for. They issued an RFP January 28, 2019. Responses are due February 13. The task force with support from RTA will determine the selection process to pick the consultant by March 2019. The work will run through the summer, but it will depend on the responses and the

consultant selected. The report will be discussed with the Board. Phase II will inform the work that RTA will do around the administrative efficiency study and operational analysis on the internal focus. The first task force meeting was last October. A second meeting was held a few weeks ago. A third meeting is planned in the next few weeks.

Dr. Caver thanked Alesha for her presentation. Of the five pillar studies, a vendor will be presented today on the strategic plan. This will help determine a financial gap. The Board approved a \$250,000 budget for an outside consultant to help with the efficiency review. Chief McCall requested the RFP and list of task force members be shared with the Board. She requested they come back and present their proposal once finalized and possibly present an update at the March 5 committee meetings. Mayor Welo asked for the size of the membership. Alesha said they have 17 members from several organizations. Mr. Bibb supports the study. Involving the chamber is a practice used around the country and critical especially in closing the jobs to transit gap.

Mayor Welo asked if this will work alongside their lobbying for transit at the state and federal level. Alesha said they are committed to transit and working with the Board and leadership, they will look for opportunities on the levels that Mayor Welo mentioned. GCP has had a longstanding relationship with the Greater Cleveland Civic Connections, which includes the Sewer District, City of Cleveland, Cuyahoga County and RTA to work on transformational public projects. GCP has supported capital improvement grants that supported the Euclid Corridor. They have done operational analysis type of work with the City of Cleveland to evaluate an income tax increase and the Cleveland Public Schools to improve education at the state level and the tax levy.

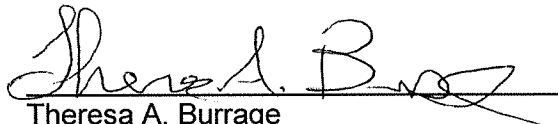
Mayor Elkins is cautiously optimistic, but he is encouraged by the presentation. He ask that they put users of the system on the task force. Mayor Clough expressed his support for their work. The next meeting of this committee will be Feb. 19 at 1 p.m. on the system redesign with Jarrett Walker and Associates. Jarrett will have meetings with NOACA, City of Cleveland, County, ODOT and others. They will hold meetings with stakeholders after that. This project could go through September or October. This is one of the pillar studies. The economic impact study will be presented at the March 5 committee meeting.

Ms. Moss added that K & A, which is the search firm to hire a new CEO, was hired. They are reaching out to the Board, senior staff and stakeholders. A draft job description is planned for Feb. 19. Chief McCall urged members of the public to attend the Feb. 19, 1 p.m. meeting.

Chief McCall adjourned the meeting at 9:20 a.m.



Floun'say R. Caver, Ph.D., Interim CEO
General Manager/Secretary/Treasurer



Theresa A. Burrage
Executive Secretary