



**APRIL 30, 2014
SPECIAL MEETING TO DISCUSS TRANSIT SYSTEM REVIEW
OF THE CENTRAL OHIO TRANSIT AUTHORITY
BOARD OF TRUSTEES**

**WILLIAM G. PORTER BOARDROOM
33 N. HIGH STREET**

MINUTES

1. **CALL TO ORDER**

Chair Dawn Tyler Lee called the Board of Trustees meeting to order at 7:41 a.m.

2. **ROLL CALL**

BOARD MEMBERS PRESENT:

Dawn Tyler Lee, Chair
J. Cleve Ricksecker, Vice Chair
William A. Anthony, Jr.
Jennifer L. Brunner (7:56 a.m.)
James E. Daley
Mabel Freeman, Ph.D.
Harry W. Proctor
Jean Carter Ryan
Craig P. Treneff
Robert J. Weiler
Richard R. Zitzke

BOARD MEMBERS ABSENT:

James E. Kunk

3. **APPROVAL OF AGENDA**

Weiler motioned for approval of the agenda. Anthony seconded the motion. Motioned passed.

4. **OPENING REMARKS**

President Curtis Stitt welcomed everyone to the meeting. He said we are currently implementing a number of projects such as the CBUS service, the New Albany service improvements, upgrading our facilities, converting to CNG fuel for our vehicles, and a number of other projects to help move COTA forward. He said the Transit System Review (TSR) will help COTA improve current needs. President Stitt said the TSR is not the long-term solution to transit needs in central Ohio. We will be launching a new effort in the fall which will look at public transit in the central Ohio region for the next 40 years. This planning process will be entitled, "Next Generation." In the meantime, we will look at how we can improve our current system.

5. PROJECT STATUS AND TIMELINE

IBI Consultant, Jarrett Walker, stated that the purpose of the meeting is to brief the Board of Trustees on the progress of the Transit System Review project and to obtain direction from trustees for development of bus network and investment priorities.

Walker said the purpose of the Transit System Review is to improve effectiveness and provide a basis for continued expansion of COTA's bus network to meet the growing and changing needs of the central Ohio region and to help trustees establish COTA's priorities for investing available financial resources to best serve the region. Deliverables will be a bus network plan (service plan); downtown operations plan; technology investment plan; and an implementation plan.

6. RIDERSHIP COVERAGE TRADEOFF AND NETWORK SCENARIOS

Key issues covered during the Workshop included: Bus network design decision is critical to future of COTA and transit effectiveness in Columbus region. Priorities should govern COTA service design, not about specific routes. Transit is expected to serve multiple purposes, and these purposes push bus network design in different directions. Input is needed from Trustees as to the priorities between competing purposes or desires and how to divide resources among different competing goals. Trustee's input will guide consultants in developing a recommended network plan, which will then go to public review in late May/early June.

7. PRESENTATION ON OUTREACH AND STAKEHOLDER DISCUSSION RESULTS

Timeline for the Transit System Review (TSR) was reviewed:

- January - Transit Advisory Committee (TAC) to the TSR and focus group meetings (3), core planning – COTA staff developed three scenarios
- February - briefed Board on study progress
- March - public meetings – round 1
- April 30/May 2-3 - Board Workshop/core planning ii
- May - develop final draft of proposed service network and downtown plan
- May 27 - June 4: TAC, focus group, public meetings (9)
- July 23 - final bus network and downtown operations plans and implementation strategy to COTA board
- September - final report (bus network plan, downtown operations plan, implementation plan, technology plan)
- 2015 - 2017 - implementation of service plan

8. DISCUSSION OF SCENARIOS AND INVESTMENT OF RESOURCES

90%-10% Scenario:

This scenario devotes 90% of resources to the goal of maximum ridership and only 10% to the goal of covering the entire service area. As a result, the coverage area shrinks to serve just those streets which high ridership is most likely. The focus is on providing useful, competitive service, not minimal service. This scenario would increase ridership after two years.

50%-50% Scenario

This scenario devotes only 50% of its resources to the goal of ridership, and the other half to the goal of coverage of the service area. Half of this network's budget is identical to the ridership scenario, but the other half is devoted to spreading service out all over the region. Ridership would decline up to 10% after two years of operation as it invests heavily in areas with low ridership potential.

70%-30% Scenario

This scenario devotes 70% of resources to maximizing ridership, and the other 30% to the goal of covering the entire area which is similar to the priorities expressed in the existing system. It is therefore intermediate between the Ridership Scenario and the Coverage Scenario. This scenario can expect a ridership increase of 10% after two years.

9. COTA STAFF RECOMMENDATIONS AND DISCUSSION

Mike Bradley said staff closely reviewed the three scenarios and is recommending approximately a 70%-30% split between ridership and coverage. This recommendation is based on public comments, familiarity with the region (demographics, riders, etc.) and design factors (density, walkability, straightness, etc.).

Bradley said the benefits to the 70%-30% plan are increased ridership; easier to understand by straighter, less meandering lines; and more predictable frequency, such as every 15, 30 or 60 minutes. Users can live a transit lifestyle with fewer transfers and potentially fewer buses Downtown leading to quicker trips. This scenario maximizes usage of Express lines and most of the system is usable for the entire span, seven days a week. Improved weekend span and frequency on many local routes and better service to suburban employment locations is included in this scenario.

Challenges to this scenario are pushback to removal and/or modification of service (Express lines removed from certain areas, particularly suburbs and local lines with low-productivity or offering redundant service and impacts to ADA service).

10. SUMMARY OF BOARD'S RECOMMENDATIONS

The consensus of the Board is to go for the 70%-30% plan. President Stitt summarized Trustees' desires:

- Increase transit access to strategic locations (i.e., Airport, Easton, Rickenbacker and other employment, education visitor centers)
- Improve ridership (plan needs substantiation)
- Improve ridership convenience
- Maximize alignments, efficiencies, and traffic flow throughout the system and in the CBD
- Communicate plan effectively and timely
- Outreach to appointing authorities

Trustee Jean Carter Ryan requested to see a schematic on timing issues. Zitzke asked if the timing issues would be discussed at the Board Retreat on May 23. President Stitt said we plan to discuss the Transit System Review at the Retreat on May 23.

11. ADJOURNMENT

Anthony motioned to adjourn the meeting. Ryan seconded the motion. Motion passed. Meeting adjourned at 12:15 p.m.

Adopted: May 28, 2014

Signed: Dawn Tyler UE
 Chair, Board of Trustees

Attest: [Signature]
 President/CEO