

MEETING: EXTERNAL STAKEHOLDER RELATIONS COMMITTEE

DATE: TUESDAY, DECEMBER 7, 2021

TIME: 3:00 – 4:30 PM

LOCATION: VIA WEBEX

MEETING MINUTES

1. CALL TO ORDER

Chair Landino called the December 7, 2021 meeting of the External Stakeholder Relations Committee to order at 3:02 PM.

2. ROLL CALL

Committee Members Present

Amy Landino, Chair
Sean Mentel
Jennifer Gallagher
Trudy Bartley

3. APPROVAL OF EXTERNAL STAKEHOLDER RELATIONS COMMITTEE MEETING MINUTES

Trustee Bartley motioned to approve both the July 13, 2021 and September 14, 2021 External Stakeholder Relations Committee minutes. Trustee Gallagher seconded the motion. Motion carries.

4. NEW BUSINESS

Monica Jones, Chief Equity Officer, presented a MobilityXX Update to the Committee. MobilityXX is a nationwide partnership of Intelligent Transportation Systems America, The Ray Foundation and the WTS International Foundation. The goal of this initiative is to increase the number of women in the transportation industry by 10% in the next 10 years. COTA signed this pledge and the team is committed to follow two of more of the action items by September 2022, complete a peer exchange and share progress and lessons learned. The effort is led by a steering committee of women in transportation who oversee this work and Joanna M. Pinkerton is a part of that committee. Monica is leading this effort at COTA, where there are 3 working groups made up of both represented and administrative employees from all levels.

Q1: Trustee Mentel: How do they define the transportation workforce? What jobs does it entail?

A1: Monica Jones: Most people default to only thinking about operators, however, there are a lot of opportunities outside of just operators, like engineering, marketing, PR and accounting.

Q2: Chair Landino: Is MobiltyXX part of a grander initiative or just COTA?

A2: Monica Jones: It is part of a grander initiative through Intelligent Transportation Systems America, The Ray Foundation and the WTS International Foundation.

Quincy Howard, DBE Program Administrator, presented an update on COTA's DBE work. Quincy noted that COTA has an FTA Triennial goal of 9.75% DBE participation in all federally funded contracting opportunities. COTA also tries to follow suit for all locally funded operating spend. In Q3 2021, the total spend was \$37.7 million. 7.64%, or roughly \$2.8 million, was diversity spending with the largest amount, \$1.2 million, going to disadvantaged business enterprise.

As Quincy shared previously with the committee, COTA is using new software called B2G to help manage diversity spend. This software helped COTA identify additional diversity spend that COTA was not recognizing initially as they were not part of COTA's recognized certifying agencies. Because of that, an additional 30% or roughly \$853,000 in spending was confirmed. Quincy informed the committee he is now working to connect with those entities and ensure they are officially certified moving forward.

Q1: Chair Landino: Are you coming up with a way to classify them once they've come in so we're able to track that?

A1: Quincy Howard: There are different scenarios or reasons for companies not being certified. They may be just an out of town company. Right now, the team labels them as diverse companies that aren't certified so COTA is still aware of the diversity spend occurring.

Q2: Chair Landino: Are we seeing any areas for continued improvement based on COTA's goals?

Q2: Quincy Howard: Yes, there is always room for improvement. COTA does well with women owned business in marketing and professional development. COTA always does well on construction side, but has room for improvement on professional development and every day type spend items like catering.

Jennifer Walton, Director of Marketing, presented on the Marketing Scorecard, which is how the Marketing team is tracking COTA marketing campaigns and their effectiveness. Marketing has identified over 9 million in total combined impressions in October and November. This includes a 25% growth in impressions on Facebook and a 183% growth in impressions on Instagram. Jennifer went on to explain that there were 4,249 app downloads of both the Transit app and COTA//Plus app.

In regards to the fare management rollout, the campaign resulted in:

- 6.8 million impressions
- 3,186 Transit app downloads
- And a ridership of 16,276 using the new Masabi system

Jennifer informed the Committee that the COTA//Plus engagement continues to go well. The marketing team just released a new COTA//Plus training video, updated all brochures and collateral for Winter 2022, and conducted a photoshoot to build COTA's image library that is on-brand and in season.

Jennifer concluded her report with the marketing scorecard for social media as a whole that showed month-over-month impressions for:

- Facebook up 236%
- Instagram up 184%
- Twitter up 117%
- LinkedIn up 61%

Q1: Chair Landino: For app downloads, are we actually tracking downloads from specific media impressions or just a timeframe?

A1: Jennifer Walton: We include QR codes in all print collateral, so we can track downloads that way.

Q2: Trustee Gallagher: What have you learned that you may not want to continue with that didn't have as positive of results?

A2: Jennifer Walton: We utilize a variety of channels, but when it comes to converting to a specific behavior change, we need boots on the ground. We need to be out with our customers, engaging with them. We will have a lot more in person events in 2022. And the value of the relationships with our nonprofit partners in 2022 cannot be understated.

Patrick Harris, AVP, External Relations presented on the latest of the Investment in Infrastructure and Jobs Act (IIJA). He explained that the total IIJA Funding for public transition is \$89.9 billion over five years, which is a \$39 billion increase over the baseline FAST Act. COTA's portion of the funding comes from the urban transit grant program through formula funds. The average over the next five years for the Columbus UZA is:

- 2022 - \$28 million
- 2023 - \$29 million
- 2024 - \$29 million
- 2025 - \$30 million
- 2026 - \$31 million

Patrick noted that just are the discretionary funding opportunities that lie ahead for COTA to pursue. Those funding opportunities include, the Capital Investment Program, Low/No Bus Discretionary Program, Bus/Bus Facilities Program and the RAISE Program. Patrick indicated that key opportunities for COTA are in LinkUS, fleet transition, facilities upgrades and regional connectivity. COTA will take a coordinated approach with regional partners in pursuing these funding opportunities and maintain communication with key policymakers in Congress in addition to program directors within the FTA and DOT.

Aslyne Rodriguez, Director of Government Affairs, presented Resolution 2021-XX – Authorizing Additional Expenditures for the Contract with Byers, Minton & Associates, LLC for State and Local Government Affairs Consulting Services.

She explained that COTA went into contract with Byers, Minton & Associates in 2020 in response to the need for additional help with the state Transportation budget and Capital budget. The contract was for one year for \$60,000, with an option for an additional year. Because the amount in 2020 was under \$100,000, it did not require Board authorization. COTA has picked up the additional year option, and added 20% to the contract due to the additional scope COTA will need from Byers Minton particularly in regards to LinkUs legislative work. The total cost for the life of the contract now exceeds the \$100,000 mark and thus requires Board approval.

Q1: Trustee Bartley: What percentage of their time is spent on state vs. local?

A2: Aslyne Rodriguez: I will get you that information.

Q2: Trustee Mentel: Can you explain how the contract has reached the \$100,000 threshold?

A2: Patrick Harris: The first year of the contract was for \$60,000, with the option with the extension for one year. Since we have picked up that option, now the life of the contract will cross the \$100,000 threshold.

Q3: Trustee Mentel: This contract runs through December 31, 2022?

A3 : Patrick Harris: Correct.

Trustee Bartley noted that she sees the work Byers Minton does on the state level, but does not see as much on the local. She noted that if there is opportunity to utilize a consulting firm with diversity for a local government affairs standpoint COTA should look into that.

5. OTHER BUSINESS

None.

6. ADJOURNMENT

Trustee Bartley motioned to adjourn. Trustee Gallagher seconded the motion. Chair Landino adjourned the December 7, 2021 meeting of the External Stakeholder Relations Committee at 3:58 PM.

January 11, 2022

Adopted: _____

Signed: _____

[Signature]
Chair, External Stakeholder Relations Committee

Attest: _____

[Signature]
President/CEO