

TRANSIT AUTHORITY OF NORTHERN KENTUCKY
Board of Directors
January 10, 2018

The TANK Board of Director's Meeting was called to order at 6:45 p.m. on Wednesday, January 10, 2018 at 50 E. River Center Blvd, Covington, KY 41011 by Mr. Brian Ellerman, Vice-Board Chair.

In attendance were: Mr. Brian Ellerman, Vice-Chair; Mr. Scott Guenther; Mr. Ed Kuehne; Mrs. Gina Rittinger; Mr. Dave Sogar; Mr. Bill Voelker; Mr. Andrew Aiello, General Manager; Mr. Mike Duncan, Legal Counsel; Mr. Dave Anneken, Secretary-Treasurer and Mrs. Nancye McClanahan, Executive Assistant.

Absent from the Board of Directors meeting were Mr. Tim Donoghue, Board Chair; Mr. Jim Parsons, Board Member; and Ms. Laura Thompson, Board Member.

Mr. Ellerman asked for a motion to approve the December 13, 2017 Board Minutes. *Mr. Ed Kuehne made a motion to approve the Board Minutes. The Motion was seconded by Mr. Dave Sogar. MOTION PASSED.*

AUDIENCE RECOGNITION – Mr. Ellerman

- Mr. Ellerman asked for any Audience Recognition and there was none.

FINANCE COMMITTEE – Mr. Aiello

- Mr. Aiello reported on the Financial Statement of November 2017. Mr. Aiello reported we are running under budget when it comes to expenses. Our ridership is not tracking where we would like it to be and we will be discussing things later in the meeting regarding plans to help generate more ridership. But, from a financial perspective, we are in very good shape for the fiscal year.
- Mr. Aiello provided an update on TANK's Financial Audit. He indicated at the October Board meeting it is typically the month when we approve the *final* Financial Audit. The Auditors said at that time they were not able to complete the audit until the audit of the TANK Pension was complete – that pension audit is still underway. Mr. Aiello reported the Pension Committee is managed separately from the Transit Authority, however there is a connection and the Auditors want to show the connection on the financial statements. As soon as the pension audit is complete, we will be able to wrap up the Financial Audit for Fiscal Year 2017.
- Mr. Aiello reported on the Bus RFP timeline. He informed the Board that we are out to bid for a five-year contract. Our current five-year contract is expired so we are out seeking proposals for the next contract. We have worked with Lexington, Louisville and

SORTA in Cincinnati to put together a combined RFP that increases our purchasing power - which makes the competition better and lowers the prices.

TANK is the lead though this process so we get the opportunity to have a lot of input into the specification for the bus. We are working together very well with this team of agencies. There are a number of small transit systems throughout the State of Kentucky who have an interest in possibly purchasing one, two or more buses over the course of the next five years. These agencies are also listed in this procurement – essentially it will be the statewide procurement for fixed-route buses for the next five years.

The RFP is now out on the street. Questions about the RFP and approved equal process wrap up this Friday, January 12th. This gives us a couple of weeks to respond to those questions to the vendors and then they have another couple of weeks to provide their final bid and proposal. We will see the bid process end in February with the idea that this Board will take action in March.

PLANNING & MARKETING COMMITTEE – Mr. Kuehne

- Mr. Kuehne reported the committee met on January 2nd. He asked Mrs. Douthat to provide a report to the Board regarding the Fare Analysis Study.

Mrs. Douthat informed the Board the Fare Analysis Study is an *Action Item*. She reported when going through our budget approval last year, Campbell County came to us when they approved our budget and said in preparation for next year's budget they would like for TANK to go through an analysis of our fares and look at the implications of a fare increase. When we do that we look at how a fare increase might affect revenue and ridership. Mrs. Douthat said this information has been provided to the counties multiple times over the years. This year we decided it was important for a third party to conduct that analysis and to see our methodology for doing the analysis. We wanted the information provided to be unbiased and meet industry standards when presented.

Mrs. Douthat reported we turned to TANK's on-call planning consultant who was identified through a competitive process a few years ago, WSP, and asked them to provide a proposal for the scope of work we wanted – the Fare Analysis and the Title VI Analysis. Anytime we look at raising fares we are required by the Feds to do a Title VI Analysis. So, WSP has provided a proposal to TANK for the Fare Analysis and the Title VI Analysis. The cost of the proposal was within the estimate that we did when putting the project into our capital development plan.

Mrs. Douthat asked the Board of Directors, as requested by the Planning & Marketing Committee, for approval to enter into a contract with WSP for planning services for Fare Analysis and Title VI analysis for an amount not to exceed \$33,830.00.

Mr. Kuehne made the motion to approve the recommendation of the committee to enter into the contract with WSP for planning services in the amount not to exceed \$33,830.00. The motion was seconded by Mr. Sogar. MOTION PASSED.

- Mr. Kuehne asked Mrs. Holgate to report on the upcoming Advertising Campaign. He indicated we would be doing an extensive campaign to help increase our ridership.

Mrs. Holgate reported over the past several years we have had a decrease in ridership and this advertising campaign is pretty aggressive. This campaign is to help gain ridership and to educate the community about the services TANK provides. Mrs. Holgate reported we are about ready to provide Real Time information and we feel this is the perfect opportunity to put a huge marketing effort out there. Real Time will be something that will really help commuters on a daily basis.

Mrs. Holgate provided a power point presentation showing:

- The Marketing Campaign Approach
- Promotional Outreach
 - Outdoor Billboard Signage
 - Radio advertising during morning rush
 - Pandora
 - Cable – Advertising during national a.m. and p.m. news
 - Digital – Display ads will appear on sites people frequent
- Showed the creative advertising:
 - Advertising for Billboards
 - 30 second advertisements
 - 60 second advertisements
- Tagline used for the TANK promotion will be “*TANK – We’ll Get You There*”

Mr. Ellerman asked what TANK’s advertising budget is. Mr. Aiello reported this year our total, external advertising budget is around \$175,000 for this fiscal year. It has been increased from what it had been previously. This is in response to what we are seeing on the ridership side. Over the past year we have had some challenges:

- Two summers ago we had to do a re-route due to our interaction with the streetcar.
- This past summer we had the Brent Spence Bridge that caused major traffic delays.

Mr. Aiello said we now feel this is the time to make this investment. This cost will straddle two fiscal years. Now is the time to welcome new folks to TANK.

- Mr. Kuehne asked Mr. Busofsky to report on the Real Time update. Mr. Busofsky reported that one of the big items we will be promoting with our advertising campaign is Real Time information. Mr. Busofsky reported we have been working on Real Time

information for about one year. The data is compiled and put into a particular format that goes to Google or other mobile transportation apps which allows someone using the bus to see when the bus is expected to be there. He said we all know that for various reasons there are causes that delay our system. All of our buses are equipped with GPS technology that allows dispatch to see their current locations and this information is updated every thirty seconds.

Mr. Busofsky reported we are currently in our final testing phase of getting that data in a proper format to show in Google or other transportation apps the Real Time information – it will take the guess work out of when the bus will arrive and will be another tool to help make riding the bus easier for our passengers.

Mr. Aiello asked about the timing for the Real Time rollout. Mr. Busofsky said we anticipate it to be ready within the next week. Right now it is in a preview mode on Google so he along with some of other staff can review the information. We have been testing through a training session at the Call Center and the Covington Transit Center as all routes go through the CTC and we want to be sure there are no discrepancies. Once Google does a final review of our data, they will give us the go ahead to go forward. He indicated that it will probably go forward sometime next week and is happy Real Time will soon be reality.

Mr. Kuehne said thank you to Mr. Busofsky and staff for all of their hard work in getting this together. It will be a great benefit to our passengers.

OPERATIONS & SAFETY COMMITTEE – Mr. Sogar

- Mr. Sogar asked Mr. Lockman for his presentation. Mr. Lockman said he was extremely pleased to announce in 2017 we had the best year ever regarding preventable accidents. He reported we ended up with sixty-four preventable accidents in 2017 compared to one hundred the year before. He reported TANK has driven over 5.1 million miles and to think we only had 64 preventable accidents is remarkable. Mr. Lockman reported, based on 400,000 miles driven this averages out to 4.94 preventable accidents this year compared to 7.64 last year. We have pushed this information out to the drivers to let them know how well they are doing and congratulated them.

Mr. Lockman reported we have a *Wall of Safety* where pictures of the operators with good driving records are placed. He said drivers strive to have their picture on the wall. Mr. Lockman reported there are currently ninety pictures on the wall.

- Mr. Lockman reported the Operations & Safety Committee has an *Action Item* to bring to the Board. Mr. Lockman reported we are updating *Policy #28*, which was the *Fire Protection Plan* with a much more comprehensive policy called the *Emergency Evacuation/Shelter In Place Policy*. This plan includes:

- Fire Protection
- Weather Emergencies
- Active Shooter
- Release of Hazardous Materials into the Atmosphere

Mr. Lockman reported this policy has been sent to each Board member and is included within your Board packet. Hopefully you have had an opportunity to review the updated policy.

Mr. Lockman asked for any questions regarding this *Action Item*. Mr. Aiello added an adjustment was made based on our procedure not only here at the facility but on a vehicle. This adjustment has been reflected in the update regarding an active shooter. Mr. Lockman reported the new policy will be rolled out at our next All Employee meeting and at that time we will go into full details with the TANK employees.

Mr. Ellerman asked if there were any questions. ***Mr. Sogar made the motion to the TANK Board of Directors for approval of the update of Policy #28 – Emergency Evacuation /Shelter In Place Policy. The motion was seconded by Mr. Voelker. MOTION PASSED***

GENERAL MANAGERS REPORT – Mr. Aiello

- Mr. Aiello reported on the following:
 - Mr. Aiello reported the Northern Kentucky Chamber of Commerce released their “Where We Stand Agenda” which is their legislative policy document for this current legislative session. It includes investing more in infrastructure and transportation in the region for all modes. He reported we continue to work with the Kentucky Infrastructure Collation. They are in Frankfort talking about what can be done to update Kentucky’s infrastructure – failing roads and failing bridges. We have a desperate need on the public transportation side to replace the toll credits that will be going away in 2020. We will continue to keep you updated.

Mr. Sogar asked if we have addressed the issue of employee turnover. Mr. Aiello said we tackling this problem in three steps:

- Working with Human Resources and Operations:
 - One, we understand our most junior operators have the most difficult challenges. We have done an analysis of turnover and the cost of turnover.
 - The second step is to do an Employee Survey to learn more about the turnover and the motivations to stay/leave:
 - Money
 - Flexibility of Schedule

- Predictability of Schedule
- Thirdly, what can we do in terms of our Contract.
 - Changes
 - Investments

Mr. Aiello indicated we will continue to keep you updated.

- Mr. Aiello thanked the Scheduling Department for their work on the Destination Signs. It is a technical project and he thanked Mr. McCulley along with Mr. Busofsky on the Real Time Project.
- Mr. Aiello reported Rich Conley, Assistant Director of Maintenance, has been doing a lot work over the past couple of months as we currently are without a Director of Maintenance. He thanks Rich for his hard work.

GENERAL COUNSEL REPORT – Mr. Duncan

- Mr. Duncan said he did not have a report but would be happy to answer any questions or concerns and there were none.

NEW BUSINESS – Mr. Ellerman

- Mr. Ellerman asked for any New Business and there was none.

OLD BUSINESS – Mr. Ellerman

- Mr. Ellerman asked for any Old Business and there was none.

Mr. Ellerman requested a motion to adjourn the meeting. Mr. Voelker made the motion to adjourn the Board Meeting. The motion was seconded by Mr. Kuehne. MOTION PASSED.

The TANK Board of Directors meeting adjourned at 6:20 p.m.

Respectfully Submitted:
Nancye McClanahan
Executive Assistant

David L. Anneken, Secretary-Treasurer

Tim Donoghue, Board Chair