

TRANSIT AUTHORITY OF NORTHERN KENTUCKY
Board of Directors
October 9, 2019

The TANK Board of Directors meeting was called to order at 5:30 p.m. on Wednesday, October 9, 2019 at the TANK Offices at 3375 Madison Pike, Ft. Wright, KY 41017 by Mr. Brian Ellerman, Board Chair. Mr. Ellerman requested all to stand for the Pledge of Allegiance.

In attendance were: Mr. Brian Ellerman, Board Chair; Mr. Ed Kuehne, Vice-Chair; Mr. Tim Donoghue; Mr. Scott Guenther; Mr. Jim Parsons; Mrs. Gina Rittinger; Mr. Dave Sogar; Ms. Laura Thompson; Mr. Bill Voelker; Mr. Andrew Aiello, General Manager; Mr. Mike Duncan, Legal Counsel and Mrs. Nancy McClanahan, Executive Assistant/Board Secretary.

Mr. Ellerman asked for a motion to approve the September 11, 2019 Board Minutes. *Mr. Jim Parsons made a motion to accept the minutes of September 11, 2019. The motion was seconded by Mr. Dave Sogar.* Mr. Ellerman abstained from the vote as he was not present at the September Board meeting. **MOTION PASSED.**

AUDIENCE RECOGNITION – Mr. Ellerman

- Mr. Ellerman asked if there was any audience recognition and there was none.

Mr. Ellerman indicated that we did not conduct committee meeting this month and asked Mr. Aiello for his report.

- Mr. Aiello reported there were a number of things to report. First he provided an overview of the Financial Report. Mr. Aiello reported ridership was down in August 2019. There was one fewer week-day in 2019 compared to 2018 which effects the numbers. Also, Holmes High School had a two-week delay in opening that effected August ridership numbers.

Mr. Aiello reported that TANK operated \$33,084 under the operating budget for August which puts us \$233,472 under for the year. He reported TANK used \$130,247 less operating assistance than budgeted, in order to balance operating expenses and revenues. We are two months into the new fiscal year and things are going well from a financial perspective.

- Mr. Aiello provided a power-point regarding our service for BLINK. He indicated Staff has been working incredibly hard in preparation for the BLINK event. At the last BLINK event, over 1 million people attended. This year, the event has expanded across the river into Covington. The event runs October 10 through October 13, 7:00 pm to 11:00 pm.

TANK will be adding service to support the event – the event planners prefer people not to drive due to the large crowds expected. TANK is providing service from NKU to the Covington Transit Center all four nights at a cost of the standard Express fare of \$2.00. The service will operate every 15 minutes with 3 buses and 1 additional if needed. We will also provide service from 12th and Holman. The *Center for Great Neighborhoods* will conduct an event Friday and Saturday night – additional service will be provided from this location to downtown Covington both of those nights.

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Information regarding TANK service has been communicated with Press releases, TANK's website, and the BLINK folks have been promoting taking transit with the slogan "*Don't BLINK and Drive*". Mr. Aiello reviewed the street closures that will occur during the event and indicated the Suspension Bridge would close Monday, October 7th. He shared information regarding moving some of our service during the BLINK event – detours for the Southbank may occur as early as Monday due to the light installation. The Suspension Bridge will be closed during the event and will remain closed until Monday.

Mr. Aiello said there have been a lot of operational challenges to manage but our team is doing a great job in meeting the challenges and communicating them to our passengers and to the public. In addition, we will have Administrative staff and Supervisors out on the street to provide support to help everyone get where they need to go. He thanked staff for their hard work.

- Mrs. Douthat provided a *Mobile Ticketing* update. Mrs. Douthat said after the past six months of discussing Mobile Ticketing, we are ready to go live. Our App launches on October 23rd and we will also hold a Press Conference downtown at Government Square in conjunction with Butler County RTA and Cincinnati Metro. We are inviting all local media to come to learn about our *new* product.

Marketing has already started for this event/project. We are getting ready to install exterior bus ads, our website is up-to-date, we have rack cards coming out, internal advertising on buses, flyers and lots of social media. We have a lot going on and continue to push out the information about Mobile Ticketing. In addition to the launch, it is the day our new product launches, the M/T Day Pass at a cost of \$5.00. The new M/T Day Pass will not only be available on mobile devices but on the buses as well. Mrs. Douthat showed an example of how the App would look. The App is a one stop shop - you can plan your trip, pay for your trip and track your trip in real-time.

Mrs. Douthat reported we have already begun our training. We are training all of our Operators on what to expect, what the App looks like when a customer comes to the bus and shows their phone. The training sessions are happening now and it is quite an ordeal to train all our entire staff. The sessions are 30 to 45 minutes long with an Instructor. We are putting a lot of time and effort into making sure every Operator feels comfortable with what they are going to experience beginning October 23rd. When asked, Mrs. Douthat said that *validators* are not part of the initial phase of the project but we should be getting them within the next 18 months. They are now being tested at a transit system in Northern Ohio and we are learning a lot from them.

- Mr. Aiello indicated the last update for the Board was regarding the *System Redesign*. He reported we are currently working through the redesign process with our consultants. The first phase was to announce to the Public about the redesign so we could collect feedback through survey responses.

Mr. Aiello reported we have overwhelming responses on the survey receiving over 1,400 and that is big! The respondents are split half and half between folks that use the system and folks within the community that have an opinion about what the system should become. One thing rising to the top of the survey is frequency of service being the highest priority to our customers.

He reported three Board members along with the Fiscal Courts and the Consultants have talked about our goals and further refined them. We had a long list of things we wanted to achieve and have now refined them to the following three goals:

1. Reduce cost per rider/County subsidy per rider
2. Financial/ridership projections more sustainable
3. Improve transit travel time/access to jobs

Mr. Aiello also reviewed with the Board some strategies so we can meet our goals. We will be making some really hard decisions but things are starting to come together. We are starting to look at some system designs in the next few weeks. They will be passed along to you for review for comments/feedback. Eventually, this will be presented to whole Public so they can look at a draft and give us feedback as well.

Mr. Aiello reviewed a timeline with the Board. He shared with them times that needed to be met in order to get the new service on the street in July, November or the following January and that remains to be determined according to the magnitude of the changes. We have discussed this preliminary with the counties in terms of setting expectations. If we cannot get concurrence by June we cannot get a whole new system on the street by July – this is how we plan to approach it from a planning perspective.

Mr. Donoghue asked about testing the new system before it goes on the street. Mr. Busofsky said part of looking at the new routing considerations involves driving the routes, timing and creating schedules our drivers can adhere too. All of this will be part of the plan development moving toward implementation.

- Mr. Aiello provided a Safety Report that can be found within the Board packet. He reported in September we had 3 Preventable Accidents which was a good month. He indicated that October is off to a good start too.

OLD BUSINESS – Mr. Ellerman

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

NEW BUSINESS – Mr. Ellerman

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

GENERAL COUNSEL REPORT – Mr. Duncan

- Mr. Duncan indicated he had nothing to report at this time unless there were questions and there were none.

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

The TANK Board of Directors meeting adjourned at 5:55 p.m.

Respectfully Submitted:
Nancye McClanahan
Executive Assistant/Board Secretary

Brian Ellerman, Board Chair

Nancye McClanahan, Secretary