

**MINUTES OF THE PUBLIC MEETING OF THE BOARD OF DIRECTORS  
OF THE REGIONAL TRANSPORTATION AUTHORITY**

The Board of Directors of the Regional Transportation Authority met in public session on **Thursday, May 21, 2015** in Suite 1650, 175 West Jackson Blvd., Chicago, Illinois pursuant to notice.

Chairman Dillard called the meeting to order at 9:00 a.m. The Pledge of Allegiance followed.

**ROLL CALL**

**Board members present (13):** Buchanan, Coulson, DeWitte, Durante, Frega, Fuentes, Hobson, Lewis, Melvin (phone), Pang, Ross, Totten, and Chairman Dillard

**Board members absent (3):** Anderson, Magalis, and Troiani

**Approval of minutes from the meetings held on April 16, 2015**

Director Hobson moved, and Director Troiani seconded that the minutes from the meetings held on April 16, 2015 be approved as submitted. The motion carried on the following roll call vote:

13 Ayes: Directors Buchanan, Coulson, DeWitte, Durante, Frega, Fuentes, Hobson, Lewis, Melvin (phone), Pang, Ross, Totten, and Chairman Dillard  
3 Absent: Directors Anderson, Magalis, and Troiani

**Contract and Procurement Items**

Two Contract and Procurement items were considered. Director Ross moved and Director Lewis seconded adoption of the two ordinances.

2015-17 This ordinance authorizing the purchase of excess liability insurance policies by the RTA's Loss Financing Plan/Joint Self-Insurance Fund. RTA's current policies expire on June 15, and renewal policies are required in order to ensure continuous coverage in the event of a claim.

2015-18 This ordinance authorizes a contract with Colette Holt & Associates (CHA) to conduct an availability study. The contract will be for a period of one year with one option to renew for an additional year and for a total not to exceed amount of \$162,580.

**APPROVED BY THE BOARD OF DIRECTORS  
JUNE 25, 2015**

The motion carried on the following leave for last unanimous roll call vote:

- 13 Ayes: Directors Buchanan, Coulson, DeWitte, Durante, Frega, Fuentes, Hobson, Lewis, Melvin (phone), Pang, Ross, Totten, and Chairman Dillard  
3 Absent: Directors Anderson, Magalis, and Troiani

**Consent Items**

Director DeWitte moved, and Director Totten seconded that the Consent items below be adopted as submitted.

- 2015-19      These resolutions certify the operating financial results for each Service Board  
2015-20      and the region as a whole, through the first quarter of 2015. Based on data  
2015-21      available to date, staff expects that the system-generated revenue recovery  
2015-22      ratio, the Service Board recovery ratios, and the operating deficits at the CTA,  
2015-23      Metra, Pace Suburban Service, and Regional ADA Paratransit will be substantially  
                in accordance with the adopted budgets.
- 2015-24      This ordinance approves and releases the 2016 Business Plan Call. The Business  
                Plan Call defines the time schedule and information requirements that the  
                Service Boards must follow for the development of the 2016 Business Plan,  
                which includes the 2016 Operating Budget, 2017-2018 Two-Year Financial Plan,  
                and 2016-2020 Five-Year Capital Program. These requirements focus on  
                ensuring that the RTA has sufficient information to adequately evaluate the  
                Service Boards' budgets, coordinate resource allocation, and ultimately  
                recommend adoption of the consolidated regional budget as outlined by the  
                RTA Act.

The motion carried on the following leave for last unanimous roll call vote:

- 13 Ayes: Directors Buchanan, Coulson, DeWitte, Durante, Frega, Fuentes, Hobson, Lewis, Melvin (phone), Pang, Ross, Totten, and Chairman Dillard  
3 Absent: Directors Anderson, Magalis, and Troiani

**RTA Transit Access Advisory Committee Update**

Mr. Barry Taylor, Chair of the RTA Transit Access Advisory Committee (RTAAC) provided the RTAAC Quarterly Report to the Board. The most recent RTAAC meeting was held April 20, 2015. Highlights from the meeting included a summary of the 2014 year-end statistics for the Mobility Services Department. Mr. Taylor thanked Jeremy LaMarche, Director Government Affairs and Counsel,

for his update on activities in Springfield related to Governor Rauner's proposed budget and reminded the Board that the RTAAC members are available as a resource to the RTA as the budget discussions continue. Mr. Taylor also noted that the ADA 25 Chicago activities are now underway and the RTAAC is working with RTA staff to help promote public awareness about accessible transportation and to support a variety of projects in recognition of the 25<sup>th</sup> Anniversary of the Americans with Disabilities Act this July. He also noted that Michael VanDekreke, Director of Mobility Services, provided an update on the research results from the Mobility Services/ADA Paratransit Assessment Centers Project, including the recommendation to reduce the number of assessment sites from five to two, with one site located on the north side and another on the south side. Mr. Taylor added that the recommendation includes a network of Mobility Outreach Specialists, which will help to better coordinate local outreach efforts regarding availability of services and programs.

Finally, Mr. Taylor noted that discussions are underway with the RTAAC members to consider combining the RTAAC with the RTA Citizens Advisory Board (RCAB). RTA staff drafted proposed bylaws to create an RTA Transit Access Citizens Advisory Board (RTACAB). He said the RTAAC will vote whether to endorse the proposed bylaws at its July meeting and would then forward the bylaws to the RTA Board for approval at its August meeting. Director Totten asked whether consideration should be given to eliminating the RCAB since it is an "unfunded state mandate," rather than combining the two committees. Chairman Dillard asked staff to discuss this idea and report back to the Board and thanked the RTAAC for its continued commitment to accessibility in this region.

### **Executive Director's Report**

Ms. Redden began by reporting that as of May, the State owes the RTA \$279.9 million. She then provided an update on the work in Washington DC, stating the House and Senate could not find \$11 billion in revenue to fund MAP-21 extension through the end of the year. There will be a better sense of where things stand at the end of July, when Congress introduces something long-term or punts to the end of the year, which likely means past the 2016 presidential election.

Rep. Barbara Comstock (R-VA) has agreed to serve as the Republican co-chair of the Congressional Public Transportation Caucus. She represents the 10th district of Virginia (a suburban district outside of Washington, DC) that hosts WMATA and Metro, both very large transit systems.

The RTA and CMAP launched a joint Call for Projects – the RTA's 2016 Community Planning Program and CMAP's Local Technical Assistance (LTA) Program. Applications are due on June 25<sup>th</sup> with projects scheduled to be kicking off in November. Staff will present the final program of projects at the October Board meeting.

Two projects were released for public comment, the Maintenance Management Information Systems (MMIS) Upgrade Project, and the Enterprise Asset Management (EAM) Project. MMIS, calls for upgrades to existing software for rolling stock and maintenance. As well as new modules, better reporting and training. The EAM is an expansion of MMIS to facilities' software, set-up and training. Both programs are funded from the repurposing of previously programmed ICE funding allocated to CTA.

Finally, representatives from all 3 Service Boards gave a demonstration of the Ventra mobile app. In 2011, state legislation was passed that required the implementation of a regional fare payment system. The law states that the SBs must now accept contactless credit, debit and pre-paid cards for fare payments. As of January of this year, all 3 Service Boards were compliant with the legislation.

**Update on the *Ride On*. Consumer Marketing Campaign**

Mr. Mark Minor presented an update on the *Ride On*. consumer marketing campaign that launched in January 2015. The presentation provided data on the performance of the advertising through the first few months of the campaign. Overall, the advertising has met, or exceeded, the performance targets set by RTA prior to the campaign (i.e. click-thru-rates, impressions, conversions). Financially, the campaign has been extremely cost effective with the RTA's media buying firm being able to secure more TV and radio spots than anticipated for the budget, as well as digital advertising rates falling below the anticipated rates. Mr. Minor also discussed the plans for the campaign this spring and summer, which include new TV ads, refreshed digital and out-of-home ads, summer radio ads, advertisements on print-at-home boarding passes and street team marketing.

The RTA will also conduct a small research initiative this summer with the intent on making sure the campaign is achieving its objectives of increasing awareness, improving perception and growing ridership. The Board was generally supportive of the campaign and appreciated the data update. Director Hobson was concerned that the marketing effort wasn't being effective, considering the overall trend in ridership, as presented to the RTA Finance Committee earlier. Staff reminded the Board that the campaign has 3 objectives and that solely looking at overall ridership changes is not the best indicator of the campaign's effectiveness. Mr. Minor reiterated that a research effort dedicated to answering questions about the campaign's success in meeting its 3 objectives would take place this summer, as well as a broader effort in the fall. Mr. Minor recommended that the campaign be given at least one full year before its effectiveness is summarily judged, as it is important that consumers see/hear the advertising multiple times in order to get them to ride the system more frequently. Directors Ross and Lewis agreed that increased awareness and improved perception are important things that can help the RTA grow ridership and achieve other objectives over the long-term.

**EXECUTIVE SESSION/ADJOURNMENT**

There being no further business to come before the public portion of the meeting of the Board of Directors, Chairman Dillard explained that the next item on the agenda was an Executive Session. Ms. Nadine Lacombe, RTA General Counsel cited the exception for the closed session as IOMA Section 2(c)(11) and Section 2(c)(21). Chairman Dillard then pointed out that since there was no action to come out of the closed session, he would like the Board to move into Executive Session and adjourn from there.

Director Fuentes moved, and Director Durante seconded. The motion carried on the following leave for last unanimous roll call vote:

13 Ayes: Directors Buchanan, Coulson, DeWitte, Durante, Frega, Fuentes, Hobson, Lewis, Melvin (phone), Pang, Ross, Totten, and Chairman Dillard

3 Absent: Directors Anderson, Magalis, and Troiani

The public portion of the meeting ended at 10:10 a.m. and the Board moved into Executive Session.

*Audrey MacLennan*

AUDREY MACLENNAN

Secretary of the Authority