

## Minutes

### RTA External & Stakeholder Relations & Advocacy Committee Meeting

9:44 a.m., June 5, 2018

**Present:** McCall (Chair), Britt, Clough, Elkins, Lucas, Moss, Nardi, Norton, Serrano, Welo

**Not present:** None

**Also Present:** Becker, Benford, Brooks-Williams, Calabrese, Castelucci, Caver, Dangelo, Davis, Feke, Feliciano, Ferraro, Fields, Foley, Garofoli, Gautam, Jaszczak, Kirchmeir, Kirkland, Krecic, Loh, Metcalf, Miller, Raguz, Raphael, Schipper, Scott, Sutula, Tarka, Vukmanic, Zeller

Ms. McCall called the meeting to order at 9:44 a.m. The secretary called the roll and reported that five (5) committee members were present.

#### Community Advisory Committee (CAC)

Leo Serrano, RTA trustee, made the presentation. The Board underwent strategic planning with consultant Amy Morgenstern. They decided to review all the work of the Citizens Advisory Board (CAB). The CAB is codified in the bylaws so any changes have to also be made to the Code. The Board was given a revised version of the code. A redline version of the changes can be made available to the Board.

The current CAB Operating Guidelines was known as the Citizens Advisory Board. Previously terms were not enforced, so multiple members have served and are now considered emeritus status. Currently the CAB and sub committees meet monthly. Currently there are 20 members on the CAB. Ten selected through the slate process through the CAB and ten are selected by Board members. Each Board member has an appointee on the CAB.

The proposed changes have been discussed at the CAB meetings:

1. The first change is to change the name from the Citizens Advisory Board (CAB) to the Community Advisory Committee (CAC). This way there is no confusion about having multiple boards at the RTA.
2. There were five longstanding members of the CAB that have served more than 15 years. They were previously honored at a Board meeting as emeritus members. They will continue to serve in that capacity.
3. The meetings will be moved from monthly to quarterly. If more frequent meetings are needed, they can be scheduled. Sub committees can meet monthly or in between.
4. There will be term limits. No member can serve more than two consecutive three year terms. The terms will be staggered to ensure not more than seven members turn over at once.
5. All members of the CAC will be appointed by the Board of Trustees. There won't be individual appointees. The Board will vote on all of them. Board members can recommend an appointee.

The codified resolution will be at the June 19, 2018 Board meeting. He asked for a motion to move the revised bylaws of the CAB to the Board. It was moved by Mr. Serrano, seconded by Mayor Clough.

Mr. Nardi thanked Mr. Serrano for his hard work. Ms. Moss asked if the Board can receive the redline of the changes. She asked how it will work with the Board appointing the members. Mr. Serrano said there will be a subcommittee comprised of RTA staff and CAC members to vet the applicants. Nominations can be made to the Board. Candidates will submit applications. Chief McCall suggested it come through this committee to move to the full Board. She likes the change of no one Board member having an appointee. She asked if there is a process if members don't serve two consecutive terms, does it allow for a hiatus period where they can be reconsidered. Mr. Calabrese said if they are off for one term, they can return. She suggested that be added to the redline. She suggested the attendance policy require an excused absence clause. Mr. Serrano said the attendance policy was not enforced. Since the meetings are monthly, it was hard for members to adhere to the policy. She suggested language regarding unexcused absences.

Mr. Calabrese said there are a number of vacancies. They have a list of candidates for the committee and Board to consider. Ed Opett, the president, is looking forward to an election and new members. Chief McCall requested this come back to her committee. She suggested a list of the emeritus members and a list of potential members with their background, diversity, bios and geography, be included with the redline. She asked that if the first term is staggered and the one-year term person goes into a three-year term, does the first one-year term preclude them from serving two, three-year terms. She asked Legal to look at this. She thanked the staff for their work. It was moved and seconded earlier. There was no opposition. It will go to the full Board.

#### CSU Economic Impact Analysis

Maribeth Feke, the Director of Planning gave the presentation. Mr. Calabrese started the discussion. When the budget was brought to the board this year, a component was to engage an entity to do an economic analysis of what RTA's value is to the community. Staff recommends an agreement with CSU who has experience with doing like studies. The Board received the scope of services. It's important to get this done in a short duration if it is to be promoted to stakeholders and the public.

Maribeth worked with Mr. Calabrese and Tom Raguz in OMB to prepare the scope of services. All public spending has benefits within the region. As public dollars have gone out, there are certain benefits, which are important to FTA. In all competitive grants, they require a cost benefit analysis or a sound financial analysis. Cost benefit analysis were done for the HealthLine, Clifton and on all TIGER grants. APTA recently published an economic development study that shows there is a 4 to 1 economic impact return on investment for every dollar of direct spin off capital spending and other benefits. Public transit is different than other types of spending.

The HealthLine has generated \$6.5 BI worth of investment through 2016. It doesn't include 525 Euclid, UH development, etc. The Cleveland State Line is driving additional development on Clifton. The last economic development study RTA did was in 1997. The region and RTA was

different back then. Back then it saw \$737 MI in benefits, 2 million lost work days without RTA and \$60 MI cost savings for non-transit users.

She worked on the scope of service with CSU. She was skeptical about going to CSU because she thought it would be too academic and too rigorous. But she is now extremely confident about the quality of the analysis, the wealth of opportunities, the caliber of the staff involved and the rich data sites they can use. There are four major scopes: First is to determine the regional impact of RTA on the economy (employment, number of jobs, labor, spinoff spending, and direct spending). Second is the contribution to the local economy. Third is the analysis of poverty and public transit and how it is reduced with public transit and how people's income and lives are changed with public transit. Fourth are other benefits like mobility improvements, environmental benefits, the effect on social service spending and healthcare cost savings. All of these are unique to transit and well represented in the scope of work.

The Levin School of Urban Affairs is one of the best schools for planning in the country. They've done studies with NASA Glenn Research Center, Playhouse Square Theatre District, Republican National Convention and MetroHealth Transformation. Four Ph.Ds. will be on the team. Dr. Iryana Lendel will be the lead researcher. The cost is \$85,000. Her research shows that a similar study done for Boston was 3.5 times the cost. The Executive Summary and data will be ready for Nov. 13, 2018 when the budget will be presented to the Board. A final draft report will be presented January 2019. The final report will be submitted March, 2019 and the contract is expected to end June, 2019.

Staff requests an Agreement between CSU and RTA for an Economic Impact Analysis for the cost of \$85,000 be approved for action by the Board of Trustees at the meeting on June 19, 2018. Mr. Calabrese said the cost of the study is within his budget authority, but he wanted to present it to the Board.

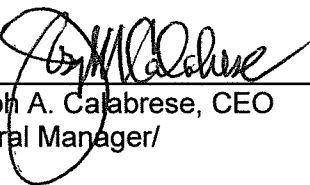
Chief McCall mentioned the Center for Population Dynamics (CPD) and suggested staff not box themselves out of looking at other demographic shifts in the county. The CPD did the study that led to the Neighborhood Transformation Initiative that the City of Cleveland looked at. This was done because in the past, no one had the right type of demographics to look at the economic impact and future growth areas. There is new technology so it's good this is being done now. The study will be good for future build grants so the timing makes a lot of sense. The price is affordable.

Ms. Britt is happy that Levin is doing the study since she is a planner and graduate of the college. She believes it's greatly needed. It will show the value of RTA to the public. Mayor Clough has had work done by CSU for his city. They have great talent. He's been pleased with their work. He asked if this is looking to be completed before a discussion of a tax increase. Ms. Britt responded that it's needed to show what the impact RTA has on the community. You can't go to voters without a plan. It will show what RTA would do with a tax. Mayor Clough asked if the 1997 study had been used for current grant applications. Maribeth stated that studies have been done for specific projects. The 1997 study was a total agency study. Other specific studies were done for the HealthLine. Chief McCall added that this is a deeper dive. She cautioned that if once this starts and there is an opportunity to go deeper, it should be brought back to the Board.

Ms. Moss asked if other companies were considered to do the study. She asked if there was a company that specializes in transportation and if RTA has always used CSU. Maribeth said they choose CSU, but they could bring in consultants familiar with public transit. CSU understands public transit and has a deep wealth of knowledge of data sets that they could put together. Staff is comfortable with CSU. Chief McCall mention APTA and OPTA as possible research partners. Ms. Moss asked who has done other studies for RTA. Other transit consultants include Aecom, WSP, Parker and others. Mr. Calabrese added that the University of South Florida did some of the HealthLine analysis. He added that even though time is not the number one criteria, it would take three months to do an RFP process. Ms. Moss asked if the fee will come from the general budget. Mr. Calabrese said it is from the general fund. Rev. Lucas is concerned that there not be constraints to the dollar amount if it needs to be expanded. He likes the part of the study that speaks on how public transit affects people's lives and incomes.

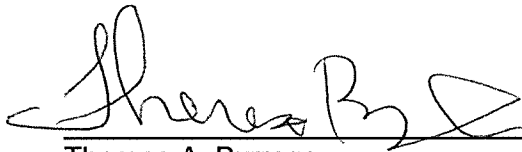
It was moved by Mayor Welo, seconded by Mr. Serrano and approved by unanimous vote to move this to the full board.

Chief McCall adjourned the meeting at 10:12 a.m.



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Joseph A. Calabrese, CEO  
General Manager/



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Theresa A. Burrage  
Executive Secretary