



**Topeka Metro  
Board of Director's Minutes  
January 21, 2020**

MEMBER'S NAME	ORGANIZATION	PRESENT / ABSENT / EXCUSED
Jim Ogle, Chair	Topeka Metro	Present
Rodd Miller, Vice-Chair	Topeka Metro	Present
Jim Daniel	Topeka Metro	Present
Beverly Hall	Topeka Metro	Absent (Excused)
Scott Tummons	Topeka Metro	Present
Dr. Alan Bearman	Topeka Metro	Present
Joseph Ledbetter	Topeka Metro	Present

Staff/Visitors	ORGANIZATION	PRESENT / ABSENT / EXCUSED
Bob Nugent, General Manager	Topeka Metro	Present
Denise Ensley, Interim General Manager/COO	Topeka Metro	Absent (Excused)
Chip Falldine, CFO	Topeka Metro	Present
John Cassidy, General Counsel	Topeka Metro	Present
Edwin Rothrock, Director of Planning	Topeka Metro	Present
Keri Renner, Director of Marketing and Communications	Topeka Metro	Absent (Excused)
Jared Culbertson, Director of Information Technology	Topeka Metro	Absent (Excused)
Terri Miller, Director of Human Resources	Topeka Metro	Present
Alan Parrish, Director of Maintenance & Facilities	Topeka Metro	Absent (Excused)
Mike Spadafore, Director of Mobility Management	Topeka Metro	Absent (Excused)
Taylor Moore	Topeka Independent Living Resource Center	Present

TOPIC	KEY DISCUSSION	RECOMMENDED ACTION / STATUS	PERSON RESPONSIBLE
<b>Call to Order</b>	Chair Ogle called the meeting to order at 3:15pm.		Jim Ogle
<b>Consent Agenda Minutes</b>	Minutes from the December 16, 2019 meeting were reviewed.	Motion: Rodd Miller moved and Joseph Ledbetter seconded the motion to approve the minutes as presented. The motion was unanimously approved.	Jim Ogle
<b>General Manager Report</b>	<p>Mr. Nugent reported:</p> <ul style="list-style-type: none"> <li>• He continues to meet with local partnerships about continuing the SOTO Ride-to-Work service.</li> <li>• Transit Day at The State Capitol will be March 10.</li> <li>• Topeka Metro is still waiting on the study on electric buses.</li> <li>• He will be meeting with Capitol Federal Savings Bank staff and Adam Greenstein with Zagster on January 24<sup>th</sup> to discuss the bikeshare program.</li> </ul> <p>Board members discussed national transit conferences that are offered by APTA and SWTA. Rodd Miller shared that he has learned a lot about transit by attending these conferences and talking with others from the transit industry. He recommended that other board members try to attend a transit conference, if possible.</p>		Bob Nugent
<b>Finance Report</b> Financials as of 12/31/19	Chip Falldine presented the December finance report. He pointed out that the \$89,201 listed as under budget under YTD expenses, is for the DVR's that are being installed on the fixed route buses and will be booked in the next few months.	Motion: Rodd Miller moved and Jim Daniel seconded the motion to accept the December finance report as presented. The motion was unanimously approved.	Chip Falldine



<p>Operations Maintenance Bikeshare</p>	<ul style="list-style-type: none"> <li>• Total fixed-route rides down by 9% from 2018. Fixed-route ridership for YTD FY 2020 is now flat to last year.</li> <li>• Wheelchair trips continue their upward trend through a traditionally slow season. Total YTD FY 2020 is 11,439, up 17% from FY 2019. Edwin pointed out that most vehicles have 2-3 wheelchairs during early morning peak service hours, which limits the ability to go with single wheelchair vehicles.</li> <li>• Fixed-route and paratransit trips provided in CY 2019 total 1,304,517, up from 1,280,600 in CY 2018 despite non-revenue trips being down over 15,000 year-to-year.</li> <li>• A press release went out on the official launch of the DoubleMap. Staff continue to provide training to the public on how to use the app and provide informational material.</li> </ul> <p>Report as submitted. Report as submitted. Report as submitted.</p>		<p>Denise Ensley Alan Parrish Chip Falldine</p>
<p><b>Committee Reports</b> Finance  Planning</p>	<p>Rodd Miller inquired how many bikes were out. Bob Nugent shared that there are over 200 bikes out right now, according to bikeshare staff.</p> <p>The February committee meeting will be focused on electric buses and bikeshare. Paratransit vehicles will be discussed in March.</p> <p>Joseph Ledbetter voiced his concern about the agency’s lack of advertising revenue. He would like further discussion on how the agency can create additional revenue from advertising on buses, benches/shelters, and QSS.</p>		<p>Rodd Miller  Jim Ogle</p>
<p><b>Continuing Business</b></p>	<p>None.</p>		

<p><b>New Business</b> Advertising Policy</p>	<p>John Cassidy reported that the current City of Topeka sign ordinance would not allow advertising in shelters. There is a question if it would not allow advertising on our benches. The agency does have certain rights under the ordinance to place and to derive advertising revenue from the benches, which may include the entire stop and not just the bench. He is unsure where the City of Topeka stands on that question.</p> <p>Joseph Ledbetter reiterated that he believes we need to look at any way we can enhance revenue and views advertising as money. Jim Ogle acknowledged his point and agreed, pointing out that the key is what the agency would net and not gross, adding that managing and creating the internal capability would create a significant expense that will likely eat up the profit. Jim Ogle would like to get an assessment of the marketplace and commented how much advertising has changed since social media. Jim Daniel suggested that staff contact other transit agencies to find out what their revenue is from advertising.</p> <p>Further discussion was held on advertising, the current advertising policy, and the current contract with Houck Transit Advertising. Jim Ogle pointed out that a lot of information needs to be gathered and recommended that the board look at all the elements of advertising and have a good discussion on the issue in April.</p>	<p><i>Action deferred</i></p>	<p>John Cassidy</p>
<p>Capitalization Policy</p>	<p>John Cassidy presented an updated Capitalization policy.</p>	<p>Motion: Jim Daniel moved and Rodd Miller seconded the motion to accept the updated Capitalization Policy as presented. The motion was unanimously approved.</p>	<p>John Cassidy</p>
<p><b>Adjourn</b></p>	<p>Chair Ogle adjourned the meeting at 4:40 pm.</p>		<p>Jim Ogle</p>

Respectfully Submitted,

Terri Miller, Board Secretary