



It is the Mission of the Ann Arbor Area Transportation Authority to provide accessible, reliable, safe, environmentally responsible, and cost-effective public transportation options for the benefit of the Ann Arbor Area Community.

Approved Minutes
Thursday, October 29, 2015
Ann Arbor Area Transportation Authority
Board of Directors Meeting
Ann Arbor District Library, 343 South Fifth Avenue, Ann Arbor, Michigan, 6:30 p.m.

Board Present: Mike Allemang, Susan Baskett, Jack Bernard, Eli Cooper, Gillian Ream Gainsley, Charles Griffith, Larry Krieg, Eric Mahler (Chair), Stephen Wade

Absent with Notice: Sue Gott

Staff: Jan Black, Terry Black, Matt Carpenter, Ron Copeland, Bill De Groot, Sarah Pressprich Gryniewicz, Dan Sommerville, Mary Stasiak, Phil Webb, Chris White, Michelle Whitlow, Reggie Whitlow

LAC Representative: Rebecca Burke

Recording Secretary: Karen Wheeler

Eric Mahler declared that a quorum was present and called the meeting to order at 6:30 p.m.

1.0 Public Hearing – None Scheduled

There was no public hearing.

2.0 Communications and Announcements

Eric Mahler thanked Charles Griffith for his service as Board Chair and presented Mr. Griffith with a plaque. Stephen Wade shared details of the Washtenaw County Equity Summit scheduled for November 9, 2015 at Washtenaw Community College. Gillian Ream Gainsley announced the November 3, 2015 transit millage on the ballot in Scio Township.

3.0 Public Time – Comment on Agenda Items

No one appearing, Mr. Mahler declared Public Time closed.

4.0 Review and Approval of Minutes

4.1 Review and Approval of Minutes of September 17, 2015

Larry Krieg moved approval of the minutes as written with support from Charles Griffith. The motion passed unanimously.

5.0 Board and Staff Reports

5.1 Chief Executive Officer

Matt Carpenter reported on events of the prior month including receipt of new vehicles for paratransit operation, new Purchase of Service Agreements with Pittsfield Township, Superior Township and Eastern Michigan University, and progress on recruitment for a Human Resources Manager. Mr. Carpenter reported that public engagement meetings for the May 2016 service changes were well attended and yielded good feedback. Mr. Carpenter reported on speaking engagements with the Chamber of Commerce and North Ann Arbor Rotary Club. Mr. Carpenter reported that the RTA presentation to PDC on draft service plans was postponed to December due to a change in the project timeline. RTA CEO Michael Ford reiterated the RTA's commitment that agencies will have time to review draft plans and provide feedback.

5.2 Planning and Development Committee

Planning and Development Committee (PDC) Chair, Gillian Ream Gainsley, reported on the committee's October meeting. The Committee discussed the Sustainability Plan at length and spent considerable time on the CO₂ reduction goal. The Committee arrived at using open terms for the goal as the Plan is a living document that will be reviewed and can be revised, if deemed appropriate. The Committee conducted the first of three planned reviews of the Capital and Categorical Grant Program. At the committee's suggestion, staff will be moving toward a tool to outline a comprehensive look at capital projects and available funding to aid with identifying tradeoffs and making future decisions. Staff provided an update on space needs and plans for conducting a study largely about operations and garage space. The Committee received updates on the Ypsilanti Transit Center, and Regional Transit Authority work on a seamless fare integration study.

Ms. Gainsley introduced Sarah Pressprich Grynowicz to report on the Sustainability Plan.

Ms. Grynowicz made a [presentation](#) on the Sustainability Plan. Ms. Grynowicz defined sustainability as organizational practices that make good business and

environmental sense using a triple bottom line approach to balance *economic*, *social* and *environmental* needs. Ms. Gryniwicz described how the elements pertain to transit services: transit is one of the most significant greenhouse gas reduction actions a household can take, transit's long-term impact leads to smart land use and compact development, conserves land, and reduced the need to develop and maintain parking.

Ms. Gryniwicz highlighted how AAATA invests in the environment through its Travel Demand Management Program, investing in hybrid buses and carefully designed facilities. Ms. Gryniwicz reviewed excerpts from the Sustainability Policy Statement and outlined ongoing management of the Plan.

Ms. Gryniwicz reported on next steps including a request for Board action to adopt the Policy Statement and accept the Plan. Ms. Gryniwicz thanked members of the Sustainability Resource Working Group and AAATA staff Julia Roberts and Dan Sommerville for their extensive work on the project.

5.3 Performance Monitoring and External Relations

Performance Monitoring and External Relations (PMER) Committee Chair, Susan Baskett, reported on the October PMER meeting. The committee received a request for additional funds to close out the Blake Transit Center reconstruction project. It was determined that additional discussion was necessary prior to taking action on the request, and the issue will be revisited at the November PMER meeting. Staff presented the financial and performance reports for the fiscal year end. There was a small budget surplus, and fixed-route ridership was down slightly. The committee received a presentation on A-Ride service including performance statistics and preliminary options for a service continuity plan. Ms. Baskett reported that committee members are mindful of comments received about service. Staff reviewed highlights from the Work Plan, and provided updates on the website, CAD-AVL project and the RTA.

5.4 Washtenaw Area Transportation Study

Larry Krieg reported that the first call for FY2016 Transportation Improvement Plan amendments was passed, including \$300,000 for AAATA for new buses and \$455,000 for outreach and marketing to increase the use of alternatives. Dr. Krieg reported on a new application and weighted scoring theme implemented by WATS staff for proposed projects. Dr. Krieg offered to share the materials on the new scoring theme.

5.5 Local Advisory Council

Rebecca Burke presented the Local Advisory Council (LAC) report. The LAC received a presentation on improvements planned for the website including accessibility enhancements such as drop down menus and the capability for font size enlargement. Ms. Burke shared highlights from an A-Ride service report. Performance data indicates an increase in the number of sedan trips, a decrease in no-shows, and an increase in trip cancelations. AAATA staff are reviewing the discrepancies.

6.0 Question Time

Jack Bernard requested clarification on the “discrepancy” reported about A-Ride service and the increase in sedan rides, decrease in no-shows and increase in cancelations.

Brian Clouse responded that it may have been more clear to report that staff is reviewing the data. A shift has been noticed in the reduction of no-show trips and an increase in trip cancelations. A contributing factor may be the fleet dedicated to paratransit service and no cash-for-hire trips. More connectivity with customers and internal booking may also be contributing.

Charles Griffith commented on federal assistance being under budget by a significant amount on the revenue side, and an increase in state operating assistance. Phil Webb responded that the year-end budget has a surplus. This provided the opportunity to defer federal operating assistance (preventative maintenance grant funds) into FY2016. Mr. Webb reported that the increase in state operating assistance was received from the closeout from the audits of FY2014.

Mr. Griffith noted the PMER discussion about the performance of some routes and the explanation of the timing of the Labor Day holiday and other factors. Mr. Griffith requested a report at a future meeting of a breakdown of ridership on new service compared to old routes.

Larry Krieg referred to the Passengers per Service Hour report by route noting that the Ypsilanti local and EMU routes have been much more crowded than the traditional frontrunners routes #4 and #2.

Eli Cooper commented on the Sustainability Plan, applauding the agency for completing a dedicated policy consistent with supporting the community.

Mr. Cooper noted improvements in A-Ride call wait times reported to PMER. Mr. Cooper added that while response times are within the higher quartile of industry, it is important to continue to monitor the service and communicate the data to the community.

Mr. Cooper encouraged continuous improvement in ridership stating that he is looking forward to the results of the rider survey data to help inform decisions about what to do about waning ridership numbers. Mr. Cooper noted that employment is growing, and encouraged staff to look into ways to capture the market for express service. Mr. Cooper commented on A-Ride performance data and the opportunity to learn from the data and work with the community to determine a model using appropriate service metrics.

Stephen Wade commented on fixed-route ridership being down. Mr. Wade is looking forward to receiving details from ridership surveys. Mr. Wade commented on the safety goal report in the Quarterly Service Standard Report, and requested information on the geographies or trends. Mr. Wade stated the importance of making sure that areas inside and outside the bus are as safe as possible.

7.0 Old Business

There was no Old Business for the Board to consider.

8.0 New Business

Larry Krieg moved the following resolution with support from Eli Cooper.

8.1 Consideration of Resolution 1/2016 Adoption of Sustainability Policy and Acceptance of Sustainability Plan

WHEREAS, the Ann Arbor Area Transportation Authority (AAATA) has a long history of providing excellent transit service and making environmentally-responsible investments, and,

WHEREAS, in response to increasing global needs to address greenhouse gas (GHG) and climate change, AAATA has developed a Sustainability Policy and developed a Sustainability plan to guide its environmental efforts, in balance with its economic and social commitments, and,

WHEREAS, to develop this plan, staff reviewed other local sustainability plans, inventoried previous sustainability actions and investments, collected data, met with a Resource Working Group made up of community members with expertise in sustainability, and obtained input from the public, and,

WHEREAS, AAATA developed goals, along with corresponding targets and actions for improving the sustainability of AAATA's transit services and assisting our partners and neighbors in improving the sustainability of the Ann Arbor-Ypsilanti Area as a whole,

WHEREAS, in order to achieve the sustainability goals, targets, and actions of this Plan, AAATA staff anticipate the establishment of an internal Sustainability Team, a

Sustainable Management System (SMS), and Sustainable Return on Investment (SROI) approach; updating the Sustainability plan every five years, seeking third-party certification (e.g. APTA), and reporting annual sustainability performance.

NOW, THEREFORE, BE IT RESOLVED, that the AAATA Board of Directors hereby

- 1) Accepts the *Sustainability Plan* dated October 2015, and
- 2) Adopts the attached *Sustainability Policy*

AAATA Sustainability Policy
Adopted October 29, 2015

In accordance with our mission, our vision, and our core values, AAATA (TheRide) is fully committed to Sustainability through our impact on the community and our business activities. We strive to be good stewards of the environment, society, and economy, and contribute to the future for our communities.

Sustainability requires making long-term investments that will leave future generations better off than we are today. In addition to supporting a healthier environment, sustainability promotes a more socially equitable community as well as a stronger economy.

To fulfill this commitment, TheRide formally adopts the following:

- TheRide commits to continue operating accessible, reliable, safe, cost-effective, and environmentally-friendly transportation options
- To further environmental sustainability, through cost-effective innovation and self-assessment of sustainability performance, TheRide will strive to
 - Continuously improve greenhouse gas (GHG) performance by reducing net GHG emissions by 2030, following the full implementation of 5YTIP service increases, and by reducing 90% of net GHG emissions by 2050
 - Use resources efficiently by reducing fuel, energy, water, and waste per passenger
 - Promote transit-oriented and compact development with planning bodies and property developers, and use and develop TheRide's facilities efficiently
- To further economic sustainability, TheRide will strive to enhance cost-effectiveness, optimize revenues, and grow the mode share of transit and other sustainable transportation options
- To further social sustainability, TheRide will strive to advance social justice, ensure excellent and safe transit service, and improve quality of life to improve health, safety, and welfare of the community
- To manage its sustainability efforts, TheRide will
 - Incorporate Sustainable Return on Investment (SROI) triple-bottom-line framework of environmental, economic, and social sustainability evaluation into planning, operations, budgetary, and procurement decisions

- Create an internal Sustainability Team and regular reporting system, and will empower staff to demonstrate leadership in sustainability
- Develop a sustainability management system (SMS) with measurable, meaningful, and practical targets and objectives reasonable
- Update the Sustainability Plan every five years

Approval Authority	Board of Directors
Monitor	PMER
Administrator	Sustainability Team Coordinator
Next Review Date	November 1, 2019

Board members commented on the resolution. Concerns were raised about the absence of specific benchmarks and measurable goals for the near term. It was noted that compliance with the Plan will take a significant amount of time and effort and suggested that some measure should be reported prior to the 15 year mark. Short and medium term goals for emissions reduction were recommended. Staff responded to questions on the third-party certification.

Staff was complimented for the commitments to date using hybrid buses, and it was noted that the Plan will need to be considered in long term planning to make fundamental decisions about the organization. There was a specific request to make social justice a priority.

Charles Griffith proposed an amendment to the resolution to address the absence of short-term goals; to review the policy and goals in one year to actually measure progress and review the methodology to see if something more concrete can be developed in the near term.

Eli Cooper suggested moving the language from the final “Whereas” clause into the “Resolved” clause. Charles Griffith suggested specific language for the amendment which Eric Mahler read into the record:

~~WHEREAS, in order to achieve the sustainability goals, targets, and actions of this Plan, AAATA staff anticipate the establishment of an internal Sustainability Team, a Sustainable Management System (SMS), and Sustainable Return on Investment (SROI) approach; updating the Sustainability plan every five years, seeking third-party certification (e.g. APTA), and reporting annual sustainability performance.~~

NOW, THEREFORE, BE IT RESOLVED, that the AAATA Board of Directors hereby

- 1) Accepts the *Sustainability Plan* dated October 2015, and
- 2) Adopts the attached *Sustainability Policy*, and
- 3) Directs staff to establish an internal Sustainability Team, establish a Sustainable Management System (SMS), take a Sustainable Return on Investment (SROI) approach;

update the Sustainability plan and/or policy next year and every five years thereafter as may be appropriate at the time, begin seeking third-party certification (e.g. APTA), and report annually on the sustainability performance.

Larry Krieg and Eli Cooper accepted the amendment.

A question was raised about the bandwidth for staff to make a one-year review a priority given the breadth of items in the Work Plan.

Matt Carpenter responded that he was comfortable with the language change and with making a commitment to provide an update in a year.

Staff was congratulated for working with local community sustainability planners to develop a formal policy expected to benefit the community.

The amended motion passed unanimously.

9.0 Public Time

Michelle Barney appeared before the Board. Ms. Barney is appreciative of the bus service, and the new software informing callers to the A-Ride reservation line where they are in the queue, and the estimated wait time. Ms. Barney announced that some new drivers are leaving the bus a foot away from the curb, not lowering the ramp and making it difficult for people to get off the bus. Ms. Barney requested clarification of what constitutes a no-show trip. Ms. Barney shared details of an experience where despite confirmation that the call-taker was recording the correct pick-up location, the A-Ride driver went to the wrong location. The driver indicated that they were not given the correct location. Ms. Barney encouraged a review of the reservations to make sure that dispatchers are providing drivers with the correct information.

Carolyn Grawi appeared before the board. Ms. Grawi spoke favorably about her recent use of AirRide service. Ms. Grawi indicated that some individuals attempting to book A-Ride trips are still being told that rides aren't available. Ms. Grawi further indicated that it is difficult to make calls through the call center and suggested looking into training. Ms. Grawi commented on the satisfactory conclusion of a complaint by a consumer after Brian Clouse shared some information that was unknown to the individual. Ms. Grawi encouraged the Board to make sure that A-Ride service increases at the same rate as bus service as promised in millage campaign.

No one further appearing, Mr. Mahler declared Public Time closed.

10.0 Executive Session – MCL 15.268 Sec. 8(d) To consider purchase or lease of real property

Jack Bernard moved to adjourn to Executive Session for the purpose of considering the purchase or lease of real property. Charles Griffith supported the motion. The motion carried on a unanimous roll call vote: Baskett – Yes; Cooper – Yes; Gainsley – Yes; Krieg – Yes; Allemang – Yes; Wade – Yes; Griffith – Yes; Bernard – Yes; Mahler – Yes. The Executive Session commenced at 8:12 p.m.

Gillian Ream Gainsley moved to adjourn the Executive Session with support from Larry Krieg. The motion carried, and the Executive Session adjourned at 8:55 p.m.

11.0 Adjourn

Larry Krieg moved to adjourn the meeting with support from Jack Bernard. The motion carried, and the meeting adjourned at 9:00 p.m.

Respectfully Submitted,

Susan Baskett, Secretary