

# CAPITAL METROPOLITAN TRANSPORTATION AUTHORITY BOARD OF DIRECTORS MEETING

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~ Minutes ~

Board Liaison Ed Easton  
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Monday, November 23, 2020  
12:00 PM

12:05 PM Meeting Called to Order  
3:41 PM Meeting Adjourned

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## I. Public Comment:

Zenobia Joseph, citizen, made comments related to Title VI of the Civil Rights Act of 1964. She is concerned that Commissioner Travillion has mentioned a Techni Center MetroRapid route on a number of occasions, and this route has not been discussed with the public. She would ask that this be put on the agenda if that is something that is going to be implemented. According to FTA Circular 4702.1(b) Chapter 4-16 a change of this nature needs to go before the public so that there can be a discussion of a least discriminatory alternative. She also has continued concerns on the KAZI radio ads for Project Connect which have aired more than 500 times. She filed a complaint on Election Day that went to the Federal Highway Administration, and today wrote to the Internal Revenue Service asking that KAZI's non-profit tax-exempt status be revoked. The Consolidated Appropriations Act of 2020 prohibits the use of public funds for propaganda, and the ads specify that Project Connect is a system that moves us all -- but there is no service on Parmer Lane or Dessau Road, so the ad is false.

Chair Cooper responded to the comments, confirming that the agency will continue to abide by the law with regards to required public hearings, and that likewise he does not believe that we are spreading any false information on the radio.

## II. Advisory Committee Updates:

### 1. Customer Service Advisory Committee (CSAC)

Community Involvement Specialist Yannis Banks gave the monthly report.

This month CSAC heard updates from staff on Project Connect and Proposition and the new Strategic Plan Dashboard. They also began work on their committee workplan for 2021.

### 2. Access Advisory Committee

Community Involvement Specialist Yannis Banks gave the monthly report.

This month the Access Committee heard an update on Project Connect, and a new Pickup service zone that will be coming in the area of Dessau Road. They also started putting together their committee workplan for the coming year.

## III. Board Committee Updates:

### 1. Operations, Planning and Safety Committee

Chair Travillion gave a summary of this month's meeting, which occurred on November 9th. The committee had three action items, two of them which are on the consent agenda today, and one which is on the action item agenda.

### 2. CAMPO update

Board member Mitchell provided the update. CAMPO met on November 2nd, and the action items included furthering the Open Roads policy to deal with accidents and blockages along roadways; and an application for transportation development credits for the City of Kyle.

### 3. Finance, Audit and Administration Committee

Chair Mitchell provided the meeting summary. The committee met on November 9th and recommended one item for the consent agenda today. The committee's other action item was the annual performance review for the Vice President of Internal Audit. A discussion was held on that item in Executive Session but action on the item was postponed.

## IV. Consent Items:

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Terry Mitchell, Board Member
<b>SECONDER:</b>	Ann Kitchen, Board Member
<b>AYES:</b>	Mitchell, Cooper, Kitchen, Renteria, Travillion, Stratton
<b>ABSENT:</b>	Garza, Hill

1. Approval of minutes from the October 26, 2020 board meeting.
2. Approval of a resolution adopting the 2021 Board Meeting Calendar.
3. Approval of a resolution authorizing the President & CEO, or his designee, to execute a contract with OnActuate Consulting US Inc., for implementation of a new financial legal entity for Austin Transit Partnership within the existing financial system in an amount not to exceed \$260,000.
4. Approval of a resolution authorizing the President & CEO, or his designee, to enter into an Interlocal Agreement with Travis County to lease two dispatch positions in the Combined Transportation and Emergency Communications Center (CTECC).
5. Approval of a resolution authorizing the President & CEO, or his designee, to finalize and execute a contract with Presidio Networked Solutions Group for Cisco Smartnet support for one year in an amount not to exceed \$202,665.

## V. Action Item:

1. Approval of a resolution authorizing the President & CEO, or his designee, to finalize and execute contracts for marketing services with Sensis Agency and the Sherry Matthews Group in an amount not-to-exceed \$10,307,259 for one base year and three option years.

Director of Digital and Traditional Marketing Cynthia Lucas presented this item.

Capital Metro has a relatively small marketing staff, and for many years has relied on the services of outside firms to provide assistance with the development of marketing campaigns and strategies to achieve the objectives in the authority's strategic plan. This award is divided up into modules, and each is awarded to a single contractor to keep the approach consistent: support on communications, public relations, and social media services, which would be awarded to Sensis Agency; and marketing services, research, and web strategy, which would be awarded to Sherry Matthews Group. The scope also includes support services for the Austin Transit Partnership. These are both task order contracts and the agency is not obligated to spend the full contract amounts.

Zenobia Joseph, citizen, spoke after Cynthia's presentation. She wanted to call the board's attention to testimony she gave on December 14, 2016 in which she suggested that some of the money being used for marketing services could be used to save the northeast routes. She is opposed to the award of this contract for exactly the same reason, specifically routes north of US-183. She also responded to the Chair's follow up to her earlier public comments on the recent radio ads. He may not believe

that the ads are propaganda, but the ads say "Project Connect is a transit plan with more ways to move us all" and with no transportation for "all" on Parmer Lane that statement is false information. There is not an equitable distribution of resources. Money under this contract should be used to improve equity on these routes.

<b>RESULT:</b>	<b>ADOPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Sabino Renteria, Board Member
<b>SECONDER:</b>	Terry Mitchell, Board Member
<b>AYES:</b>	Mitchell, Cooper, Kitchen, Renteria, Travillion, Stratton
<b>ABSENT:</b>	Garza, Hill

## VI. Presentations:

### 1. CARE Update

Executive Vice President of Planning and Development Sharmila Mukherjee and Director of Service Planning Roberto Gonzalez gave the presentation.

The focus of the CARE program continues to be keeping operators, customers, and staff safe. Hand sanitizers are being added to our transit fleet and have been installed at key bus stops. We also have masks available for customers in need, and our contact-less fare collection pilot is ongoing. We are continuing to rely daily ridership data to make decisions on service levels that will support social distancing and avoid overcrowding. We are doing our best to remain flexible and agile.

Roberto then summarized some of the considerations that are informing changes under the proposed January 2021 Service Change. Decisions about work and remote learning by partners including the City of Austin, Travis County, State of Texas, University of Texas and AISD are all being monitored so that service levels can be adjusted accordingly. He also summarized some of the recent reductions -- and restorations -- of service that have been made recently, and gave an overview of some of the minor changes that are likely for the first part of 2021. He also provided the board with an update on the new Eastside Bus Plaza design and construction and recent changes to the major stop at ACC Riverside.

Board member Travillion spoke and said he wanted to highlight the service plans for students and customers in some of the corridors in the northeast that are actively being worked on -- in the Techni Center, Expo Center, and Delco Center areas.

Board member Stratton asked for more details on where the public could go to find pandemic-related metrics (the CARE dashboard) and commended staff for their efforts and transparency in trying to serve customers during this challenging time.

### 2. Project Connect Update

Project Connect Program Officer Dave Couch and Executive Vice President/Chief Counsel Kerri Butcher gave the presentation. This was the first update since Proposition A passed.

Kerri laid out the next steps to creation of the Austin Transit Partnership. To do that officially, the first order of business will be to identify the five ATP board members. Kerri summarized the requirements for those members, the application process and the timeline for nominating and approving them.

Dave then reviewed the sequence and current status for all of the major Project Connect initiatives. He then provided a quarterly snapshot for the next twelve months showing the all of the major milestones for 2021.

## VII. Reports:

### 1. President's Report

President Clarke presented his monthly report. This month's topics included the new "superstop" at Pleasant Valley and Riverside Drive; new murals that have recently gone up at Republic Square, Norwood Transfer Center, and at the stop outside the Capital Metro headquarters; the agency's celebration of Veteran's Day; the annual Thanksgiving meals for staff; and an award from the Government Finance Officer's Association for the agency's Comprehensive Annual Financial Report. He also mentioned the deadline for applications to the Austin Transit Partnership board, and the launch of a new cash-to-mobile program to allow customers to load money on to their phones for fare payment at retail locations.

## **VIII. Executive Session of Chapter 551 of the Texas Government Code:**

Section 551.076 for a security assessment related to information resources technology and deployment of security personnel and resources; and Liability; and Section 551.074 for personnel matters - discussion of FY2020 President & CEO Performance Evaluation

Went into session at 1:33 p.m.

Returned at 3:41 p.m.

## **IX. Items for Future Discussion:**

## **X. Adjournment**