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555 Lakeshore Blvd. Painesville Twp., OH 44077

February 11, 2021

Meeting Minutes for Pre-Proposal Meeting for RFP Strategic Planning Services

In Attendance:

Sam Triandos, Whitman, Requardt & Associates, LLP
Larry Strange
Jeff Gallart, Teneo
Charles Nelson, Nelson Development Ltd
Jane Jordan, MKSK
Devon Mayhugh, MKSK
Bob Innis, Innis Consulting Group, LLC
C. Denise Todd, WSP
Zoe Kenneally, LTRT
Yuval Grinspun, LTRT
Josh Sikich, HDR
Joanne Shaner, HDR
Chris Bongorno, Bongorno Consulting
Zach Kincade, RLS & Associates
Kenneth Liwag, WSP
Andrea Aaby, Dir. Compliance and Development at Laketrans
Ben Capelle, CEO for Laketrans

The goal of strategic plan is to guide Laketrans through the next 7-8 years through a period of stability and coalesce Laketrans's Board of Trustees around a single vision. This project will focus more on internal reflection, best practices development, and visioning as opposed to external engagement with the public and stakeholders.

Laketrans's Board is comprised of 9 members and is appointed by the Lake County Commissioners. Some of Laketrans's Board members have strong backgrounds in business, but struggle with our function as an arm of the government and some board members do not have a strong connection with our mission. A strategic planning retreat with the Board will be essential to their buy-in for Laketrans's strategic plan. Also educating the Board on the transit industry would be beneficial. The Board is comprised of many strong and differing personalities. Engaging the Board and selling them on the vision will be important work for the winning consultant.

In November 2019, Lake County voters approved an additional $\frac{1}{4}$ of 1% sales tax levy for 10 years; bringing Laketrans's source of operating revenue to a total of $\frac{1}{2}$ of 1% sales tax levy.



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Laketran is in a strong financial position. Lake County is suburban and we have a large focus on demand response paratransit service (Dial-a-Ride). There are no taxis and little Lyft/Uber in the area.

Pre-Covid (2019), ridership was split fairly evenly across our three services: Dial-a-Ride, In-County Fixed Route, and Park-n-Ride (Commuter Express). Post-Covid, Commuter Express ridership is very low and part of the strategic plan will involve the future of the service and the best use of these resources and assets.

Laketran does not have demand modeling. Demand modeling for Dial-a-Ride and Commuter Express may have the most value to our board.

For existing conditions analysis, Laketran has a long history of data in Trapeze Path (nearly 20 years) that the consultant can mine. Laketran staff can provide data but will not be expected to analyze. The consultant will be expected to provide the data analysis. New data collection is not expected with this project.

NOACA is the MPO for the region. NOACA has many strategic plans, including a Regional Strategic Transit Plan, but the Regional Transit Plan has little buy in from Lake County as a whole. Laketran expects that our goals will naturally align with NOACA's strategic plan but this is not the main focus of our work.

Budget: approximately \$100,000. However, Laketran will evaluate the proposals on their ability to perform the work and achieve our desired outcome. Price will not be the main evaluating factor.

Laketran prefers in-person meetings, but naturally there will be teleconferences and remote meetings. For the retreat, it is expected that the consultant will be on site.

There is flexibility in the insurance coverage requirements.

Evaluation criteria "Transit Board Planning Experience" does not mean experience with Laketran's Board, but experience in working with and engaging with governing Boards.

A note about Ohio Public Meetings Law ORC 121.22:

What is a meeting, as defined in the Ohio Open Meetings Act?

In order for the Open Meetings Act to apply, the members of a public body must be meeting to discuss the public's business. A meeting is a prearranged gathering of a majority of the members of a public body for the purpose of discussing public business. ORC 121.22(B)(2). For example, if there are five members of a school board, and only two get together to discuss public business,



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this is not a meeting and the Open Meetings Act would not require it to be open to the public. However, if three members gather to discuss public business, this is a meeting and the Open Meetings Act would require it to be open to the public. Also, if there is a meeting as defined by the Open Meetings Act, the public body must give notice to the public. (source: <https://www.ohioattorneygeneral.gov/FAQ/Sunshine-Laws-FAQs>)

Addendum #1 will be issued.