



**REGIONAL
TRANSIT AUTHORITY**
OF SOUTHEAST MICHIGAN

Meeting Summary

Board of Directors

Thursday, October 19, 2023

1:00 PM

1. Call to order at 1:01 PM

Board Members Present:

Dave Massaron; Helaine Zack; Freman Hendrix; Jeannette Bradshaw;
Alma Smith; Ned Staebler

RTA Representatives Present:

Ben Stupka; Khalil Davis; Julia Roberts; Shauna Morris; Corri Wofford;
Kameron Bloye; Isaac Constans

Other Meeting Participants:

Morrow and Associates – RTA Consultant
Michelle Hodges, Rehmann – RTA Consultant

2. Approval of Agenda

Moved by Helaine Zack and supported by Jeanette Bradshaw. The
October 19, 2023, Agenda was approved.

3. Approval of the September 21, 2023, Board Meeting Summary

Moved by Helaine Zack and supported by Ned Staebler. The September
21, 2023, Meeting Summary was unanimously approved.

4. Public Comment

There was no public comment.

5. Approval of the September 2023 Financial Reports

Moved by Alma Smith and supported by Jeannette Bradshaw, the
September 2023 Financial Reports, as included in the meeting packet,
were unanimously approved.

6. Fiscal Year 2023 Federal Funding Formula

The RTA is the designated recipient of all Federal Transit Administration
(FTA) formula funds for both the Detroit and Ann Arbor Urbanized
Areas and is responsible for allocating those funds based upon a
predetermined formula. RTA staff recommended that the Board use the

existing formula process to approve allocation of FY 2023 funding. A new process will be used to allocate FY 2024 funding in 2024.

Moved by Alma Smith and supported by Helaine Zack. The FY 2023 Federal Formula Funding was unanimously approved.

7. External Communications Contract Extension

Moved by Ned Staebler and supported by Freman Hendrix, the External Communications Contract Extension was unanimously approved to allow Mario Morrow and Associates LLC to continue providing ongoing support services through February 29, 2024.

8. Communications Report

Corri Wofford provided a summary of the RTA's efforts in expanding social media presence, external communications, partnerships, and outreach, highlighting increases in D2A2 ridership, social media engagement, and the Citizens Advisory Committee (CAC). Ms. Wofford also gave an update on the Influencer Program, working in partnership with social media influencer, SociallyChrissy, as the influencer posted about the ease of a trip on D2A2 to the apple orchard.

9. Planning and Innovation Report

Julia Roberts presented an update on the Regional Transit Master Plan (RTMP) community engagement, Advancing Corridors for Transit (ACT)-working in collaboration with partners, and the Mobility Wallet which will allow patrons the ability to pay for a variety of trip options via a secure, centralized account. Ms. Roberts also provided an update on the Detroit to Airport Express (DAX) Pilot Service, with a possible expected launch date in spring 2024.

10. Report from the Program Manager

Ben Stupka reviewed the staff report, as included in the meeting packet. Mr. Stupka advised that Ms. Piana will provide a report in relation to program management next month. In addition, staff is crafting a new administrative manager position to help manage financial operations, procurement, compliance, and audits.

11. New Business

Jeannette Bradshaw mentioned that the Mayor of Livonia expressed appreciation for the RTA. In addition, Ms. Bradshaw advised that the Oakland County bi-weekly newsletter featured transit in the last publication.

12. Meeting Adjourned at 1:45 PM