

**MINUTES**  
**JULY 19, 2022**  
**BOARD OF DIRECTORS**  
**GRTC TRANSIT COMPANY**

Members Present: Benjamin P. Campbell, Chair, City of Richmond  
Eldridge F. Coles, Secretary/Treasurer, City of Richmond  
Lincoln Saunders, City of Richmond  
Gary Armstrong, Vice Chair, County of Chesterfield  
Jim Ingle, County of Chesterfield  
Todd Eure, County of Henrico  
Tyrone Nelson, County of Henrico

Others Present: Bonnie Ashley, General Counsel  
Julie Timm, Chief Executive Officer  
Sheryl Adams, Chief of Staff  
Adrienne Torres, Chief Development Officer  
John Zinzarella, Chief Financial and Administrative Officer  
Tim Barham, Chief of Transit Operations  
Tony Byrd, Director of Maintenance  
Anthony Carter, Director of Risk Management  
Joe Dillard, Director of Equitable Innovation & Legislative Policy (Virtual)  
Dexter Hurt, Acting Director of Information Systems  
Ashley Mason, Manager of Organization Advancement  
Mike Frontiero, Director of Communications  
Sam Sink, Director of Planning & Schedules  
Tonya Thompson, Director of Procurement  
Von Tisdale, Executive Director of RideFinders  
Raquel Aguirre, Bus Stop Amenities and Program Manager  
Monica Carter, Safety and Service Compliance Manager  
McGregor Sheppard, Capital Improvement Program Manager  
Jean Lombos, ITS Project Implementation Manager  
Maurice Carter, President – Local 1220, Amalgamated Transit Union  
Barb Smith, County of Chesterfield  
Cari Tretina, County of Henrico  
Avery Daugherty, Virginia Department of Rail and Public Transportation  
Daniel Wagner, Virginia Department of Rail and Public Transportation  
Richard Hankins, RVA Rapid Transit  
Tim Brazil – Media Transit  
Charles Robideau – Chesterfield Resident

I. Call to Order & Introductions

This meeting of the Board of Directors of the GRTC Transit System, Old Dominion Transit Management Company (ODTMC), and RideFinders was called to order on July 19, 2022, by the Chair, Mr. Campbell at 8:00AM. The meeting was held in person at GRTC Transit System, Operators Lounge, 301 East Belt Boulevard, Richmond, Virginia. Video and audio of the meeting will be streamed live online and recorded for later viewing at the following web address <https://youtu.be/92-Hapd5l88>.

## II. Public Comments

The public notice, meeting agenda, and agenda attachments for this July 19, 2022, standing meeting of the Boards of GRTC, RideFinders, and Old Dominion Transit Management Company were posted at rideGRTC.com. Per the meeting notice, all written comments received via email by Mike Frontiero prior to 5:00PM on the day preceding a meeting were provided to all members of the Board the night before the meeting, are read during the Public Comment Period of the meeting by staff following the two-minute speaking limit and will be included in the minutes of the meeting.

This meeting, no public comments were received in writing.

### *Charles Robideau – Member of the Public*

Good morning and thank you. My name is Charles Robideau and I live in Chesterfield. Fourteen years ago, the Richmond Area Metropolitan Planning Commission, Organization, published the Richmond Regional Mass Transit Study in 2008. For which, GRTC at that time, played a prominent role particularly through the leadership of Planning Director, Larry Hagin. The executive summary of that committee concludes in this mandate to move ahead will require a cooperation for the region, for all the jurisdictions in the region. The public planning body and the elected officials would need to adopt the vision for transit in the region. Finally, the call to action stated that they, the leaders of the jurisdictions would need to reach out to the transit authority, that's you guys, to write to comment on the role of assuring the vision of effective transit service can be provided. That mandate, effective through today, GRTC would need to come in stronger on Chesterfield County's upper magnolia green plan, for which the county has rezoned rural acres to clear the way for a new two-part development, one part light manufacturing, would bolster the county's tax codes the other part conversion to commercial and residential growth as well as new schools. The discussion for this massive project, one subject has been glaringly absent, public transit. How to get people into and about these various activities. It is however projected that when this development plan is completed, the state and federal agencies will come up with enough funding projected to build, extend Powhite Parkway, down the junction with Hull Steet Road. This extension of Powhite would bisect the two parts of the Upper Magnolia Green project. The result is clear, no public transit, thousands more cars. Meanwhile, in Henrico County, are being called the Green City project. Thank you.

### *Tim Brazil – Media Transit*

Good morning, my name is Tim Brazil, I've been selling the advertising on your buses since 1982. This is my first time addressing the Board so please bear with me. Today I am here as a concerned City of Richmond taxpayer. At one time, GRTC has the highest farebox recovery rate in the country when compared to other similar sized transit systems. I believe it was approximately 24%. As the result of the current free fares and the no advertising policy, that recovery rate is now zero and you are now 100% taxpayer funded. Your annual budget has increased from \$48M in 2018 to over \$58M in 2022. All this while carrying fewer passengers. For this reason, I believe bus fares should be reinstated. GRTC can be managed as a business, offering a product. Zero fare can be interpreted by the public as a product with no value and that is not the case. Charging a reasonable fare will allow you to focus on your customers that are using transit to get to point A to point B and who are not simply riding the bus because it is free. This revenue will help offset the ever-increasing tax burden. It will also make easier to provide accurate bus rider data. I also encourage you to restart your bus advertising program. It's not something we will be involved with, but it should be done. The abrupt suspension last October has resulted in a loss of revenue of over \$500K and you still do not have a revised advertising policy. GRTC is the only system in the state that has this issue. Finally, as you begin your recruiting process for new leadership, I encourage you consider qualified individuals currently managing systems in Virginia or that have managed systems. Some of them

have worked for GRTC and I can name a few individuals. Perhaps these individuals will not use GRTC as a steppingstone to further their career but will make GRTC their home and eventually retire here. The new CEO will bring GRTC back fiscal responsibility and make the system less reliant on tax dollars and rebuilding management, employee and Union relationships. This may solve your current high employee turnover rate. Finally, Board Member, your goal should be to provide quality regional mass transit service while also good stewards of our tax dollars. Thank you.

*Maurice Carter – President, Local 1220 Amalgamated Transit Union*

Hello, my name is Maurice Carter and I am the president of AU1220 and I am here to address safety problem. Management did come to us with a proposal. The proposal was an unfair proposal and the reason why it was rejected was because it's like taking two of your kids to the ice cream shop but only giving one of them ice cream although they have the same accomplishments. That's why the proposal was rejected. Thank you.

III. Approval of July 19, 2022 Board Meeting Minutes

Gary Armstrong motioned to approve the June 21, 2022 Board Meeting minutes, Eldridge Coles seconded, and the motion carried unanimously.

IV. Consent Agenda

A. Annual Insurance Renewals – Tony Carter

Jim Ingle motioned to approve the Consent Agenda, Tyrone Nelson seconded, and the motion carried unanimously.

V. Information Items

A. Micro Transit Study – Adrienne Torres

An update on the micro transit study was provided, including a background overview, recommendations, and requests. The Board discussed the duration of the service for jurisdictions, the vehicles, upcoming outreach efforts.

B. Essential Transit Infrastructure Investment Strategy – Raquel Aguirre

Board previously approved plan through FY23 and had requested staff update the plan for a more ambitious shelter construction goal. The updated plan has been updated which makes it a new action item. The updated plan was presented, and the Board deferred action to approve the updated plan to the August Board meeting.

C. Advertising Program – Mike Frontiero

Staff is in the process of reviewing the Advertising Program and Policies for recommended updates and future programming.

D. Recent and Upcoming Procurements – Tonya Thompson

VI. Staff Reports

Staff discussed Staff Reports provided in the Board Packet as follows with no significant changed conditions from the prior month to report and no new significant issues pending:

A. Safety Performance – Tony Carter

B. Operator Staffing and Performance – Tim Barham

C. Rider Comments – Monica Carter

D. Ridership Performance – Sam Sink

E. Quarterly Performance – Sam Sink

F. Maintenance Staffing and Performance – Tony Byrd

G. Financial Report – John Zinzarella

VII. Board Action Items

A. FY2023 Budget Amendment from FY22 CPI-U – John Zinzarella

A motion was made by Gary Armstrong and seconded by Tyrone Nelson to approve and adopt an amendment to the previously adopted FY2023 to increase the Operating Budget Operating Contribution Revenues by \$192,1669.34 to \$13,103,546.60 based on CVTA required adjustments. Motion was approved unanimously. Lincoln Saunders asked for staff to provide an update on the legal requirements on annual CPI-U increased stipulated in CVTA for maintenance of transit service.

B. FY2023 Budget Amendment for Incentive Pay Program – Julie Timm

A motion was made by Gary Armstrong and seconded by Lincoln Saunders to approve a budget amendment not to exceed \$3.5M for FY2023 to implement the incentive pay proposals using prior-year operational funding. Motion was approved unanimously.

VIII. Board Policy Items

A. Contingency Fund Policy Statement – John Zinzarella

A motion was made by Jim Ingle and seconded by Gary Armstrong to approve and adopt the contingency funding policy; however, after discussions Lincoln Saunders motioned to refer the Contingency Fund Policy Statement to the Finance Committee for further discussion, Jim Ingle seconded, and the motion to refer the policy to Committee carried unanimously.

B. Proposed Board Committee Structure – Julie Timm

A motion was made by Lincoln Saunders and seconded by Tyrone Nelson to approve the Board Policy to create Board Committees. The motion included amendments to the policy to include five members of the Board of Directors and that the Board Chair should appoint the initial members of the Finance Committee to meet prior to the next GRTC Board meeting in order to discuss the proposed Contingency Fund policy. The motion was also amended to state the policy should be simplified to reflect the wording in the Summary item rather than the originally proposed committee structure item. With these amendments, the motion was approved unanimously.

IX. Chief Executive Officer's Report – Julie Timm

No report.

X. Board Chair's Report – Ben Campbell

No report.

XI. CEO Selection Committee Report

A. Committee Report

Tyrone Nelson to chair the Selection Committee. Committee recommended hybrid model for selecting a CEO—headhunter tasked to find qualified candidates and the HR Roundtable Directors responsible for scheduling interviews and interviewing candidates. A motion was made by Tyrone Nelson and seconded by Lincoln Saunders to approve a budget of up to \$100K (for executive recruiter contract, meeting needs, marketing, travel, advertising) to be further defined by the Personnel Committee.

B. Executive Session for Personnel Discussions – Ben Campbell

Todd Eure moved that GRTC convene a closed meeting to discuss the assignment of the appointment and salary of an Interim Chief Executive Officer, as authorized by Section 2.2-3711.1 (A) of the Freedom of Information Act. Motion was seconded by Lincoln Saunders and approved unanimously.

The Board of Directors of GRTC unanimously certified the closed meeting was conducted in conformity of Virginia Law.

Tyrone motioned for the appointment of Sheryl Adams as Interim Chief Executive Officer immediately upon the departure of the current CEO, Gary Armstrong seconded the motion, and the motion carried unanimously.

XII. Other Business  
None.

XIII. Adjourn  
There being no further business, the meeting adjourned at 11:00AM

APPROVED:

  
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Benjamin P. Campbell, Chair

August 16, 2022  
Date