

## **BOARD OF DIRECTORS' AGENDA MEETING NOTICE**

**Date:**            **Wednesday, August 3, 2016**  
**Time:**            **8:30 a.m.**  
**Location:**      **CCRTA Staples Street Center**  
                         **602 North Staples Street**  
                         **Corpus Christi, Texas**

	<b>TOPIC</b>	<b>SPEAKER</b>	<b>EST. TIME</b>	<b>REFERENCE</b>
1.	<b>Pledge of Allegiance</b>	C. Rock	1 min.	-----
2.	<b>Moment of Reflection</b>		1 min.	-----
3.	<b>Roll Call –</b>	C. Rock	2 min.	-----
4.	<b>Personnel Recognition</b> a. Distinguished Budget Presentation Award - Sandy Roddell	J. Cruz-Aedo	3 min.	No Attachment
5.	<b>Action</b> to Confirm Re-Appointment by the Board Chair of Richard Balli and Sylvia Wilson to the RTA's Committee on Accessible Transportation (RCAT) for Two-Year Terms	J. Cruz-Aedo	5 min.	Page 1
6.	<b>Update</b> on RCAT Committee Activities	A. Bauman / S. Montez	3 min.	No Attachment
7.	<b>Opportunity for Public Comment</b>	C. Rock	3 min.	No Attachment
8.	<b>Discussion and Possible Action</b> to Approve the Board Meeting Minutes of July 6, 2016	C. Rock	3 min.	Pages 2-7

9.	<b>The following items are routine or administrative in nature and have been discussed previously by the Board or Committees. The Board has been furnished with support documentation on these items.</b>  <b>a. Action</b> to Authorize Issuance of an Invitation for Bids (IFB) for Bus and Engine Parts  <b>b. Action</b> to Authorize Issuance of an Invitation for Bids (IFB) for Maintenance Uniform Rental Service	C. Rock  C. Rock	5 min.  5 min.	Pages 8-9  Pages 10-11
10.	<b>2017 Budget Workshop</b> <b>a.</b> 2017 Revenue Projections <b>b.</b> 2017 Capital Improvement Plan	J. Cruz-Aedo	30 min.	No Attachment
11.	<b>Discussion and Possible Action</b> to Approve the FY 2016 Audit and Comprehensive Annual Financial Report (CAFR)	C. O'Brien	10 min.	Page 12 Attachment
12.	<b>Presentations:</b> <b>a.</b> June 2016 Financial Report <b>b.</b> Operations Report for June 2016 <b>c.</b> Employee and Board of Directors' Conflict of Interest Policies <b>d.</b> Procurement Update	C. O'Brien R. Villarreal A. Gaitan S. Montez	5 min. 5 min. 5 min. 10 min.	Pages 13-17 PowerPoint Pages 18-28 PowerPoint Pages 29-30 Attachment PowerPoint
13.	<b>Discussion (in Closed Session) and Possible Action Thereafter in Open Session</b> Concerning Staples Street Center Proposed Leases and Tenants	C. Rock	5 min.	No Attachment
14.	<b>CEO's Report</b>	S. Montez	5 min.	No Attachment
15.	<b>Chair's Report</b>	C. Rock	5 min.	No Attachment
16.	<b>Adjournment</b>	C. Rock		-----
17.	<b>Information</b> <b>a.</b> RCAT Minutes of June 16, 2016 <b>b.</b> July Analytics & Digital Marketing Dictionary			Attachment Attachment

**Total Estimated Time: 2 hrs.**

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**PUBLIC NOTICE** is given that the Board may elect to go into executive session at any time during the meeting in order to discuss matters listed on the agenda, when authorized by the provisions of the Open Meetings Act, Chapter 551 of the Texas Government Code.

In the event the Board elects to go into executive session regarding an agenda item, the section or sections of the Open Meetings Act authorizing the executive session will be publicly announced by the presiding officer.

In compliance with the Americans with Disabilities Act, individuals with disabilities who plan to attend this meeting and who may need auxiliary aids or services are requested to contact the Assistant Secretary to the Board at 903-3474 at least 48 hours in advance so that appropriate arrangements can be made.

Información en Español: Si usted desea esta información en Español o en otro idioma, por favor llame al teléfono (361) 289-2712.

On **Friday July 29, 2016** this Notice was posted by **Dena Linnehan** at the Nueces County Courthouse, 901 Leopard, Corpus Christi, Texas, the CCRTA Staple Street Center, 602 N. Staples Street, Corpus Christi, Texas, and sent to the Nueces County Clerk and the San Patricio County Clerk.



CORPUS CHRISTI REGIONAL  
TRANSPORTATION AUTHORITY

Board of Directors' Memo

August 3, 2016

**Subject:** Confirm Re-Appointment by the Board of Directors of Richard Balli and Sylvia Wilson to the RTA's Committee on Accessible Transportation (RCAT) for a Two-Year Term

**Background:**

The by-laws for RTA's Committee on Accessible Transportation (RCAT) describe the terms for how re-appointments are handled. If a member is eligible for re-appointment, they must submit a letter of interest to staff and the Board of Directors must confirm their re-appointments.

Each member is originally appointed to a two (2) year term except for the chairperson who serves at the pleasure of the RTA Board. Members may be appointed for up to four (4) consecutive two (2) year terms. A committee member who has reached the term limit of eight consecutive years of service may apply for membership after a one-year absence.

At this time, the RCAT Committee has two current members who are interested in continuing service and are seeking an additional two-year term. They are:

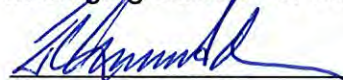
--Richard Balli, appointed in 2012, seeking 3<sup>rd</sup> term  
Sylvia Wilson, appointed in 2012, seeking 3<sup>rd</sup> term

In order to continue service on the RCAT Committee, the RTA Board of Directors must take action to confirm the re-appointment.

**Recommendation**

The RCAT Committee recommends the Board of Directors confirm the re-appointment of Richard Balli and Sylvia Wilson for additional two year terms.

Submitted by: \_\_\_\_\_  
Sharon Montez  
Managing Director of Customer Services

Approval:  \_\_\_\_\_  
Jorge Cruz-Aedo  
Chief Executive Officer

**CORPUS CHRISTI REGIONAL TRANSPORTATION AUTHORITY  
BOARD OF DIRECTORS' MEETING MINUTES  
WEDNESDAY, JULY 6, 2016**

**SUMMARY OF ACTIONS**

- 1. Pledge of Allegiance**
- 2. Moment of Reflection**
- 3. Conducted Roll Call**
- 4. Action to Adopt Resolutions for Outgoing Board Members**
- 5. Action to Administer the Oath of Office to City of Corpus Christi Appointees to the CCRTA Board of Directors**
- 6. Held Personnel Recognition**
- 7. Provided Opportunity for Public Comment**
- 8. Approved Board Meeting Minutes of May 4, 2016 and June 1, 2016**
- 9. Heard Update on RCAT Committee Activities**
- 10. Approved Consent Agenda a) Action to Authorize the Chief Executive Officer (CEO) to Execute a One-Year Memorandum of Agreement with Texas A&M University-Corpus Christi for Transportation Services, and b) Action to Award a Contract to L&M Industrial Supply for Fasteners and Miscellaneous Shop Supplies**
- 11. Action to Adopt the Texas Unified Certification Program (TUCP) Memorandum of Agreement (MOA) and Standard Operating Procedures (SOP)**
- 12. Action to Authorize Awarding a Contract to ACA Digital for Website Hosting, Maintenance, Updating and Campaign Creation**
- 13. Action to Approve the Disadvantaged Business Enterprise (DBE) Goal of 16 Percent for Federal Fiscal Year 2017 through 2019**
- 14. Action to Authorize Issuing a Request for Proposal (RFP) for a Comprehensive Performance Audit**
- 15. Action to Approve the 2016 Defined Benefit Plan and Trust Actuarial Valuation Report for the Plan Year Ending December 31, 2016 and Authorize a Contribution of \$579,434 to the CCRTA Defined Benefit Plan and Trust**
- 16. Action to Adopt the Updated Drug & Alcohol Policy**
- 17. Action to Ratify Payment for the Windstorm & Hail Policy**
- 18. Heard Presentations on: a. May 2016 Financial Report; b. Operations Report for May 2016; c. Transit Plan 20/20 (COA) Update; d. Bus Operators Safety Report; e. Procurement Update**
- 19. Discussion (in Closed Session) and Possible Action Concerning Staples Street Center Proposed Leases and Tenants**
- 20. Heard CEO's Report**
- 21. Heard Chair's Report**
- 22. Information**
- 23. Adjournment**

The Regional Transportation Authority Board of Directors met at 8:30 a.m. in the Regional Transportation Authority Staples Street Center facility located at 602 N. Staples Street, Corpus Christi, Texas.

**Board Members Present:** Curtis Rock, Chair; Mike Reeves, Vice Chair; Mary Saenz, Secretary, George B. Clower, Conrado Garcia, Angie Granado, Scott Harris, Glenn Martin, Edward Martinez, Tom Niskala

**Board Members Absent:** Thomas Dreyer

**Staff Present:** David Chapa; Kelly Coughlin, Angelina Gaitan, William Laridis, Sharon Montez, Cindy O'Brien, Mike Reñdon, Gordon Robinson, Robert Saldaña, Rosa Villareal, Eduardo Castro, Janessa Cano, Franklin Ramirez, Eric Rios, Anthony De La Fuente, John Wilson and Dena Linnehan

**Public Present:** John Bell, Wood, Boykin, Wolter, CCRTA Legal Counsel; Amand Drum, TAMUCC; Roland Estrada, Gina Salazar & Rose Aguiar, ATU Local 1769; Linda Fallwell-Stover & Joseph Huesta, CBCIL; Aurelio Gomez, Buck Butham, ACADIS; Ronald Berglund, RIDC; Coretta Graham, Lawyer.

**Call to Order and Roll Call**

Mr. Curtis Rock called the meeting to order at 9:16 a.m. Ms. Mary Saenz called the roll and declared that a quorum was present.

**Adoption of Resolution for Outgoing Board Members**

Mr. Curtis Rock read the resolutions recognizing Ms. Mary Saenz and Mr. Thomas Dreyer's dedication and loyal service. Mr. Rock commented they both had served the CCRTA well during their tenure as board members.

**Action to Administer the Oath of Office to City of Corpus Christi Appointees to the CCRTA Board of Directors**

Mr. John Bell administered the Oath of Office to Messrs. A.R. "Butch" Escobedo and Larry D. Young, Sr.

**Held Personnel Recognition**

Ms. Sharon Montez and Rosa Villarreal recognized Kelly Coughlin, CCRTA's Interim Marketing Director for receiving the Telly Award which is one of the highest awards in the marketing industry.

Ms. Villarreal commented on the recent passing of one of CCRTA's bus drivers, Mr. Larry Briggs, employed for over 30 years with CCRTA. She also thanked her team for their support in honoring Mr. Briggs at his memorial service and funeral.

**Provided Opportunity for Public Comment**

Dr. Amanda Drum of CCTAMU thanked us for being great community partners and also thanked us for the exchange of services for another year.

Joseph Huesta and Linda Fallwell-Stover of CBCIL spoke on the resignation of their board member, a CCRTA employee, Marshall Burns.

Rowland Estrada, President, ATU-Local 1769 commented on employees' concerns, security contract, policies and healthcare.

#### **Heard Update on RCAT Committee Activities**

Ms. Bauman gave an update on the recent activities and RCAT meeting.

#### **Discussion and Possible Action to Approve the Board of Directors' Minutes of May 4, 2016 and June 1, 2016**

Mr. Rock asked if there were any additions or corrections to the Board of Directors' Minutes of May 4, 2016 and June 1, 2016. There being none, he asked for a motion.

**MR. ROCK MADE A MOTION TO APPROVE THE BOARD OF DIRECTORS' MINUTES OF MAY 4, 2016 AND JUNE 1, 2016. MR. REEVES SECONDED THE MOTION. THE MOTION CARRIED. ROCK, REEVES, CLOWER, ESCOBEDO, GARCIA, GRANADO, HARRIS, MARTIN, MARTINEZ, NISKALA AND YOUNG VOTING IN FAVOR.**

#### **CONSENT AGENDA**

**Mr. Rock stated that the following items were of routine or administrative nature and had been discussed previously by the Board or Committee. The Board had been furnished with support documentation on these items. He asked if anyone wished to withdraw an item for discussion.**

- a. **Authorize** the Chief Executive Officer (CEO) to Execute a One-Year Memorandum of Agreement with Texas A&M University-Corpus Christi for Transportation Services
- b. **Action** to Award a Contract to L&M Industrial Supply for Fasteners and Miscellaneous Shop Supplies

**MR. ROCK MADE A MOTION TO A. AUTHORIZE THE CHIEF EXECUTIVE OFFICER (CEO) TO EXECUTE A ONE-YEAR MEMORANDUM OF AGREEMENT WITH TEXAS A&M UNIVERSITY-CORPUS CHRISTI FOR TRANSPORTATION SERVICES, AND B. ACTION TO AWARD A CONTRACT TO L&M INDUSTRIAL SUPPLY FOR FASTENERS AND MISCELLANEOUS SHOP SUPPLIES. MR. NISKALA SECONDED THE MOTION. THE MOTION CARRIED. ROCK, REEVES, CLOWER, ESCOBEDO, GARCIA, GRANADO, HARRIS, MARTIN, MARTINEZ, NISKALA AND YOUNG VOTING IN FAVOR.**

#### **Discussion and Action to Adopt the Texas Unified Certification Program (TUCP) Memorandum of Agreement (MOA) and Standard Operating Procedures (SOP)**

Ms. Villarreal commented this was presented at the committee meetings in June and asked the board for approval.

**MR. REEVES MADE A MOTION TO ADOPT THE TEXAS UNIFIED CERTIFICATION PROGRAM (TUCP) MEMORANDUM OF AGREEMENT (MOA) AND STANDARD OPERATING PROCEDURES (SOP). MR. NISKALA SECONDED THE MOTION. THE MOTION CARRIED. ROCK, REEVES, CLOWER, ESCOBEDO, GARCIA, GRANADO, HARRIS, MARTIN, MARTINEZ, NISKALA AND YOUNG VOTING IN FAVOR.**

**Discussion and Action to Authorize Awarding a Contract to ACA Digital for Website Hosting, Maintenance, Updating and Campaign Creation**

Ms. Coughlin commented this was presented at the committee meetings in June and asked board members for their approval.

**MR. NISKALA MADE A MOTION TO AUTHORIZE AWARDING A CONTRACT TO ACA DIGITAL FOR WEBSITE HOSTING, MAINTENANCE, UPDATING AND CAMPAIGN CREATION. MS. GRANADO SECONDED THE MOTION. THE MOTION CARRIED. ROCK, REEVES, CLOWER, ESCOBEDO, GARCIA, GRANADO, HARRIS, MARTIN, MARTINEZ, NISKALA AND YOUNG VOTING IN FAVOR.**

**Discussion and Action to Approve the Disadvantaged Business Enterprise (DBE) Goal of 16 Percent for Federal Fiscal Year 2017 through 2019**

Mr. Laridis commented this was brought to the board members at the committee meetings in June and asked board members for their approval.

**MR. REEVES MADE A MOTION TO APPROVE THE DISADVANTAGED BUSINESS ENTERPRISE (DBE) GOAL OF 16 PERCENT FOR FEDERAL FISCAL YEAR 2017 THROUGH 2019. MR. HARRIS SECONDED THE MOTION. THE MOTION CARRIED. ROCK, REEVES, CLOWER, ESCOBEDO, GARCIA, GRANADO, HARRIS, MARTIN, MARTINEZ, NISKALA AND YOUNG VOTING IN FAVOR.**

**Discussion and Action to Authorize Issuing a Request for Proposal (RFP) for a Comprehensive Performance Audit**

Mr. Laridis commented this was brought to the board members at the committee meetings in June and asked board members for their approval.

**MR. MARTINEZ MADE A MOTION TO AUTHORIZE ISSUING A REQUEST FOR PROPOSAL (RFP) FOR A COMPREHENSIVE PERFORMANCE AUDIT. MR. MARTIN SECONDED THE MOTION. THE MOTION CARRIED. ROCK, REEVES, CLOWER, ESCOBEDO, GARCIA, GRANADO, HARRIS, MARTIN, MARTINEZ, NISKALA AND YOUNG VOTING IN FAVOR.**



**Discussion and Action to Approve the 2016 Defined Benefit Plan and Trust Actuarial Valuation Report for the Plan Year Ending December 31, 2016 and Authorize a Contribution of \$579,434 to the CCRTA Defined Benefit Plan and Trust**

Ms. Cindy O'Brien commented this was brought to the board members and discussed at the committee meetings in June and asked board members for their approval.

**MR. MARTIN MADE A MOTION TO APPROVE THE DISADVANTAGED BUSINESS ENTERPRISE (DBE) GOAL OF 16 PERCENT FOR FEDERAL FISCAL YEAR 2017 THROUGH 2019. MR. REEVES SECONDED THE MOTION. THE MOTION CARRIED. *ROCK, REEVES, CLOWER, ESCOBEDO, GARCIA, GRANADO, HARRIS, MARTIN, MARTINEZ, NISKALA AND YOUNG VOTING IN FAVOR.***

**Discussion and Action to Adopt the Updated Drug & Alcohol Policy**

Ms. Gaitan commented the Drug and Alcohol Policy was updated at the committee meetings in June and asked board members for their approval.

**MS. GRANADO MADE A MOTION TO Adopt THE UPDATED DRUG & ALCOHOL POLICY. MR. GARCIA SECONDED THE MOTION. THE MOTION CARRIED. *ROCK, REEVES, CLOWER, ESCOBEDO, GARCIA, GRANADO, HARRIS, MARTIN, MARTINEZ, NISKALA AND YOUNG VOTING IN FAVOR.***

**Discussion and Action to Ratify Payment for Windstorm & Hail Policy**

Ms. Montez asked board members for their approval in order to ratify payment of the windstorm and hail policy.

**MR. NISKALA MADE A MOTION TO ADOPT THE UPDATED DRUG & ALCOHOL POLICY. MR. REEVES SECONDED THE MOTION. THE MOTION CARRIED. *ROCK, REEVES, CLOWER, ESCOBEDO, GARCIA, GRANADO, HARRIS, MARTIN, MARTINEZ, NISKALA AND YOUNG VOTING IN FAVOR.***

**Presentations:**

**a) May 2016 Financial Report**

Using a PowerPoint, Ms. Cindy O'Brien presented the May financials. She commented May 2016 sales estimated at \$2.5 million which was the same in 2015, collections received on June 10<sup>th</sup> were \$2.4 million. Mr. O'Brien also commented that year-to-date collections were 10.12 percent less than the budgeted year-to-date estimate. She also reported total operating revenues were a little under budget and as well as departmental expenses. Ms. O'Brien reported the total unrestricted net position was at \$14,753,783, and diesel costs were lower than 2015, yet CNG was slightly higher than 2015.

**b) Operations Report for May 2016**

Mr. Gordon Robinson reported ridership for May was 450,896 slightly down from May 2015. He also reported fixed route was down about 5.4 percent with B-line up 4.1 percent over last year. Mr. Robinson stated that year-to-date overall ridership was slightly down from 2015. On-time performance and B-line both had no issues and were slightly higher than last month. Mr. Robinson also reported there were 13 commendations in May and customer assistance form (CAF's) were at a low of 38.

**c) Transit Plan 20/20 (COA) Update**

Mr. Gordon Robinson reported the status of the Transit Plan 20/20 program using a PowerPoint presentation. He commented several days were planned for outreach in both June and July. He also reported preferred alternatives, draft fare recommendations along with 5-year implementation and service expansion plan were also being developed.

**d) Bus Operators Safety Report**

Mr. Mike Rendon using a PowerPoint presentation reported on bus safety and proposed actions to be implemented at rear of buses to help to eliminate rear-end collisions. He also commented on the establishment of a Safety Task Force to aid with monitoring the program.

**e) Procurement Update**

Ms. Sharon Montez using a PowerPoint presentation cited the completed projects to date.

**Discussion (in Closed Session) and Possible Action Thereafter in Open Session Concerning Staples Street Center Proposed Leases and Tenants**

Mr. Rock announced that it was 11:01 a.m. and that the Board was going into closed session to discuss Item No. 19 on the agenda concerning Staples Street Center Proposed Leases and Tenants with possible action in open session under Section 551.072 of the Texas Open Meetings Act.

Mr. Rock reconvened the meeting at 11:35 a.m.

**MR. ROCK REPORTED NO ACTION WAS TAKEN IN CLOSED SESSION.**

**CEO's Report**

Ms. Montez reported on behalf of Mr. Cruz-Aedo's absence regarding the Texas Transit Association workshop held in San Antonio last month.

**Chair's Report**

Mr. Rock welcomed new board members.

There being no further business, the meeting was adjourned at 11:55 a.m.

Submitted by: Dena Linnehan

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Curtis Rock, Board Chairman / Date



## CORPUS CHRISTI REGIONAL TRANSPORTATION AUTHORITY

Board of Directors' Memo

August 3, 2016

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**Subject: Authorize Issuing an Invitation for Bids (IFB) for Bus and Engine Parts**

### **Background**

The RTA purchases the majority of all parts needed to maintain RTA buses utilizing an Invitation for Bid (IFB) process. The bus and engine parts bid represents over 1,200 line items of parts -- primarily instrumentation parts, vehicle body parts, chassis parts, drive train parts, electrical parts, engine/motor system parts and accessories. Replacement parts are specified to meet or exceed "original equipment manufacturer" (OEM) or approved equals, the latter determined by independent testing or verified references. The Vehicle Maintenance Department may only purchase a portion of the parts that are under this agreement; however, it is advantageous to lock in supply contract prices with various suppliers utilizing volume discounts, with parts acquired only as needed. The alternative of paying out-of-contract prices will normally result in higher annual parts expenses due to a volatile market and excessive staff administration time for parts procurements.

### **Identified Need**

On October 9, 2013, the Board of Directors awarded to multiple vendors a Bus and Engine Parts Supply Agreement with a one-year base and two (2) one-year options. The last option year will expire on August 12, 2016.

### **Committee Review**

This was presented to the Operations Committee on July 20, 2016 and recommended for approval by the Board.

### **Financial Impact**

Total amount of usage will determine actual expenditures FY2016 Operating Budget, local funds.

### **Recommendation**

Staff requests that the Board of Directors authorize the Chief Executive Officer (CEO) or designee to issue an Invitation for Bids (IFB) for Bus and Engine Parts.

Respectfully Submitted,

Submitted by:

*Rosa Villarreal*  
for Bryan Garner  
Director of Maintenance

Final Review:

*Rosa Villarreal*  
Rosa Villarreal  
Managing Director of Operations

Approval:

*Jorge Cruz-Aedo*  
Jorge Cruz-Aedo  
Chief Executive Officer



## CORPUS CHRISTI REGIONAL TRANSPORTATION AUTHORITY

Board of Directors' Memo

August 3, 2016

**Subject: Authorize Issuing an Invitation for Bids (IFB) for Maintenance Uniform Rental Services**

### **Background**

Due to the nature of Vehicle and Facilities Maintenance, RTA rents the uniforms for these employees. Each employee is provided eleven (11) sets of shirts and pants. All garments and related items are furnished, laundered, maintained, picked-up, and delivered to the RTA facility by the contractor on a weekly basis.

To maintain firm pricing on uniform rentals and related items (entrance mats, mop heads, shop towels, and lockers), the RTA utilizes an Invitation for Bids (IFB) process. The IFB will be structured as a two-step procurement. The first step will require all vendors wishing to submit bids to provide technical specifications and product samples in order to qualify products for bidding purposes. Step two will be bid submittal. The IFB will be structured as a three (3) year base contract with a two-year option and will service approximately fifty (50) employees, with the option year requiring Board approval.

### **Identified Need**

On October 12, 2011, the Board of Directors awarded a three (3) year base contract with a two (2) year option. The contract end date is October, 2016.

### **Financial Impact**

The estimated annual amount of contract is \$60,000 for Maintenance Uniform Rental Services. Total amount of expenditures will be determined on actual usage. Funds are budgeted in FY2016 Operating Budget, local funds.

### **Committee Review**

This was presented to the Operations Committee on July 20, 2016 and recommended for approval by the Board.

### **Recommendation**

Staff requests the Board of Directors authorize the Chief Executive Officer (CEO) or designee to issue an Invitation for Bids for Uniform Rental Services.

Respectfully Submitted,

Submitted by:   
for Bryan Garner  
Director of Maintenance

Final Review:   
Rosa Villarreal  
Managing Director of Operations

Approval:   
Jorge Cruz-Aedo  
Chief Executive Officer



CORPUS CHRISTI REGIONAL  
TRANSPORTATION AUTHORITY

Board of Directors' Memo

August 3, 2016

**Subject: 2015 Financial Audit & Comprehensive Annual Financial Report**

**Background**

The Fiscal 2015 Comprehensive Annual Financial Report (CAFR) is being submitted to the Board of Directors for review. The document can be found in the Board drop box as well as in the Financial Section of the CCRTA website. The Authority's auditors, Collier, Johnson & Woods P.C., have reviewed this CAFR and provided their input, which has been incorporated into the document. This document also contains the single audit reports which are required of the Authority as a recipient of federal funds.

The prior year 2014 CAFR was awarded the Government Finance Officers Association (GFOA) Certificate of Achievement for Excellence in Financial Reporting and the 2015 CAFR has been submitted to the GFOA for possible award.

**Identified Need**

As a part of the annual audit, the auditor also submits a "Management Letter" detailing any internal control or operating efficiency issues that came to their attention during the audit. There were no such issues this year and consequently there is no "Management Letter."

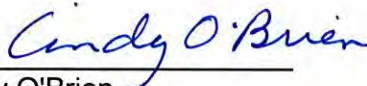
**Financial Impact**

None at this time.

**Recommendation**

Staff requests that the Board of Directors approve the 2015 Audit and Comprehensive Annual Financial Report (CAFR).

Respectfully Submitted,

Submitted by:   
Cindy O'Brien  
Director of Finance

Approval:   
Jorge G. Cruz-Aedo  
Chief Executive Officer



## CORPUS CHRISTI REGIONAL TRANSPORTATION AUTHORITY

Board of Directors' Memo

August 3, 2016

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**Subject: June 2016 Financial Report**

**NOTICE:** The Authority's December 31, 2015 year-end audit is underway with a projected completion date of July 31, 2016. The Balance Sheet for June 2016 has been included. However, since the year-end audit adjustments which affect the Balance Sheet have not been finalized, amounts reported on the Balance Sheet may change upon completion of the audit.

**SUMMARY:** The Authority's net financial performance for the month of June exceeds budgeted amounts by \$2,084,581 due to timing of payments made for the Street Improvement Program. The year-to-date variance is likewise reflective of the timing of receipt of invoices from the participating entities.

### **REVENUES**

- Sales Tax – June sales tax has been estimated at \$3,478,012, which is the same amount as June 2015 actual collections.

**UPDATE – SALES TAX COLLECTIONS FOR MAY 2016 SALES OF \$2,411,819 WERE RECEIVED ON JULY 11, 2016 AND ARE \$138,171 LOWER THAN COLLECTIONS FOR THE SAME PERIOD LAST YEAR, A DECREASE OF 5.4%. YEAR-TO-DATE COLLECTIONS FOR 2016 TOTAL \$12,612,780 WHICH ARE 10.55% (\$1,487,220) UNDER 2016 BUDGETED AMOUNTS.**

- Operating Revenues – For the month of June, Passenger Service was \$133,768 versus \$159,423 in 2015 – a decrease of \$25,655 (16.09%), and \$22,282 (14.28%) lower than current budget estimates. Other operating revenues, including bus advertising, were \$371,303 versus \$80,417 budgeted for a net increase of \$290,886. CCRTA received the 2015 Alternative fuel tax credit refund of \$330,230, thus, making up most of this variance.

### **EXPENSES**

Over all, monthly departmental expenses are under budget by \$65,880 or 2.65%. The majority of the variances are due to timing of receipt of invoices offset by higher than budgeted health insurance costs. Following are comments relating to the specific expense categories.




- Salaries & Benefits – June reflects \$959,978, which is 7.41% (\$76,874) under budgeted amounts. The major factor for this variance is vacancies. For year-to-date expenses, this category is 3.08% (\$183,803) under budget.
- Services – June reflects \$327,834, which is 12.07% (\$45,017) under budget. Most departments are within reasonable range of the budget, with Professional Services posting the majority of the savings, due to timing of receipt of invoices. Year-to-date expenses are also running under budget in this category by 25.58%.
- Materials and Supplies – June reports \$273,928, which is 0.32% (\$879) under budget with year-to-date expenses running \$1,580,543, or \$105,549 (6.26%) under budget. The majority of this variance is in the fuel and lubricants and parts category.
- Insurance – June reports \$282,899, which is \$52,042 (22.54%) over budget. This variance is attributed to increase in Health claims paid versus amounts budgeted. The year-to-date expenses of \$1,702,454 are at 24.34% or \$333,312 over budget.
- Purchased Transportation – June reports \$467,526 which is \$9,476 (2.07%) over budget. This variance is mainly due to a slight increase in contract fixed route charges. The year-to-date expenses of \$2,781,084 are \$81,782 (3.03%) over budget.
- Miscellaneous – June reports \$71,148 which is \$30,170 over budget with year-to-date expenses of \$430,519 versus \$322,282 budgeted. This variance is mainly associated with timing differences between actual and budget advertising/media expenses in Marketing.

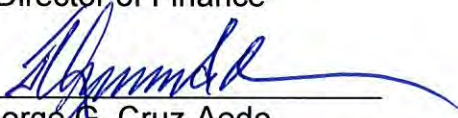
Please refer to the following pages for the detailed financial statements.

**Committee Review**

This item was presented to the Administration Committee on July 20, 2016.

Respectfully Submitted,

Submitted by:   
 Cindy O'Brien  
 Director of Finance

Approval:   
 Jorge G. Cruz-Aedo  
 Chief Executive Officer

**Corpus Christi Regional Transportation Authority**  
**Comparative Statements of Net Position (Unaudited)**  
**At June 30, 2016 & May 31, 2016 & June 30, 2015**

	<u>June 30, 2016</u>	<u>May 31, 2016</u>	<u>June 30, 2015</u>
<b>ASSETS</b>			
<b>Current Assets:</b>			
Cash and cash equivalents	\$ 15,314,066	16,369,424	28,872,950
Investments	10,954,907	10,953,362	15,412,026
Receivables			
Sales taxes	6,028,003	5,145,196	5,946,365
Accrued interest receivable	54,367	50,934	82,363
Due from federal/state Government	8,317,860	8,067,790	600,584
Other	98,917	84,002	460,961
Inventories	578,107	592,284	718,407
Prepaid Expenses	454,224	389,162	291,694
Net Pension Asset	1,505,008	1,562,611	
<b>Total Current Assets</b>	<u>43,305,459</u>	<u>43,214,765</u>	<u>52,385,350</u>
<b>Capital Assets:</b>			
Net Pension Asset	-	-	1,341,830
<b>Capital assets:</b>			
Land and Construction in progress	34,150,443	53,057,548	26,320,648
Other capital assets, net of depreciation	46,862,895	28,332,474	34,232,919
Net capital assets	<u>81,013,338</u>	<u>60,553,567</u>	<u>60,553,567</u>
<b>Total Capital Assets</b>	<u>81,013,338</u>	<u>81,390,022</u>	<u>61,895,397</u>
<b>Total Assets</b>	<u><b>124,318,797</b></u>	<u><b>124,604,787</b></u>	<u><b>114,280,747</b></u>
<b>LIABILITIES</b>			
<b>Current Liabilities:</b>			
Accounts payable	3,434,562	1,854,473	4,068,047
Accrued compensated absences	234,460	234,460	227,838
Bonds Payable	540,000	540,000	535,000
Distributions to regional entities payable	(366,940)	926,884	791,569
Other accrued liabilities	797,185	664,337	593,386
<b>Total Current Liabilities</b>	<u>4,639,267</u>	<u>4,220,154</u>	<u>6,215,840</u>
<b>Non-Current Liabilities:</b>			
Accrued compensated absences	173,589	173,589	109,359
Bonds Payable	20,375,000	20,375,000	20,915,000
Other Post Employment Benefits	518,327	518,327	518,327
<b>Total Non-Current Liabilities</b>	<u>21,066,916</u>	<u>21,066,916</u>	<u>21,542,686</u>
<b>Total Liabilities</b>	<u><b>25,706,183</b></u>	<u><b>25,287,070</b></u>	<u><b>27,758,526</b></u>
<b>NET POSITION</b>			
Net Investment in Capital Assets	81,013,338	81,390,022	60,553,567
Restricted for debt service	1,611,302	1,611,302	1,611,302
Restricted for pension plan obligation	1,505,008	1,562,611	1,341,830
Unrestricted	14,482,967	14,753,783	23,015,523
<b>Total Net Position</b>	<u><b>\$ 98,612,614</b></u>	<u><b>99,317,717</b></u>	<u><b>86,522,220</b></u>

**Corpus Christi Regional Transportation Authority**  
**Statement of Revenues and Expenditures By Cost Center (Unaudited)**  
**Months ended June 30, 2016 & June 30, 2015**

	Current Month			Prior Year Comparison	
	Actual	Budget	Favorable	2015	Favorable
			(Unfavorable)		(Unfavorable)
A	B	Variance	C	A vs C	
<b>Operating Revenues:</b>					
Passenger service	\$ 133,768	156,050	(22,282)	159,423	(25,655)
Bus advertising	6,182	9,000	(2,818)	3,333	2,849
Charter service	-	-	-	-	-
Other operating revenues	371,303	80,417	290,886	76,547	294,756
<b>Total Operating Revenues</b>	<b>511,253</b>	<b>245,467</b>	<b>265,786</b>	<b>239,303</b>	<b>271,950</b>
<b>Operating Expenses:</b>					
Transportation	537,521	572,730	35,209	505,614	(31,907)
Customer Programs	17,244	11,719	(5,525)	16,938	(306)
Purchased Transportation	474,120	468,722	(5,398)	542,141	68,021
Service Development	69,600	68,144	(1,456)	41,448	(28,152)
MIS	70,579	46,717	(23,862)	29,764	(40,815)
Vehicle Maintenance	407,129	424,097	16,968	439,018	31,889
Facilities Maintenance	150,796	171,610	20,814	157,356	6,560
Contracts and Procurements	9,748	14,504	4,756	27,000	17,252
CEO's Office	42,243	45,895	3,652	56,284	14,041
Finance and Accounting	43,061	86,154	43,093	33,897	(9,164)
Materials Management	13,490	10,173	(3,317)	11,500	(1,990)
Human Resources	348,739	332,458	(16,281)	273,121	(75,618)
General Administration	24,454	29,065	4,611	32,009	7,555
Capital Project Management	13,637	16,331	2,694	15,289	1,652
Marketing & Communications	63,897	38,524	(25,373)	16,645	(47,252)
Safety & Security	111,889	98,799	(13,090)	89,325	(22,564)
Staples Street Center	20,130	48,516	28,386	-	(20,130)
TCN Coordinator	-	-	-	-	-
<b>Total Departmental Expenses</b>	<b>2,418,277</b>	<b>2,484,157</b>	<b>65,880</b>	<b>2,287,349</b>	<b>582,587</b>
Depreciation	663,747	663,748	1	430,285	(233,462)
<b>Total Operating Expenses</b>	<b>3,082,024</b>	<b>3,147,905</b>	<b>65,881</b>	<b>2,717,634</b>	<b>349,125</b>
<b>Operating Income (Loss)</b>	<b>(2,570,771)</b>	<b>(2,902,438)</b>	<b>331,667</b>	<b>(2,478,331)</b>	<b>621,075</b>
<b>Other Income (Expense)</b>					
Sales Tax Revenue	3,303,006	3,000,000	303,006	3,001,041	301,965
Federal, state and local grant assistance	130,000	350,000	(220,000)	350,000	(220,000)
Investment Income	9,523	12,000	(2,477)	11,876	(2,353)
Gain (Loss) on Disposition of Property	-	-	-	-	-
Interest Expense on Bonds	-	-	-	-	-
Transfer to Capital Programs	-	66,071	(66,071)	-	-
Subrecipient Grant Agreements	(11,161)	(209,522)	198,361	(2,552)	(8,609)
Street Improvements Program for CCRTA Region Entities	-	(1,540,095)	1,540,095	-	-
<b>Net Income (Loss) Before Capital Grants and Donations</b>	<b>860,597</b>	<b>(1,223,984)</b>	<b>2,084,581</b>	<b>882,034</b>	<b>692,078</b>
<b>Change in Net Assets</b>	<b>\$ 860,597</b>	<b>(1,223,984)</b>	<b>2,084,581</b>	<b>882,034</b>	<b>692,078</b>

Corpus Christi Regional Transportation Authority  
Statement of Revenues And Expenditures By Cost Center (Unaudited)  
Year-to-date June 30, 2016 & June 30, 2015

	Year-to-date			Prior Year Comparison	
	Actual	Budget	Favorable (Unfavorable)	2015	Favorable (Unfavorable)
			Variance		Comparison
A	B	A vs B	C	A vs C	
<b>Operating Revenues:</b>					
Passenger service	\$ 840,066	906,590	(66,524)	889,574	(49,508)
Bus advertising	44,342	36,000	8,342	20,000	24,342
Charter service	-	-	-	-	-
Other operating revenues	443,778	117,498	326,280	119,580	324,198
<b>Total Operating Revenues</b>	<b>1,328,186</b>	<b>1,060,088</b>	<b>268,098</b>	<b>1,029,154</b>	<b>299,032</b>
<b>Operating Expenses:</b>					
Transportation	3,349,582	3,295,180	(54,403)	3,315,572	(34,010)
Customer Programs	142,824	121,493	(21,331)	93,749	(49,075)
Purchased Transportation	2,822,367	2,754,374	(67,993)	2,787,836	(34,531)
Service Development	299,008	444,836	145,828	135,529	(163,479)
MIS	367,304	277,800	(89,505)	237,097	(130,207)
Vehicle Maintenance	2,328,645	2,578,143	249,498	2,749,073	420,428
Facilities Maintenance	819,211	1,028,661	209,450	788,145	(31,066)
Contracts and Procurements	66,320	93,121	26,801	135,912	69,592
CEO's Office	217,843	327,018	109,175	249,096	31,253
Finance and Accounting	233,275	270,288	37,013	204,024	(29,251)
Materials Management	64,256	60,738	(3,518)	66,891	2,635
Human Resources	2,067,411	1,886,222	(181,190)	1,741,791	(325,620)
General Administration	180,112	185,842	5,730	169,641	(10,471)
Capital Project Management	84,507	83,458	(1,049)	87,216	2,709
Marketing & Communications	303,869	262,669	(41,200)	121,244	(182,625)
Safety & Security	615,376	556,739	(58,637)	511,733	(103,643)
Staples Street Center	39,279	325,734	286,455	34,823	(4,456)
TCN Coordinator	-	-	-	-	-
<b>Total Departmental Expenses</b>	<b>14,001,189</b>	<b>14,552,315</b>	<b>551,126</b>	<b>13,429,372</b>	<b>329,128</b>
Depreciation	3,982,482	3,982,487	5	2,581,714	(1,400,768)
<b>Total Operating Expenses</b>	<b>17,983,671</b>	<b>18,534,802</b>	<b>551,131</b>	<b>16,011,086</b>	<b>(1,071,640)</b>
<b>Operating Income (Loss)</b>	<b>(16,655,485)</b>	<b>(17,474,714)</b>	<b>819,229</b>	<b>(14,981,932)</b>	<b>(772,608)</b>
<b>Other Income (Expense)</b>					
Sales Tax Revenue	16,228,963	17,100,000	(871,037)	16,936,703	(707,740)
Federal, state and local grant assistance	799,668	1,800,000	(1,000,332)	1,707,396	(907,728)
Investment Income	47,624	58,200	(10,576)	67,285	(19,661)
Gain (Loss) on Disposition of Property	-	15,000	(15,000)	-	-
Interest Expense on Bonds	(532,523)	(532,123)	(400)	(537,082)	4,559
Transfer to Capital Programs	-	(132,142)	132,142	-	-
Subrecipient Grant Agreements	(40,293)	(419,042)	378,749	(108,167)	67,874
Street Improvements Program for CCRTA Region Entities	(45,000)	(1,540,095)	1,495,095	-	(45,000)
<b>Net Income (Loss) Before Capital Grants and Donations</b>	<b>(197,046)</b>	<b>(1,124,916)</b>	<b>927,870</b>	<b>3,084,203</b>	<b>(2,380,304)</b>
Capital Grants & Donations	-	-	-	-	-
<b>Change in Net Assets</b>	<b>\$ (197,046)</b>	<b>(1,124,916)</b>	<b>927,870</b>	<b>3,084,203</b>	<b>(2,380,304)</b>



# CORPUS CHRISTI REGIONAL TRANSPORTATION AUTHORITY

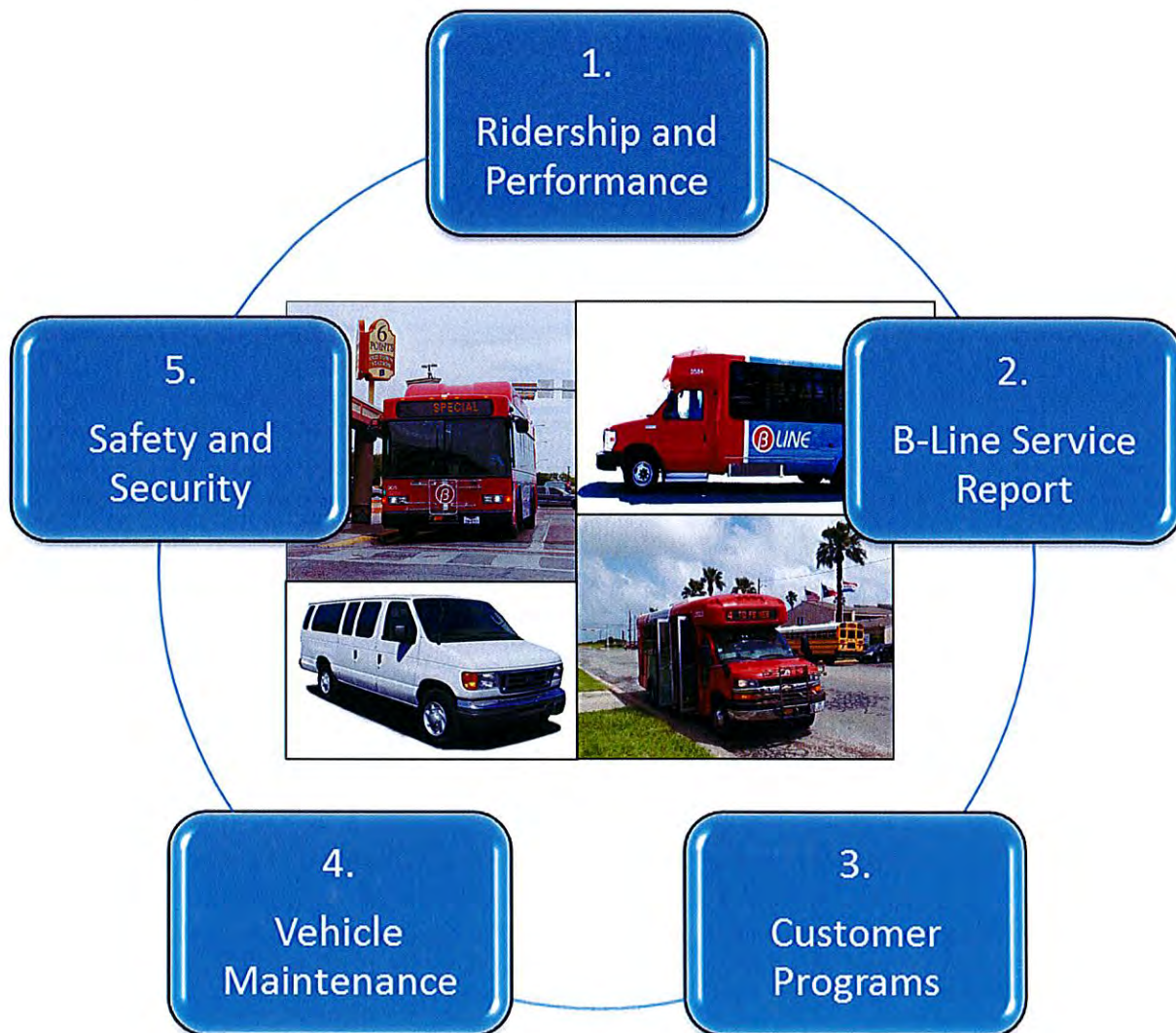
Board of Directors' Meeting

August 3, 2016

## Subject: Operations Report for June 2016

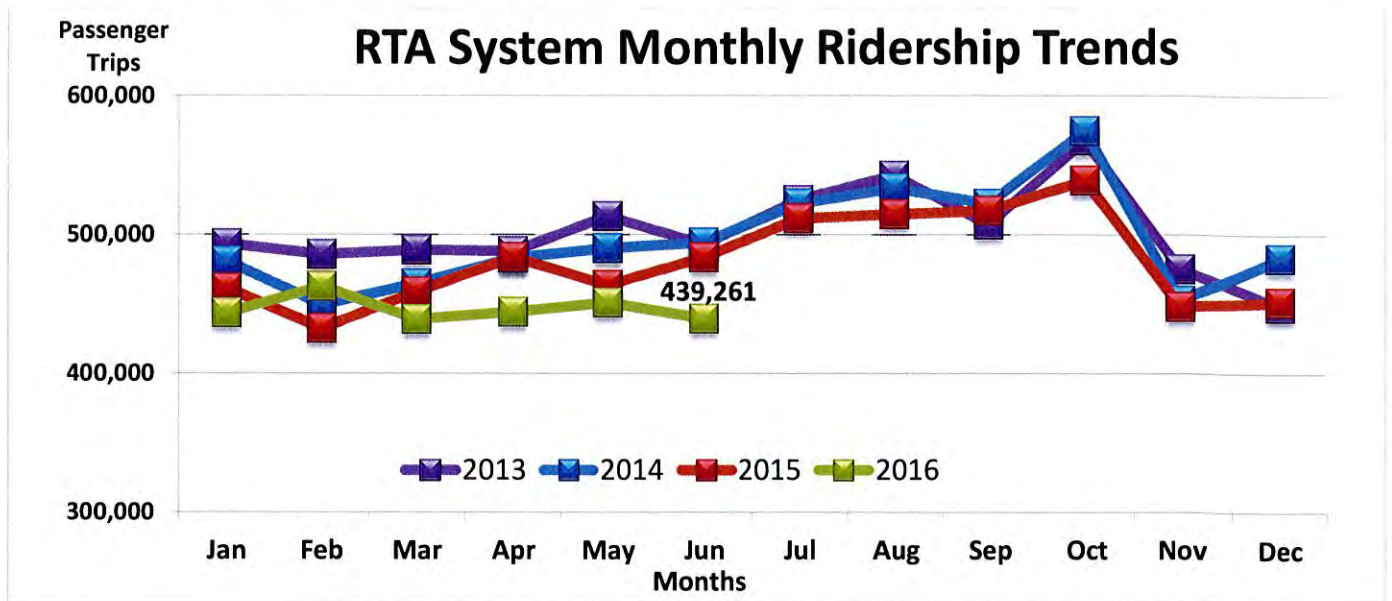
The system-wide monthly operations performance report for June 2016 is included below for your information and review. This report contains monthly and Year-to-Date (YTD) operating statistics and performance measurement summaries containing ridership, performance metrics by service type, miles between road calls, customer service feedback, and a safety and security summary.

Detailed results are reported within the five sections outlined below:

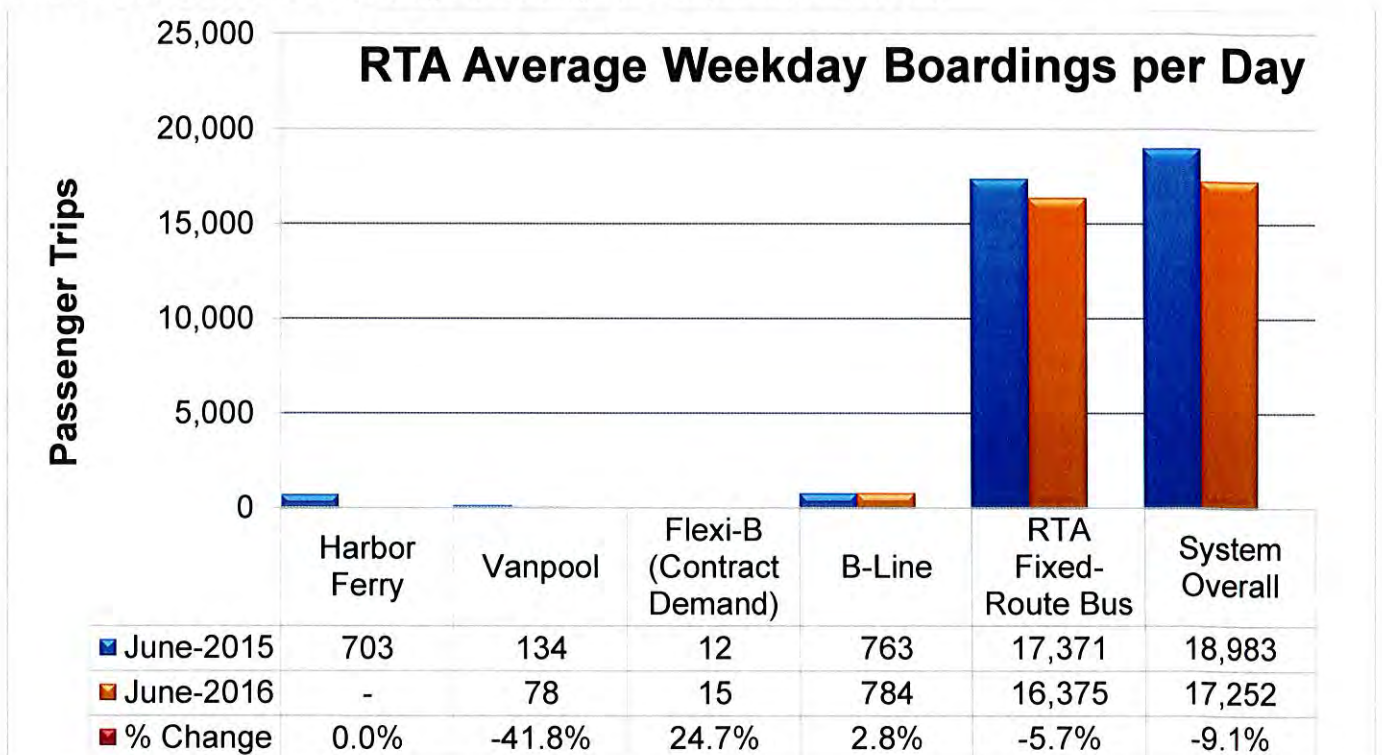


## 1. System-wide Ridership and Service Performance Results

Boardings for all services in June 2016 totaled 439,261. This represents a 9.2% decrease as compared to 483,611 boardings in June 2015 or 44,350 less boardings this June. In regards to ridership levels, gasoline prices leveled off at \$2.07 per gallon this month and have now begun to fall as compared to \$2.52 per gallon in June 2015<sup>1</sup>. This month only 1.4 inches of rain was recorded. In June 2015, a higher total of 5.95 inches was recorded.<sup>2</sup>



The chart below shows average weekday ridership for all services.

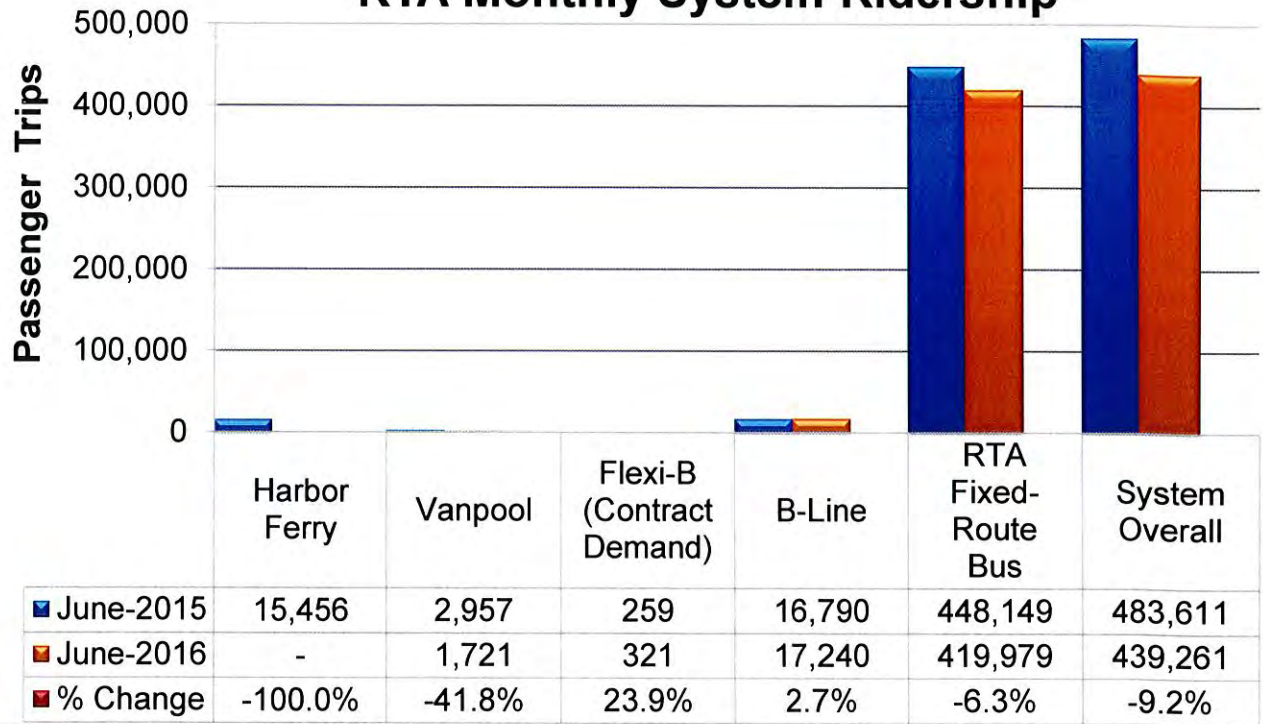


<sup>1</sup> GasBuddy.com historical data at <http://www.gasbuddy.com>.

<sup>2</sup> Weather Underground historical data at <http://www.wunderground.com>.

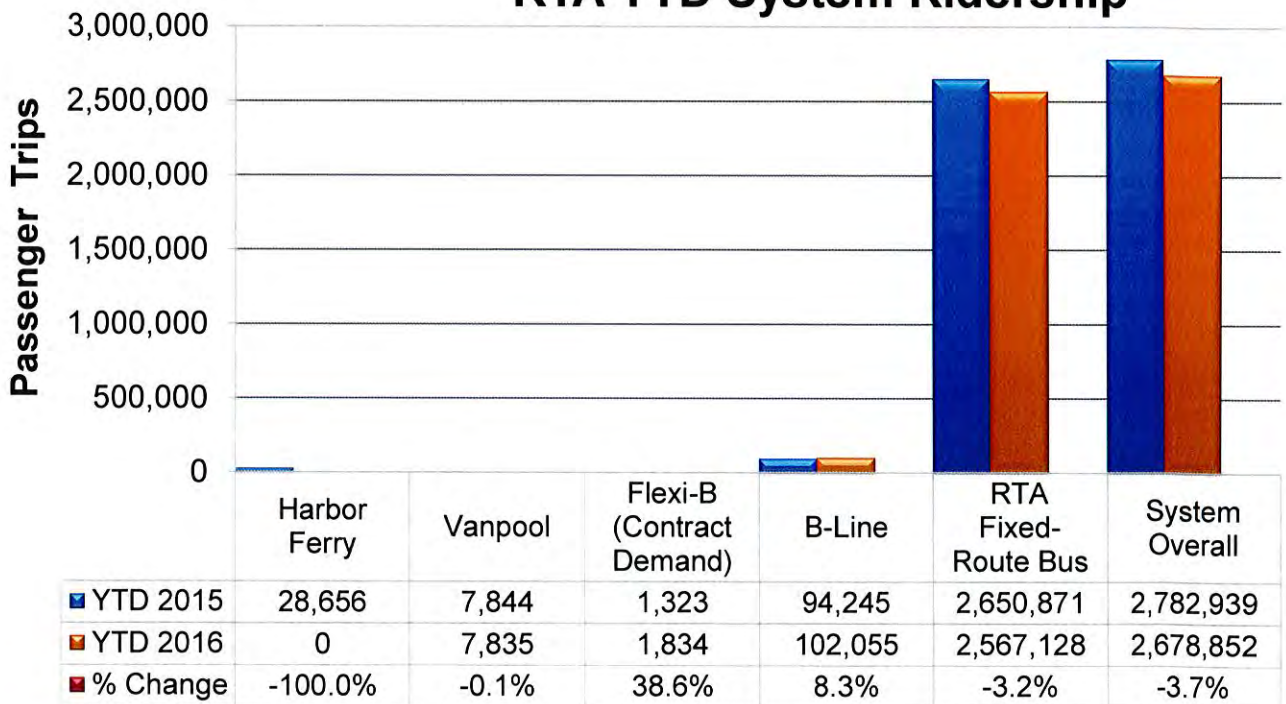
The chart below shows monthly ridership results for all services.

### RTA Monthly System Ridership

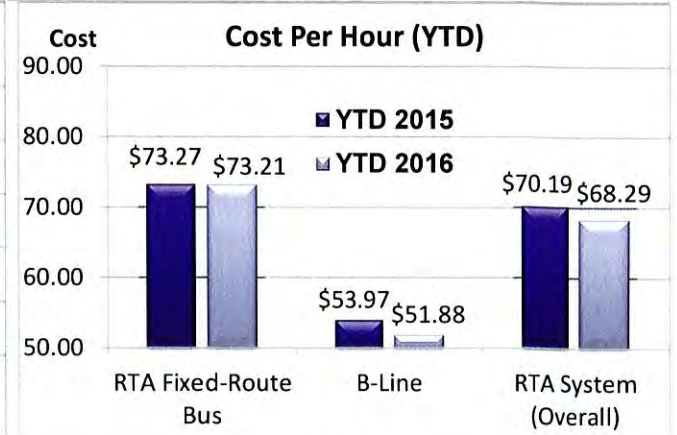
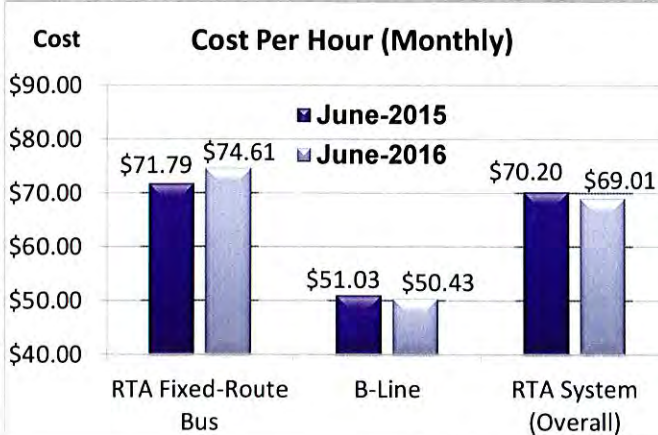
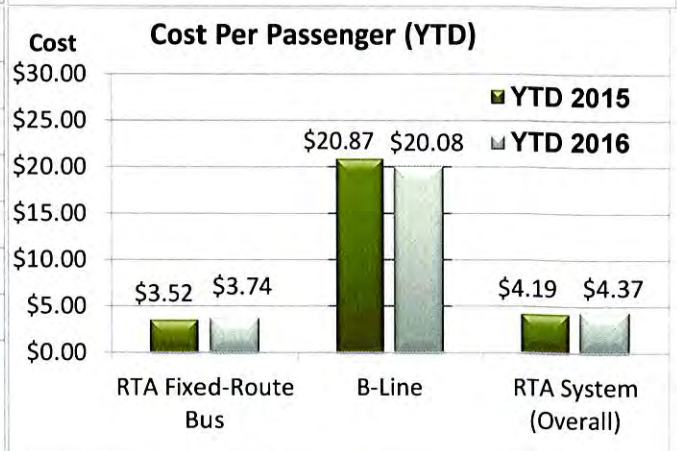
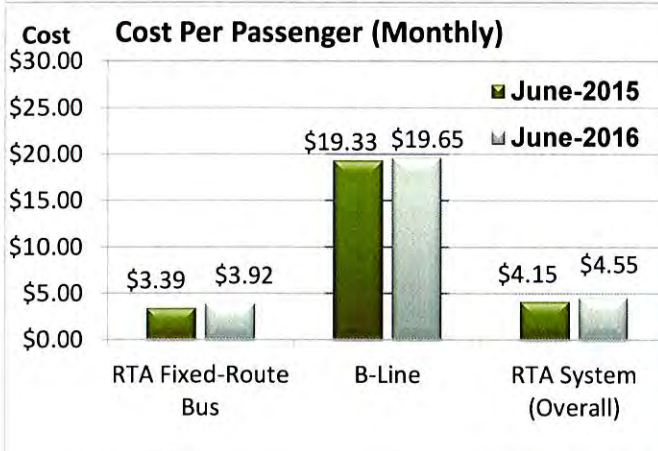
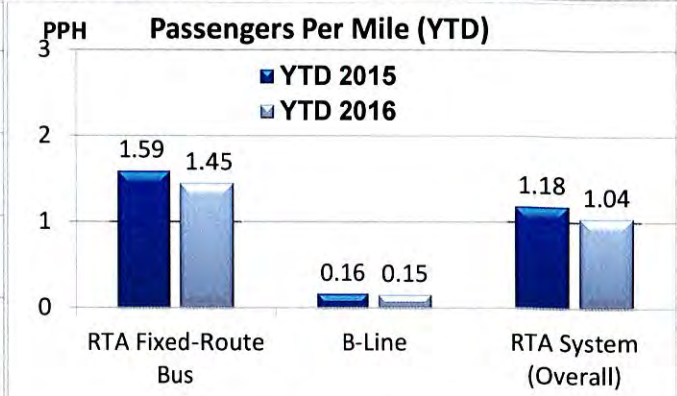
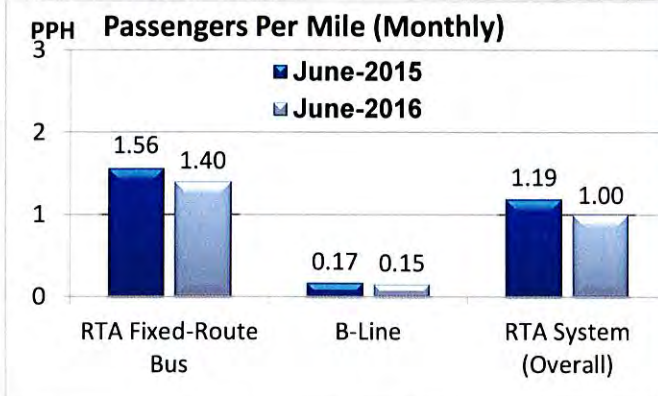
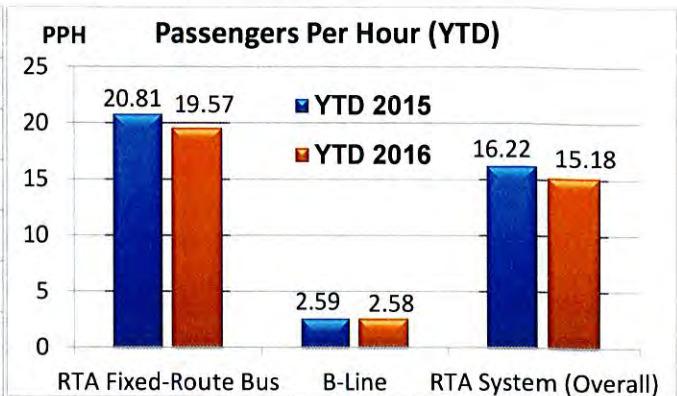
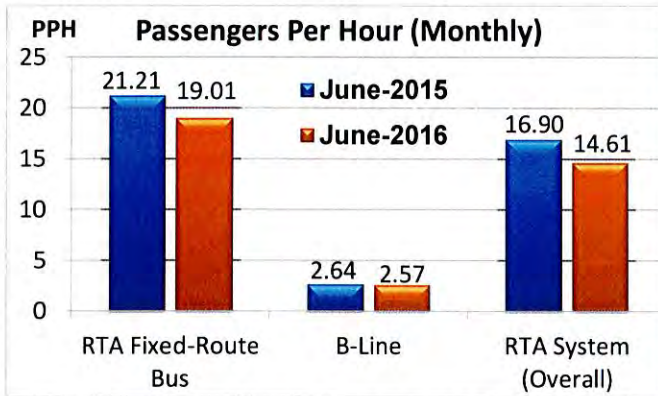


The chart below shows YTD ridership results for all services. The CCRTA recorded 104,087 less boardings or -3.7% in 2016 as compared to the same period in 2015.

### RTA YTD System Ridership



The following charts report system-wide productivity and other cost performance measurements for the month of June 2016 vs. June 2015 and YTD figures.





The following table shows on-time performance of CCRTA Fixed-Route services for current and last three months and an YTD average figure.

Schedule Adherence	Standard	Apr-16	May-16	Jun-16	YTD Average
Early Departure	<1%	0.5%	0.0%	1.4%	0.5%
Departures within 0-5 minutes	>85%	91.9%	87.3%	92.5%	89.9%
Monthly Wheelchair Boardings	No standard	4,593	5,285	5,321	4,471
Monthly Bicycle Boardings	No standard	8,130	7,730	8,646	7,861
On-time performance surveys with departures > 5 minutes late will be examined by Planning and Transportation Departments. Corrective actions may follow.					

**Current City of Corpus Christi Bond Project Impacts:**

**Bond 2012 Project-McArdle Road (Whitaker to Ennis Joslin)** Routes 8s, 29, 37 & 66s remain either adversely impacted or on detour from the McArdle Road project between Daly Drive and Ennis Joslin Road, a (24) plus month project. *Project approximately 60% complete.*

**Bond 2014 Project-Santa Fe Street (Elizabeth to Hancock)** Routes adversely impacted by this project include: 6, 15s, 19, & 23 this is a 12 month resurfacing project. *This project is more than 65% complete.*

**Bond 2012 a multi-phased Project-South Staples Street (Morgan to IH-37)** this project affects (20) routes daily or approximately 45% of all CCRTA routes and includes routes: 5, 5s, 6, 12, 12s, 16, 17, 19, 21, 21s, 23, 27, 27s, 29, 29s, 67, 76, 76s, 78 and 84. All of these routes are currently on detour. Phase 2 is between Comanche St. and Morgan Ave. *Project on hold.*

**Bond 2012 Project-Williams Drive (Airline Road to South Staples Street)** Routes 8s, 29F and 63 OB are now impacted by the Williams Drive project between South Staples Street and Airline Road, a (15 to 24) month project. This project includes the partial intersection closure of Airline Road at Williams Drive. *Project has been delayed.*

**Other City Bond projects on the immediate horizon that will adversely impact bus routes, bus stops and proof problematic for time performance include:**

- Alameda Street-Bond 2012 Project between Ayers Street & Louisiana Avenue, a (15 to 24) month project is scheduled to begin later this year.
- Greenwood Drive-Bond 2012 Project between Gollihar Road & Horne Road is planned to be an (11 to 16) month project also beginning later this year.
- Ayers Street-Bond 2014 Project between Alameda Street & Ocean Drive is scheduled to begin sometime within the next three months and should not directly impact any CCRTA bus routes but will adversely impact any last minute or unplanned detours for this portion of right-of-way.
- Ocean Drive-Bond 2012 Project between Buford Street & Louisiana Parkway is underway and again should not directly impact any CCRTA bus routes but will adversely impact any last minute or unplanned detours for this portion of right-of-way.

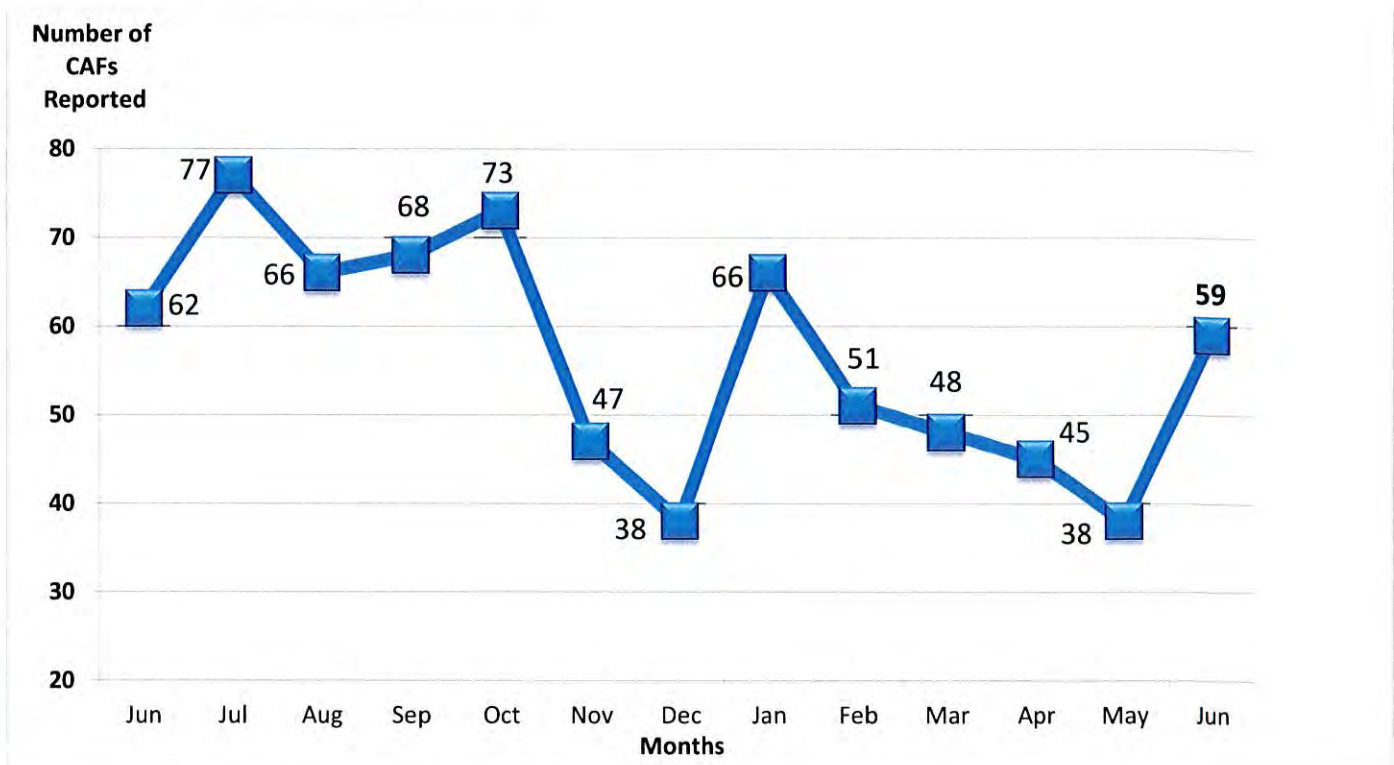
## 2. Purchased Transportation Department Report: B-Line Service Contract Standards & Ridership Statistics

- Productivity: **2.57** PPH did meet the contract standard of 2.50 PPH.
- On Time Performance: **96.5%** did meet the contract standard of 96%.
- In Vehicle Time: **99.5%** exceeded the contract standard of 95%.
- Denials: 0 denials or **0.0%** did meet contract standard of 0.0%.
- Miles between Road Calls: **27,124** did exceed the contract standard of 12,250 miles.
- Ridership Statistics: **10,915** ambulatory; **5,159** wheelchair boarding's

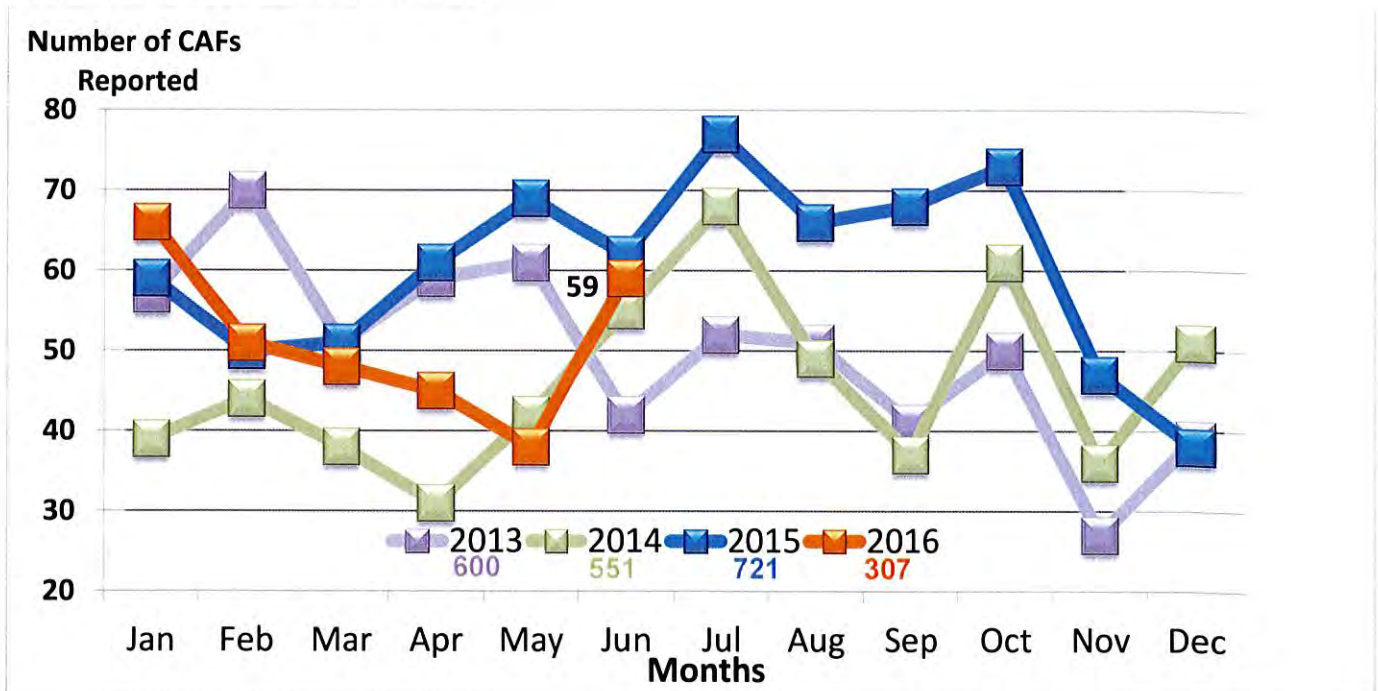
Metric	Standard	Apr-16	May-16	Jun-16	YTD Average
Passengers per Hour	2.50	2.60	2.57	2.57	2.59
On-time Performance	96%	96.0%	97.2%	96.5%	96.9%
In Vehicle Time	95.0%	99.3%	99.6%	99.5%	99.3%
Denials	0.00%	0.00%	0.00%	0.00%	0.0%
Miles Between Roadcalls	12,250	19,350	16,633	27,124	25,152
Monthly Wheelchair Boardings	No standard	4,969	4,939	5,159	4,969

## 3. Customer Programs Monthly Customer Assistance Form (CAF) Reports

For June 2016, there were 59 reported CAF's (excludes commendations) which represents an increase from 38 reported CAF's overall in May 2016. The statistics for June represents a 55% increase, 59 CAF's vs 38 CAF's compared to the month of May 2016. There were 10 Commendations for the month of June.



## CAF Reports: Historical Trends



## Route Summary Report for May 2016

Route	# of CAF's	Route	# of CAF's
#3 NAS Shuttle	0	#37 Crosstown	0
#4 Flour Bluff Mini B	1	#51 Gregory Park & Ride	0
#5 Alameda	0	#63 The Wave	0
#6 Santa Fe/Malls	0	#65 Padre Island Connector	5
#12 Saxet Oak Park	0	#67 Robstown/Gregory	1
#15 Kostoryz	2	#76 Harbor Bridge Shuttle	0
#16 Agnes/Ruth	1	#77 Harbor Ferry	0
#17 Carroll/Southside	2	#78 North Beach	0
#19 Ayers/Norton	2	#84 LightHouse	0
#19G Greenwood	0	#94 Port Aransas Shuttle	0
#19M McArdle	0	#95 Flexi-B Port A	0
#21 Arboleda	1	B-Line (Para-transit)	4
#23 Molina	6	Facility Maintenance	4
#25 Gollihar/Greenwood	0	Service Development	7
#26 Airline/Lipes Connector	0	Safety and Security	4
#27 Northwest	5	IT Systems	1
#27 Northwest (Sun)	0	Transportation (Other)	2
#29 Staples	4		
#29F Flour Bluff	2		
#29SS Spohn South	3		
#32 Southside Mini B	2		
#34 Robstown Circulator	0	<b>TOTAL CAF'S</b>	<b>59</b>

**May 2016 CAF Breakdown by Service Type:**

<b>CAF Category</b>	<b>RTA Fixed Route</b>	<b>B-Line ADA Paratransit</b>	<b>Contracted Fixed Route</b>	<b>Totals</b>
Service Stop Issues	7	0	0	7
Driving Issues	7	2	0	9
Customer Services	12	1	1	14
Late/Early – No Show	5	1	1	7
Fare Dispute	4	0	0	4
Disputed drop-off/pickup	0	0	0	0
Facility Maintenance	4	0	0	4
Service Development	7	0	0	7
Safety and Security	4	0	0	4
IT Systems	1	0	0	1
Transportation (other)	2	0	0	2
<b>Total</b>	<b>53</b>	<b>4</b>	<b>2</b>	<b>59</b>
Commendations				

**Conclusion:**

During June 2016, RTA received 59 CAF's/Commendations regarding RTA Fixed-Route Service, B-Line and Purchased Transportation; ten (10) of the 69 reported CAF's (June) were commendations.

There were a total of 53 CAF's/Commendations received regarding RTA Service representing 81.2% of total customer contacts: 4 for Facilities Maintenance, 7 for Service Development, 4 for Safety and Security, 1 for IT Systems, 37 for Transportation.

A total of 4 CAF's/Commendations were reported regarding B-Line service representing 15.9% of the total customer contacts.

A total of 2 CAF's/Commendations were reported regarding Contracted Fixed Route service representing a 2.9% of the total customer contacts.

Actions taken as a result of reported CAF's include but are not limited to the following:

- Coaching and counseling
- Driver training
- Progressive disciplinary action as appropriate, group discussion/coaching in operator meetings
- Discussion in supervisory meetings
- Examination of RTA operations policy

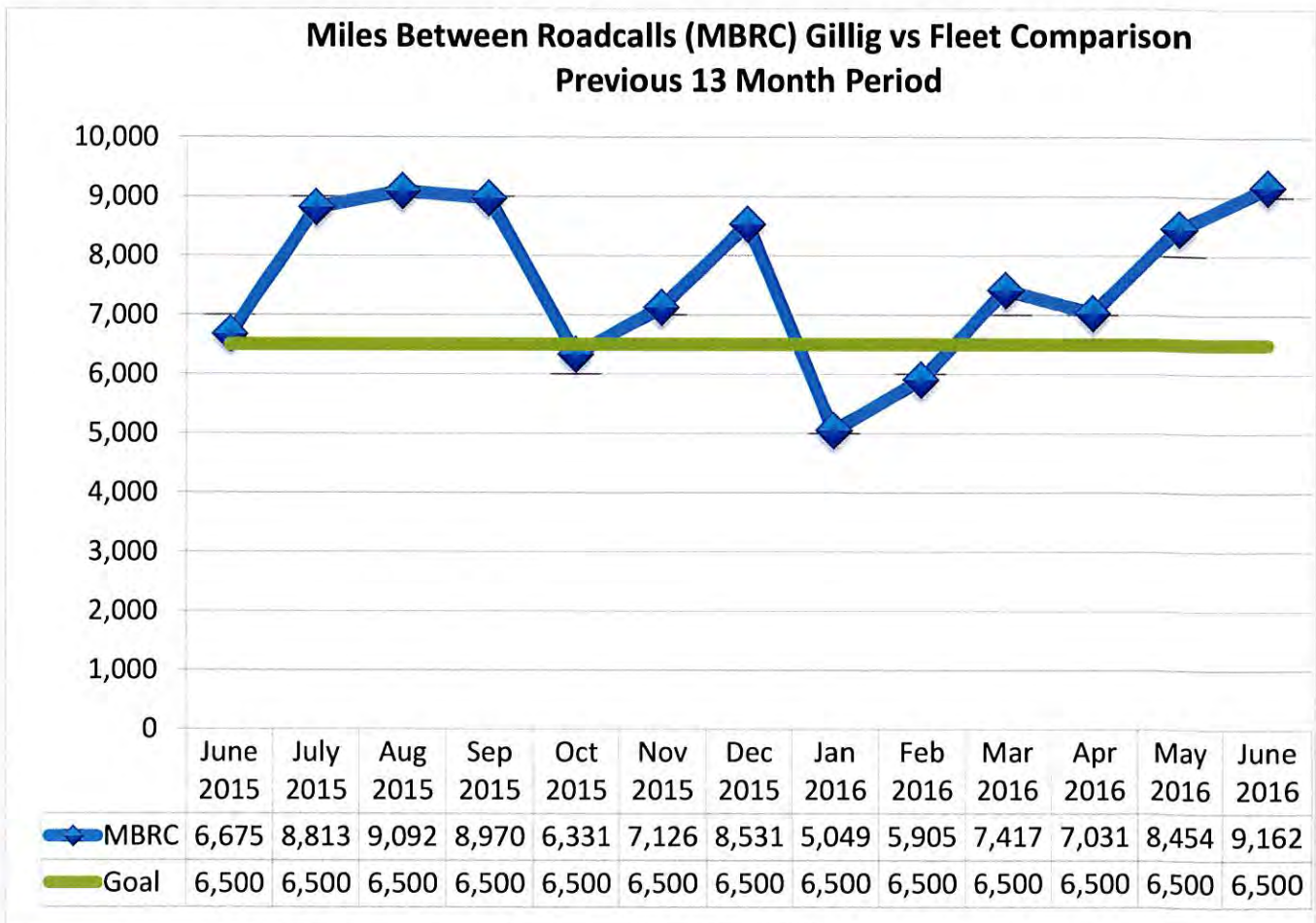
The RTA documents CAF's to capture information regarding a wide range of issues from the community's perspective point of view. CAF's are communicated to the Customer Programs group via the telephone, e-mail, letter or in person.

CAF's are redirected to relevant management and supervisory staff for further investigation. Customer Service staff will provide a prompt and written response at the conclusion of the investigation to the customer within ten working days.

CAF's play an important role as a quality assurance tool to identify issues regarding service; they also inform RTA regarding education and training needs. CAF's assist Service Development in identifying problems around existing service and identifying underserved areas. CAF's also serves to guide policy development.

#### 4. Vehicle Maintenance Department Monthly Miles Between Road Calls Report

For June 2016, 9,162 miles between road calls (MBRC) were recorded as compared to 6,675 MBRC in June 2015. A standard of 6,500 miles between road calls is used based on the fleet size, age, and condition of CCRTA vehicles.



MBRC is a performance gauge of maintenance quality, fleet age, and condition; an increase in MBRC is a positive indicator. As defined by the Federal Transit Administration, a road-call is the practice of dispatching a service vehicle to repair or retrieve a vehicle on the road. There are two types of road-calls; Type I and Type II. A Type I road-call is a major mechanical failure that prevents the revenue vehicle from completing a scheduled revenue trip. A Type II road-call is a mechanical failure causing an interruption in revenue service.

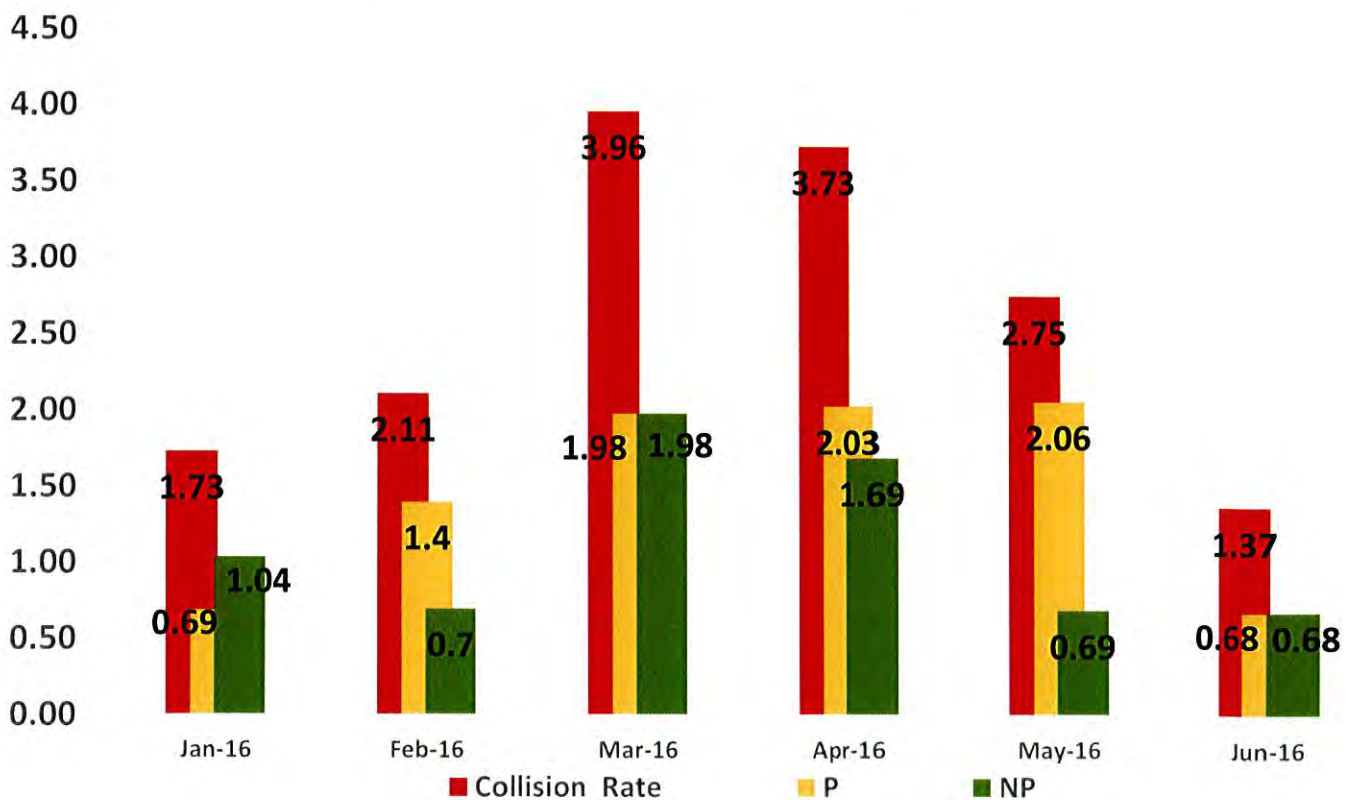
## 5. Safety/Security Department Report

### SAFETY SUMMARY

For June 2016, CCRTA had 4 vehicle collisions, 2 were determined to be preventable (P) and 2 were determined to be non-preventable (NP). There were 17 customer-related incidents. CCRTA drove a total of 292,498 miles. The total collision rate for the month was 1.37 per hundred thousand miles driven. The desirable range for total collisions is at 2.0 or less.

The chart below illustrates the Year-to-Date collision rates. Please keep in mind that this chart shows all vehicle collisions regardless of fault.

### Year-to-Date Collision Rate = 2.62



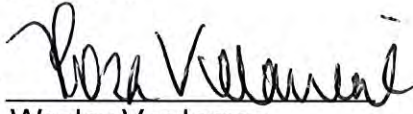
### SECURITY SUMMARY

For June 2016, there were approximately 1,400 hours of security coverage was used for all areas of CCRTA Operations. Officers arrested 1 individual for public intoxication, issued 6 criminal trespass warnings, arrested 5 individuals for violation of criminal trespassing, issued 38 disturbance warnings and responded to 2 other calls for service.

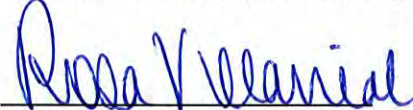
**Committee Review**

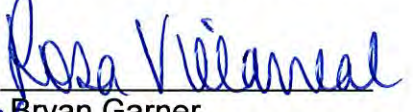
This item was presented to the Operations Committee on July 20, 2016.

Respectfully Submitted,

Submitted by:   
for Wesley Vardeman  
Outreach Coordinator

Reviewed by:   
Mike Rendon  
Director of Safety & Security

Reviewed by:   
for Robert Saldaña  
Director of Transportation

Reviewed by:   
for Bryan Garner  
Director of Maintenance

Reviewed by:   
for Gordon Robinson  
Director of Planning

Reviewed by:   
Rosa E. Villarreal  
Managing Director of Operations

Approved by:   
Jorge Cruz-Aedo  
Chief Executive Officer



## CORPUS CHRISTI REGIONAL TRANSPORTATION AUTHORITY

Board of Directors' Memo

August 3, 2016

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**Subject: Presentation on Policy 601 Conflict of Interest and Board Policy Code of Ethics**

### **Background**

The RTA's Employee Handbook has policies in place for all employees to abide by. One of these policies is Policy 601 Conflict of Interest which states the following:

"The RTA conducts its affairs with the highest standards of integrity, and therefore avoids situations in which actual or potential conflicts of interest may occur.

The following guidelines are established to guide employees in avoiding real or perceived situations where private interests may adversely affect judgment or performance on the job:

1. Employees must maintain a high standard of conduct and disqualify themselves from exerting influence in any transaction in which their own interests may conflict with the best interests of the organization or where the employee may gain financial benefit.
2. Employees must report any financial interest they or any member of their family or close personal friends may have in any concern dealing with the RTA."

Also attached is the Board of Directors' policy on "Code of Ethics". A policy which has been in existence since 2006, with amended changes that were effective on January 6, 2010.

### **Identified Need**

The RTA's policies and procedures are in place for employees to have an understanding of how business is conducted and how employees should be in compliance with the policies. Board of Directors also abide by their policies to ensure that they are carrying out their responsibilities consistently with established rules.

At the recent, Administration Committee meeting a recommendation was made by the Board to also have the employees complete a Conflict of Interest form. This new form is attached and employees will be asked to complete the form for our records.



Respectfully Submitted,

Submitted by:   
Angelina Gaitan  
Director of Human Resources

Approved by:   
Jorge G. Cruz-Aedo  
Chief Executive Officer

### Conflict of Interest Employee Disclosure Form

In accordance with the Conflict of Interest Policy of the Corpus Christi Regional Transportation Authority, all employees who are regular full-time or regular part-time employees at CCRTA are required to provide the following information:

Do you currently serve as a member of any Board, Commission, or Committee?

Yes \_\_\_\_\_ No \_\_\_\_\_

If YES, please list below in space available.

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

Do any member(s) of your immediate family currently work at CCRTA or currently serve as a member of the CCRTA Board of Directors?

A member of one's Immediate Family means:

- spouse
- a child, grandchild, parent, grandparent, brother, sister, uncle, aunt, nephew, niece or the spouse of any such person
- a person having a step-relationship described above
- parents-in-law, brothers- or sisters-in-law, sons- or daughters-in-law
- any person who resides in the same household as you

Yes \_\_\_\_\_ No \_\_\_\_\_

If YES, please provide the following information: Name(s) of Immediate Family Member(s) and which department they work for. If they are a Board Member please check that box.

	Name	Department	Board Member
1)	_____	_____	<input type="checkbox"/>
2)	_____	_____	<input type="checkbox"/>
3)	_____	_____	<input type="checkbox"/>

I represent that the information I have provided is true to the best of my knowledge and I understand that any misrepresentation of information on this form may be grounds for automatic termination.

\_\_\_\_\_  
Signature Date



## Employee Handbook

### 517 Benefits Accrual While on Leave

Effective Date:

Revision Date: 01/01/06, 03/06/09

Accrual of employee benefits excluding insurance benefits will be discontinued during a leave of absence, but will resume when the employee returns to work.

An employee on leave of absence is entitled to continue on the RTA's group health, life, and dental insurance. This option, except where required by law, is at the employee's full expense in order to provide interim coverage. Proper arrangements for paying the premiums must be made with the Human Resources department prior to beginning a leave of absence.

Employees on leave of absence because of a work-related injury may continue to participate on the RTA's group health, life and dental programs for no longer than twelve (12) weeks. Employees will be responsible for their regular bi-weekly share during this period.

Employees and/or dependents whose benefits cease may be eligible for continued coverage subject to specified benefit provisions.

## SECTION 6 - EMPLOYEE STANDARDS OF CONDUCT

### ~~\*~~ 601 Conflict of Interest

Effective Date: 01/02/89

Revision Date: 08/01/92, 03/06/09, 02/01/10

The RTA conducts its affairs with the highest standards of integrity, and therefore avoids situations in which actual or potential conflicts of interest may occur.

The following guidelines are established to guide employees in avoiding real or perceived situations where private interests may adversely affect judgment or performance on the job:

1. Employees must maintain a high standard of conduct and disqualify themselves from exerting influence in any transaction in which their own interests may conflict with the best interests of the organization or where the employee may gain financial benefit.

2. Employees must report any financial interest they or any member of their family or close personal friends may have in any concern dealing with the RTA.

3. **Vendor Gifts:** RTA employees will discourage gifts from vendors. Such gifts are often expressions of cordial relationships between individuals closely associated by their work. Discretion should be used to determine if a gift oversteps the bounds of propriety. In no event, should a gift be accepted that would

compromise the employee in the performance of his duties. Employees who receive a gift as a result of a working relationship will inform their supervisor, and discuss the propriety of keeping the gift.

Management is responsible for upholding this policy. Any manager who does not implement this policy may be subject to disciplinary action, up to and including immediate termination of employment. Employees who violate this policy may be subject to disciplinary action up to and including termination of employment.

### 602 Equal Employment Opportunity

Effective Date:

Revision Date: 01/01/06, 03/06/09

The RTA is an equal employment opportunity employer. It is the policy of the RTA to comply fully with all applicable laws because the RTA strongly believes that all applicants and employees have the right to be treated fairly.

To give equal employment and advancement opportunities to all people, we make employment decisions based on each person's performance, qualifications, and abilities. The RTA does not discriminate in employment opportunities or practices on the basis of race, color, religion, sex, national origin, age, disability, or any other characteristic protected by law.

We will make reasonable accommodations for qualified individuals with known disabilities unless making the reasonable accommodation would result in an undue hardship to the Company.

This Equal Employment Opportunity policy covers all employment practices, including selection, job assignment, promotions, demotions, compensation, discipline, termination, and access to benefits and training.

### 603 Affirmative Action

Effective Date:

Revision Date: 01/01/06, 03/06/09

It is the policy of the Board of Directors of the RTA to afford equal opportunity for employment to all individuals regardless of race, color, religion, sex, and national origin or disability. Consistent with that commitment, The RTA will take affirmative action to: (1) recruit, hire and promote to all job classifications without regard to race, color, religion, sex, age, national origin or disability; (2) base decisions on employment so as to further the principles of equal opportunity; (3) ensure that promotion decisions are in accordance with principles of equal employment opportunity by imposing valid job-related requirements for promotional opportunities; and (4) ensure that all personnel actions such as compensation, benefits,

**REGIONAL TRANSPORTATION AUTHORITY  
BOARD POLICY**

**CODE OF ETHICS**

**POLICY STATEMENT**

The purpose of this Code of Ethics is to promote public trust by establishing rules of conduct for Board members. The Rules of Conduct form the basis for possible sanctions, and are therefore intended to clearly define proper conduct so that those who must comply may understand the Rules and carry out their responsibilities consistently with the Rules. It is recognized that situations with ethical implications will arise outside the prohibitions of the Rules. In such situations, Board members are encouraged to keep in mind the ideal of the public trust and to conduct themselves in a manner to avoid the appearance of impropriety even where not compelled by the Rules.

**PROCEDURES**

**Section 1. Rules of Conduct.** The following Rules apply to all Board members:

*Special Privileges*

1. You shall not use your position as a Board member for private advancement or gain or to secure special privileges or exemptions for yourself or others.
2. You shall not grant any special consideration, treatment or advantage to any person or group beyond that which is available to others generally.
3. You shall not use RTA facilities, personnel, equipment or supplies for purposes unrelated to the interests of the RTA, except to the extent such are lawfully available to the public.
4. You shall not give any orders to any employee except through the CEO as provided by the Texas Transportation Code.
5. You shall not, within six (6) months after leaving the RTA Board, represent any other person or organization in any formal or informal appearance with the RTA Board or with any employee of the RTA concerning a project being considered by the RTA or any business with the RTA.

*Gifts*

6. You shall not accept or solicit any money, property, service or other thing of value by way of gift, favor, loan or otherwise that might reasonably tend to influence you in the discharge

of your official duties or which you know or should have known was offered with the intent to influence or reward your official conduct.

7. In the event you receive any gift or loan of property or services on behalf of the RTA, you shall promptly deliver such gift or loan to the CEO for official acceptance and inventory of the RTA.

#### Disclosure Requirements

8. In the event you or one of your relatives have an interest or any substantial interest in a contract or transaction involving the RTA which comes before you in the performance of your official duties, you shall make a written disclosure of your interest in the matter and abstain from any vote or decision and not participate in any discussion on the matter, as provided in Chapter 171 of the Texas Local Government Code. The disclosure should be provided to the Board Chair and Board Secretary as soon as the interest in the contract or transaction is determined.

9. You shall disclose relationships with vendors doing business or seeking to do business with the RTA if you or a relative either (a) has an employment or other business relationship with the vendor and receives taxable income, or (b) has been given by a vendor gifts that have an aggregate value of more than \$250 in a 12-month period (excluding gifts of food, lodging, transportation or entertainment accepted as a guest), as provided in Chapter 176 of the Texas Local Government Code.

#### Actions Adverse to the RTA

10. You shall not represent any other private person, or group or interest in any action or proceeding against or adverse to the interest of the RTA or in any litigation in which the RTA is a party.

11. You shall not disclose information that could adversely affect the property or affairs of the RTA.

12. You shall not engage in any felony crime, misdemeanor involving moral turpitude, or other conduct that reflects discredit on the RTA.

13. The RTA may not enter into a contract or other agreement with a business or firm in which a Board member, any relative of a Board member, or any person residing with a Board member:

(a) has an interest, whether as a sole proprietor or as an owner, in whole or in part, except for ownership of less than a one percent (1%) interest in a publicly-held business organization, or

(b) is an employee if the individual's compensation is directly affected, in whole or in part, on the revenues received from the contract with the RTA.

14. The RTA may not enter into a contract or agreement with a business or firm described in Section 13 above for a period of six (6) months after the Board member leaves office.

15. Neither you, nor any relative, nor any person residing with you may be employed by the RTA at any time during your term of office or for a period of six (6) months after you leave office.

## **Section 2. Definitions.**

The following definitions apply to the above Rules of Conduct:

*Interest:* Any direct or indirect pecuniary or material benefit in a contract or transaction other than:

1. An interest which is shared by and available to all other persons similarly situated; or
2. A remote or incidental interest which would not increase or decrease materially due to the action of the RTA or is less than \$200.00 in value; or
3. An interest of a subcontractor which has no direct contractual relationship with the RTA, is receiving fair and reasonable compensation, and is not operating as a subterfuge to circumvent the Code of Ethics; or
4. An interest in real property acquired by the RTA which could otherwise be accomplished only through eminent domain provided that the property must be acquired for a public purpose and just compensation must be paid under the Texas Constitution after obtaining an independent appraisal.

*Relative:* Spouse, father, mother, brother, sister, son, daughter, spouse's children, father-in-law, mother-in-law, brother-in-law, sister-in-law, son-in-law, daughter-in-law, with adoptive relationships and step-parents, step-siblings and step-children being treated the same as natural relationships.

*Substantial interest:* Any interest which has a value of \$5,000.00 or more or represents ten percent (10%) or more of a person's gross income during the most recent calendar year.

**Section 3. Sanctions.** In the event of a violation of the above Rules of Conduct, the following sanctions may be imposed by the RTA Board of Directors:

1. Notification Letter concerning the violation
2. Written Reprimand or Censure concerning the violation.
3. Removal from the Board of Directors.

Prior to the removal of any member of the Board of Directors, the Board shall comply with the notice and hearing provisions required under Chapter 451 of the Texas Transportation Code and applicable law.

**Section 4. Compliance.** Compliance with this Code of Ethics shall be assisted by the Board of Directors through the following additional provisions:

1. A copy of this Code of Ethics shall be provided to each Board member upon the commencement of each term of office.
2. The Board shall review the Code of Ethics and other adopted policies of the Board at the regular Board meeting in January of each year.
3. Board members are authorized and encouraged to consult with the RTA's general legal counsel concerning any questions relating to compliance with the Code of Ethics.
4. The telephone numbers (office and cell phone) of the RTA's general legal counsel shall be distributed to Board members as the Ethics Hot Line number for consultation on any matters concerning compliance with the Code of Ethics.

Adopted by RTA Board of Directors on April 5, 2006.

Amended by Board on January 6, 2010.

**RTA Committee on Accessible Transportation (RCAT)  
MEETING MINUTES  
Thursday, June 16, 2016**

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**Advisory Committee Members Present:** Anne Bauman, Tammye Salinas, Sylvia Wilson, Donnie Contreras, Robert Box, Richard Balli, Joyce Lopez and Jose Chapa

**Advisory Committee Members Absent:** None

**Board Members Present:** None

**Staff Present:** Sharon Montez, Roxie Garrison and Melanie Gomez

**MV Present:** Nova Shields and Janessa Cano

**Employee Representative(s):** None

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**Call to Order:** Ms. Anne Bauman called the meeting to order at 12:03 p.m. Ms. Melanie Gomez called the roll and determined that a quorum was present.

**Opportunity for Public Comment**

Mr. Jose Chapa wanted to report that he is still seeing issues with operators not deploying the ramp when customers are using walkers. Ms. Sharon Montez asked if these incidents were being reported to the Customer Service Center. Mr. Chapa advised that a CAF had been submitted. Ms. Montez advised that she did report the information to the Transportation Department but will continue to follow up.

**Action to Approve Minutes of May 19, 2016** was approved as presented.

MR. BOX MADE A MOTION TO ADOPT THE RCAT MINUTES OF MAY 19, 2016 AS PRESENTED; MR. CHAPA SECONDED THE MOTION. BAUMAN, LOPEZ, SALINAS, CONTRERAS, WILSON, AND BALLI VOTING FOR.



## **Committee for Persons with Disabilities (CFPWD) and Corpus Christi Human Relations Committee (CCHRC) Update**

Mr. Richard Balli provided a report of the CFPWD meeting. Mr. Balli reported that a few presentations were made during the meeting. One was by Mr. Billy Delgado, Emergency Management Coordinator with the Office of Emergency Management, regarding the evacuation of people with disabilities. Mr. Delgado also encouraged the public to register with 2-1-1 and the reverse alert system. Another presentation was made by Mr. Johnny Martinez, Elections Manager with Nueces County Clerk's Office regarding voting information for people with disabilities. Mr. Balli reported that Mr. Martinez advised that people with disabilities can have the voting machine taken to the voter once their disability has been verified. Mr. Balli also reported that Mike Rendon attended the meeting and introduced himself during public comment. Ms. Anne Bauman wanted to make a correction to his report. Ms. Bauman wanted to clarify that disabilities are not verified, as that would be against the law. Instead, once the voter has called to request a ballot be brought to them, the judge on site will be notified and the ballot is taken to the voter. Ms. Sylvia Wilson reported that during the presentation, the actual voting machine was shown and demonstrated. Ms. Wilson also reported that she didn't have a report for the CCHRC meeting since there was no meeting due to no quorum.

## **Discussion and Recommendation of 1<sup>st</sup> Quarter Unsung Hero Award Recipient**

Mr. Jose Chapa advised that he had submitted a commendation for Sol, a Customer Service Representative for always being courteous to him. Ms. Melanie Gomez advised that the commendations that the committee was reviewing were received during the months of January, February and March of this year. She advised Mr. Chapa that if he submitted a commendation recently that it would be on the list for the next quarter. Mr. Donnie Contreras questioned whether the driver was identified that assisted Mr. Abel Alonzo with saving his wheelchair and getting it to the hospital for him. Ms. Sharon Montez advised that she was not able to obtain any information regarding that report. Ms. Anne Bauman quickly advised that Mr. Marshall Burns would be coming out in an article in the Caller Times. Mr. Richard Balli wanted to recommend Mr. Ray Perez for the commendation he received. Mr. Robert Box stated that Mr. Perez has impressed him. Ms. Sylvia Wilson stated that she and Mr. Balli were in agreement as well to nominate Mr. Perez. The committee was unanimous

in their decision. Mr. Perez will be presented with his award at the next meeting.

### **Update on April Operations Report**

Ms. Sharon Montez advised the committee that after the last meeting, Mr. Donnie Contreras suggested it would be nice if performance measures were presented to RCAT and informing what the metrics are and how CCRTA is doing on a monthly basis. Therefore, Ms. Montez presented the operations report provided by the Planning Department that is typically presented to the Operations Committee and Board of Directors. Ms. Montez reported monthly ridership trends, weekday boardings, CAF trends, miles between road calls, collision rates and performance standards for all modes of service and the current averages. Ms. Sylvia Wilson questioned the ridership increase in the Fall and what would cause it. Ms. Montez advised that the Planning Department has been doing research to determine a reason for that trend. Ms. Joyce Lopez mentioned that several events occur during that time period that may result in the increased ridership. Ms. Montez advised that she would follow up with the Planning Department and get back with the committee.

### **Procurement Update**

Ms. Sharon Montez provided a procurement update for the committee. She reminded the committee that items that are \$50,000 and over are items that are required to go to the Board of Directors for approval. Ms. Montez provided a list and current status of all procurement items that have been awarded and are currently up for award. Ms. Montez also provided a list and current status of items that are under \$50,000 which can be authorized by the CEO. Ms. Wilson questioned the Harbor Ferry item. Ms. Montez advised that the procurement item is for the domain name for the Harbor Ferry so that no other company can utilize that name. Ms. Bauman asked what company was awarded the contract for security. Ms. Montez advised that she believes it is Veterans of America. Ms. Bauman wanted to confirm that employees of this company were all veterans. Ms. Montez advised that she can confirm with the company and provide that information at the next meeting.

### **Committee Reports**

#### **No-Show/Eligibility Appeals**

The No-Show/Eligibility Appeals Committee was scheduled to meet on Tuesday, June 14, 2016. There were no appeals submitted in June. There were 35 warning notices issued in May, 4 seven day proposed service suspensions and 0 thirty day proposed service suspensions.

### **Chairperson's Report**

Ms. Bauman shared upcoming meeting dates with the committee. She also encouraged committee members to attend the Board meetings, if possible.

### **Informational Items**

Ms. Bauman advised that these items were made available to the committee members in their packets.

### **Request for Agenda Items**

None

**Other Business:** Mr. Richard Balli wanted to follow up with Ms. Sharon Montez regarding wheelchair training. Mr. Balli offered to provide the training since he is very familiar with the different types of wheelchairs. Ms. Montez did report that she discussed that with Ms. Rosa Villarreal and they would be looking into a training system. Ms. Wilson asked if it was possible to have an RCAT member present at the operator quarterly meetings or training sessions. Ms. Gomez advised that in the past, RCAT members were invited to attend safety meetings. She reminded members that safety and training dates for MV Transportation are provided in the upcoming events sheet so that members could attend, if interested. Ms. Anne Bauman wanted to mention supporting Mr. Balli with his suggestion of installing grab bars in the B-Line vehicles. Ms. Bauman adjourned the meeting at 12:47 p.m. and advised that a tour of the building would be available for anyone interested. The next meeting will be held on Thursday, July 21, 2016.



# DIGITAL Marketing

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## **Marketing strategies for engaging the digital generation**

- Our Social Media Sites
- July Social Media Analytics
- Website Analytics
- Marketing Dictionary

Corpus Christi Regional Transportation Authority  
602 N. Staples St. Corpus Christi Texas



# Our Social Media Sites



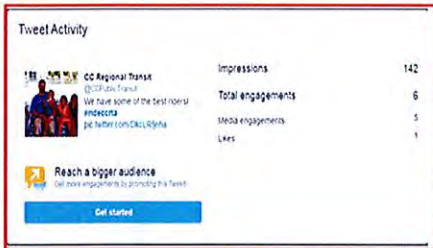
## Facebook



A dominate, free-access social-networking site which is available to companies and any person 13 years of age or older. Facebook was initially non-commercial and limited to students with a college email domain, but has since expanded to accommodate fan pages, paid advertising and e-commerce stores. Facebook is widely used by businesses and corporations to interact with their customers and stakeholders. Facebook can track user reach and engagement on posts and the page itself.



Interactions →



← Total Tweet Engagements

People come to Twitter to discover what's happening in the world right now, to share information instantly, and to connect with people and businesses around the globe. Share Tweets (posts, pictures, GIFS, articles, etc.) with your followers and with those searching for similar posts utilizing hashtags and keywords.

## Twitter



## Instagram



Instagram is an online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos, and share them either publicly or privately on the app, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr.



← Subscribe



YouTube is a free video sharing website that makes it easy to watch online videos. You can even create and upload your own videos to share with others. Originally created in 2005, YouTube is now one of the most popular sites on the Web, with visitors watching around 6 billion hours of video every month.

## YouTube



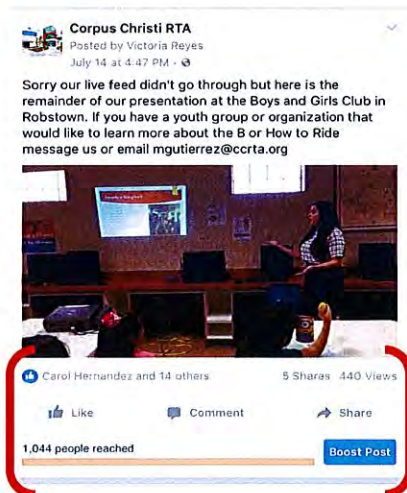


# Social Media Analytics July



Social Media Platform	Total Users	New Users	Reach	Engagement
Facebook	4,415	46	20,466	2,175
Twitter	938	13	18,000	1.30%
Instagram	111	15	n/a	n/a

## Top Social Media Posts:



## Social Media Goals:

- Increase Likes and Followers on each social media platform
- Increase reach and engagement with followers
- Post daily
- Post organic videos and photos
- Increase activity on YouTube



# Website Analytics



ccrta.org

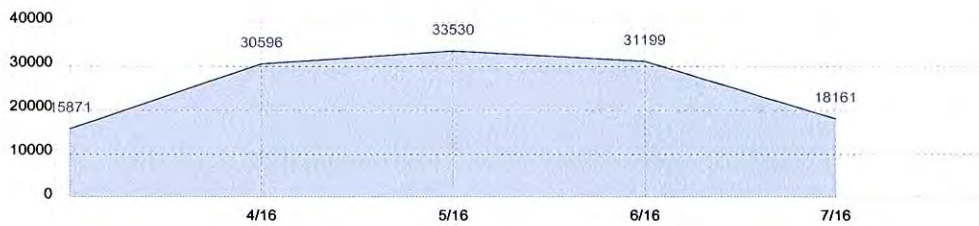
## Google Analytics: All Traffic

3/1/2016 - 7/21/2016

Advanced Segments: All Users

Conversions: All Goals

Sessions



All Users: Sessions  
**129,357**

All Users: New Users  
**42,049**

All Users: Bounce Rate  
**38.86%**

All Users: Pages / Session  
**2.71**

All Users: Avg. Session Duration  
**3:31**

All Users: Transactions  
**0**

All Users: Revenue  
**\$0.00**

All Users: Ecommerce Conversion Rate  
**0.00%**

Channels	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
Organic Search	73,880 (57.11%)	22,522 (53.51%)	38.72%	2.74	3:31	0 (0.00%)	\$0.00 (0.00%)	0.00%
Direct	50,244 (38.84%)	16,310 (38.75%)	37.46%	2.72	3:39	0 (0.00%)	\$0.00 (0.00%)	0.00%
Referral	4,390 (3.39%)	2,712 (6.44%)	53.26%	2.35	2:12	0 (0.00%)	\$0.00 (0.00%)	0.00%
Social	429 (0.33%)	186 (0.44%)	42.42%	2.80	2:35	0 (0.00%)	\$0.00 (0.00%)	0.00%
(Other)	415 (0.32%)	359 (0.85%)	76.87%	1.56	0:47	0 (0.00%)	\$0.00 (0.00%)	0.00%

# Digital Marketing Dictionary

## A

Algorithm – Mathematical rules and calculations a search engine uses to determine the rankings of the sites it has indexed. Every search engine has its own unique, proprietary algorithm that gets updated on a regular basis. Google’s famously has more than 200 major components.

## B

Banner Ad – Graphical image or small animation file embedded within a Web page and used for advertising, often containing a link to other sites, products, etc.

Blog – Short for “weblog,” this is a special kind of website for self-publishing, often done by the owner of the site (the “blogger”), but sometimes by a committee of authors who rotate by day, for example. Blogs typically record and categorize all content updates by date/time and topic for easy tracking by readers. The posts appear on a blog’s homepage in reverse-chronological order (thus the original term, “weblog”).

Another feature of blogging is a space reserved for comments (usually following every post). These interactive sections can often be longer, and sometimes more interesting, than the original post. Visitors can view regular blog updates by going to the actual site or using an RSS feed aggregator like Google Reader.

Blogger – An individual who generates content for blogs, either personal or professional. Reasons for being a professional blogger are many: delivering timely commentary; showcasing expertise; engaging with audiences and fellow bloggers; and building personal brands. Some professional bloggers generate levels of esteem and prestige equivalent to that of journalists, an occupation which has also found value in blogging for the above reasons.



## C

Click-Thru Rate (CTR) – The percentage of people who actually click on a link (e.g., in an email message or sponsored ad) after seeing it.

Comments – Comments are content generated by users in response to an initial publication, most notably blog posts. These are usually posted below the blog entry, and can often be vehicles for creating advanced levels of discussion that increase the lifespan of blog posts. Comments are also typically associated with news articles, videos, media-sharing sites, and Facebook posts. D

## D

Dashboard – Any area of administrative control for operating applications, especially social media settings, blogging software, and user profiles for websites that offer multiple customization options.

## F

Facebook – A dominant, free-access social-networking site which is available to companies and any person 13 years of age or older. Facebook was initially non-commercial and limited to students with a college email domain, but has since expanded to accommodate fan pages, paid advertising, and e-commerce stores.

Flickr – A media-hosting network where users can upload and share image files. It is the largest photo-storage and photo-sharing site on the Web.

Forum – An area on a website (or an entire website) dedicated to user conversation through written comments and message boards, often related to customer support or fan engagement.

Friends – Individuals connected to one another's profiles on a social networking site, most frequently used in association with Facebook (e.g., Facebook friends).

## G

Groups – Micro-communities within a social networking site for individuals who share a particular interest. LinkedIn groups are a particularly notable example of this phenomenon.

## H

Hashtag – A symbol (#) placed directly in front of a word or words to tag a post on Twitter. It is often used to group tweets by popular categories of interest and to help users follow discussion topics.

## I

Impression – An instance of an organic search-engine listing or sponsored ad being served on a particular Web page or an image being viewed in display advertising. In paid search, “cost-per-impression” is a common metric.

Index – The actual collection of data and websites obtained by a search engine, also known as “search index.”

Instant Messaging – A service where individuals can communicate through a real-time, text-based interface over an Internet connection. The exchange of small files and screen-sharing are also typically available on these platforms. AOL Instant Messenger (AIM) is one of the most famous (and original) American examples of this software. Many other software programs provide this functionality, including Skype, Facebook, Gmail, and corporate videoconference clients.

## K

Keywords – The terms that a user enters into a search engine. They can also signify the terms a website is targeting to rank highly as part of an SEO marketing campaign.

## L

**Landing Page** – A stand-alone Web page that a user “lands” on, commonly after visiting a paid search-engine listing or following a link in an email newsletter. This kind of page often is designed with a very specific purpose (i.e. conversion goals) for visitors.

**LinkedIn** – A business-oriented social networking site for professionals. Much like Facebook, LinkedIn allows members to connect with other users on the network, share status updates, and participate in groups and chats, although with a career focus.

## M

**Microblog** – A microblog is a social media utility where users can share short status updates and information. The most famous example is Twitter, which combines aspects of blogs (personalized Web posting) with aspects of social networking sites (making and tracking connections, or “friends”).

**MySpace** – A once-leading social-networking site, the music-themed MySpace allows more freedom for users to personalize their profiles than other social-networking sites, such as Facebook, which are more structured. Though its membership has shrunk significantly from its peak, the community is still popular among musicians as a platform for sharing music and interacting with fans.

## P

**PageRank** – A former proprietary method of Google (now disavowed) for measuring the popularity of a Web page. Much-debated in the SEO community, the measurement is believed to be influenced chiefly by the number and quality of inbound and outbound links associated with a given page. Updated infrequently, this rank was indicated as a number between 1 and 10 most commonly displayed in a green bar chart in the Google toolbar add-on for browsers. The SEO community consensus opinion is that the measurement was nothing more than Google’s incomplete assessment of the relative strength of a website.

## P – continued

Pay-Per-Click – Also known as “PPC,” this type of paid search marketing involves placing advertisements that run above or besides (and occasionally below) the free search-engine listings on Google, Bing, and Yahoo!. Typically, to get the highest position among these ads, website owners place a per-click bid. It’s not uncommon to participate in a bidding war for coveted top spots. For example, if a website’s listing is among the top 3 advertisements on a page, the same ad appears in the same location on partner websites. Some marketing firms, including Fathom, provide bid management services to get the most value for each search term.

PDF – “Portable Document Format” is a type of file for viewing documents, created by Adobe. PDFs are especially suitable for print-out viewing, so the format is a good choice for sharing high-value collateral like white papers and guides.

Peer-to-peer (P2P) – Refers to any type of interaction between two or more people within a specific social network. Most viral media by definition get their popularity via such P2P sharing. The term is also widely associated with (often illicit) file-sharing networks for music and movies, though not exclusive to that realm.

Podcast – A series of audio or video content which can be downloaded and listened to/viewed offline (or a particular episode in that series, e.g. podcast #6 of The Sporkful). A podcast is essentially an asynchronous Internet version of a “broadcast,” but to a very specific audience of willing subscribers. Podcasts are sometimes created to provide stand-alone copies of existing radio or television programming (such as daily/weekly shows), but they may also consist of entirely unique content intended for devoted Web-based subscribers.

Pop-Up Ad – A form of advertisement which automatically opens (or “pops up” in) a new window in a browser to display an ad. Also seen in the form of “pop-under” ads, a slightly less intrusive version. These interruptive approaches to advertising are generally disliked (and therefore ignored) by Internet users. Many browser-based and stand-alone software programs exist to block these ads.

## P – continued

Profile – A profile is a personal page within a social network created by a user for sharing with others on the network. The profile provides basic biographical information and often links to the profiles of the user’s friends/connections.

## R

Ranking(s) – The position of a website’s listing(s) in search-engine results pages. The higher a rank for a specific keyword, the more generally visible a page is to search-engine users.

## S

Search Engine – A website that allows users to search the Web for specific information by entering keywords. Can include paid or organic listings of websites and sometimes specific images, products, videos, music, place entries or other enhanced results.

Search-Engine Marketing (SEM) – A phrase sometimes used in contrast with “SEO” to describe paid search activities, SEM may also more generally refer to the broad range of search-marketing activities, either paid or organic.

Search-Engine Optimization (SEO) – The process of using website analysis and copy/design/structural adjustments to ensure both the highest possible positioning on desired search-engine results pages and the best experience for a given site’s users.

Search Term – The precise word or phrase(s) entered into a search engine by a user (also called a “query”).

SEM – An abbreviation for “search-engine marketing.”

SEO – An abbreviation for “search-engine optimization.”

Social Media – Refers to all online tools and places that are available for users to generate content and communicate through the Internet. These media include blogs, social networks, file-hosting sites and bookmarking sites, among others.

## S - continued

Social Network – A site or community on the Internet where members can interact with one another and share content. This term is more or less used interchangeably with “social media” in reference to Internet marketing.

Spam – In email marketing, this refers to any message that is deemed by users or email providers to be an unsolicited commercial offer. Also called “junk mail.”

“Spam” may also refer to links or comments that are left on blogs, forums and message boards designed exclusively to steer users to a site for commercial gain. This kind of spam, generated by random visitors, is called “link spam” or “comment spam.”

In SEO, “spam” can be any Web page that a search engine views as harming the credibility of its results. Examples of these can include doorway pages, link farms, keyword stuffing, cloaking and other duplicitous or otherwise user-hostile practices. The standards for what constitutes SEO spam varies by search engine and current algorithm factors.

Subscribing – The process of opting in to an email newsletter or adding an RSS feed to an aggregator (e.g. for reading blog updates).

## T

Tag – A keyword (often in a string) which is attached to a blog post, tweet (see “hashtag”), social bookmark or media file. Tags help categorize content by subject.

Tweet – A “tweet” is the special name for an entry made on the microblogging site, Twitter. Up to 140 characters long, tweets can consist of random status updates, news, commentary, or anything an individual wants to communicate to followers at that moment, including personal messages to other users or groups and links to external content (articles, photos, videos).

## T – continued

Twitter – Twitter is a microblogging platform which allows users to create profiles, share short updates on a timeline, and engage with other users, much like a social-networking site.

## U

URL – “Universal” or “uniform resource locator,” this string of letters and numbers separated by periods and slashes is unique for every Internet page. A page’s address must be written in this form in order to be found on the World Wide Web.

User-Generated Content – Commonly abbreviated as “UGC,” it is any piece of content created by a member of a given website’s audience for use on that website and sometimes to be freely distributed on the Web. Wikis (and Wikipedia) are examples of UGC (see below).

## W

Webinar – A Web-based seminar containing audio and video, often in the form of a slide deck.

Webconference – A “virtual” meeting of attendees where audio and visual content (including computer screens or live video feeds) can be shared freely over the Internet, so that attendees can have a close approximation to an in-person meeting despite being in different physical locations.

Wiki – Refers to any page or collection of pages on the Internet or an intranet that can be easily edited by the public or a select group of registered visitors. Wikis are examples of collaboration. See “Wikipedia,” the most famous example of a wiki, below.

## W – continued

Wikipedia – A free, open-source, multilingual encyclopedia consisting of heavily edited user-generated content on topics of nearly every sort. The largest encyclopedia in the world, Wikipedia is administered by the Wikimedia Foundation, a non-profit group. One defining characteristic of Wikipedia is its insistence on not publishing original research, but rather being an authoritative clearinghouse of citations of other material already published on the Web.

## Y

YouTube – The most popular video-hosting and video-sharing site, it is also currently the largest search engine after Google (incidentally, also owned by Google). Users can view, upload and comment on video content for no charge, though companies can pay for sponsored promotion of videos or to have enhanced branding and design capabilities on their profile pages, known as “channels.”

Yahoo! Answers – An online question-and-answer community where anyone can ask a question on any topic and get immediate answers from real people, which are in turn rated or voted on. These types of communities are popular, and multiple websites follow a similar model of using the “wisdom of crowds” for answers. One example is the more exclusive, sophisticated version seen at Quora.