



SORTA/Metro
Planning and Operations
October 15, 2024
9:00 am-10:00 am Eastern Time

SORTA PLANNING AND OPERATIONS COMMITTEE MEETING
TUESDAY, OCTOBER 15TH, 2024 - 9:00 A.M.
SORTA/METRO AT HUNTINGTON CENTER,
SORTA BOARD ROOM (6th FLOOR)
525 VINE STREET,
CINCINNATI, OHIO 45202

General Items:

Call to Order

Pledge of Allegiance

- 1 Approval of Planning and Operations Committee Minutes: September 17th, 2024

Briefing Items

- 2 Good News! (Executive Team)
- 3 Service Quality Metrics (Andy Aiello)
- 4 Ridership Report as of September 30th, 2024 (Mark Samaan)
Action Items Matrix (Andy Aiello)
- 5 Proposed Resolution: Approval of Contract Award for 140-2024 Strategic Planning Surveys (John Edmondson)
 - 5.1 Action Item:

Other Items:

New Business

The next regular meeting of the Planning & Operations Committee has been scheduled for

Tuesday, November 12th, 2024, at 9:00 a.m

PLANNING AND OPERATIONS COMMITTEE
TUESDAY, SEPTEMBER 17TH, 2024 – 9:00 A.M.
SORTA/METRO AT HUNTINGTON CENTER
6th FLOOR SORTA BOARD ROOM
525 VINE STREET
CINCINNATI, OHIO 45202

COMMITTEE MEMEBERS APPOINTED: Dan Driehaus (Chair), Tony Brice Jr, Trent Emeneker, Pete Metz, Gwen Robinson, and Sara Sheets

COMMITTEE/BOARD MEMBERS PRESENT: Jay Bedi, Chelsea Clark, Dan Driehaus, Trent Emeneker, Blake Ethridge, Neil Kelly, Pete Metz, Briana Moss, Gwen Robinson and Sara Sheets

COMMITTEE MEMBERS ABSENT: Tony Brice, KZ Smith and Sonja Taylor

STAFF MEMBERS PRESENT: Andy Aiello, Steve Anderson, Vicki Barker, Norman Bouwie, Scott Enns, Patrick Giblin, Adriene Hairston, Christina Harvey, Vickie Hickman, Brandy Jones, Natalie Krusling, Bradley Mason, Jeff Mundstock, John Ravasio, Jason Roe, Kevin Ruth, Mark Samaan, August Schweitzer, Bill Spraul and Tim Walker

OTHERS PRESENT: Kim Schaefer and John Kuhl (Legal Counsel-Vorys)

1. **Call to Order**

Mr. Driehaus called the meeting to order.

2. **Pledge of Allegiance**

The Pledge of Allegiance was recited.

3. **Approval of Minutes of August 20th, 2024**

Mr. Driehaus made a motion and Mr. Kelly seconded the motion to approve the minutes of the August 20th, 2024, meeting.

By voice vote the committee approved the minutes.

4. **Executive Session**

Mr. Driehaus made a motion and Ms. Robinson seconded the motion to go into executive session at 9:14 a.m.

“Section 121.22(G)(3) Conferences with an attorney for the public body concerning disputes involving the public body that are the subject of pending or imminent court action...”

Mr. Driehaus made a motion and Ms. Clark seconded the motion to go conclude executive session at 9:35 a.m.

5. **Proposed Resolution: Approval of Eminent Domain Authority**

Staff requested approval of the Eminent Domain Authority.

The Committee agreed to recommend the resolution to the full Board for approval as part of the consent agenda.

6. **Good News!**

The Executive Team presented the Good News report. Ms. Hairston shared the July Silver Award recipients, Metro Operator Graduates, Black Men’s Wellness Day and Best Place to Work. Mr. Ravasio shared Congrats to Our Game Changer, C-Suite Award Finalists and New Operator Barriers are Coming Soon. Ms. Jones shared Free Rides to Cheer on the Bengals and Don’t Blink & Drive slides

The Committee accepted the report as presented.

7. **CPS Briefing**

Mr. Ravasio presented the CPS briefing and reviewed CPS Student Transportation on Metro, Data: Student Pass Activity, Industry Context: Examples of Similar Programs and Next Steps.

The Committee accepted the report as presented.

8. **Data Strategy**

Mr. Giblin presented the IT Data Strategy and reviewed Business Intelligence at Metro, Data Strategy Workshop with Info-Tech, Leverage Our Existing Investments, Power BI Dashboard and Data and Power BI Training.

The Committee accepted the report as presented.

9. **Red Bike**

Hugh Ralson from OneSource Consulting presented Financial Planning Sustainability Project Interim Update. He reviewed Phase 1, 2 and 3

The Committee accepted the report as presented.

10. **Ridership Report**

Mr. Samaan presented the August 2024 ridership reports. Total ridership for the month of August was 1,207,173 or 1.6% favorable to budget.

Mr. Samaan presented the August 2024 MetroNow reports. Total ridership for the month of August was 7,684.

Mr. Samaan presented the August 2024 Access ridership reports. Total ridership for the month of August was 119,867 or 7.7% below budget.

The Committee accepted the report as presented.

11. **Proposed Resolution: Approval of Contract 002-2024 for Capital Projects & Grants Tracking Software**

Mr. Aiello requested approval for Capital Projects & Grant Tracking Software.

The Committee agreed to recommend the resolution to the full Board for approval.

12. **Proposed Resolution: Approval of Contract Award for 053-2024 for Yard Management Solution**

Mr. Aiello requested approval for a Contract Award for Software for Yard Management Solution.

The Committee agreed to recommend the resolution to the full Board for approval.

13. **New Business**

The next regular meeting of the Planning and Operations Committee has been scheduled for **Tuesday, October 15th, 2024, at 9:00 A.M.**

14. **Adjournment**

The meeting adjourned at 11:04 A.M.



Planning & Operations: Good News

October 15, 2024



August Silver Award Recipients



Leadership
Employee of the Month
Tara Walker



Administrative & Support
Employee of the Month
Merby Curtis



August Silver Award Recipients



Queensgate
Operator of the Month
Ayauna Stewart



Queensgate Maintenance
Employee of the Month
Cameron Whigham



August Silver Award Recipients



Bond Hill
Operator of the Month
Nicolas Bennie



Bond Hill Maintenance
Employee of the Month
Tim Mundy



Access
Employee of the Month
Nick Kalaitzoglou



Metro Access Career Fair A Success

Metro's Access Career Fair Extravaganza on Sept. 28, was a quite the success with more than 75 individuals attending with an interest in joining the Metro team as an operator. Additional interested candidates may visit go-metro.com/careers.



Delivering on Our Promise



On Oct. 9, we delivered the State of Metro 2024: Delivering on Our Promise with nearly 400 elected officials, bus riders, civic and business leaders and more from throughout the county, state and even Washington, D.C. We provided updates on the Reinventing Metro service improvements and MTIF, as well as celebrated organizations and individuals whose efforts and partnership is helping is achieve our mission, including our own Gwen Robinson.

Thank you to Congressman Greg Landsman, Commissioner Alicia Reece, Mayor Aftab Pureval and APTA President Paul Skouteles for joining us and delivering remarks during the event.

Congrats, Andy!



Congratulations to **Andy Aiello** who has been promoted to serve as Deputy General Manager.

Andy previously served as Chief of Staff and has been instrumental in helping Metro achieve its strategic priorities. He has more than 22 years in the transit industry, including 12 previously serving as CEO of TANK.

C-Suite 2024 Award Winners



During the Cincinnati Business Courier's C-Suite Awards, Chief Communications & Marketing Officer **Brandy Jones** and Chief Strategic Planning, Development & Innovation Officer **Khaled Shammout** both won in the categories of Chief Marketing Officer and Other C-Suite Roles of the Year, respectively. Congratulations to them both!

NAACP Game Changer



Congrats to CEO Darryl Haley on being honored by the NAACP with their Game Changer Award during their annual Freedom Fund Dinner on Oct. 5.

Congrats, Chelsea!



Congratulations to board member **Chelsea Clark** on being recognized by the Cincinnati Business Courier on Sept. 24th at the 2024 Forty Under 40 Class Award ceremony.

Well deserved!

Congrats, Sharyn!



Sr. Director of BRT Planning & Design
Sharyn Lacombe was appointed Vice Chair of APTA's Planning & Program Development Committee during APTA's recent annual conference earlier this month.

Congrats on this role Sharyn and for sharing your expertise to improve the transit industry as a whole.

Metro Receives Grant for New Buses

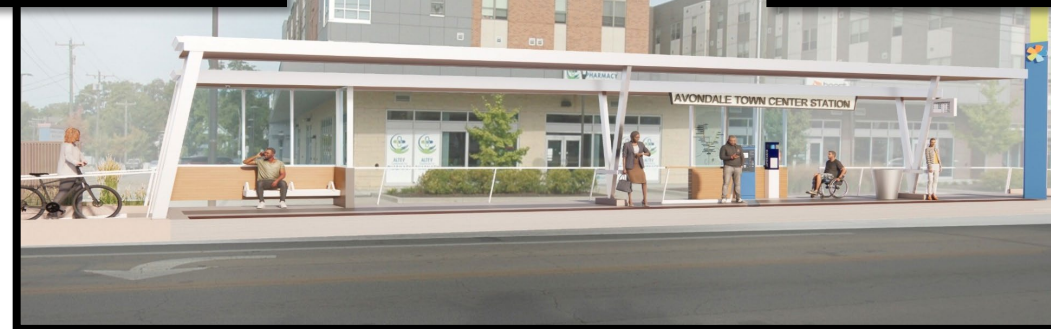
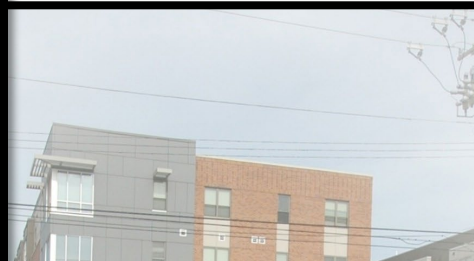


Thank you to the OKI Regional Council of Governments for the recent awarding of \$8 million in federal funding towards the purchase of 10 new hybrid buses.

These new vehicles will continue to allow Metro to reduce our carbon footprint as we serve our community.

Help Design & Name BRT Service

For the past month, Metro has been engaging the public at community events, on social media and online to get their input on the design of stations and to even help us select a name for the new service. Voting closes at end of the day Oct. 15. Vote at MetroBRTproject.com.



Hastus Users Group Presentation



Short Range Planning Manager **Mark Samaan** recently presented at the Hastus Users Group Conference in Montreal. He presented on the analysis that resulted in the creation of the new Rt. 36 Crosstown linking Price Hill and Delhi to Uptown and Norwood.

He also discussed the demographics and healthcare analysis performed for the route's creation and gave an overview of its success so far.

Well done, Mark!

Metro on NPR



Metro was recently joined by Children's Hospital as guests on NPR's Cincinnati Edition to discuss the impact of the new Rt. 36. A mother shared her story on the show of how Metro's service improvements made it easier for her to visit with her child who was born prematurely and was hospitalized for an extended period.

Special thanks to **Mark Samann** who discussed this partnership with Children's to create this route that is helping so many families with improved access to healthcare.

Metro Goes Pink



In support of Breast Cancer Awareness Month, Metro is going pink to encourage early testing and resources to help find a cure.

Walk with the Metro team on Oct. 19 at Yeatman's Cove at 9 a.m. in support of the American Cancer Society's Making Strides Walk.

Reminder: Don't Blink & Drive



Ride Metro to the BLINK Festival, Oct. 17-20. Service will be free each night beginning at 6 p.m.-midnight and service will be rerouted from Government Square to the Riverfront Transit Center each night.

Metro is also activating two park & ride locations at Cincy State and Crossroad Church (Oakley). Enjoy DJ's, fun swag and free shuttle service to and from the festival.

Metro Provides Free Rides on Election Day



In an effort to remove access to transportation as a barrier for citizens to exercise their civic responsibility, all Metro service's will be free on Election Day, Nov. 5.

Old Timer's Picnic

Metro retirees had the opportunity to connect and catch up with one another during the annual Old Timer's Picnic at Harvest Home Park this past month.



... and That's the News"

Thank you to everyone who helped us celebrate the State of Metro.

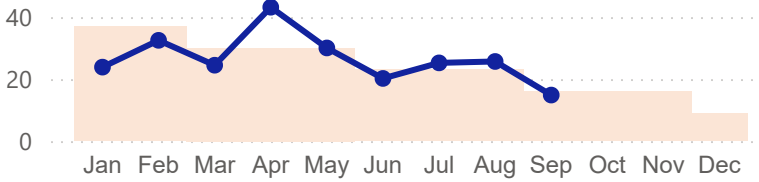




Metro is bringing to life its **Reinventing Metro** plan, offering the Greater Cincinnati region bold, new transit innovations that will help grow the regional economy and better connect our community to jobs, education, health care and entertainment. Concurrently, post-Covid commuting patterns and workforce dynamics have created challenges that impact ridership and service quality. Metro has created a set of strategic initiatives to maintain and improve key ridership and quality indicators. This dashboard tracks Metro's performance across 8 ridership and service quality metrics.

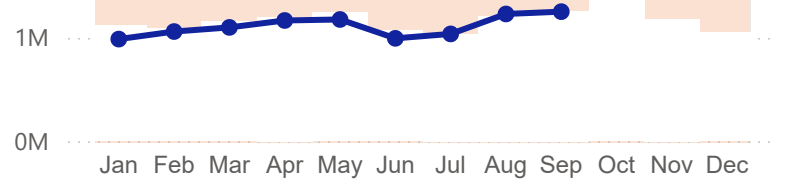
September 2024 Target: 16 September 2024 Actual: 15

Missed Trips (Avg. Weekday)



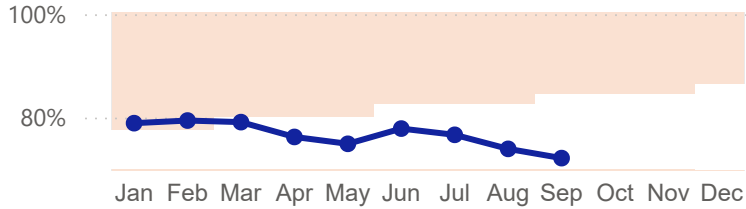
September 2024 Target: 1,258,732 September 2024 Actual: 1,252,536

Ridership



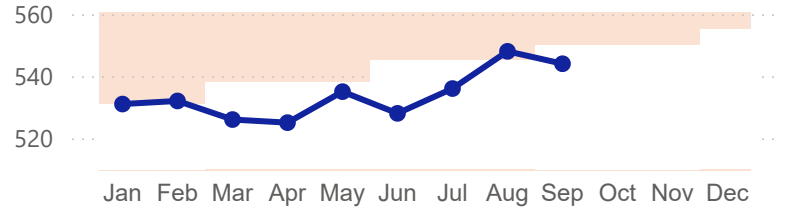
September 2024 Target: 84.5% September 2024 Actual: 72.1%

On-Time Performance



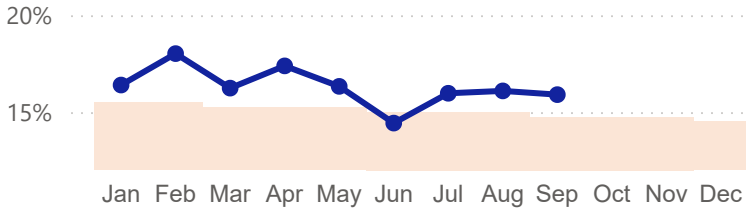
September 2024 Target: 550 September 2024 Actual: 544

Fixed Route Operators



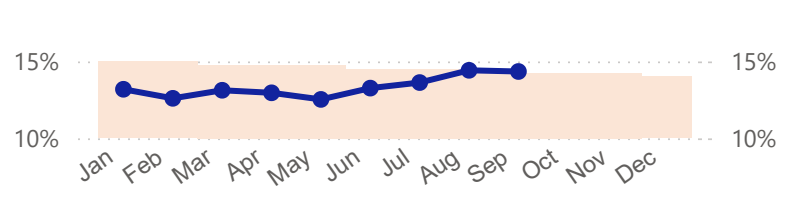
September 2024 Target: 14.8% September 2024 Actual: 15.9%

Operator Absenteeism



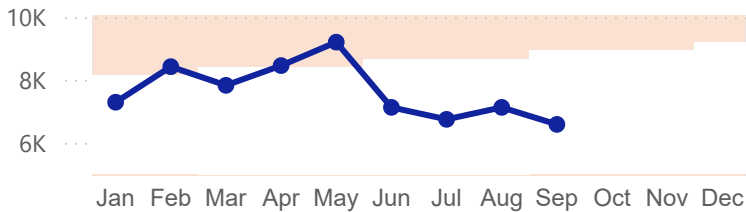
September 2024 Target: 14.3% September 2024 Actual: 14.3%

Operator Turnover



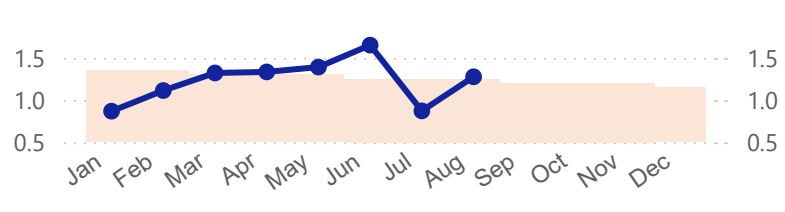
September 2024 Target: 8,938 September 2024 Actual: 6,588

Miles b/w Mech Service Interruptions



September 2024 Target: 1.20 September 2024 Actual: (Blank)

Preventable Acc per 100k Miles





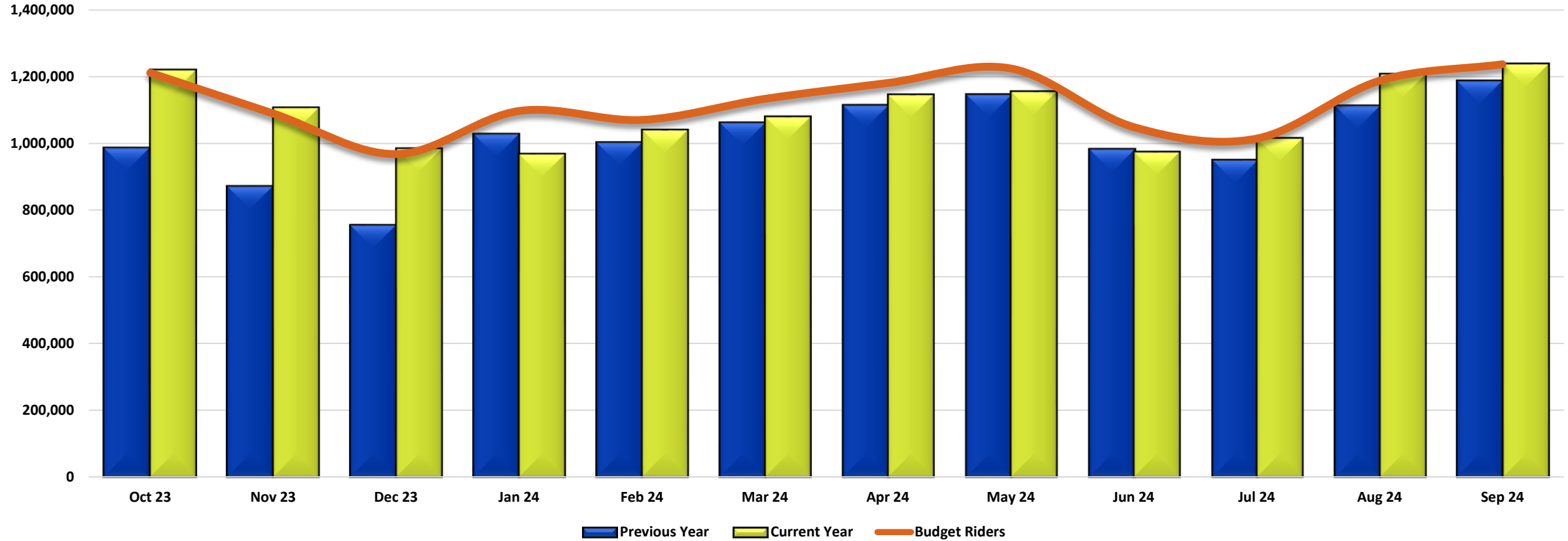
September 2024 Ridership Report

October 15, 2024 | SPDI



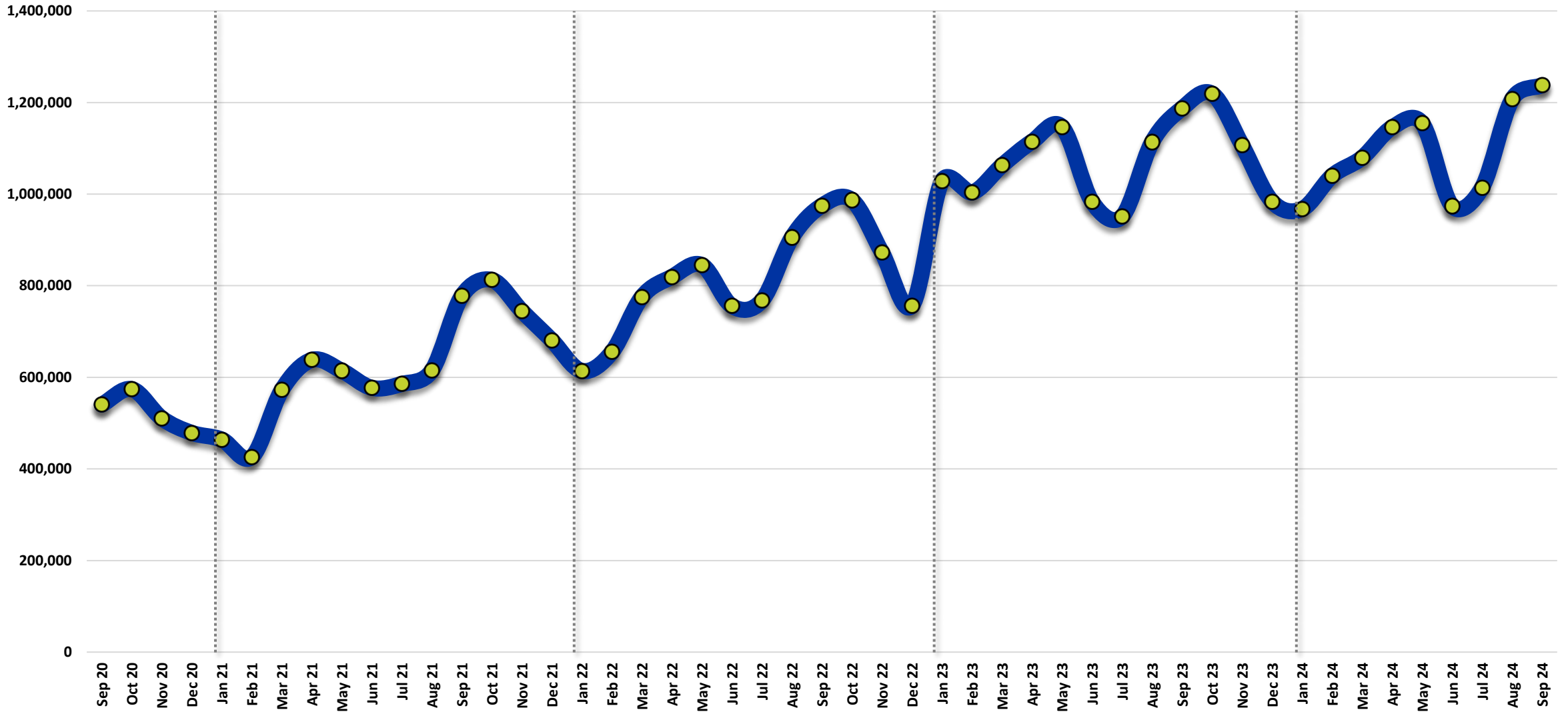
Fixed Route Ridership

Total Fixed Route Ridership YoY & Budget by Month

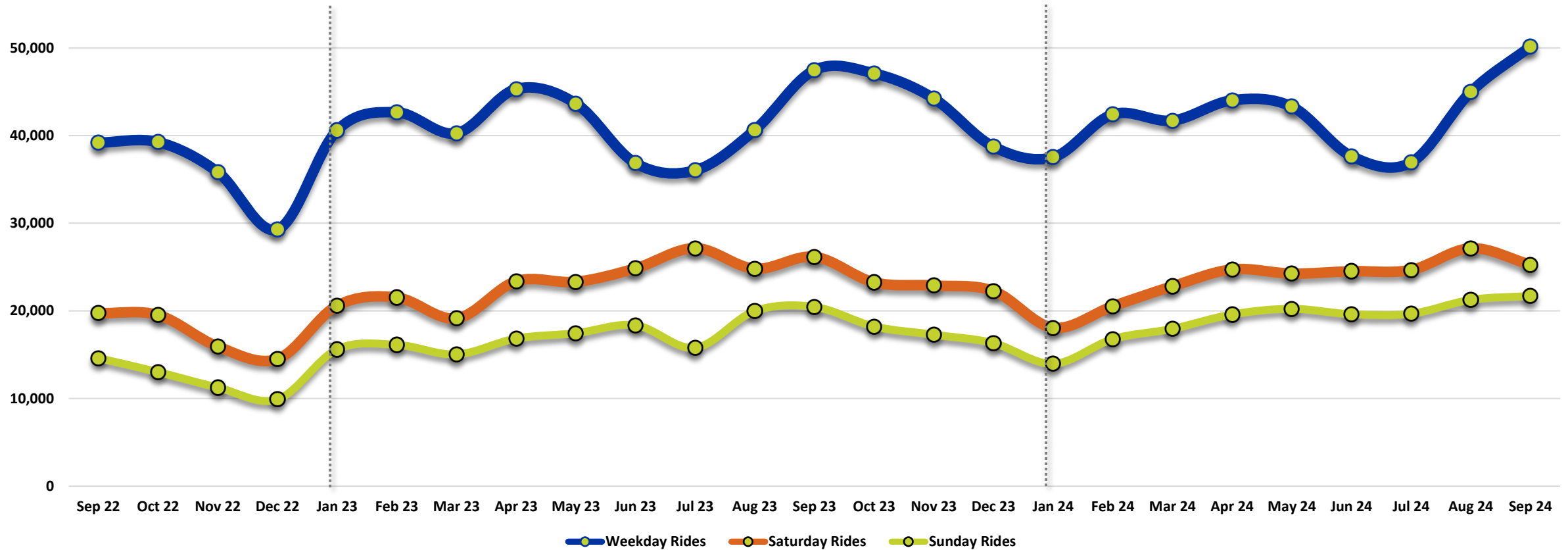


Service	Sep 24				Sep 23		
	Ridership	Budget	Budget Variance	% Budget Variance	Ridership	Past Year Variance	Past Year % Variance
Local	1,209,197	1,204,808	4,389	0.4%	1,161,000	48,197	4.2%
Express	28,676	32,673	-3,997	-12.2%	26,395	2,281	8.6%
Totals	1,237,873	1,237,481	392	0.0%	1,187,395	50,478	4.3%
Total (YTD)	9,821,151	10,196,096	-374,945	-3.7%	9,592,180	228,971	2.4%

Total Fixed Route Ridership by Month

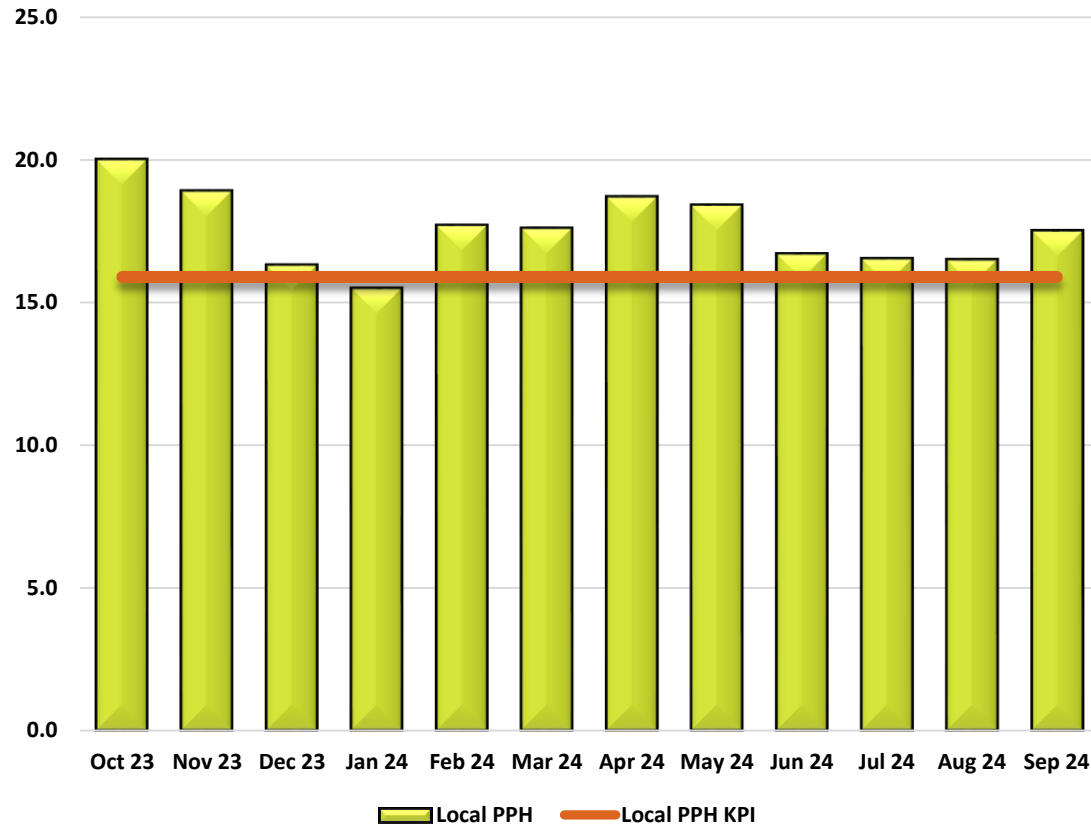


Average Daily Ridership (WD, SA, SU)

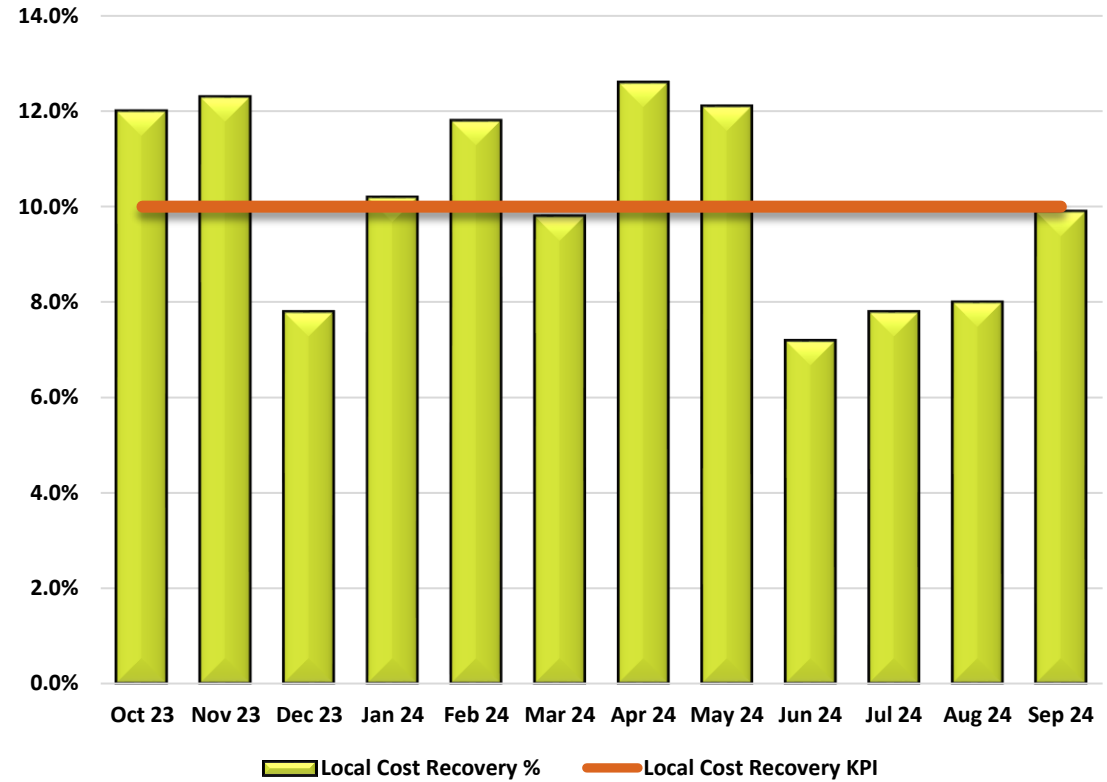


Service	Sep 24 Avg Daily	Sep 24 Avg Daily Budget	Budget % Variance	Sep 23 Avg Daily	Sep 23 - Sep 24 % Variance
WEEKDAY	50,152	50,081	0.1%	47,465	5.7%
SATURDAY	25,273	25,026	1.0%	26,163	-3.4%
SUNDAY	21,695	22,147	-2.0%	20,451	6.1%

Local Service Productivity (Last 12 Months)



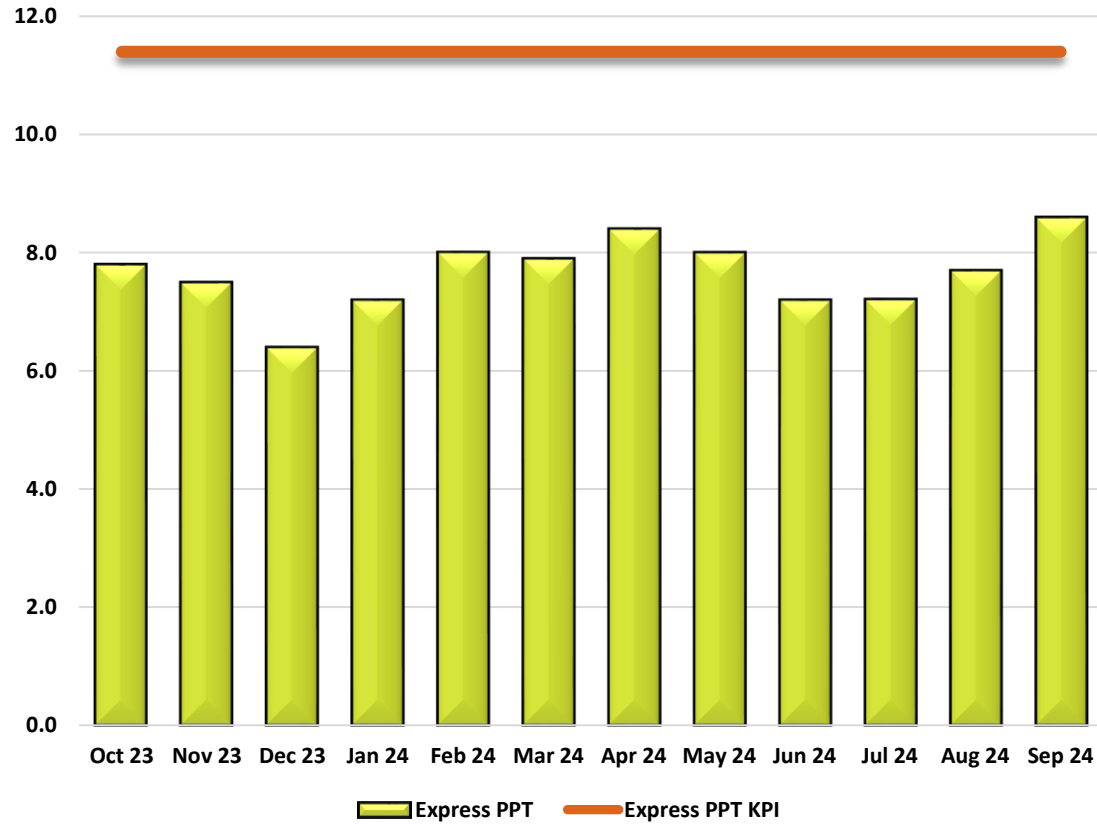
Local Service Cost Recovery & (Last 12 Months)



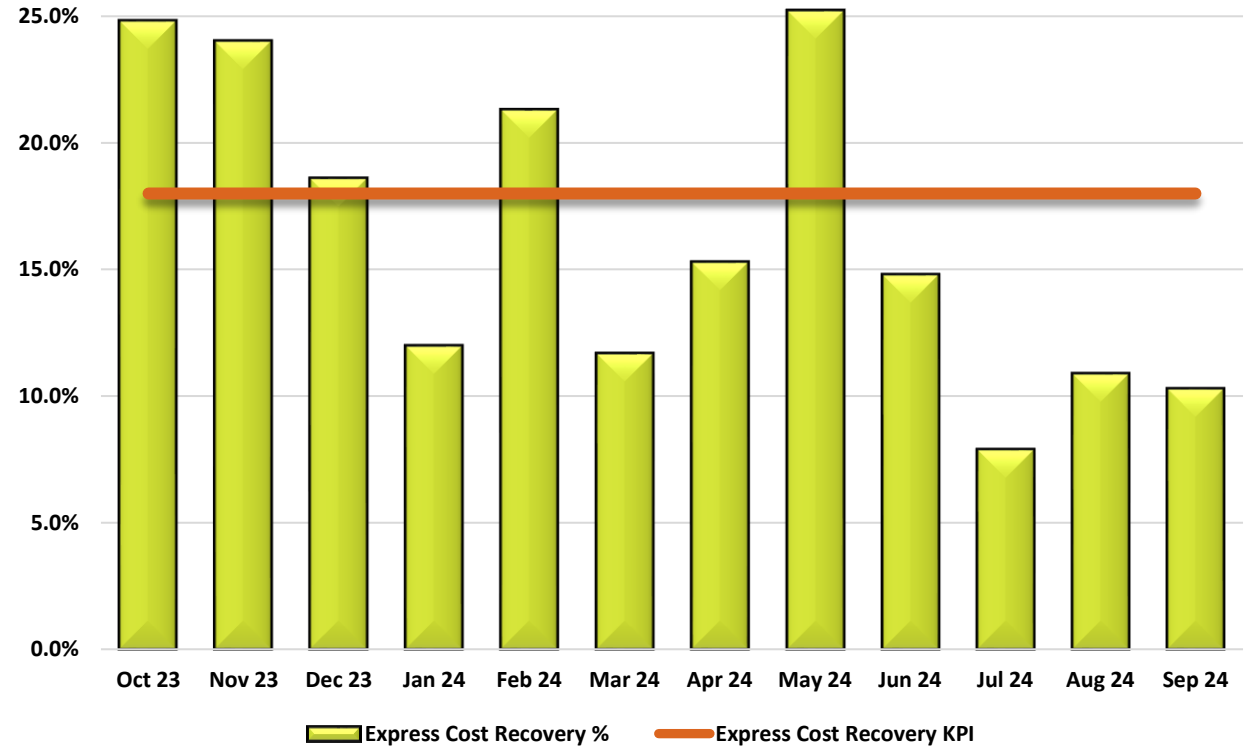
Local Service	Sep 24 Actual KPI	Sep 24 Budget KPI	Variance
Passengers Per Hour	17.5	15.9	1.6
Cost Recovery	9.9%	10.0%	-0.1%

*percentage points

Express Service Productivity (Last 12 Months)



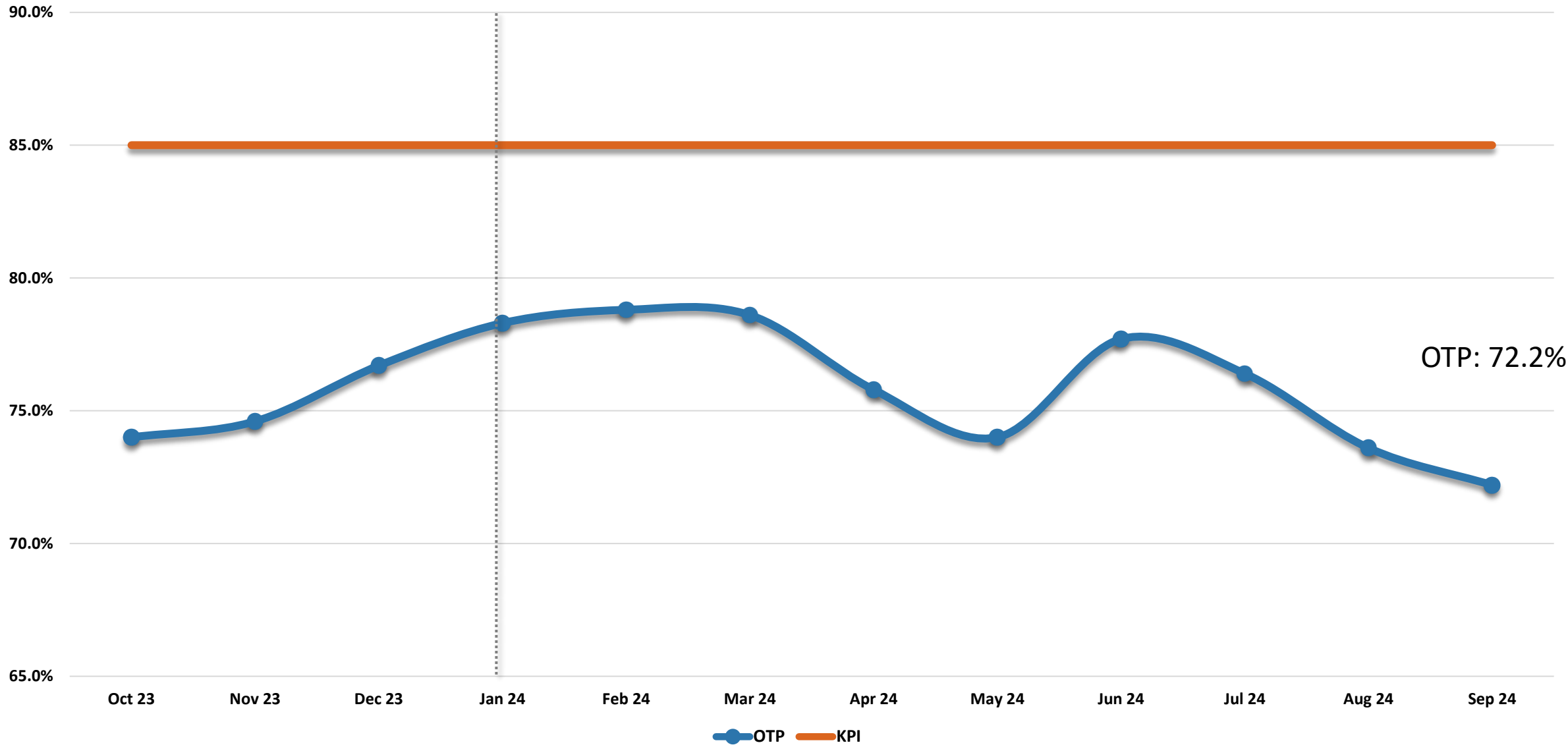
Express Service Cost Recovery % (Last 12 Month)



Express Service	Sep 24 Actual KPI	Sep 24 Budget KPI	Variance
Passengers Per Trip	8.6	11.4	-2.8
Cost Recovery	10.3%	18.0%	-7.7%

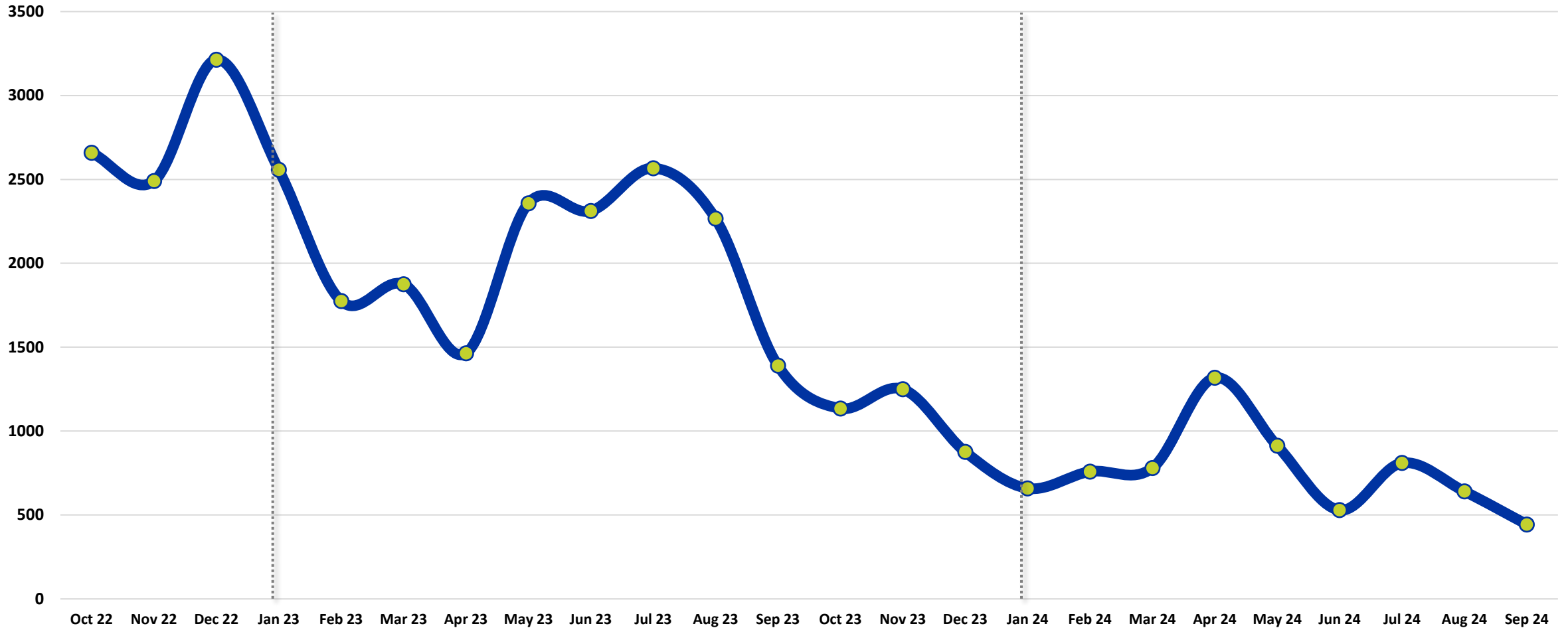
*percentage points

Overall On-Time Performance (Last 12 Months)



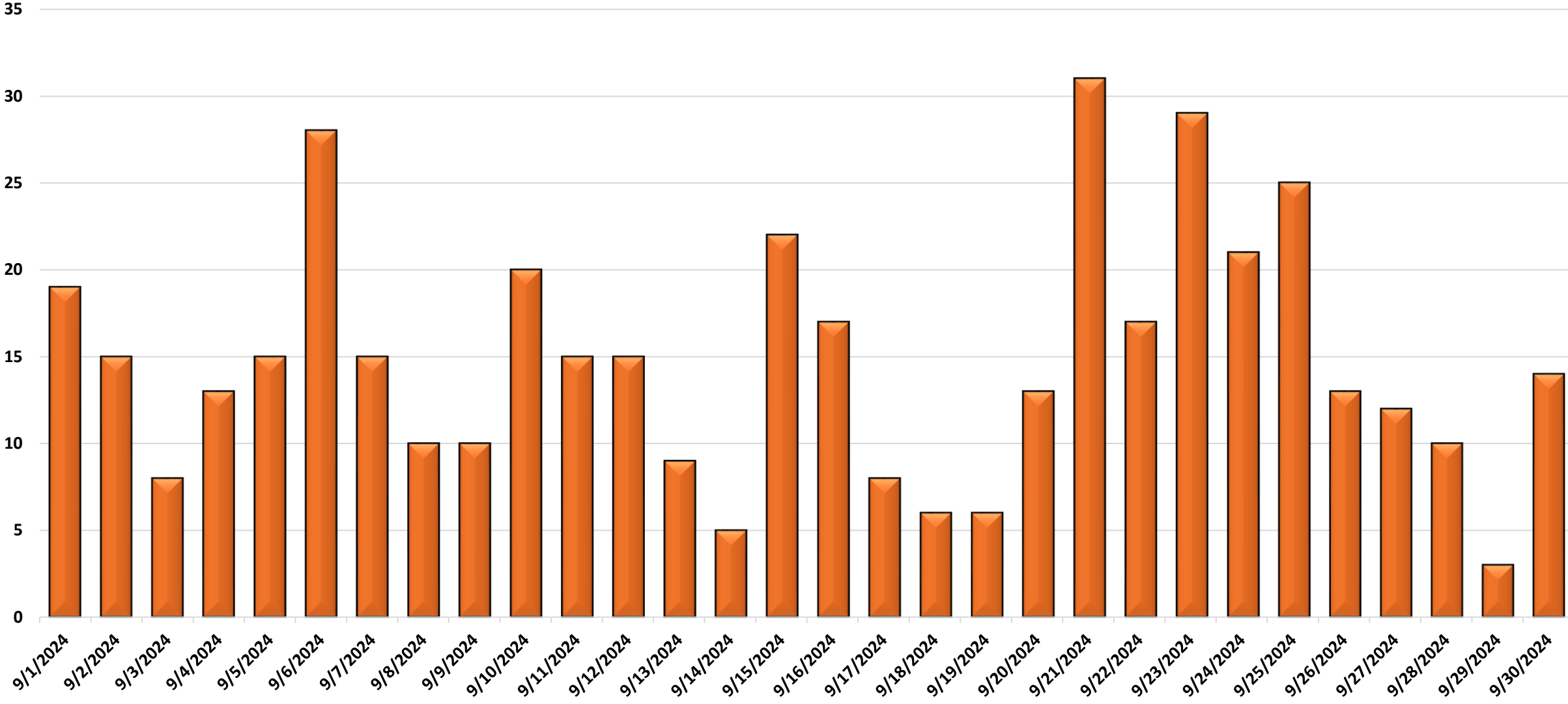
OTP: 72.2%

Fixed-Route Missed Trips by Month

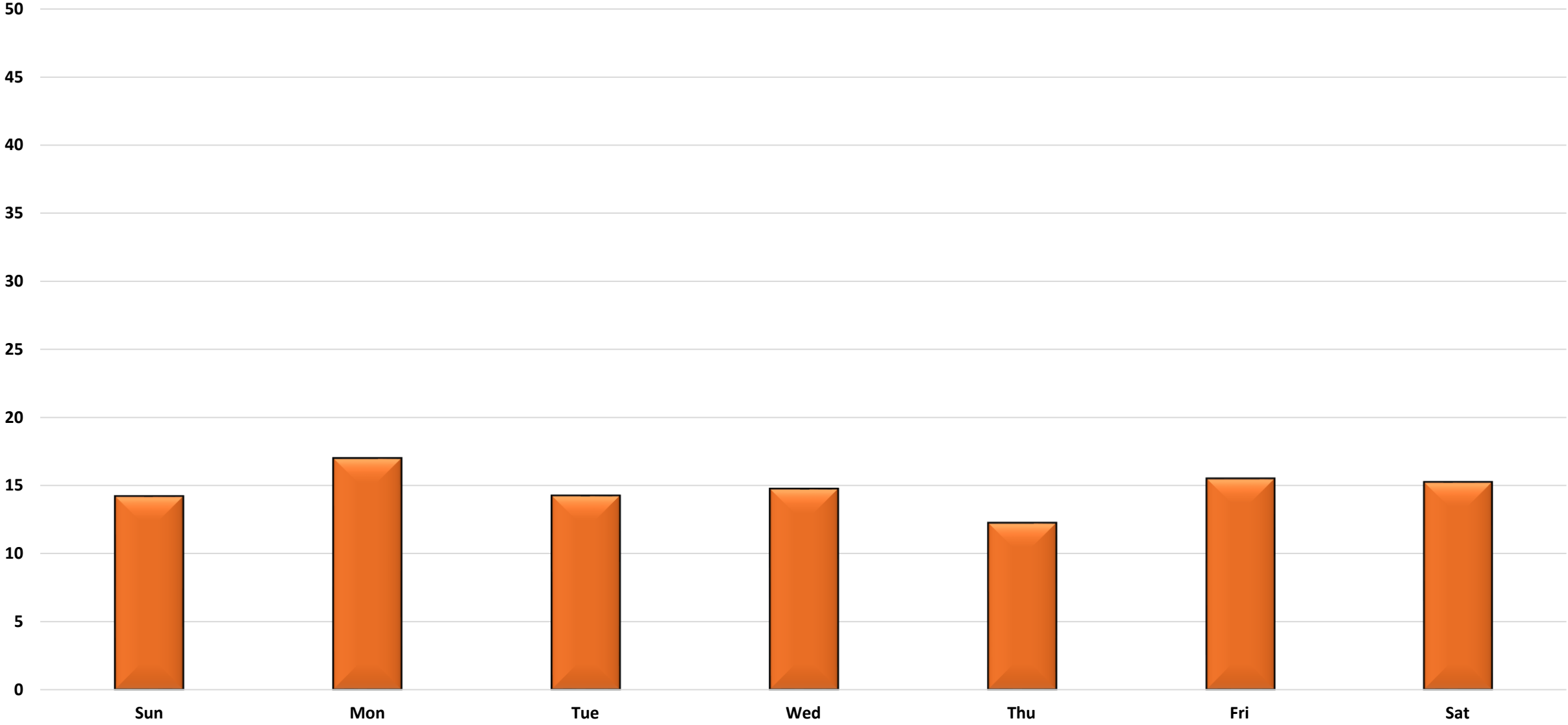


	Missed Trips	Total Trips Scheduled	% of Trips Operated	Monthly KPI	End of Year KPI
Sept 24	444	69,825	99.4%	99.4%	99.6%

Missed Trips by Day



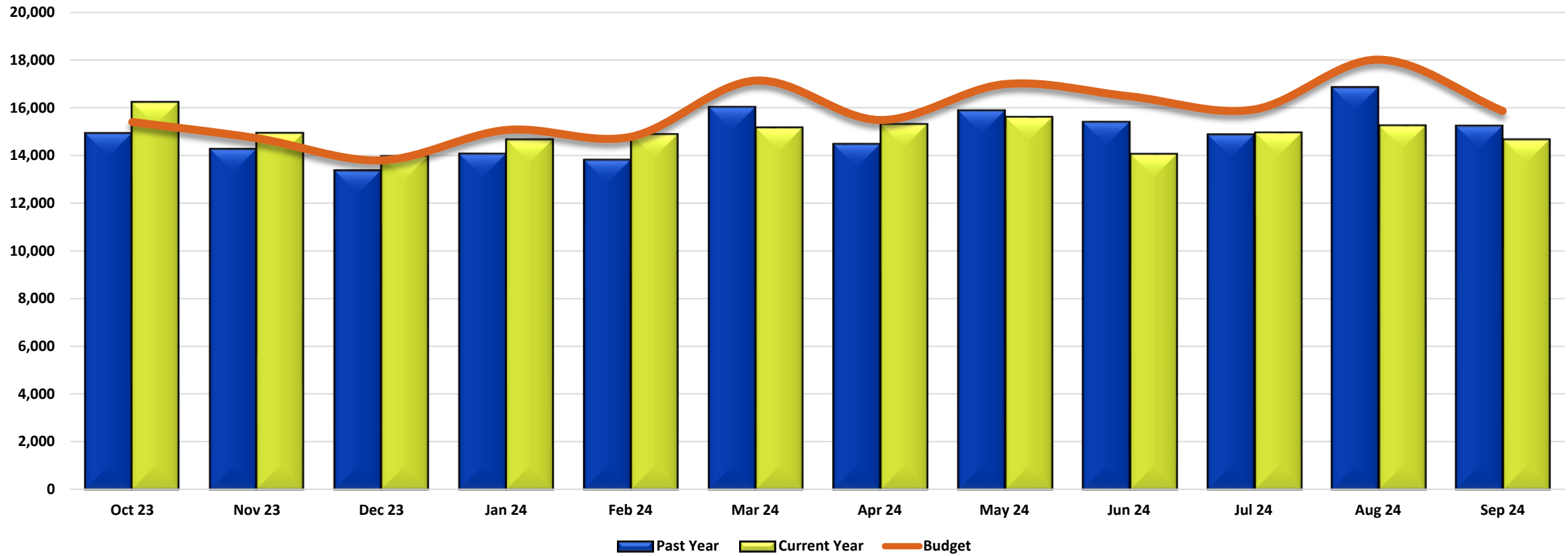
Avg Missed Trips by Day of Week





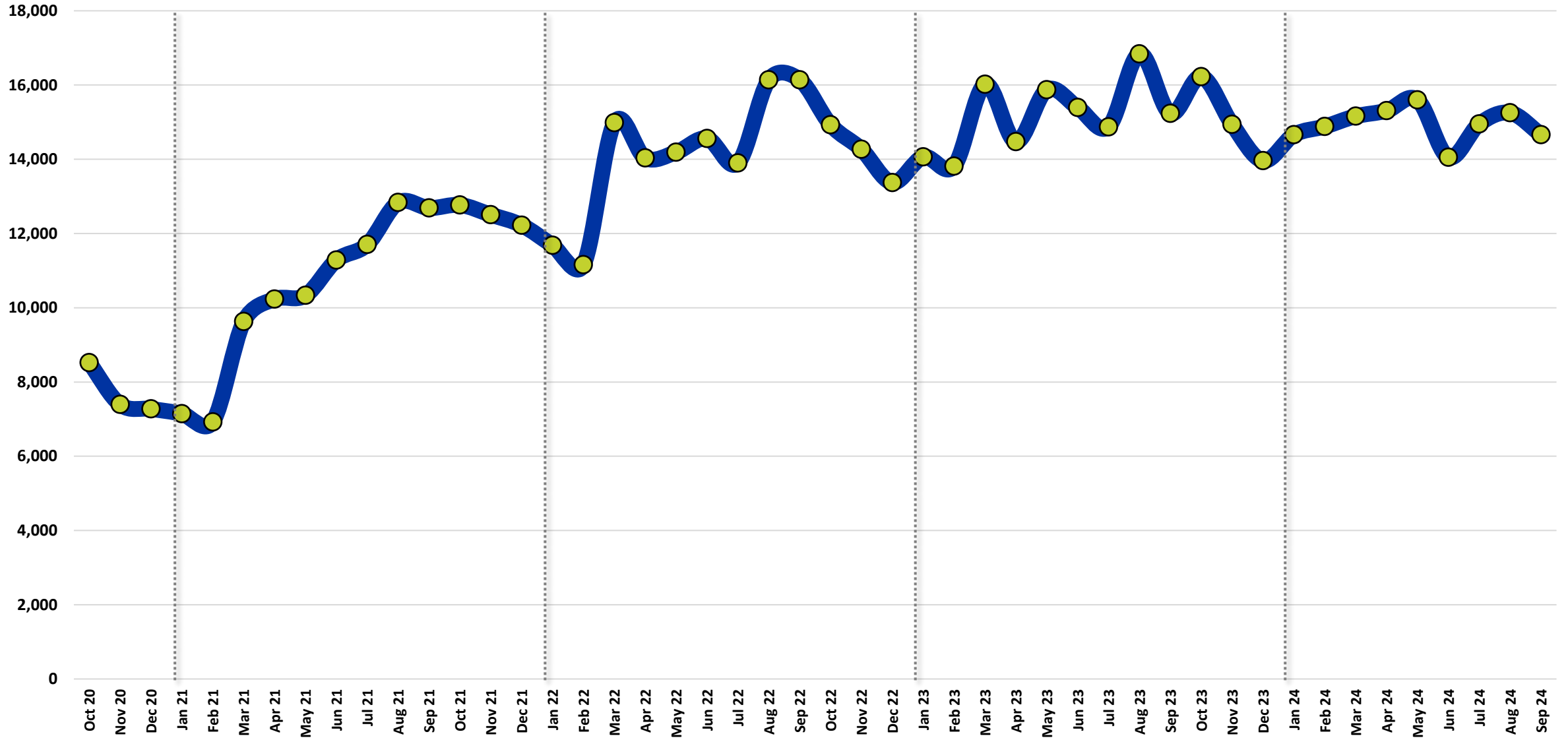
ACCESS Ridership

Total Access Ridership

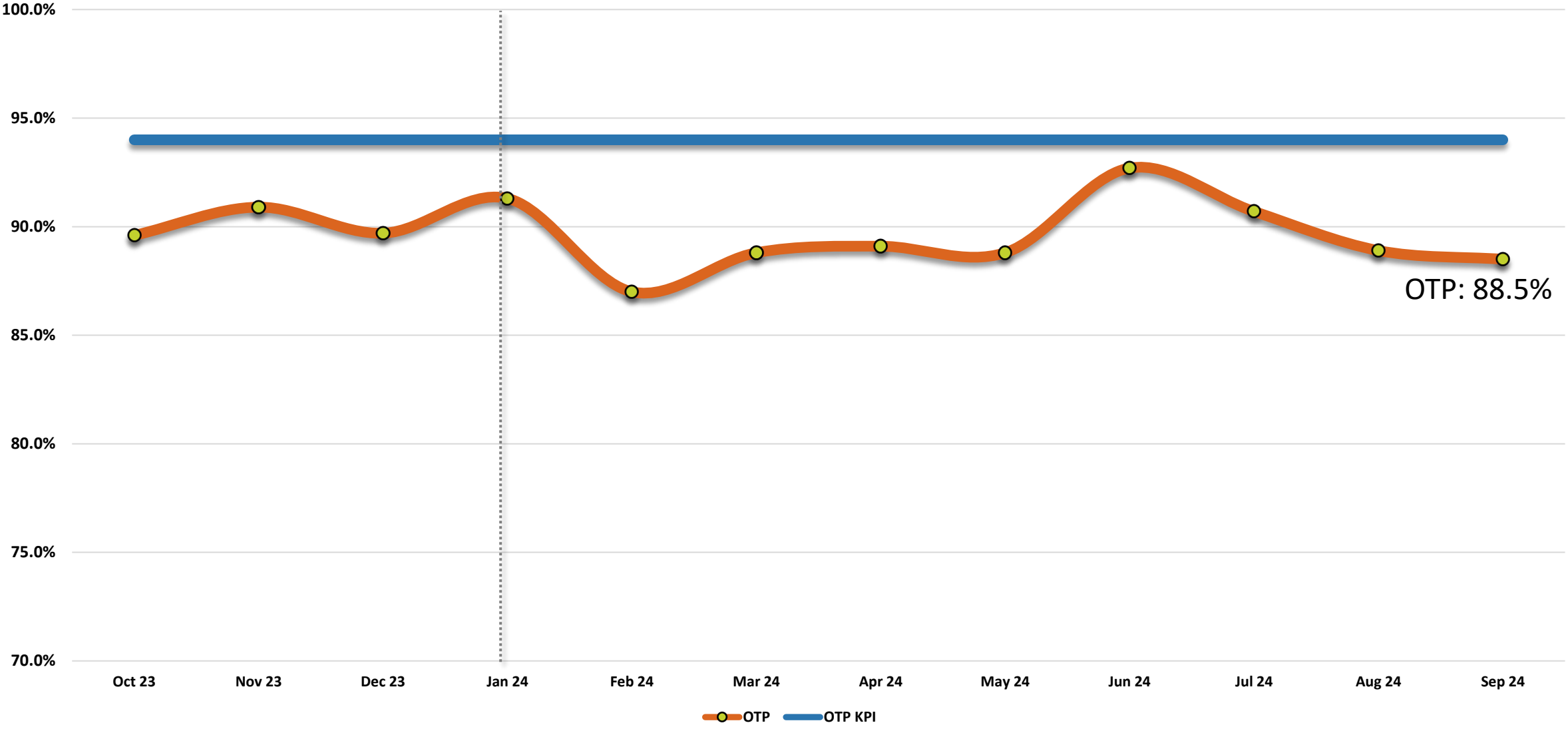


Sep 24	Sep 24 Ridership	Sep 24 Budget	Budget Variance	Sep 23 Ridership	Sep 23 - Sep 24 Variance
Total	14,663	15,868	-7.6%	15,235	-3.8%
Weekday	13,046			13,744	-5.1%
Saturday	672			757	-11.2%
Sunday	945			734	28.7%
Total (YTD)	134,530	145,761	-7.7%	136,588	-1.5%

Total Access Ridership by Month

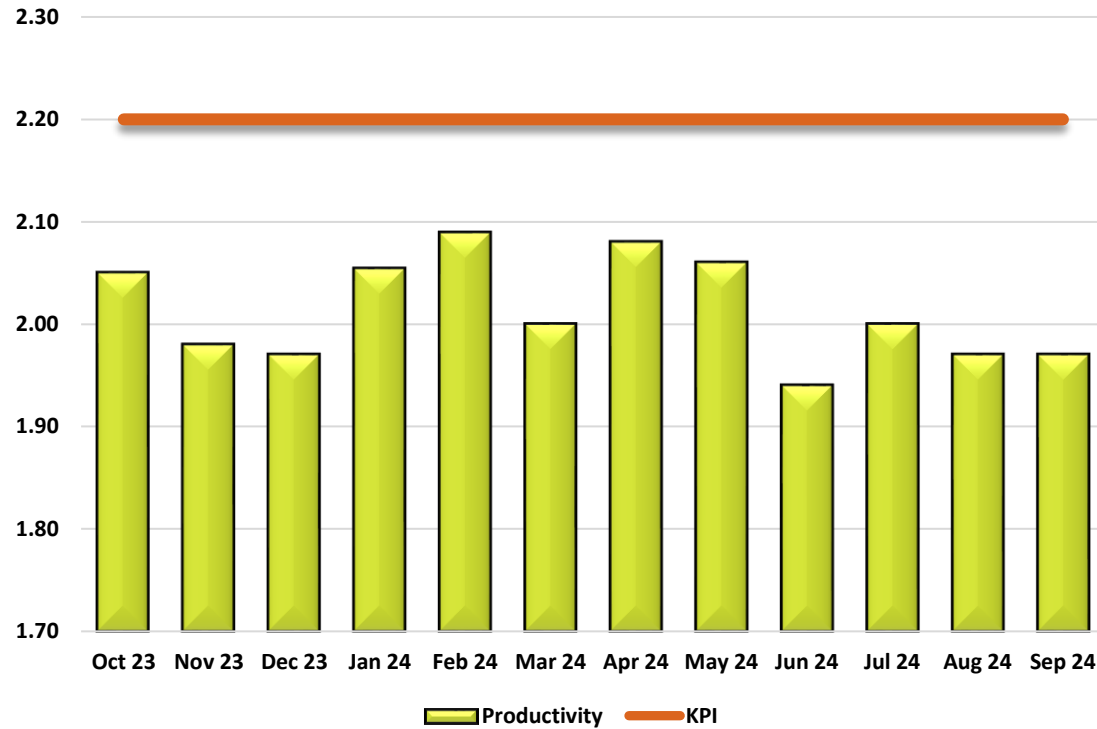


On-Time Performance - Access

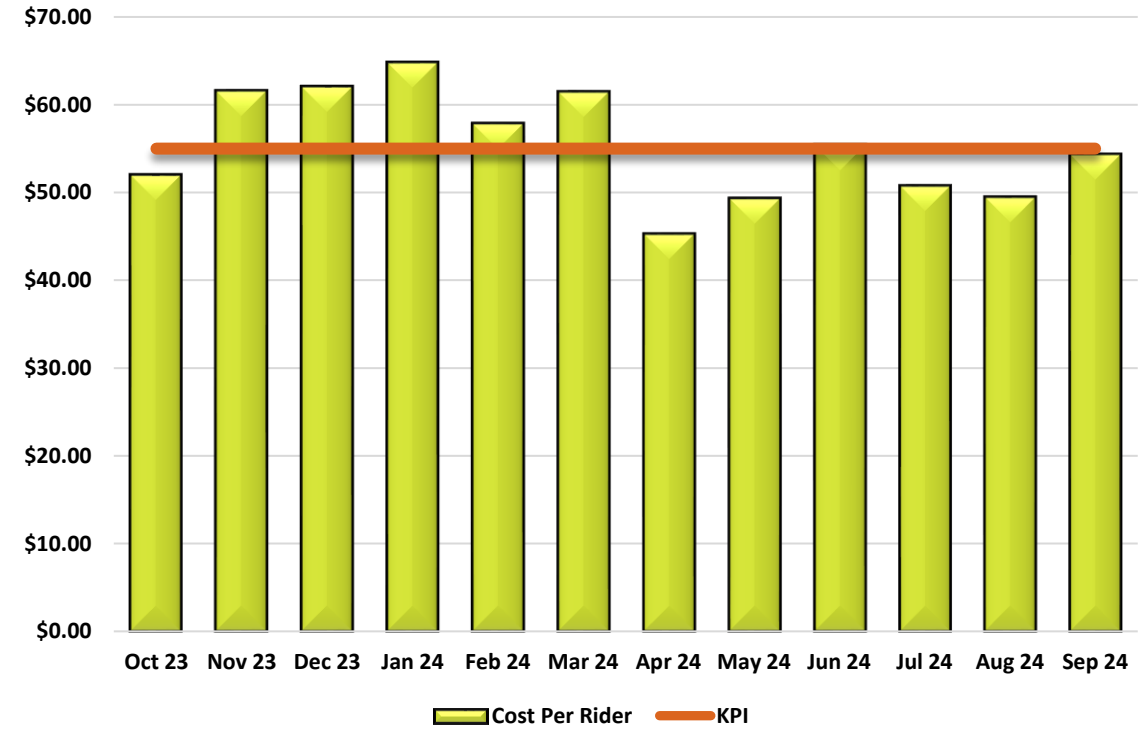


OTP: 88.5%

Access Service - Productivity



Access Service - Cost Per Rider



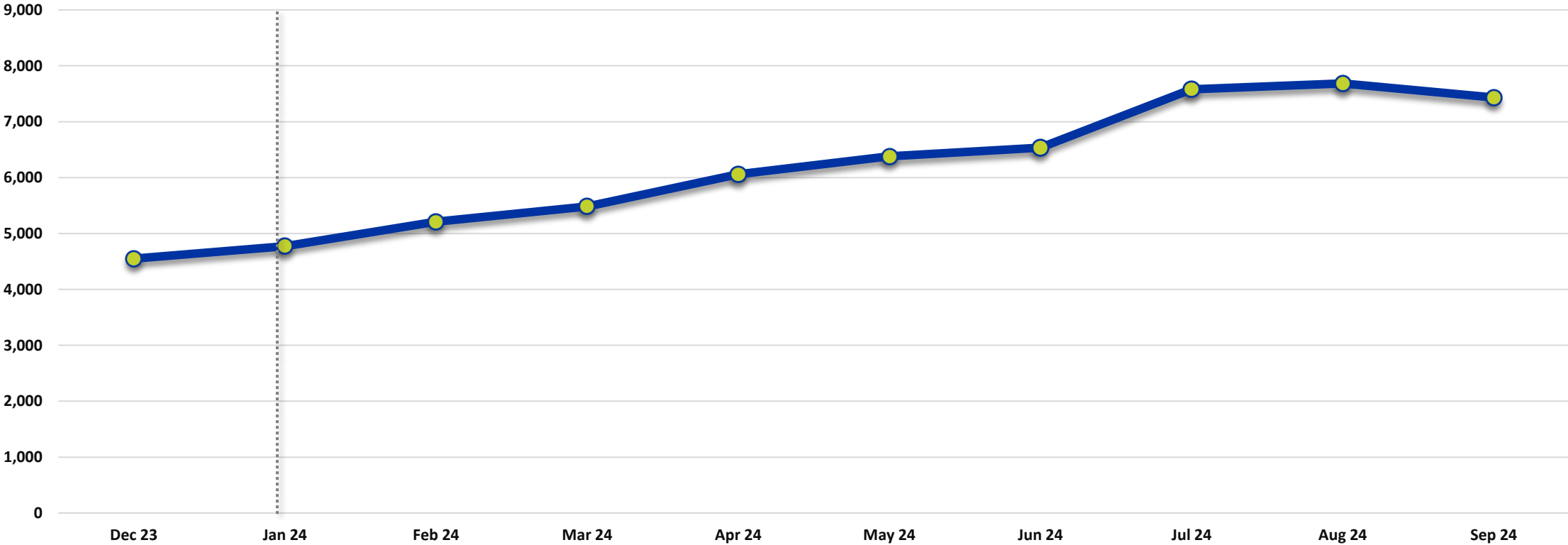
Sep 24	Sep 24 Actual	Sep 24 KPI	Variance
Cost Per Passenger	\$54.31	\$55.00	-\$0.69
On-Time Performance	88.5%	94.0%	-5.5%
Passengers Per Hour	1.97	2.2	-0.23

*percentage points



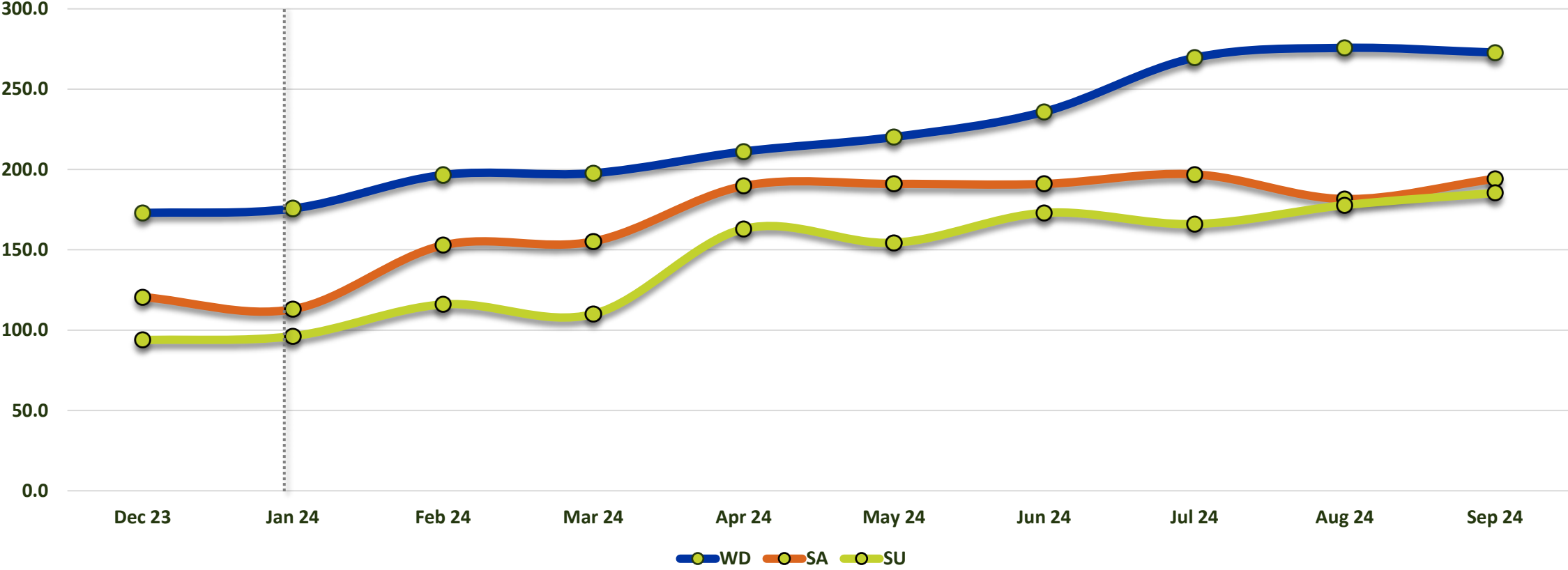
MetroNow!

MetroNow Monthly Riders



Sep 24	Sep 24 Actual
Monthly Riders	7,433

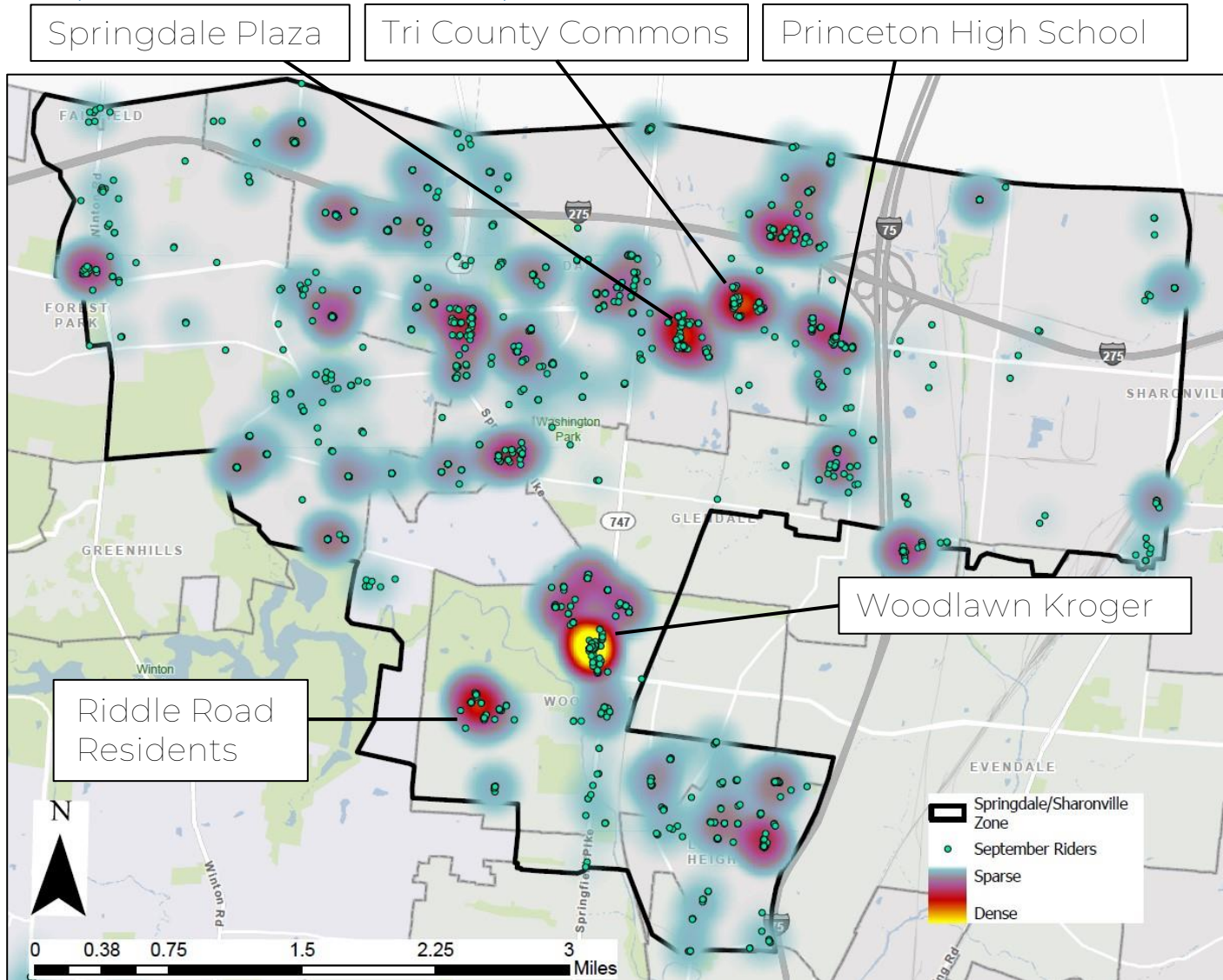
MetroNow Ridership by Day Type



Sep 24	Sep 24 Actual
Weekday Avg	272.8
Saturday Avg	194.0
Sunday Avg	185.4



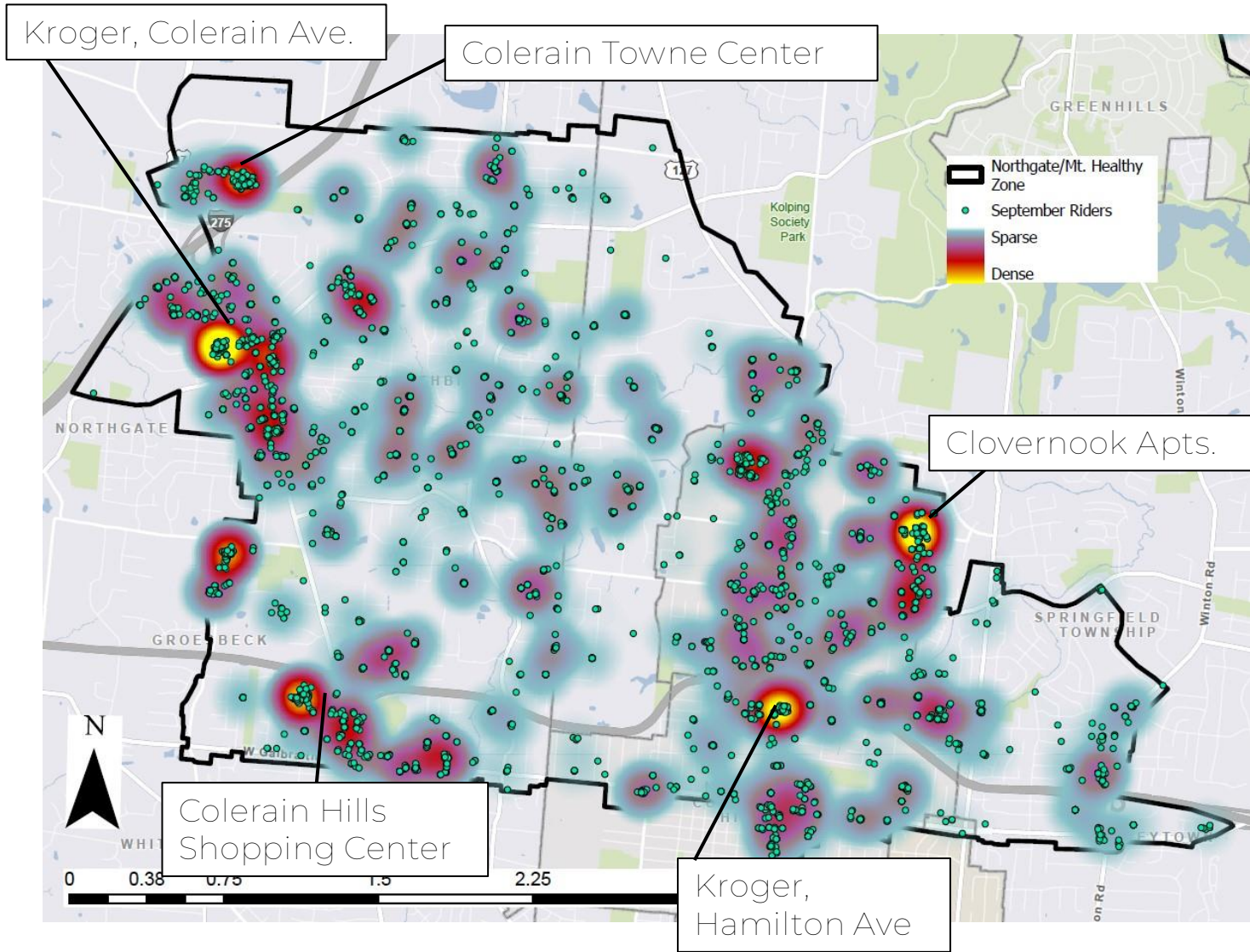
Springdale/Sharonville Area : Sept Ridership



Rank	Destination	Count
1	Woodlawn Kroger	239
2	Springdale Plaza	181
3	Tri County Commons	163
4	Riddle Rd. Residents	159
5	Princeton High School	77



Northgate/Mt. Healthy Area : Sept Ridership

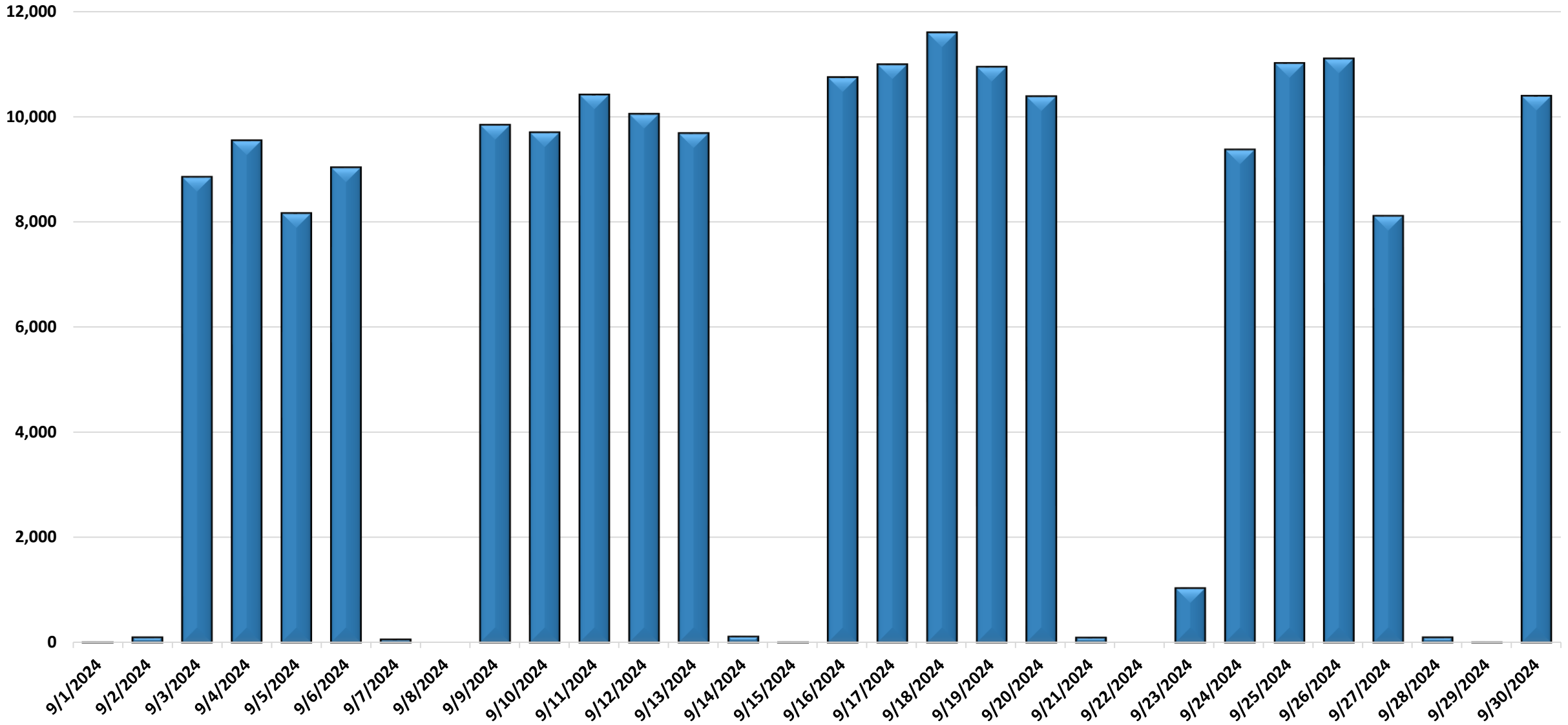


Rank	Destination	Count
1	Clovernook Apts.	472
2	Kroger, Colerain Ave	362
3	Colerain Towne Center	296
4	Kroger, Hamilton Ave	278
5	Colerain Hills Shopping Center (Walmart)	276

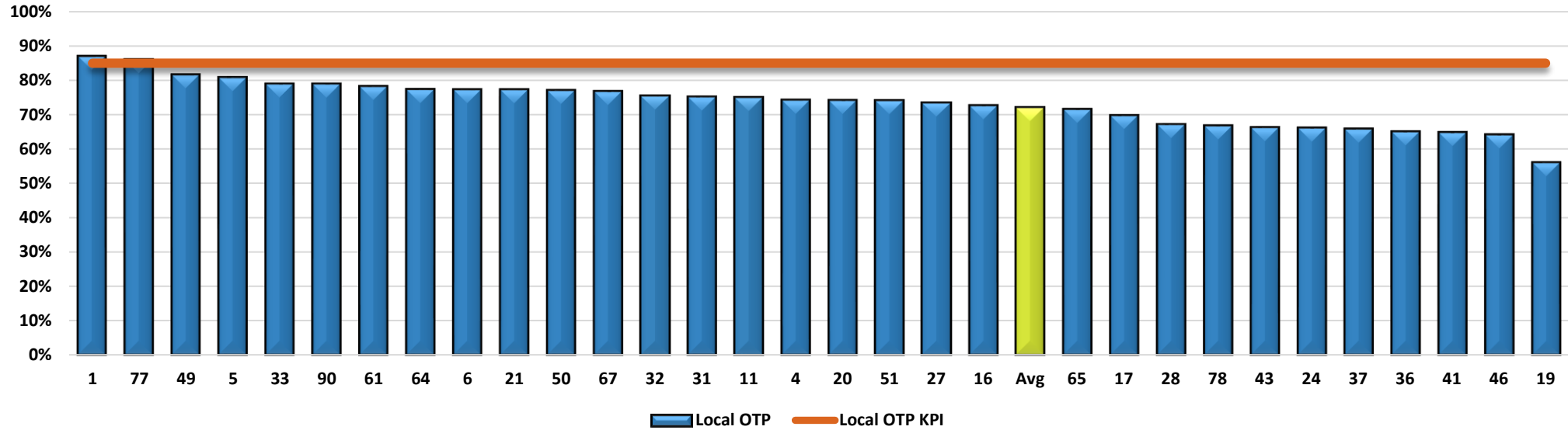


Route Level KPIs

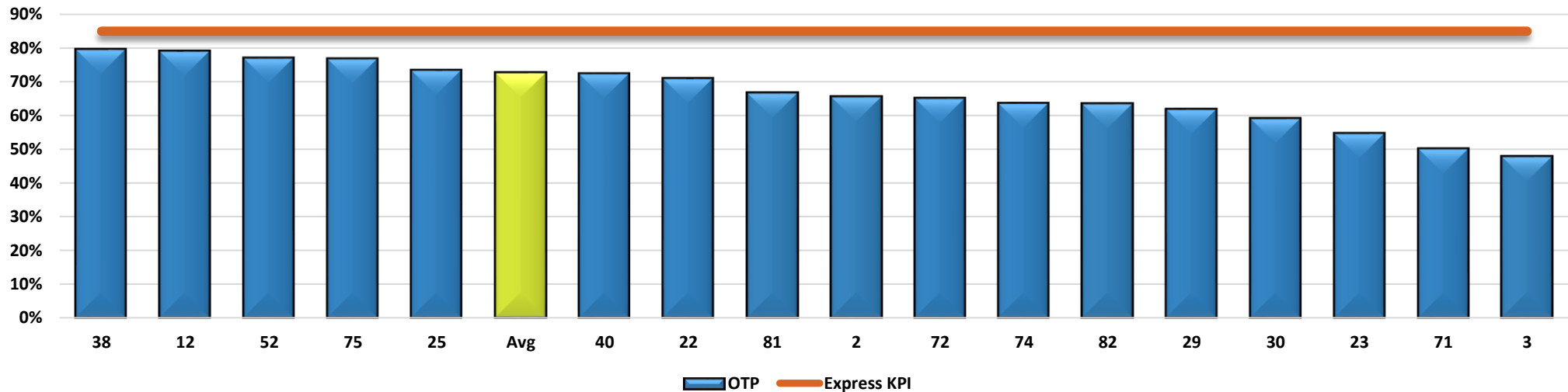
CPS Ridership by Day



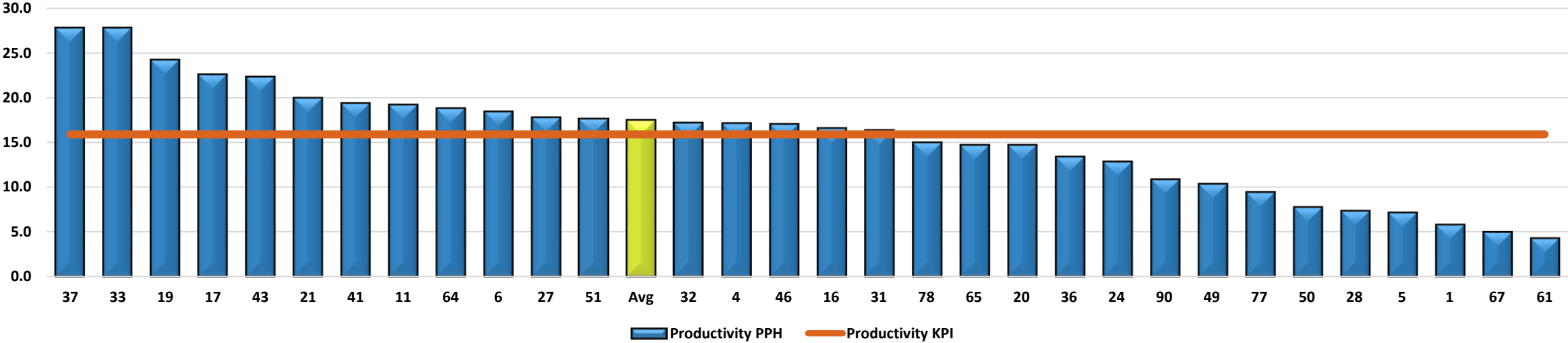
OTP – Local



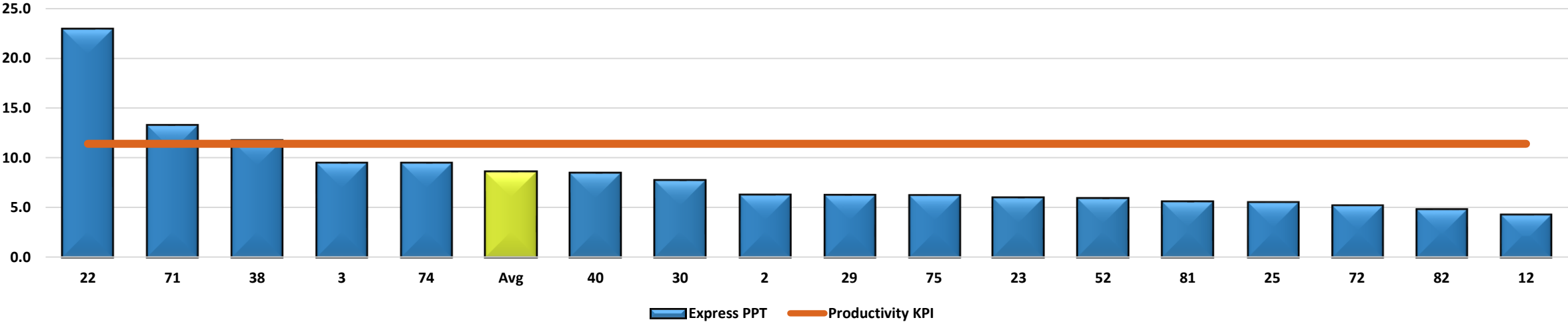
OTP – Express



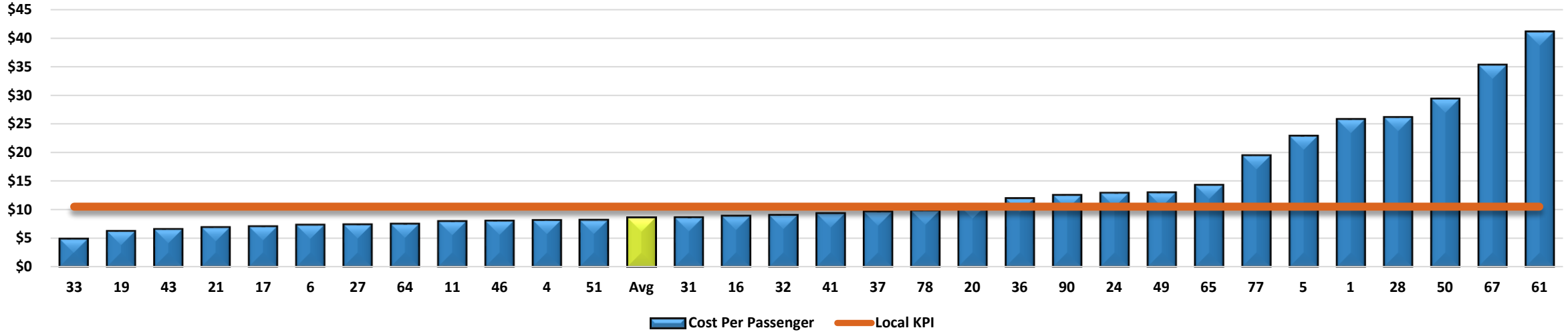
Productivity - Local



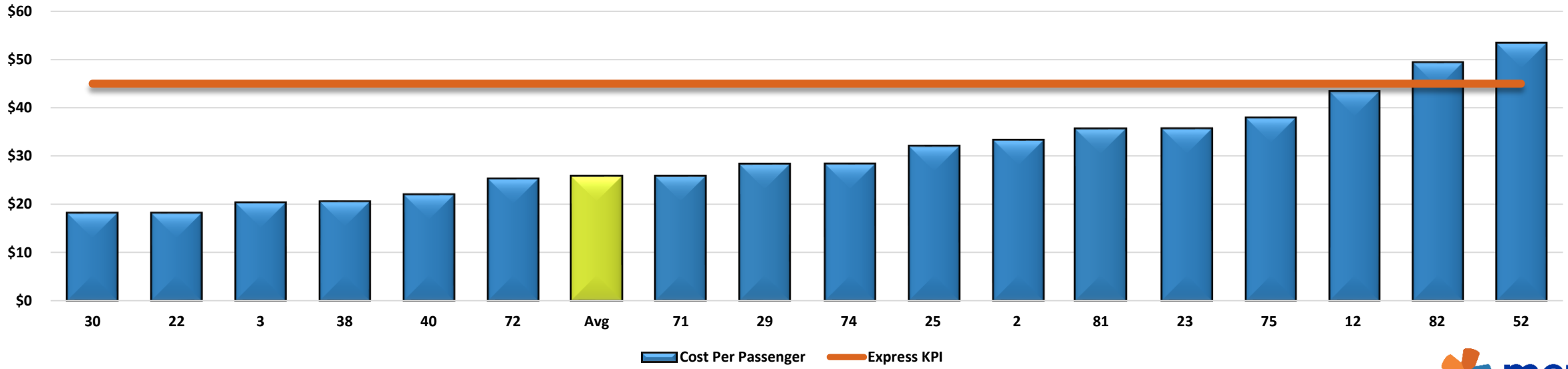
Productivity - Express



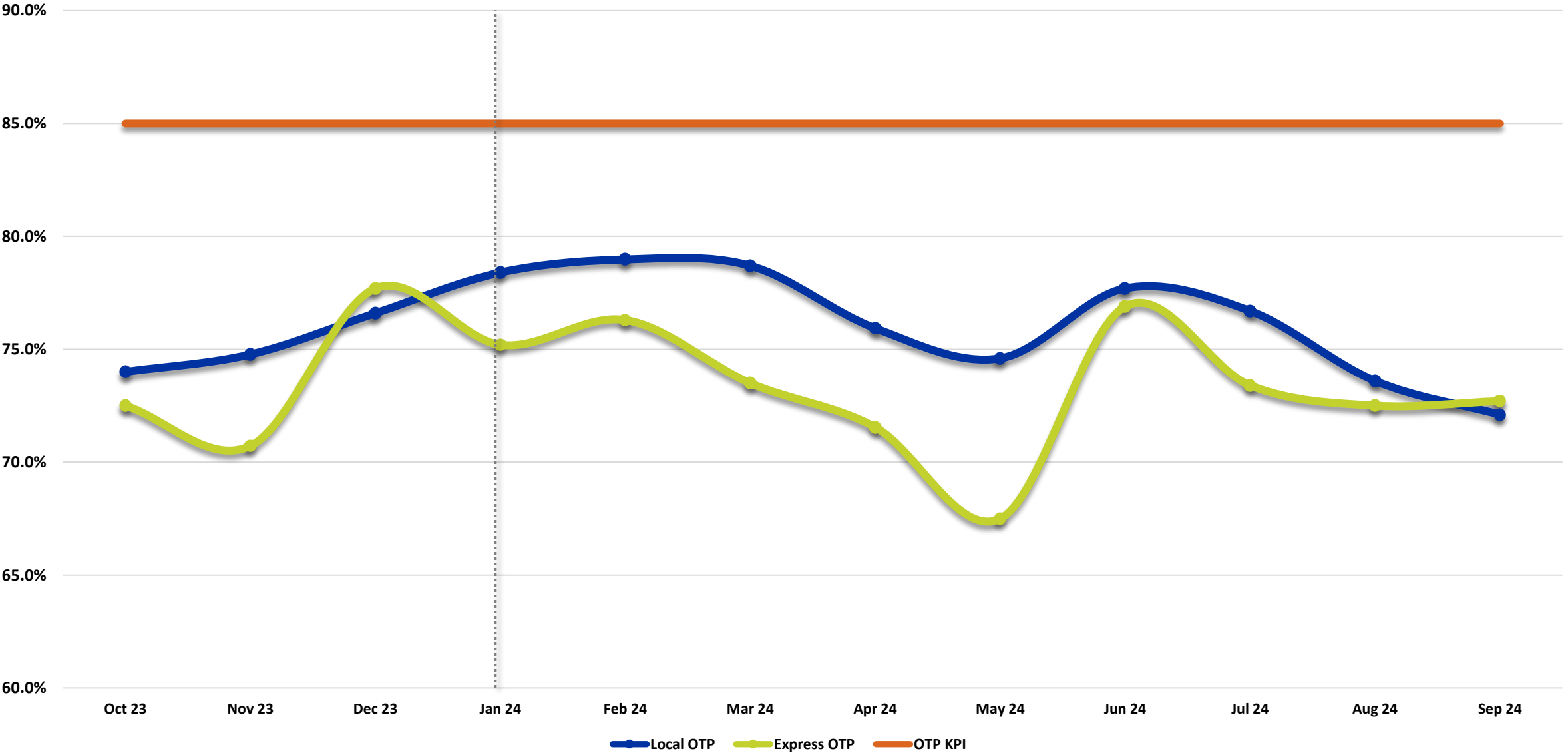
Cost Per Passenger – Local



Cost Per Passenger – Express



On-Time Performance Local & Express Service (Last 12 Months)



Project	Method	Vendor	Award	Term	Funding
140-2024* Metro Surveys	Sole Source Award	C Robinson & Associates	\$155,000 (100% MBE)	1 year Oct 2024 – Jun 2025	Budgeted Local Operating

*denotes non-competitive or non-negotiable award

Supplier Diversity Summary

Total Awards for Month	\$155,000
Total Diversity Spend for Month	\$155,000
Addressable Awards	\$--
Effective Participation Rate	\$--
2024 Total Spend	\$89,066,756
2024 Diversity Spend	\$7,932,418 (8.9%)
2024 Total Addressable Spend	\$52,818,161
2024 Effective Participation Rate	15.0%

*includes purchase of revenue service vehicles



BOARD OF TRUSTEES
SOUTHWEST OHIO REGIONAL TRANSIT AUTHORITY
RESOLUTION NO. 2024-xx

APPROVAL OF CONTRACT 140-2024 METRO SURVEYS

WHEREAS:

1. Metro uses various survey methods as part of its ongoing strategic planning efforts.
2. Riders and employees are surveyed at different intervals to determine the result of previous efforts and to make future decisions.
3. Rider satisfaction surveys include rider demographics, origin and destination, transfers, customer travel characteristics, customer satisfaction, customer preferences for receiving communications, and other transit trip information.
4. Given the common use of survey instruments directly related to the Strategic Plan and the significant involvement of C Robinson Associates Inc. in the development of the Strategic Plan and the collection, analysis, and reporting of multiple recent surveys, combining the two current efforts into a single contract award will provide the most value and benefit to Metro.
5. SORTA staff recommends approval to execute Contract No. 140-2024 on behalf of Metro and C Robinson & Associates Inc., with a not to exceed value of \$155,000.

THEREFORE, BE IT RESOLVED:

6. The Board authorizes the CEO/General Manager/ Secretary-Treasurer or the CFO to execute Contract No.140-2024 on behalf of Metro and C Robinson & Associates Inc., with a not to exceed value of \$155,000.



BOARD OF TRUSTEES ACTION ITEM

DATE: October 15, 2024
FROM: John Edmondson, Sr. Director of Procurement
PROJECT NO.: 140-2024 Metro Surveys
REQUEST: Contract Award

BACKGROUND

Metro utilizes various survey instruments as part of its ongoing strategic planning efforts. Riders and employees are surveyed at various intervals to determine the results of previous efforts and to make decisions about future initiatives.

Rider satisfaction surveys also include rider demographics, origin and destination, transfers, customer travel characteristics, customer satisfaction, customer preferences for receiving communications, and other transit trip information. The data collected from the survey is used in updating Metro's Strategic Plan and to improve the transit service and ridership forecast.

The employee satisfaction and engagement survey gathers feedback from employees regarding their level of engagement and satisfaction with Metro culture and operations areas and will identify employee-described areas needing improvement, offering opportunities to take specific suggested and other targeted actions which may result in relevant and impactful organizational change.

BUSINESS PURPOSE

Given the common use of survey instruments directly related to the Strategic Plan and the significant involvement of C Robinson Associates, Inc. in the development of the Strategic Plan and the collection, analysis, and reporting of multiple recent surveys, combining the two current efforts into a single contract award will provide the most value and benefit to Metro.

PROJECT FINANCING

The approved budget for this project is \$155,000 (\$97,000 for rider surveys and \$58,000 for employee surveys) and will be financed using local operating funds. The project will be for 1 year.

The final cost of the project is \$155,000 and is flat to budget.

PROJECT PROCUREMENT

Procurement staff determined that the needs of the project and the organization justified a sole source award. Staff reviewed the previous survey methodologies and outcomes, and the need to align those outcomes to the Strategic Plan. The analysis determined that a duplication of effort would be required by a new vendor in order to become familiar with Metro's transit operations, organizational structure, and the complex inputs of the Strategic Plan. As such, a sole source award is justified. No market competition is required for this award.

The contract will be a firm fixed fee contract with a term of 1 year.



PROJECT DIVERSITY

This project is a sole source award with no subcontracting opportunities. As such, no vendor diversity goal has been established.

The recommended vendor, C Robinson Associates, Inc. is a certified MBE vendor, resulting in a **diversity participation rate of 100%**.

RECOMMENDED BOARD ACTION

Staff recommends the Board of Trustees approve a resolution authorizing the CEO/General Manager/Secretary-Treasurer or the Senior Director of Procurement to execute Contract No. 140-2024, on behalf of Metro with C Robinson Associates, Inc., with a not to exceed value of \$155,000.