



SORTA/Metro  
 Planning and Operations  
 August 20, 2024  
 9:00 am-10:00 am Eastern Time

## SORTA PLANNING AND OPERATIONS COMMITTEE MEETING

THURSDAY, AUGUST 20TH, 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: July 16th, 2024

### **Briefing Items**

- 2 Good News! (Executive Team)
- 3 CPS Briefing (John Ravasio)
- 4 Ridership Report as of July 31st, 2024 (Steve Anderson)

Action Items:

- 5 Approval of Service Agreement with Fifth Third Bank for Route 11 (Khaled Shammout)
  - 5.1 Action Item:
- 6 Proposed Resolution: Approval of Contract Award for 120-2024 Project Development Action Item (Khaled Shammout)
  - 6.1 Action Item:
    - 6.1.1 Letter of Intent:
- 7 Procurement Action Items Matrix (Andy Aiello)
- 8 Proposed Resolution: Approval of Contract Modification for 29-2020 Grant Consulting Services (Mary Huller, John Edmondson)
  - 8.1 Action Item:
- 9 Proposed Resolution: Approval of Contract Modification for 101-2022 Vehicle Advertising Services (Dave Etienne, John Edmondson)
  - 9.1 Action Item:
- 10 Proposed Resolution: Approval of Contract Modification for 02-2023 Government Square Sales Office Design (Scott Enns, John Edmondson)
  - 10.1 Action Item:

11 Proposed Resolution: Approval of Contract Modification for 79-2023 Queensgate Structural Column Repairs (Jeff Mundstock, John Edmondson)

11.1 Action Item:

12 Proposed Resolution: Approval of Contract Modification for 184-2023 Promotional Items (John Edmondson)

12.1 Action Item:

13 Proposed Resolution: Approval of Contract Award for 118-2024 Miami University CADA Program (Ben Cole, John Edmondson)

13.1 Action Item:

**Other Items:**

New Business

Executive Session

“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...”

Proposed Resolution: Approval of Eminent Domain Authority (Scott Enns, Khaled Shammout)

Adjournment

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

**Tuesday, September 17th, 2024, at 9:00 a.m**

PLANNING AND OPERATIONS COMMITTEE  
TUESDAY, JULY 16<sup>TH</sup>, 2024 – 9:30 A.M.  
SORTA/METRO AT HUNTINGTON CENTER  
6<sup>th</sup> FLOOR SORTA BOARD ROOM  
525 VINE STREET  
CINCINNATI, OHIO 45202

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

COMMITTEE/BOARD MEMBERS PRESENT: Jay Bedi, Tony Brice, Dan Driehaus, Trent Emeneker, Blake Ethridge, Pete Metz, Gwen Robinson, Sara Sheets and KZ Smith

COMMITTEE MEMBERS ABSENT: Chelsea Clark, Neil Kelly, Briana Moss and Sonja Taylor

STAFF MEMBERS PRESENT: Andy Aiello, Julie Beard, Norman Bouwie, Ben Cole, John Edmondson, Patrick Giblin, Darryl Haley, James Hubbard, Brandy Jones, Natalie Krusling, Bradley Mason, Matt Moorman, Jeff Mundstock, John Ravasio, Kevin Ruth, Mark Samaan, August Schweitzer, Khaled Shammout, Bill Spraul and Tim Walker

OTHERS PRESENT: Kim Schaefer (Legal Counsel-Vorys), Matthew Hulme (City of Cincinnati) and Aaron Bley (Cincinnati Association for the Blind)

1. **Call to Order**

Mr. Ethridge called the meeting to order.

2. **Pledge of Allegiance**

The Pledge of Allegiance was recited.

3. **Approval of Minutes of June 18<sup>th</sup>, 2024**

Mr. Ethridge made a motion and Ms. Robinson seconded the motion to approve the minutes of the July 18<sup>th</sup>, 2024, meeting.

By voice vote the committee approved the minutes.

4. **Good News!**

The Executive Team presented the Good News report. Mr. Cole announced the May Silver Award recipients. Mr. Ravasio announced that 520 Metro employees were recognized for outstanding safety performance, Metro ranks at or near the top among peers in key safety measurements and Provided relief for local firefighters recently. Ms. Jones shared Metro in the Community events to include the Juneteenth Block Party, Pride Parade, Think Tank on Equity and Inclusion and 4<sup>th</sup> of July Parades. Mr. Aiello congratulated Senior Director of Procurement John Edmondson who was selected to receive one of three distinguished Service Awards for 2024.

The Committee accepted the report as presented.

5. **Dubai RTA Partnership**

Mr. Haley reviewed the two-year partnership between Metro & Dubai RTA. Some of the MOU partnership agreement benefits include improved customer experience, robust community impact and enhance employee tools.

The Committee accepted the report as presented.

6. **Everybody Rides Metro**

Mr. Aaron Bley, ERM Chair presented the SORTA board with the ERM financial and partner report. He reviewed ERM growth, 2024 partners, partner sales, partner reimbursements and the total activity through May 31, 2024.

The Committee accepted the report as presented.

7. **Service Quality Metrics**

Mr. Aiello reviewed the service quality metrics as well as the contributing factors to the board.

The Committee accepted the report as presented.

8. **Ridership Report**

Mr. Samaan presented the June 2024 ridership reports. Total ridership for the month of June was 973,786 or 7.2% under budget.

Mr. Samaan presented the June 2024 MetroNow reports. Total ridership for the month of June was 6,537.

Mr. Samaan presented the June 2024 Access ridership reports. Total ridership for the month of June was 14,053 or 14.8% below budget.

The Committee accepted the report as presented.

9. **Proposed Resolution: Approval of Contract Modification for 016-2021-A MTIF (Aecom) and 016-2021-B MTIF (Woolpert)**

Mr. Aiello requested approval for a Modified Contract for MTIF (Aecom) and MTIF (Woolpert)

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

10. **Proposed Resolution: Approval of Contract 112-2023 Access Gasoline Fueling Station**

Mr. Aiello requested approval of the Access Fueling Station Contract.

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

11. **Proposed Resolution: Approval of Contract 078-2024 Diesel Exhaust Fluid**

Mr. Aiello requested approval of the Diesel Exhaust Fluid Contract.

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

12. **Proposed Resolution: Approval of Contract 097-2024 Salesforce CRM Software**

Mr. Aiello requested approval of the Salesforce CRM Software Contract.

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

13. **Proposed Resolution: Approval of Contract 088-2024 RTC Street Level Repairs**

Mr. Aiello requested approval of the RTC Street Level Repairs Contract.

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

14. **Proposed Resolution: Approval of Contract 088-2024 RTC Street Level Repairs**

Mr. Aiello requested approval of the RTC Street Level Repairs Contract.

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

15. **Proposed Resolution: Approval of Contract 088-2024 RTC Street Level Repairs**

Mr. Aiello requested approval of the RTC Street Level Repairs Contract.

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

16. **Proposed Resolution: Approval of Contract 098-2024 Transit App**

Mr. Aiello requested approval of the Transit App Contract.

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

17. **Proposed Resolution: Approval of Contract 099-2024 EZ Fare Program**

Mr. Aiello requested approval of the EZ Fare Program Contract.



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

18. **New Business**

The next regular meeting of the Planning and Operations Committee has been scheduled for **Tuesday, August 20<sup>th</sup>, 2024, at 9:00 A.M.**

19. **Adjournment**

The meeting adjourned at 10:04 A.M.



# Planning & Operations: Good News

August 20, 2024



# June Silver Award Recipients



Leadership  
Employee of the Month  
**Calvin Johnson**



Administrative & Support  
Employee of the Month  
**Angela Meade**





# June Silver Award Recipients



Queensgate  
Operator of the Month  
**Lawrence Jones**



Queensgate Maintenance  
Employee of the Month  
**Karen Bolden**



# June Silver Award Recipients



Bond Hill  
Operator of the Month  
**Terry Edwards**



Bond Hill Maintenance  
Employee of the Month  
**Nichelle Chandler**



Access  
Employee of the Month  
**Maurice Robinson**



# Metro Volunteers with Habitat for Humanity



Metro volunteered on July 20th for Build Day #1 with Habitat for Humanity to help build a home in the Lockland area.

*"As volunteers, we had the opportunity to learn more about the Habitat for Humanity program and the family we were supporting witnessing firsthand how Habitat for Humanity provides families with the chance to own a home and create generational wealth was heartwarming. The camaraderie among Metro volunteers made the experience even more special".*

- Elaine Hipps, Director of Diversity, Equality & Inclusion





# 2024 Young Entrepreneurs of Color Pitch Competition



Metro proudly sponsored this year's Young Entrepreneurs of Color Pitch Competition at the Cincinnati USA Regional Chamber in Downtown Cincinnati. Metro Director of Diversity, Equity & Inclusion **Elaine Hipps** served as a judge. Each student earned \$595 during a one-week internship and joined Black Tech Week sessions.

# Metro an All About Women Best Places to Work Finalist

We're excited to share that Metro was named a finalist for the 2024 All About Women "Best Places to Work" Awards in the women of color category. All finalists will be recognized with winners announced on Sept. 10 at the Sharonville Convention Center.





# 2024 Metro Career Fair Extravaganza



Metro's HR Team coordinated with Communications and Operations to host the 2024 Career Fair Extravaganza. The event attracted 81 total candidates who applied and were interviewed.





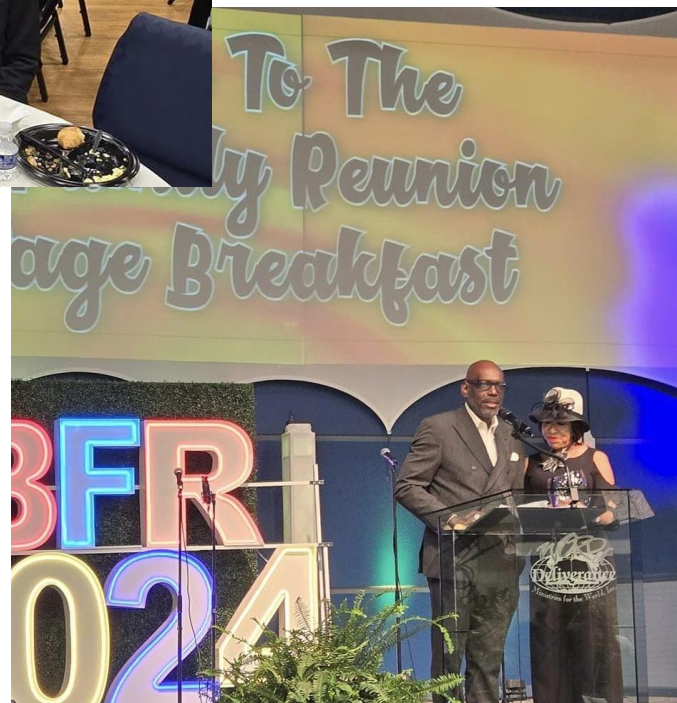
# Metro Family Day

Metro held its 2nd Annual Family Day this past weekend and welcomed several thousand team members and their family members to Kings Island for a fun filled day.





# 36th Black Family Reunion Breakfast



Metro was proud to once again serve as a sponsor for the 36th Midwest Black Family Reunion this past weekend. Congrats to Board member KZ and wife, Connie Smith who were honored as the Family of the Year during the event's festivities.



# Metro Featured in Busline Magazine



Metro was recently featured as the cover story in Busline magazine. The article focuses on Metro's growth since the passage of Issue 7 in 2020 and highlights the transformative changes the region will continue to see.

*The most important objective is to make sure our services are safe, friendly, secure, and reliable. Those virtues will allow more people to use Metro during their daily lives." - Darryl Haley, CEO and General Manager, Metro.*



# Executive Insights Featuring Darryl Haley



Sponsored Content

## EXECUTIVE INSIGHTS

Interview Series with Greater Cincinnati Executives

CINCINNATI BUSINESS COURIER



**DARRYL HALEY**  
CEO  
Metro

CEO Darryl Haley recently spoke with Jamie Smith, publisher of the Cincinnati Business Courier, about the Reinventing Metro plan and how Metro is leading the nation in pre-pandemic ridership recovery.

The Reinventing Metro plan has already benefited the community, and there's more to come! These advancements are fostering economic growth, providing efficient connections to essential services, and enriching our community's overall quality of life.





# Metro Makes the Case for Ohio Assault Bill



Government Relations Sr. Manager **Troy Miller** recently served as a guest speaker during the Ohio ATU Legislative Conference Board Meeting where he spoke about the Ohio Transit Assault Bill. Metro believes that every transit worker deserves a safe and secure work environment as they serve our community.

Troy is photographed with ATU Ohio Legislative Conference Board President Carley Allen, Vice President Tenessa Wills and Financial Secretary **Inga McGlothin**.



## Power 100: Rising Star!



Chief Communications & Marketing Officer **Brandy Jones** was recently selected as a member of this year's "Power 100: Rising Stars" by Cincinnati Magazine. The recognition will acknowledge greater Cincinnati leaders who are growing in stature and prominence in an upcoming magazine issue.



# Achievement of Excellence in Procurement

Metro's Procurement team has earned the Achievement of Excellence in Procurement by the National Procurement Institute.

This award is earned by organizations who demonstrate high proficiency in the fields of innovation, professionalism, productivity, e-procurement, and leadership attributes of the procurement organization.

- Metro is the only transit system in Ohio to ever win.
- Metro is only the 3rd public agency in Ohio to ever win.
- Metro is only the 11th transit system in the country to ever win.





# Cincinnati Welcomes the Sundance Festival



Representatives from the Sundance Film Festival were in town, getting to know our great City. They were welcomed with special Sundance themed wrapped Metro Access vehicles demonstrating the critical role transit would play in bringing to life a successful Sundance event here in Cincinnati.



# CPS Back-to-School on Metro



It's back-to-school season and the first day of school for CPS riders was August 14<sup>th</sup>. To assist families, Metro representatives were in attendance during the CPS Back-to-School picnic, student orientation sessions at each school and staffed transit centers during the first few days of school to help families with trip planning and information about how to ride. Parents and guardians of CPS student riders may accompany their student free on Metro through Aug. 23.





# Metro Presents at Central U.S. Transit Summit



**Emi Randall**, Sr. Manager of Transit Planning & MOD presented at the Central U.S. Transit Summit in Chicago.

She shared MetroNow! Information and joined other transportation agencies across the region for a half-day session dedicated to improving access and equity through integrated transit.



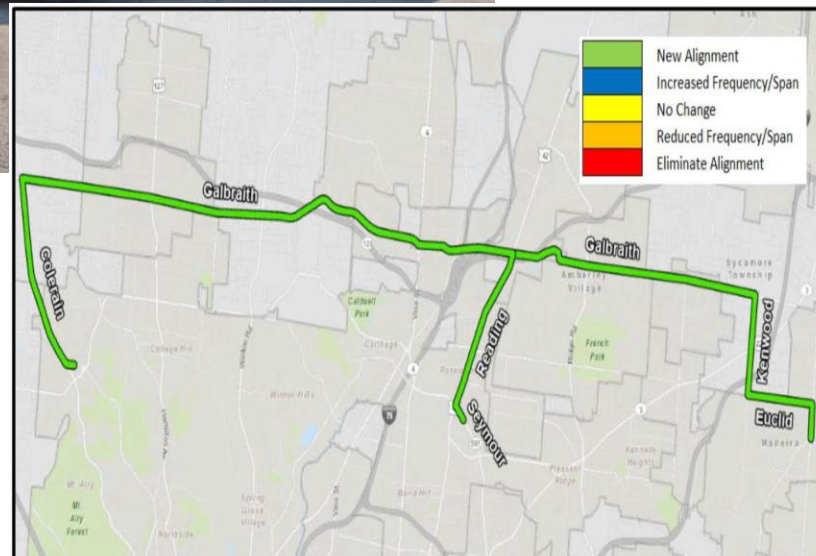
# Metro Adds New Galbraith Road Crosstown Route & More Improvements During Fall Service Changes



As part of Phase III of the Reinventing Metro Plan, Metro is excited to introduce the new Rt. 61 Galbraith Road Crosstown Route, among several other service changes.

The new Galbraith Crosstown route will run seven days a week between Mt. Airy and Madeira, with service every 30 minutes on weekdays and 45 minutes on weekends. This

route connects major destinations including Kenwood Mall, Greyhound Bus Station and UC Drake Medical Center and now puts more jobs within walking distance of





# ***... and That's the News!***

Metro staff & board members were stationed at transit centers at the start of school to welcome back CPS families







# Metro and CPS: 2024-25 Academic Year

August 20, 2024



# Agenda

- **Overview of CPS student transportation on Metro**
- **Updates for the 2024-25 academic year**
- **Frequently Asked Questions**
- **Next Steps**
- **Q&A**

# CPS Student Transportation on Metro

- **CPS contracts with Metro to purchase student bus passes for regular Metro service for the academic year (first day of school thru June 30)**
- **~ 10,000 CPS passes, for 7<sup>th</sup> through 12<sup>th</sup> grade students**
  - **At all CPS high schools**
- **CPS also purchases smart cards for other schools served by the CPS Transportation Department (parochial, charter)**
- **~ \$3.5 million contract with CPS**



# Updates for 2024-25 academic year

- **RFID passes for all, including Extra-Curricular passes**
  - **Weekdays 6:00 a.m. – 9:30 a.m. and 1:30 p.m. – 5:30 p.m.**
  - **Extracurricular passes are valid until 10:30 p.m.**
- **Metro to share students' downtown bus pass use with CPS**
  - **CPS to engage students who have more direct routes**
- **Andy and John addressed CPS Board**
  - **Aug 5<sup>th</sup> Board meeting; Aug 6<sup>th</sup> Joint meeting with City Council**
  - **Of particular note was the positive and solution-focused tone of our discussion and working relationship**
- **Metro staff at all CPS Open houses, on site for school dismissals and major transfer points as school began, and CPS parents ride free with their students, Aug 14-23**

# Metro's performance

- Improved network has streamlined student trips
- Average of 203 students board at Gov. Square (weekday afternoons Jan. 2024)
- Success of Routes 22 and 36
- 2023-24 Metro OTP:
  - 85% arriving to school by 10 minutes ahead of start time
  - 95% arriving to school by 5 minutes ahead of start time

Students with direct routes (no transfer needed)	
August 2021	48%
August 2024	70%

# Additional Metro responsibilities

- **Ridership data provided to CPS each month, including:**
  - **Daily, Monthly, and School year to-date ridership**
- **Safety/ Security measures include:**
  - **CPS and Metro regularly work together to address on-board issues**
  - **Metro Supervisor presence at Gov. Square**
  - **CPD officers regularly staffed at Metro transit centers, on routes randomly, and as needed**



# FAQ: Transfers

**Q: Do students need to make more than 1 transfer?**

**A: No. In compliance with CPS policy, while students have several Metro routing options to/from school, every high school location is accessible from every neighborhood within the CPS district boundary with zero or one transfer**

# FAQ: Riding Metro

**Q: How do I plan my student's trip?**

**A: Use the Transit App**

- Trip planning, route options, and real-time info

**A: Sign up for Cincy EZAlerts on our website**

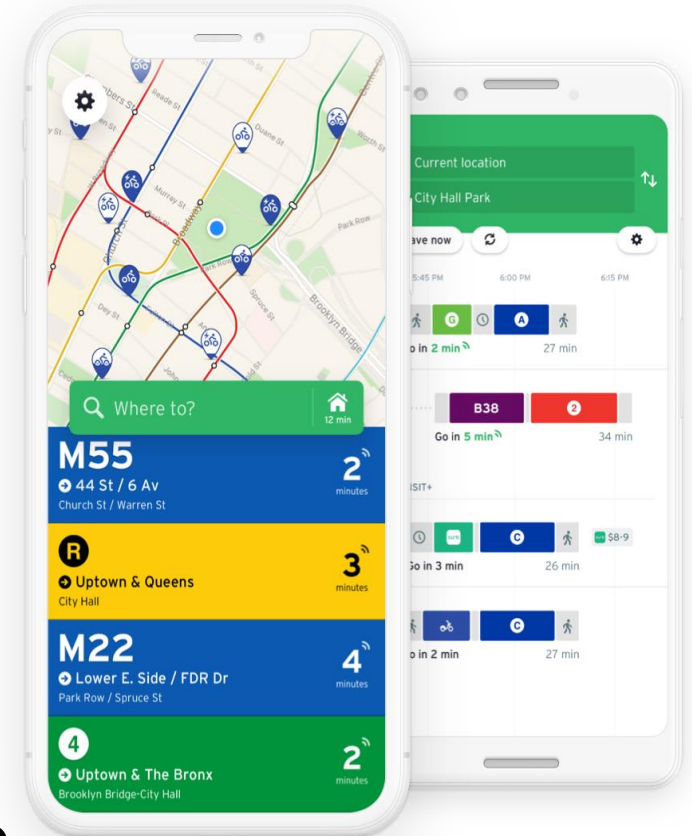
- Real-time text or email alerts anytime we have a detour or disruption to your route(s)

**A: Visit Metro's website for route and schedule info**

**Q: How do students ride?**

**A: Tap your Metro bus pass on the fare box and show it to the driver**

**A: Follow CPS' student conduct expectations**



# Next Steps:

- **Our collaborative efforts continue throughout the year**
  - **Ridership analysis**
  - **CPS partnership**
  - **Metro Service observations and continuous improvement**
  - **Engagement with community stakeholders**





# Q & A







# July 2024 Ridership Report

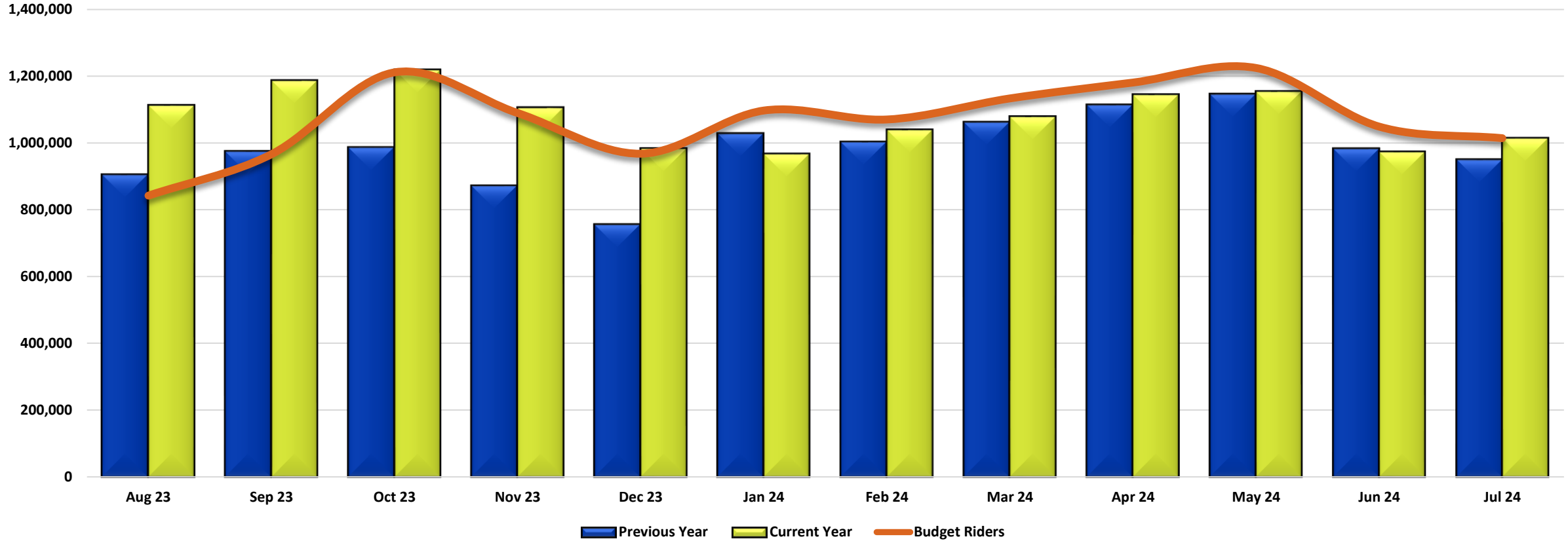
August 20, 2024 | SPDI





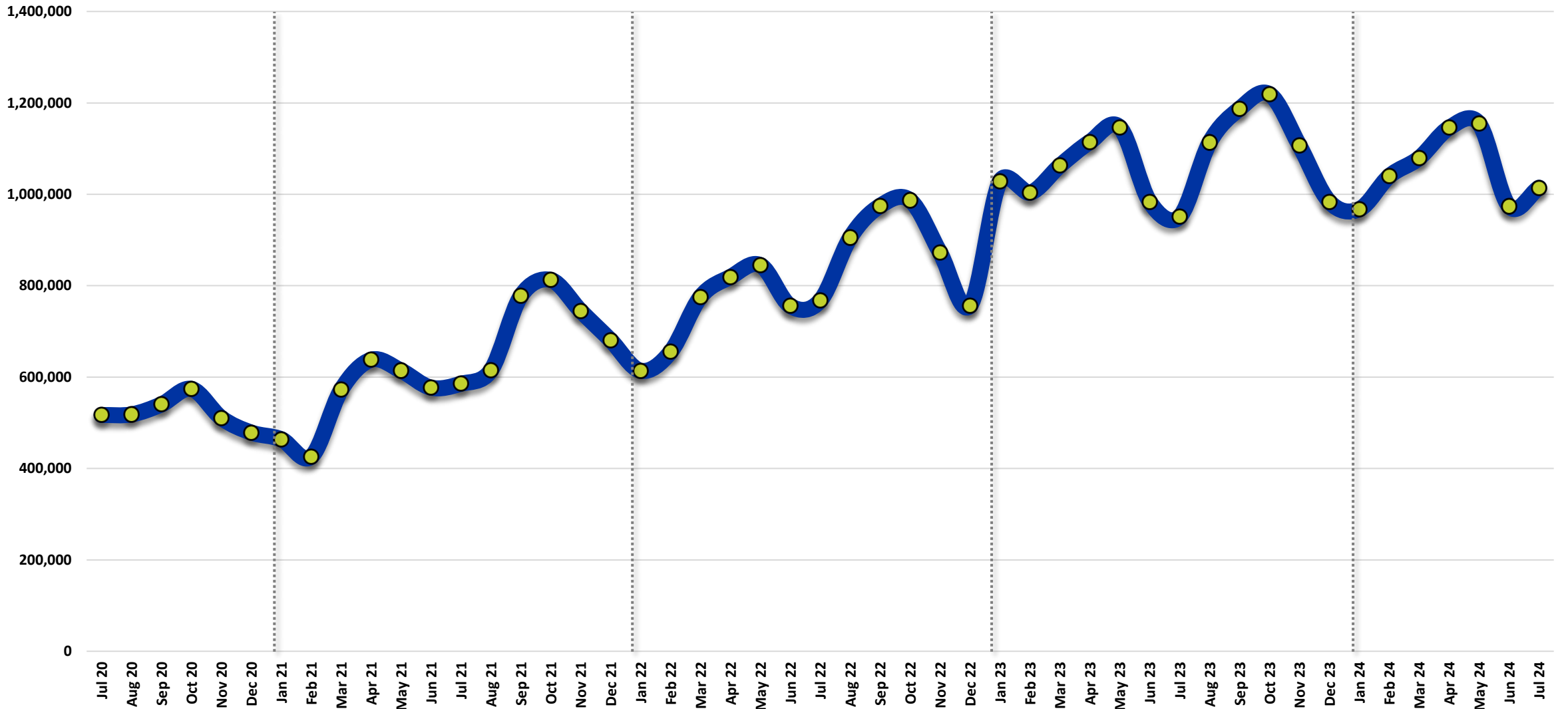
# Fixed Route Ridership

### Total Fixed Route Ridership YoY & Budget by Month



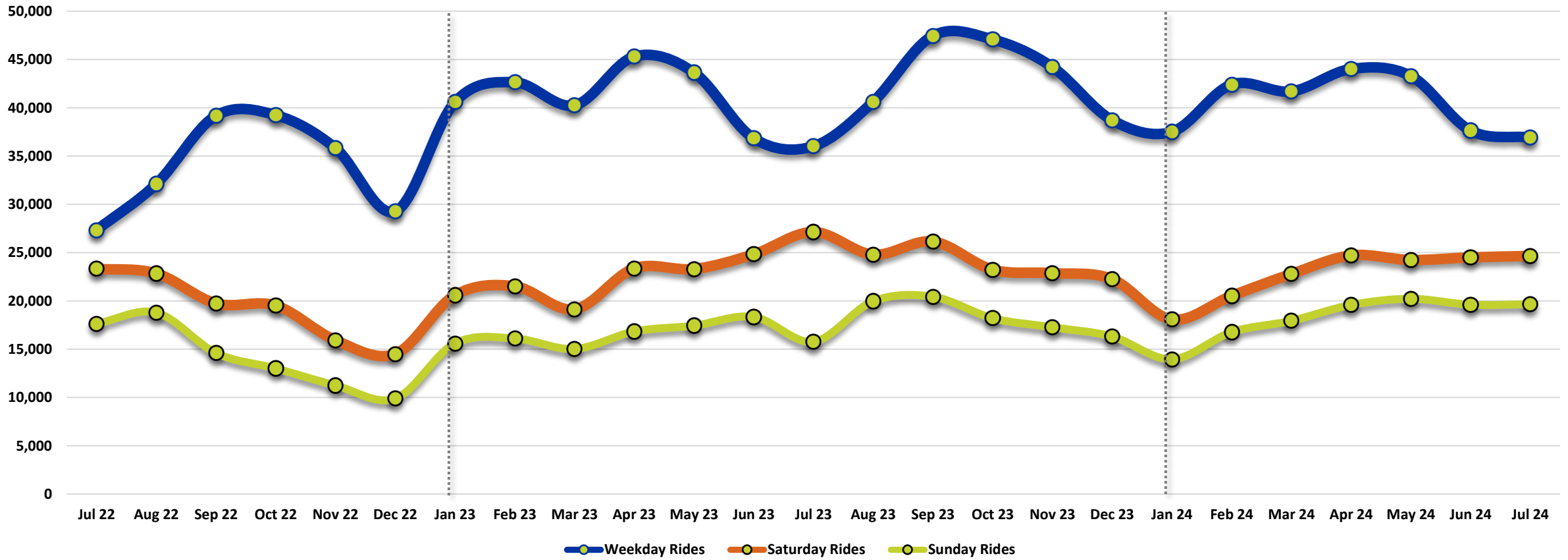
Service	Jul 24				Jul 23		
	Ridership	Budget	Budget Variance	% Budget Variance	Ridership	Past Year Variance	Past Year % Variance
Local	986,504	986,319	185	0.0%	924,831	61,673	6.7%
Express	28,072	23,847	4,225	17.7%	26,192	1,880	7.2%
Totals	1,014,576	1,010,166	4,410	0.4%	951,023	63,553	6.7%
Total (YTD)	7,376,103	7,770,684	-394,581	-5.1%	7,291,105	84,998	1.2%

### Total Fixed Route Ridership by Month





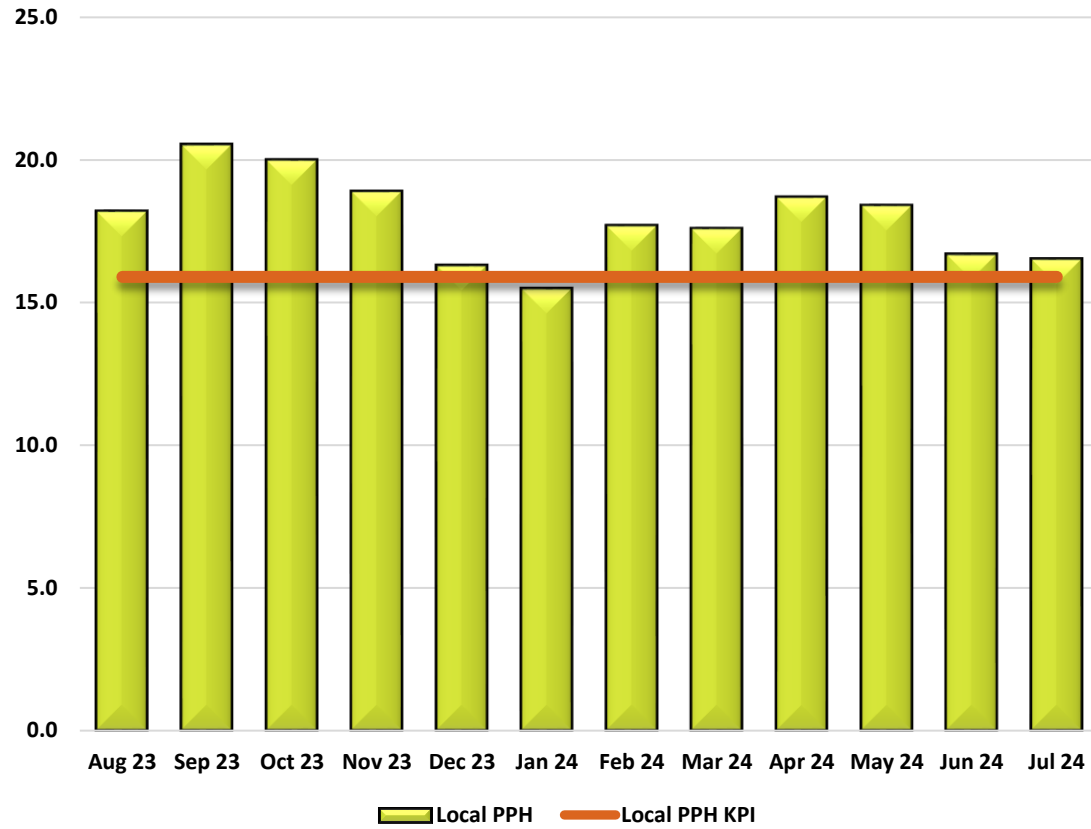
### Average Daily Ridership (WD, SA, SU)



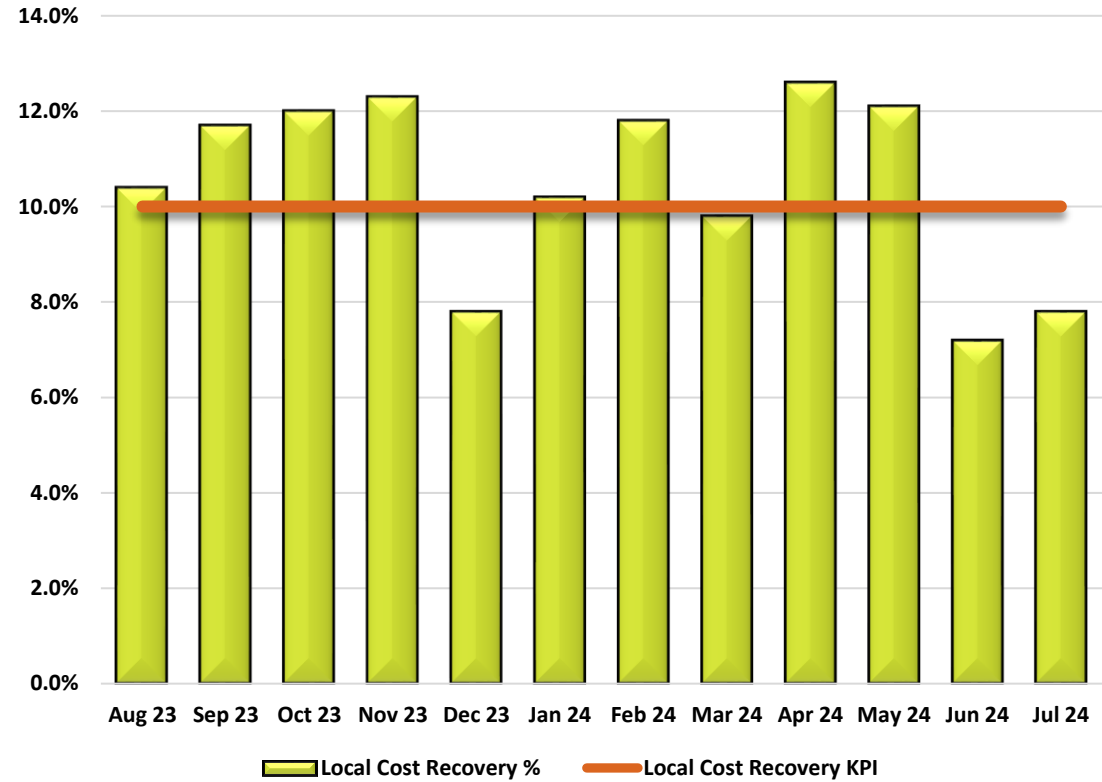
Service	Jul 24 Avg Daily	Jul 24 Avg Daily Budget	Budget % Variance	Jul 23 Avg Daily	Jul 23 - Jul 24 % Variance
WEEKDAY	36,934	37,056	-0.3%	36,028	2.5%
SATURDAY	24,666	23,634	4.4%	27,153	-9.2%
SUNDAY	19,672	20,249	-2.9%	15,782	24.6%

*n.b. in 2023 July 4<sup>th</sup> ran a Sunday schedule, in 2024 July 4<sup>th</sup> ran a Saturday schedule*

**Local Service Productivity (Last 12 Months)**



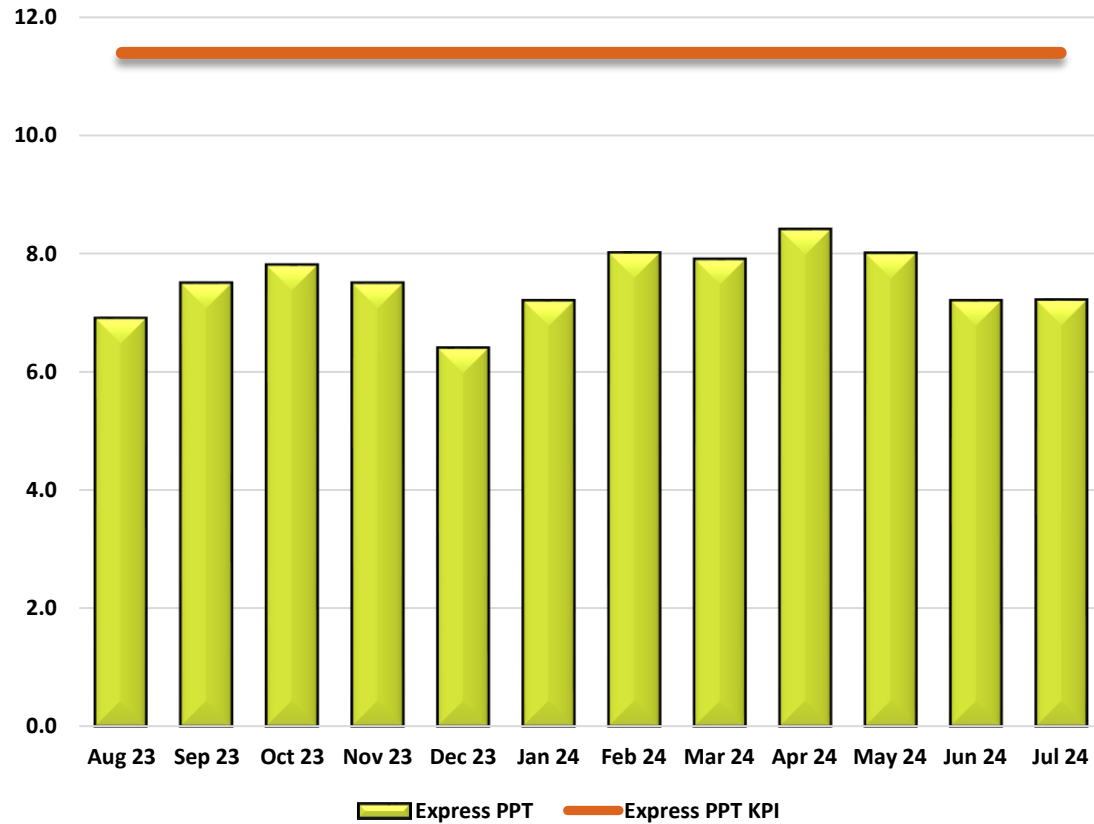
**Local Service Cost Recovery & (Last 12 Months)**



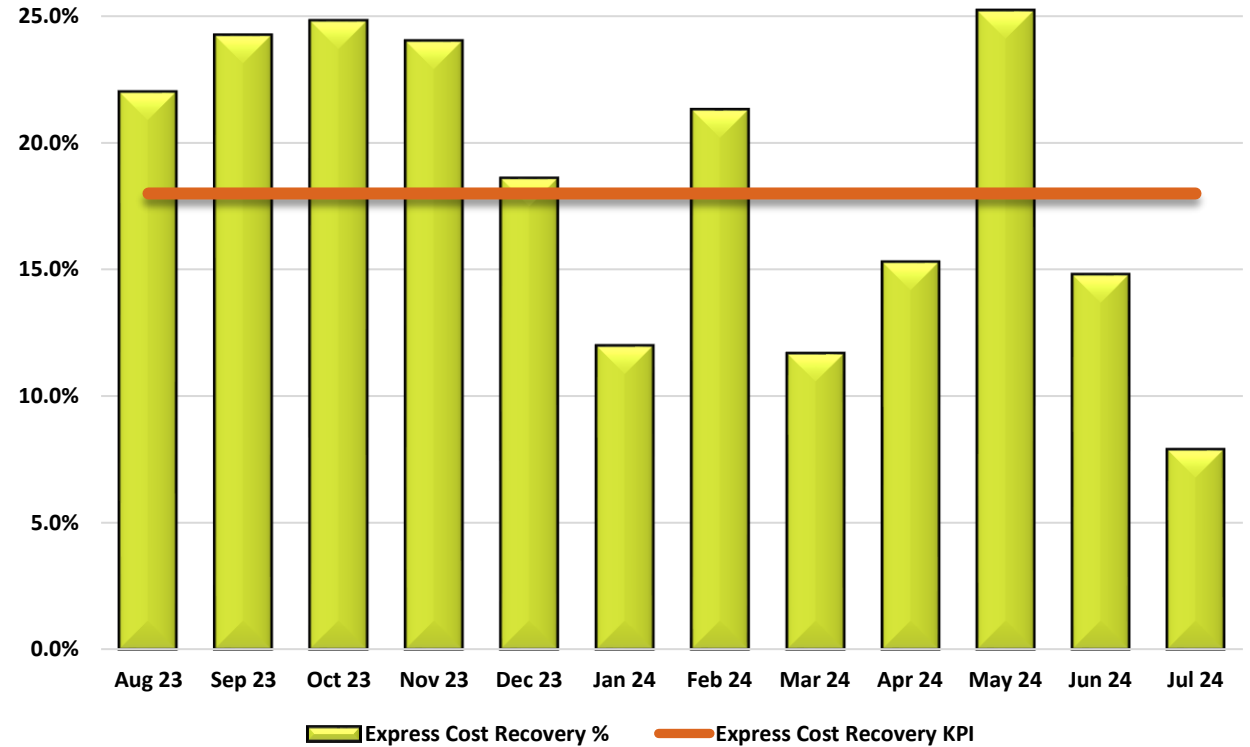
Local Service	Jul 24 Actual KPI	Jul 24 Budget KPI	Variance
Passengers Per Hour	16.5	15.9	0.6
Cost Recovery	7.8%	10.0%	-2.2%

*\*percentage points*

**Express Service Productivity (Last 12 Months)**



**Express Service Cost Recovery % (Last 12 Month)**

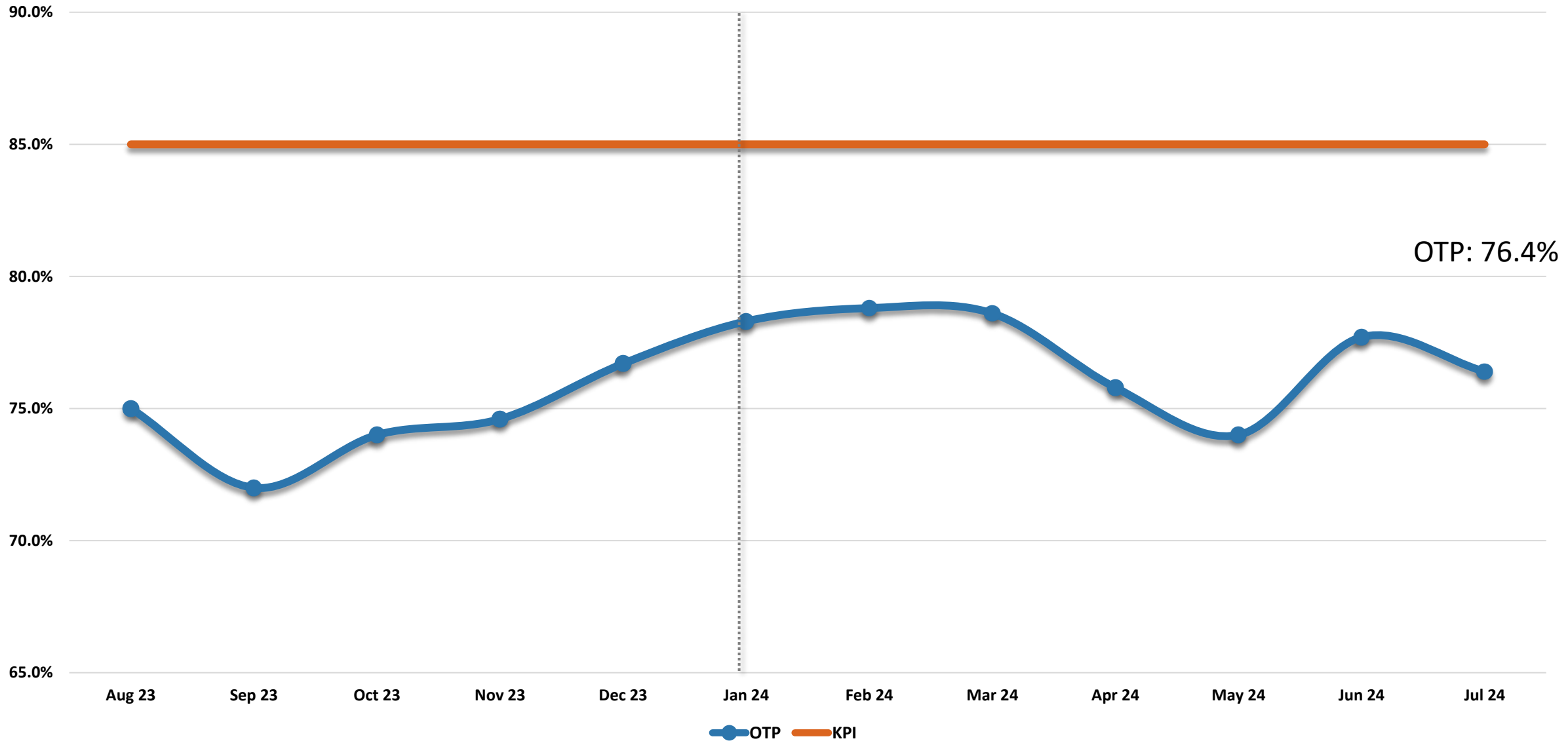


Express Service	Jul 24 Actual KPI	Jul 24 Budget KPI	Variance
Passengers Per Trip	7.2	11.4	-4.2
Cost Recovery	7.9%	18.0%	-10.1%

*\*percentage points*

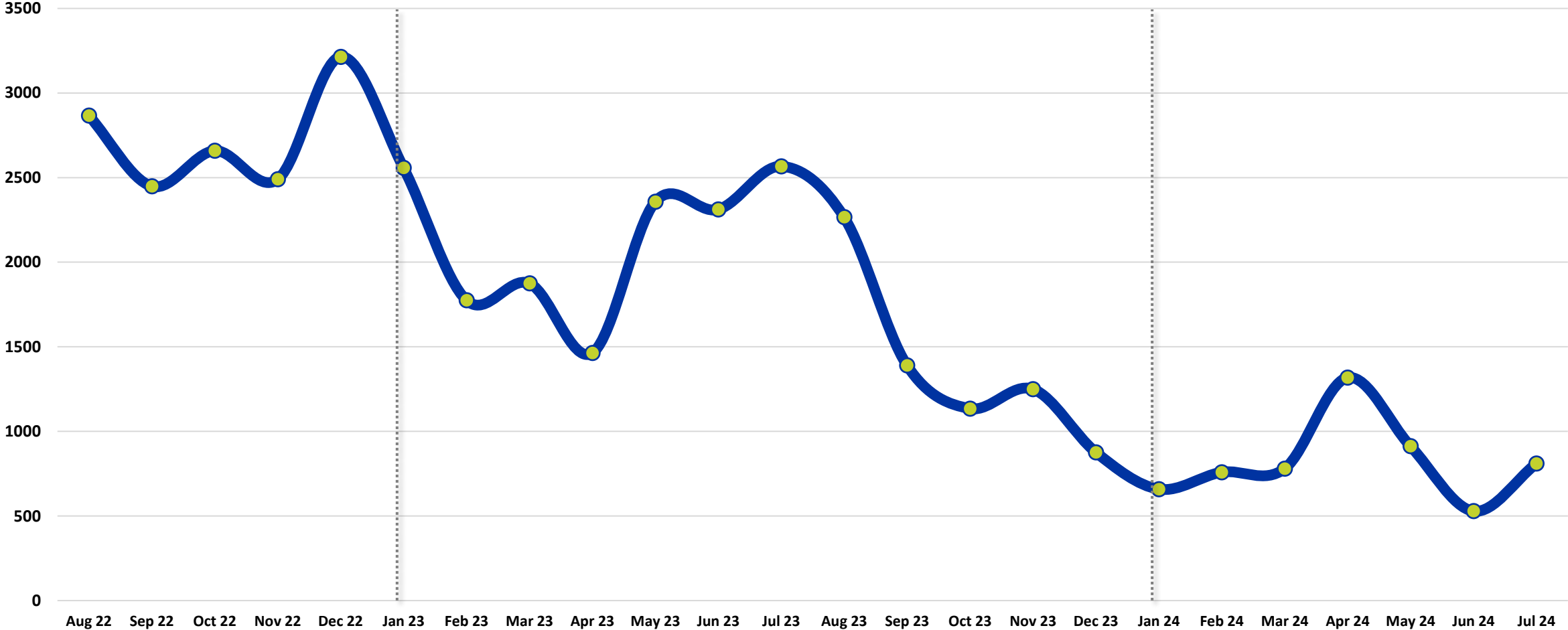


### Overall On-Time Performance (Last 12 Months)



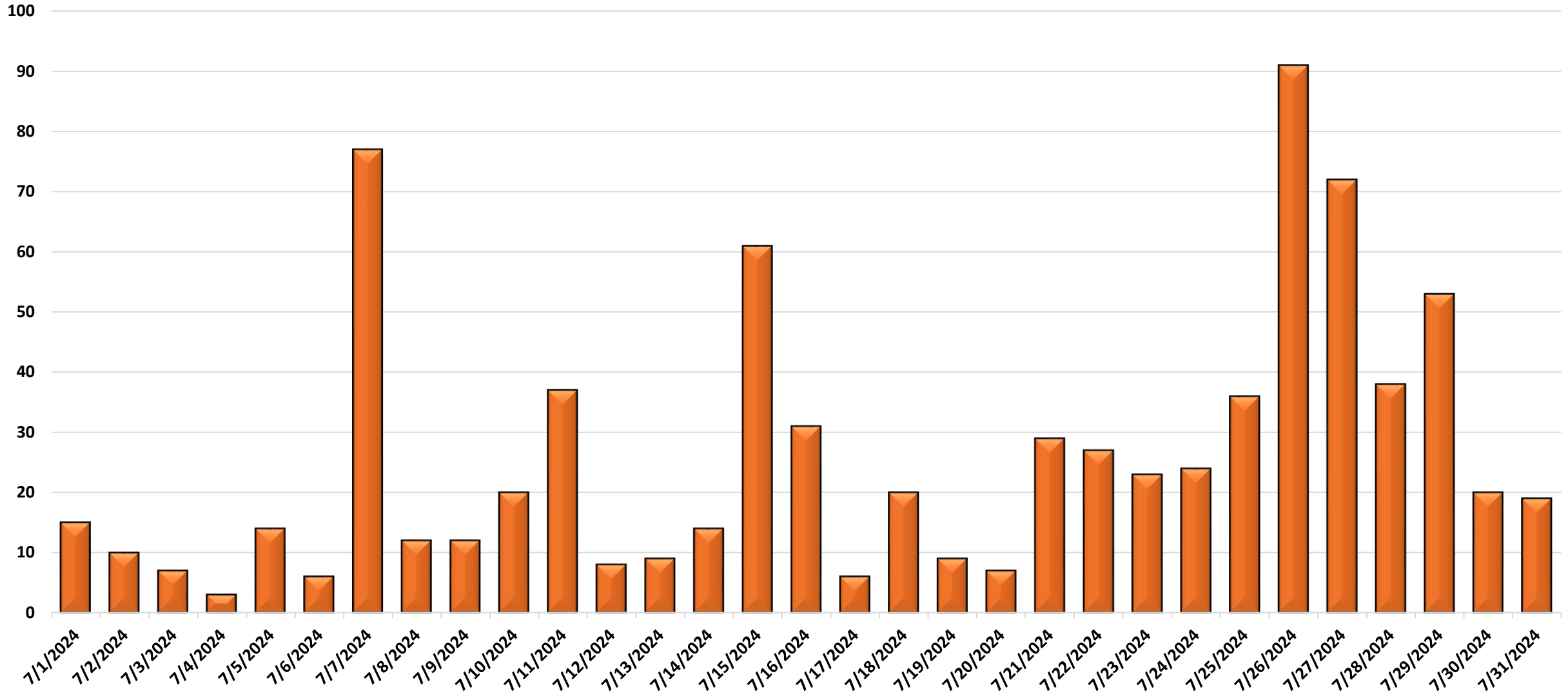
OTP: 76.4%

### Fixed-Route Missed Trips by Month



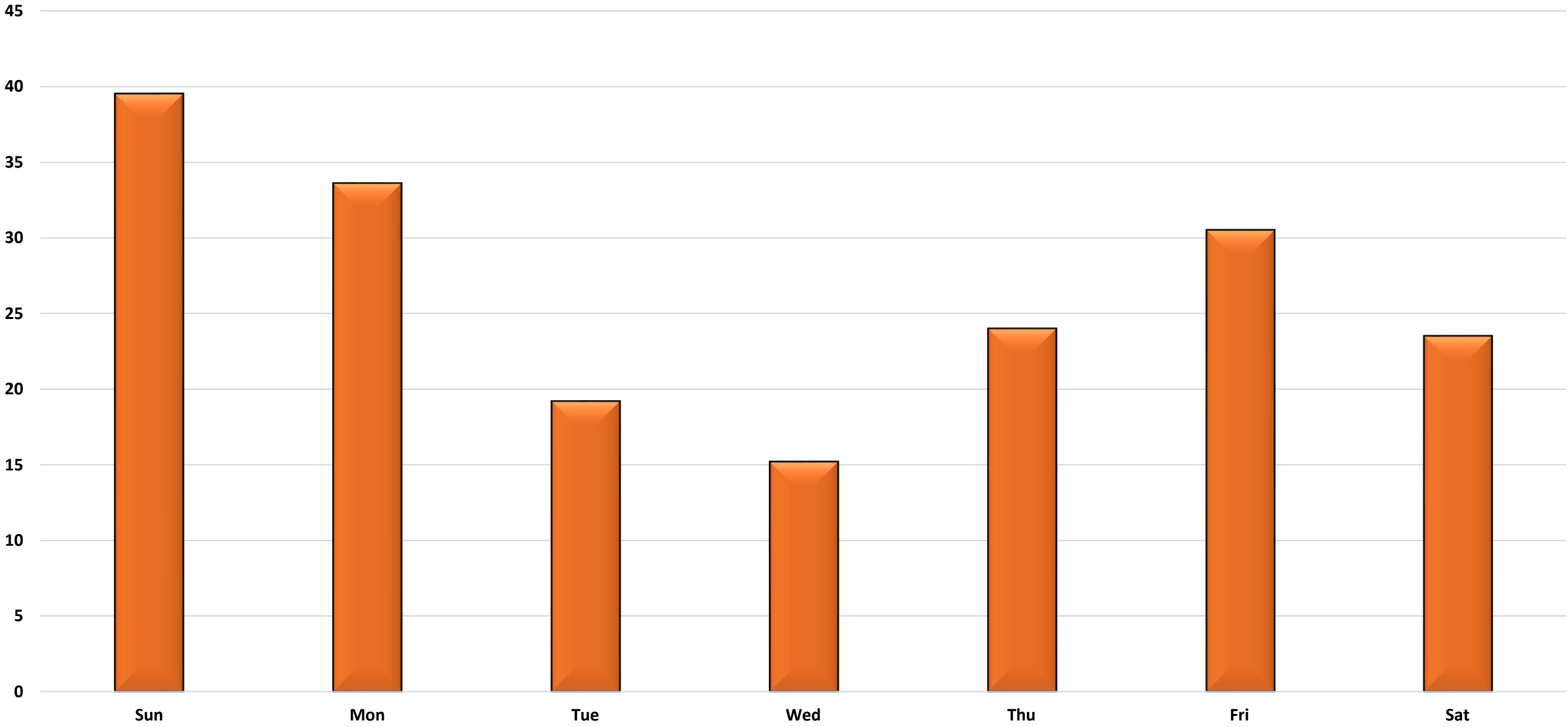
	Missed Trips	Total Trips Scheduled	% of Trips Operated	Monthly KPI	End of Year KPI
July 24	810	69,164	98.8%	99.1%	99.6%

### Missed Trips by Day





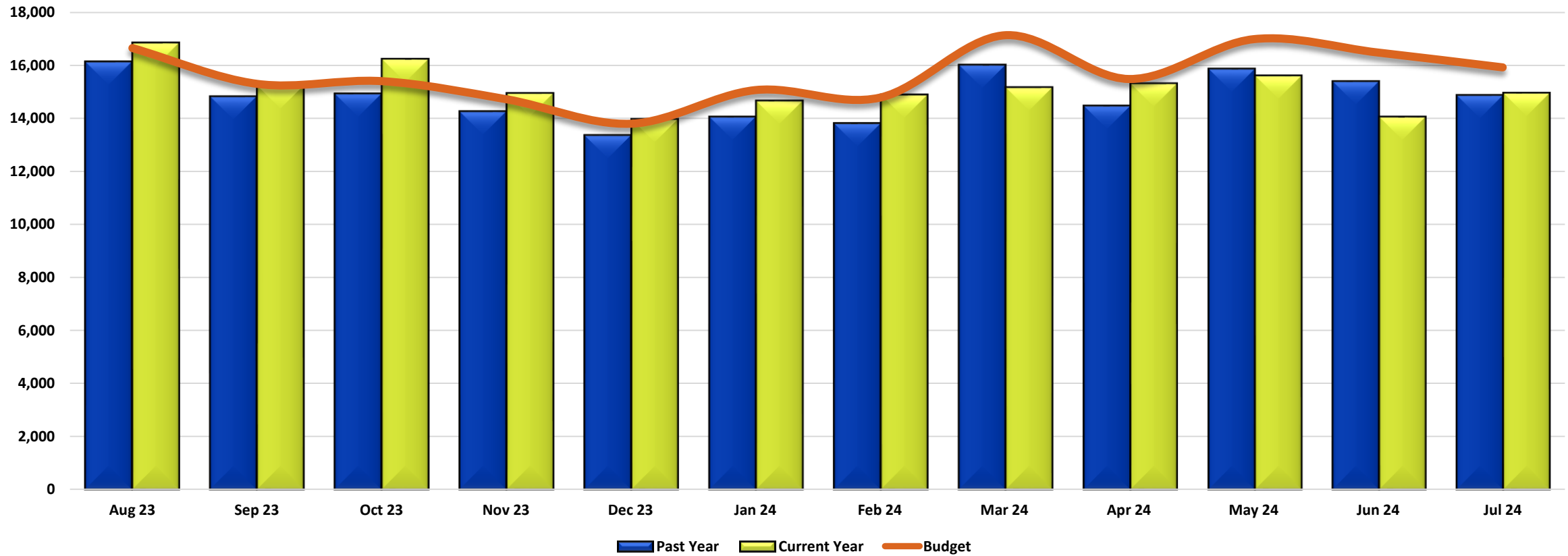
### Avg Missed Trips by Day of Week





# ACCESS Ridership

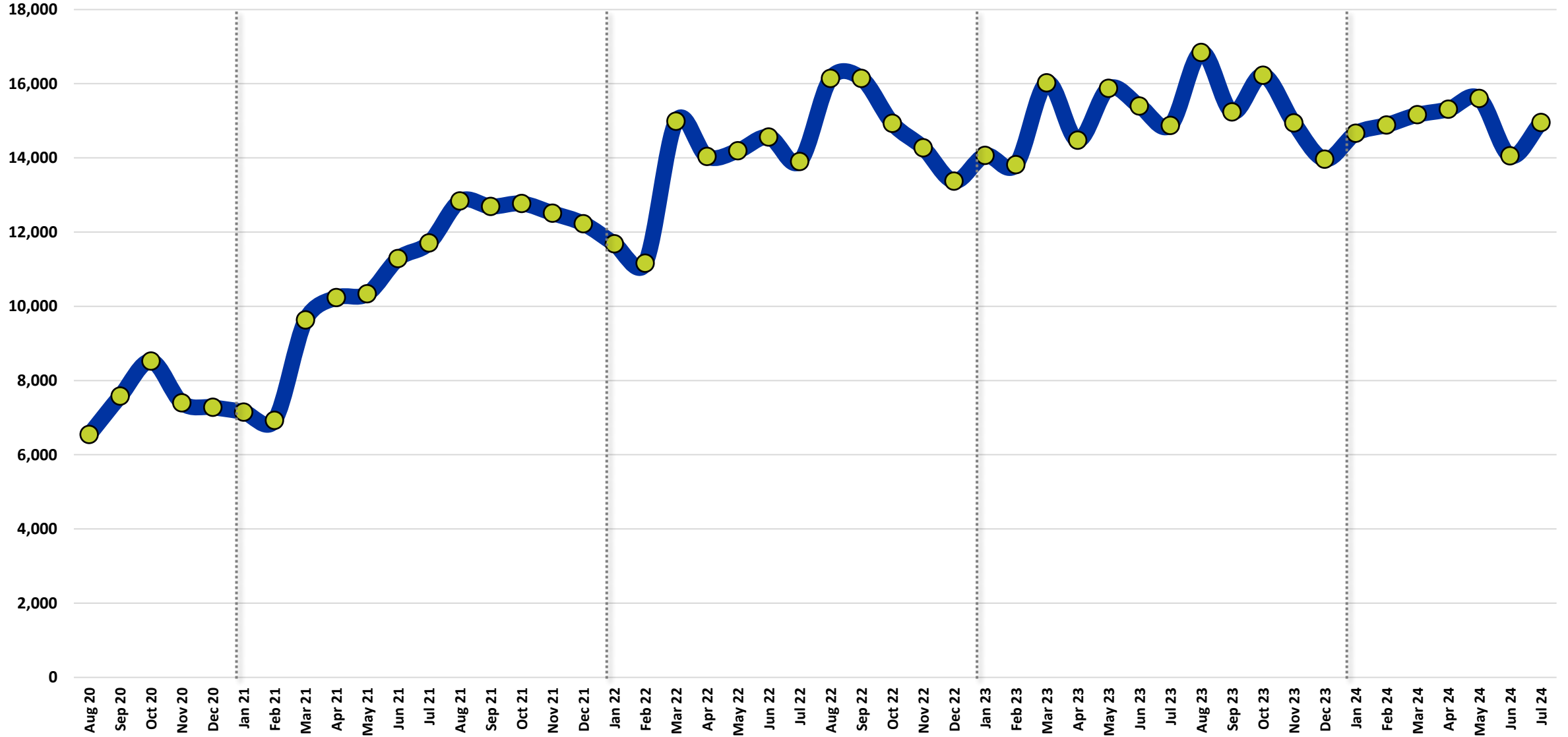
### Total Access Ridership



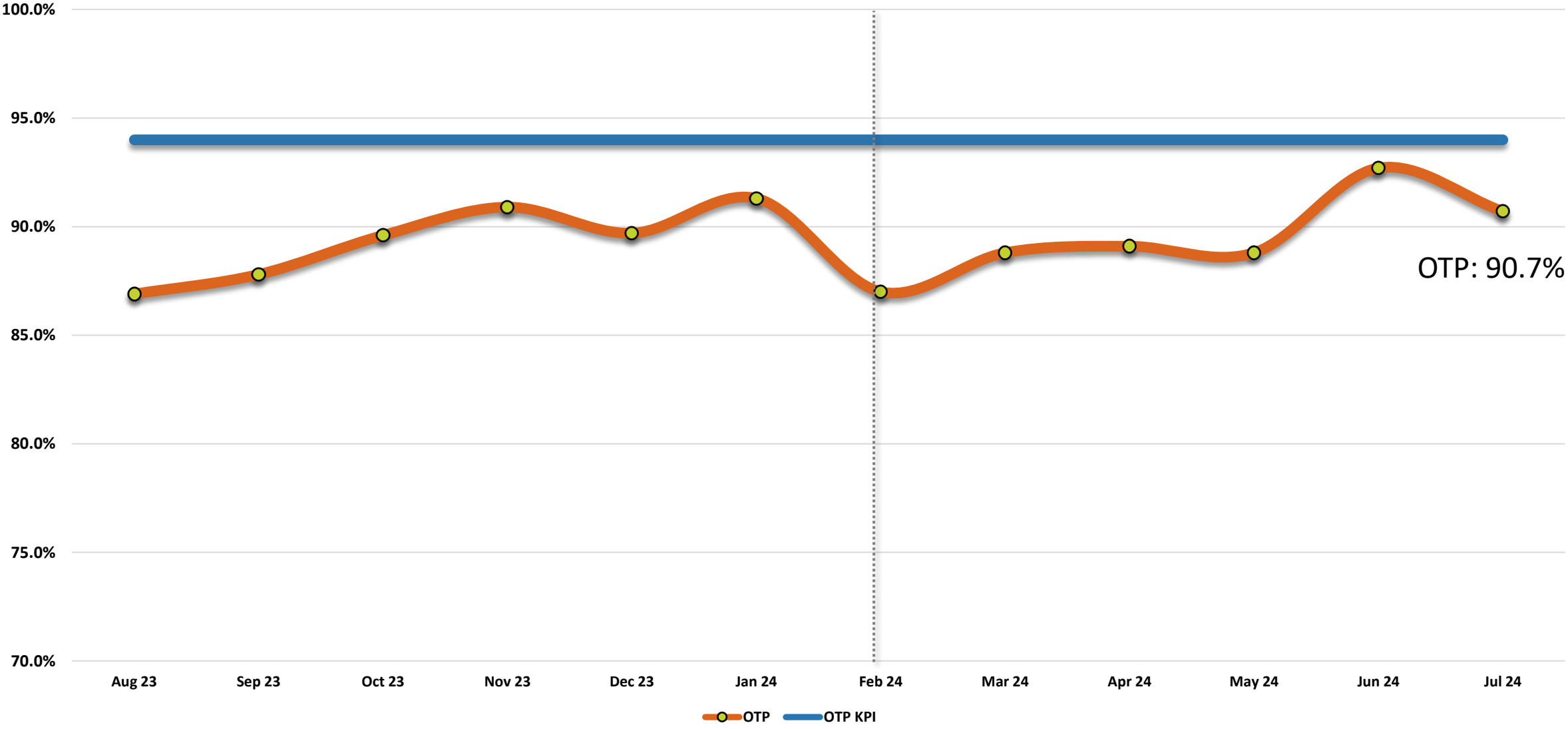
Jul 24	Jul 24 Ridership	Jul 24 Budget	Budget Variance	Jul 23 Ridership	Jul 23 - Jul 24 Variance
<b>Total</b>	<b>14,952</b>	<b>15,925</b>	<b>-6.1%</b>	<b>14,874</b>	<b>0.5%</b>
<b>Weekday</b>	<b>13,613</b>			<b>13,353</b>	<b>1.9%</b>
<b>Saturday</b>	<b>657</b>			<b>745</b>	<b>-11.8%</b>
<b>Sunday</b>	<b>682</b>			<b>776</b>	<b>-12.1%</b>
<b>Total (YTD)</b>	<b>104,615</b>	<b>111,873</b>	<b>-6.5%</b>	<b>104,512</b>	<b>0.1%</b>



### Total Access Ridership by Month

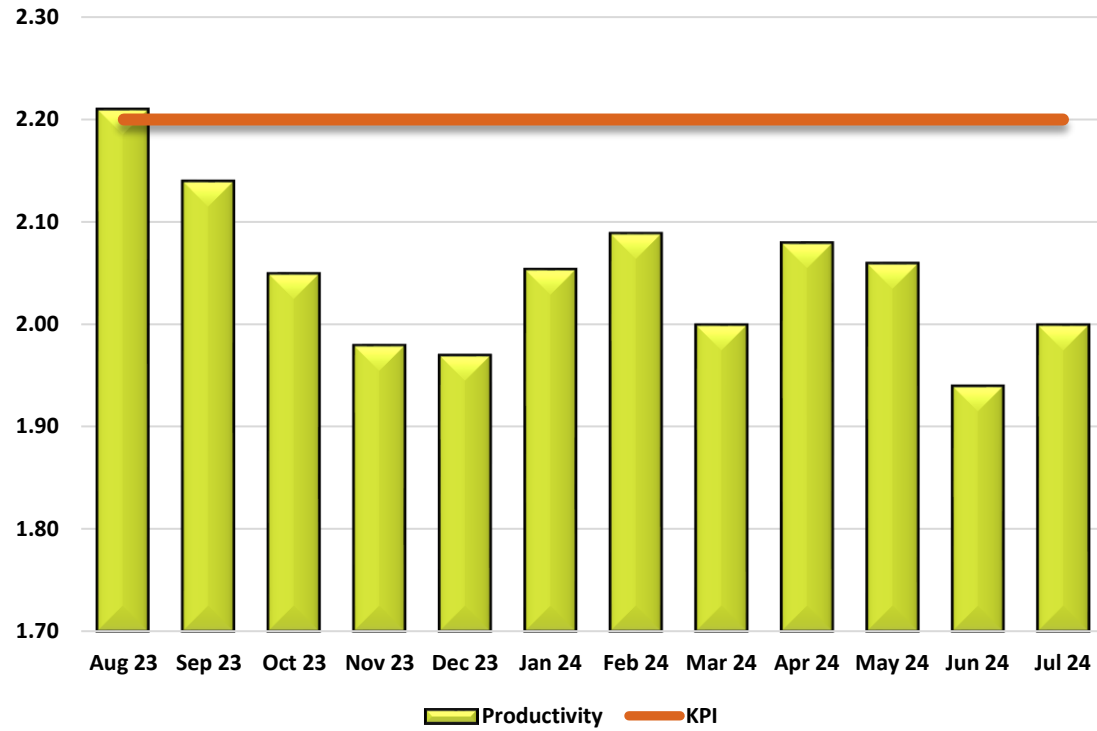


### On-Time Performance - Access

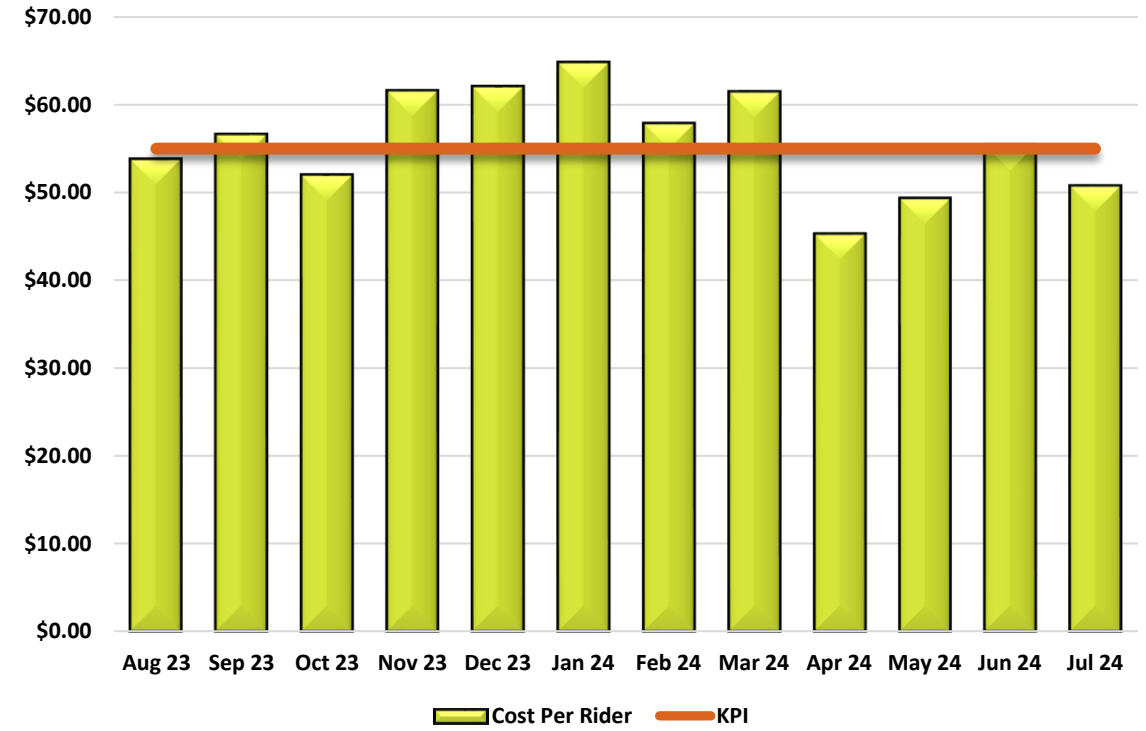


OTP: 90.7%

Access Service - Productivity



Access Service - Cost Per Rider



Jul 24	Jul 24 Actual	Jul 24 KPI	Variance
Cost Per Passenger	\$50.75	\$55.00	-\$4.25
On-Time Performance	90.7%	94.0%	-3.3%
Passengers Per Hour	2.00	2.2	-0.20

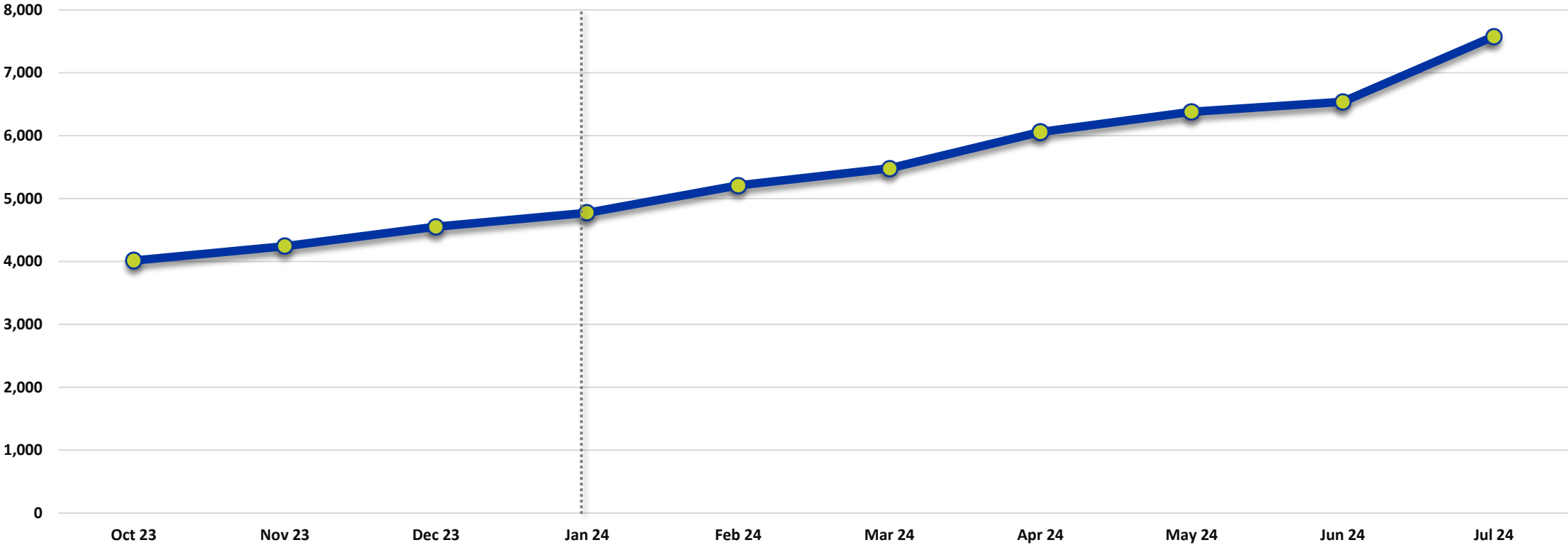
\*percentage points



# MetroNow

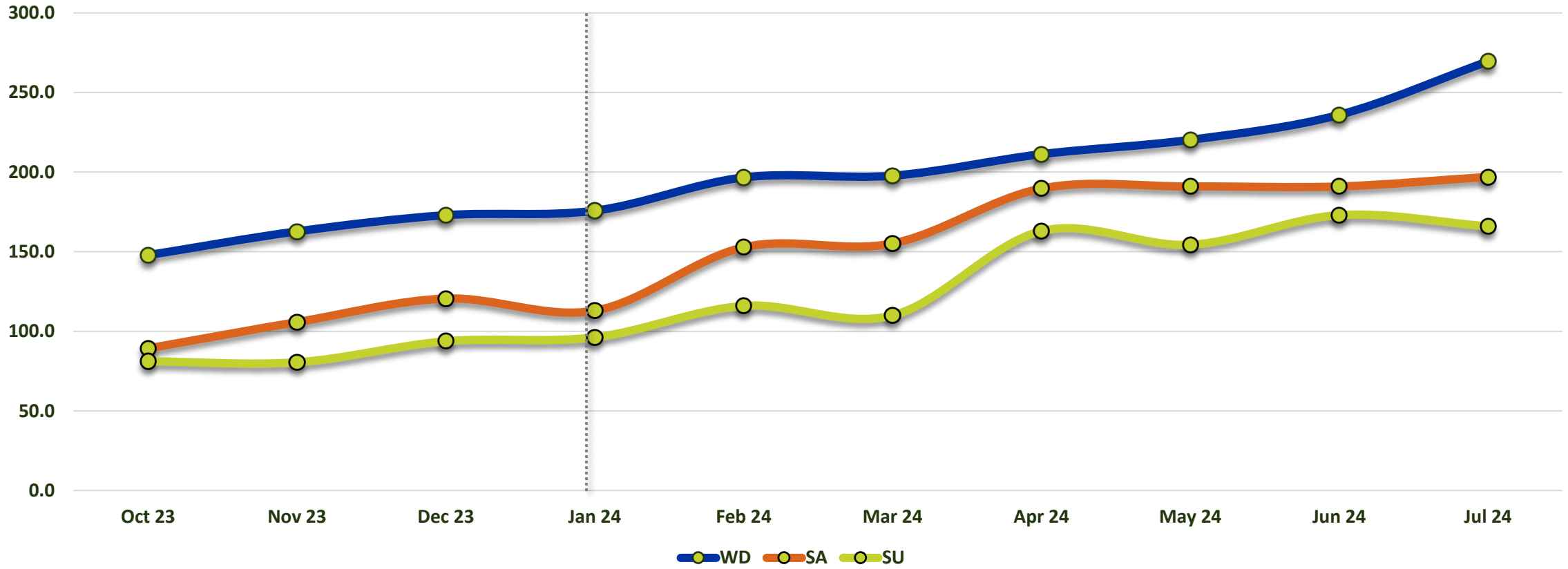


### MetroNow Monthly Riders



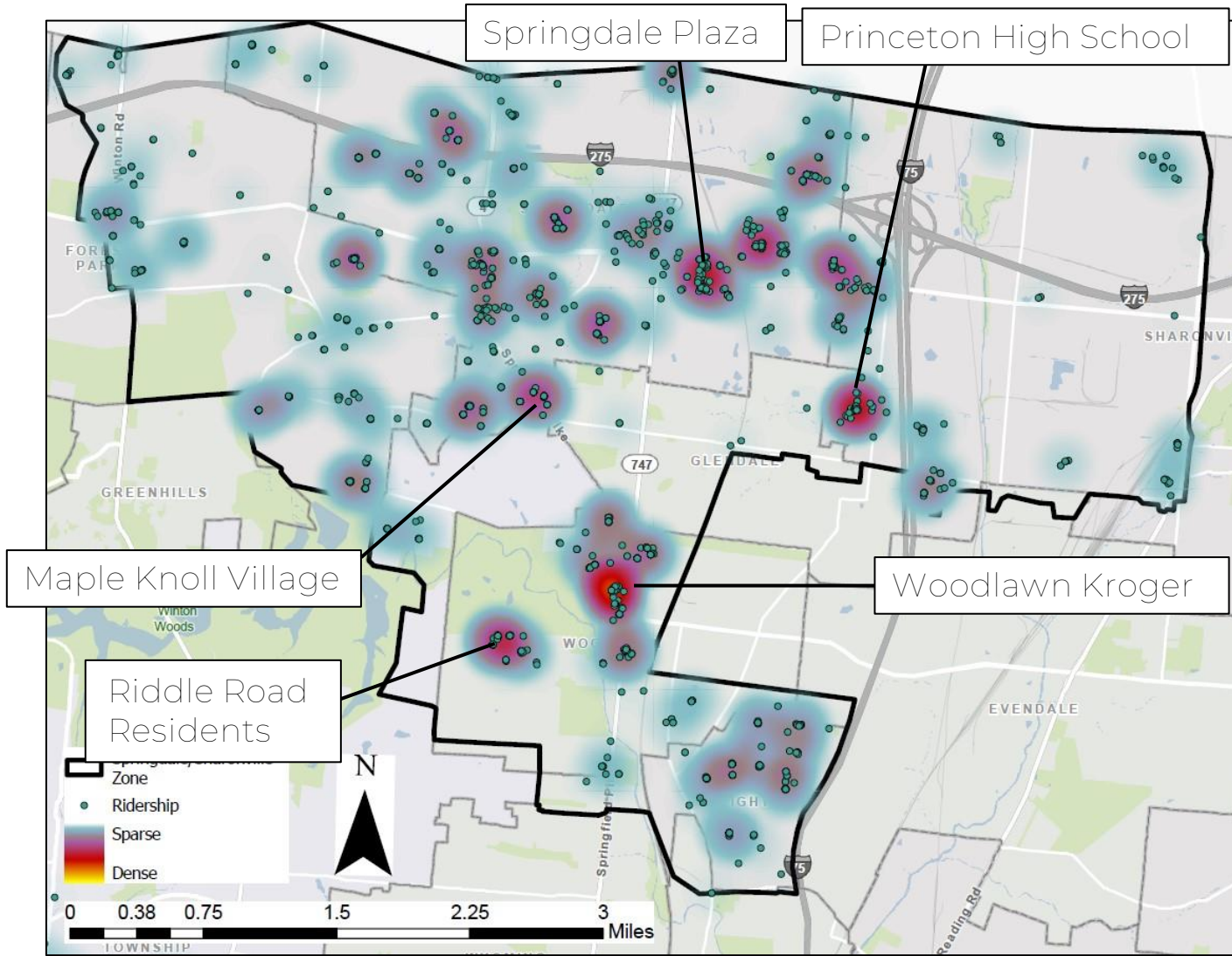
Jul 24	Jul 24 Actual
Monthly Riders	7,578

### MetroNow Ridership by Day Type



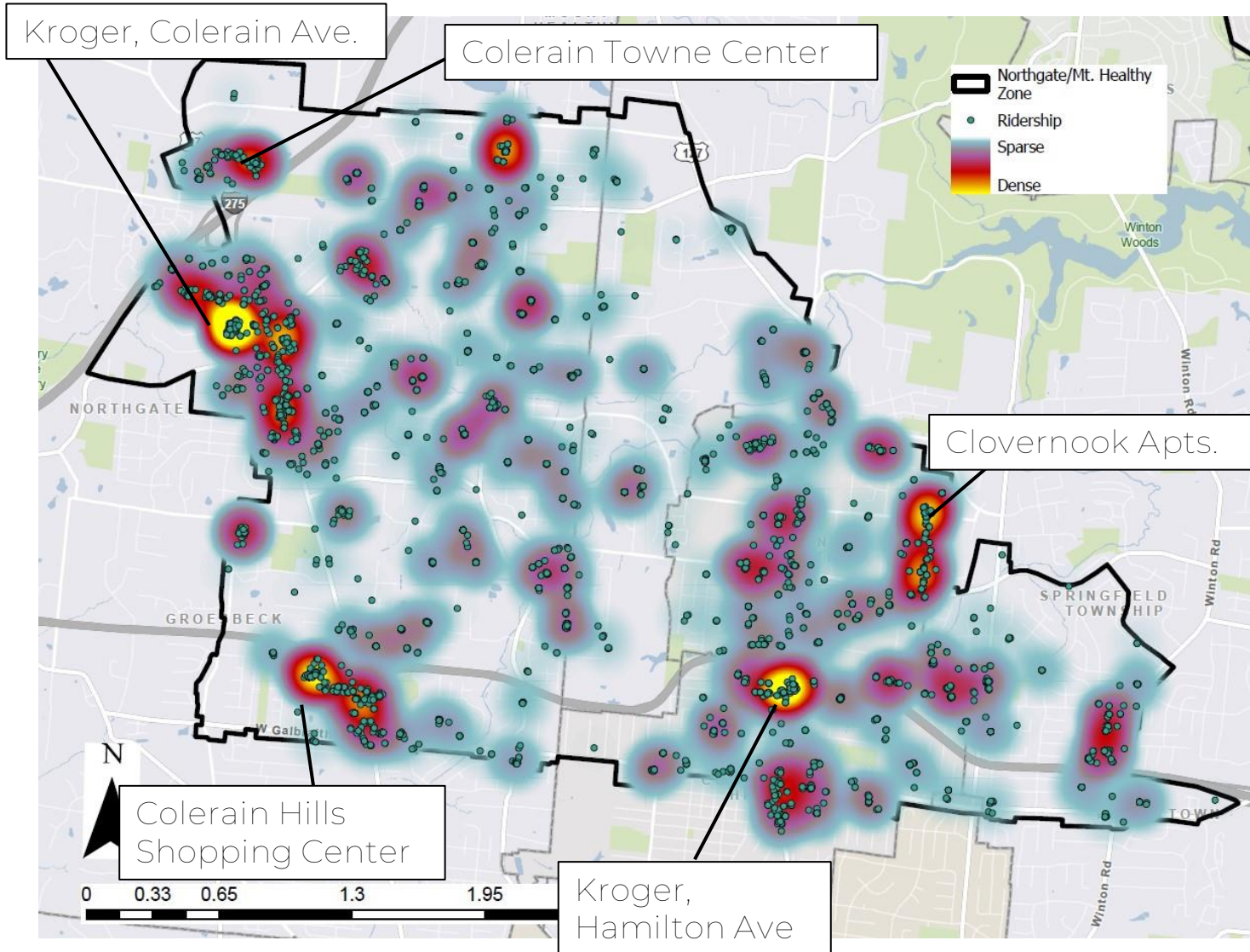
July 24	July 24 Actual
Weekday Avg	269.5
Saturday Avg	197.0
Sunday Avg	166.0

# Springdale/Sharonville Area : July Ridership



Rank	Destination	Count
1	Woodlawn Kroger	188
2	Springdale Plaza	184
3	Riddle Road Residents	161
4	Princeton High School	146
5	Maple Knoll Village	110

# Northgate/Mt. Healthy Area : July Ridership



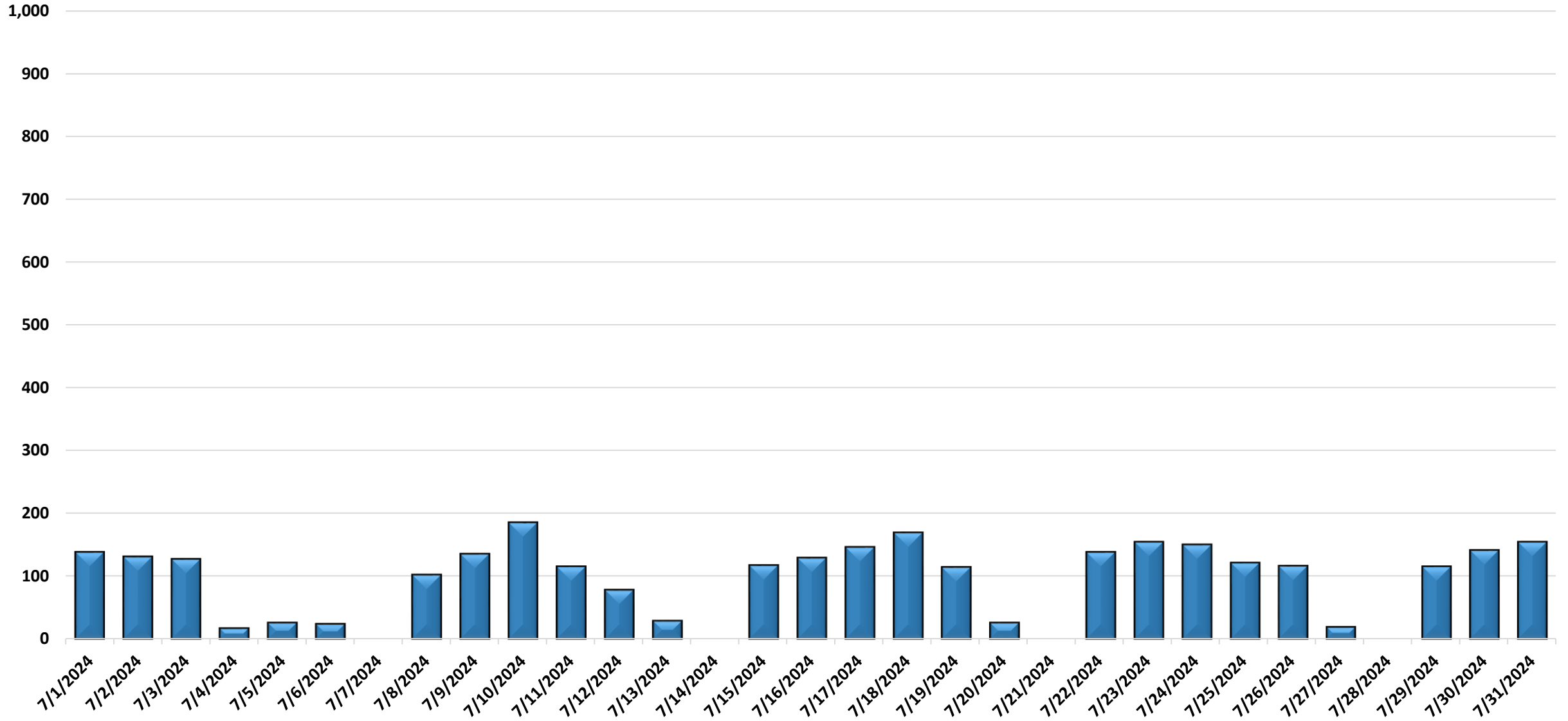
Rank	Destination	Count
1	Clovernook Apts.	475
2	Colerain Hills Shopping Center (Walmart)	379
3	Kroger, Colerain Ave	371
4	Kroger, Hamilton Ave	289
5	Colerain Towne Center	277



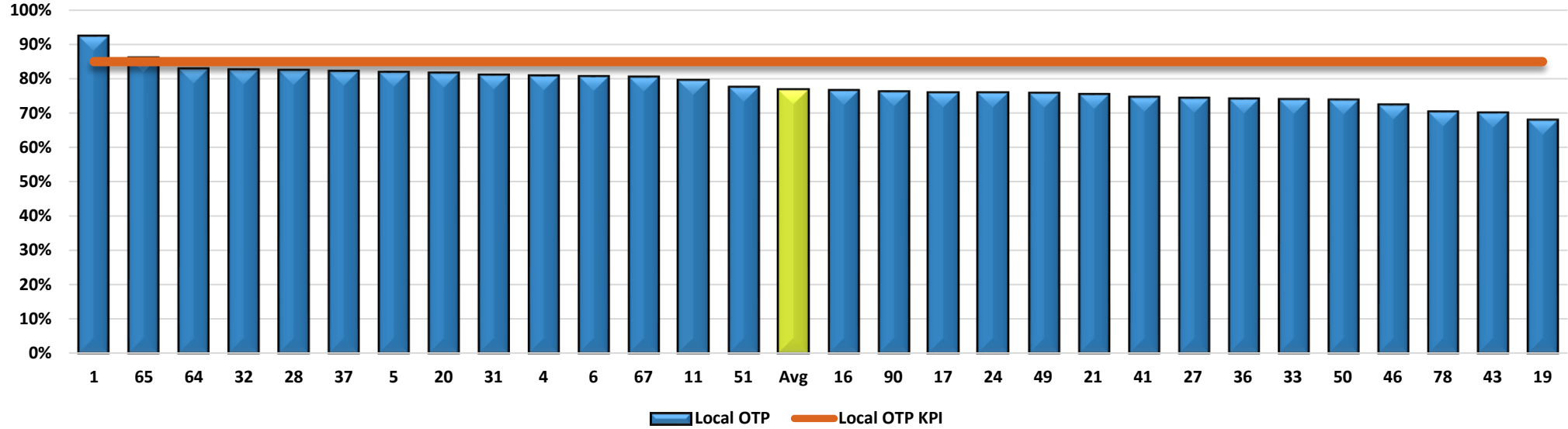


# Route Level KPIs

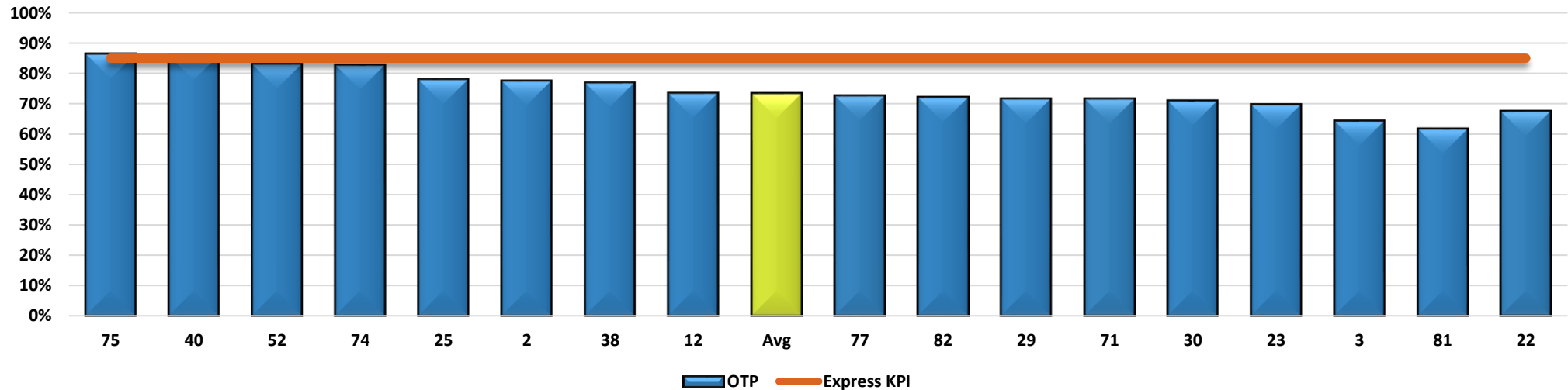
### CPS Ridership by Day



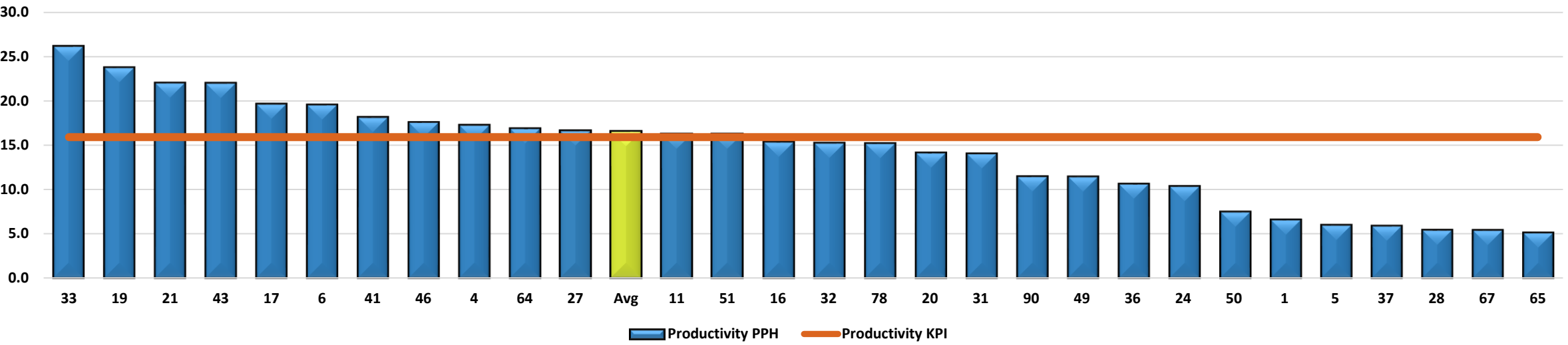
### OTP – Local



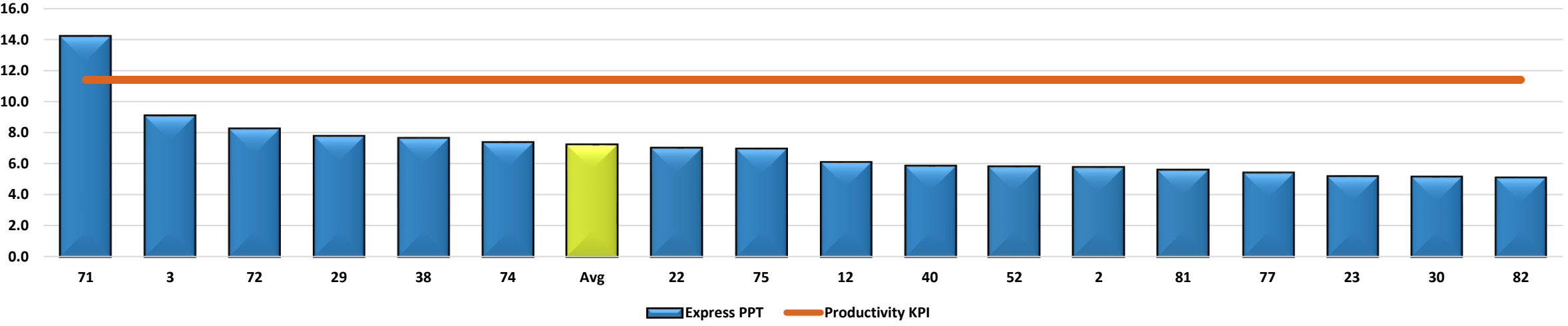
### OTP – Express



### Productivity – Local

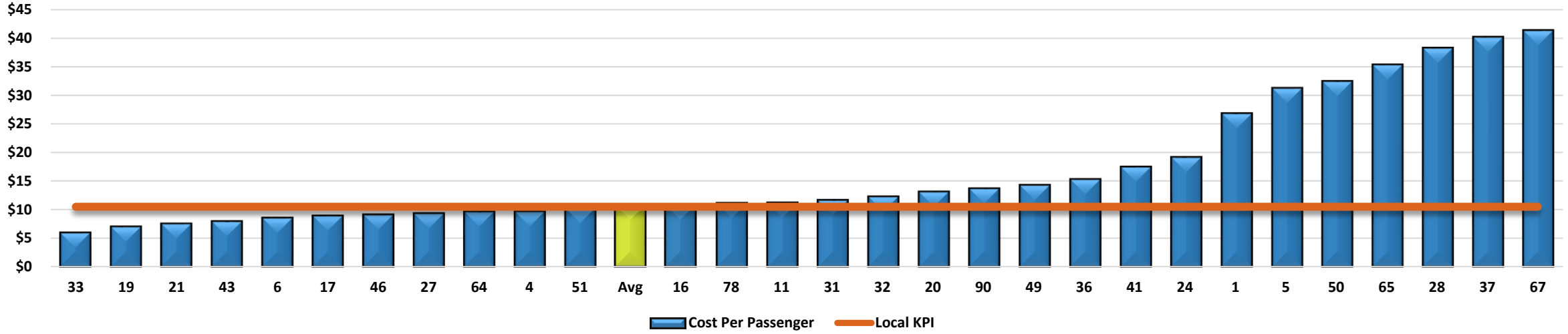


### Productivity – Express

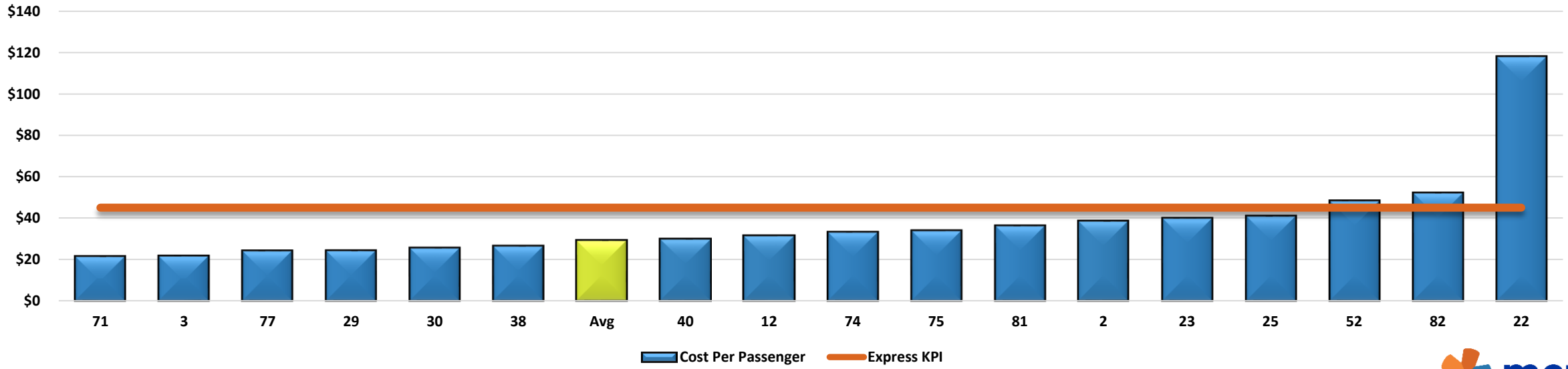




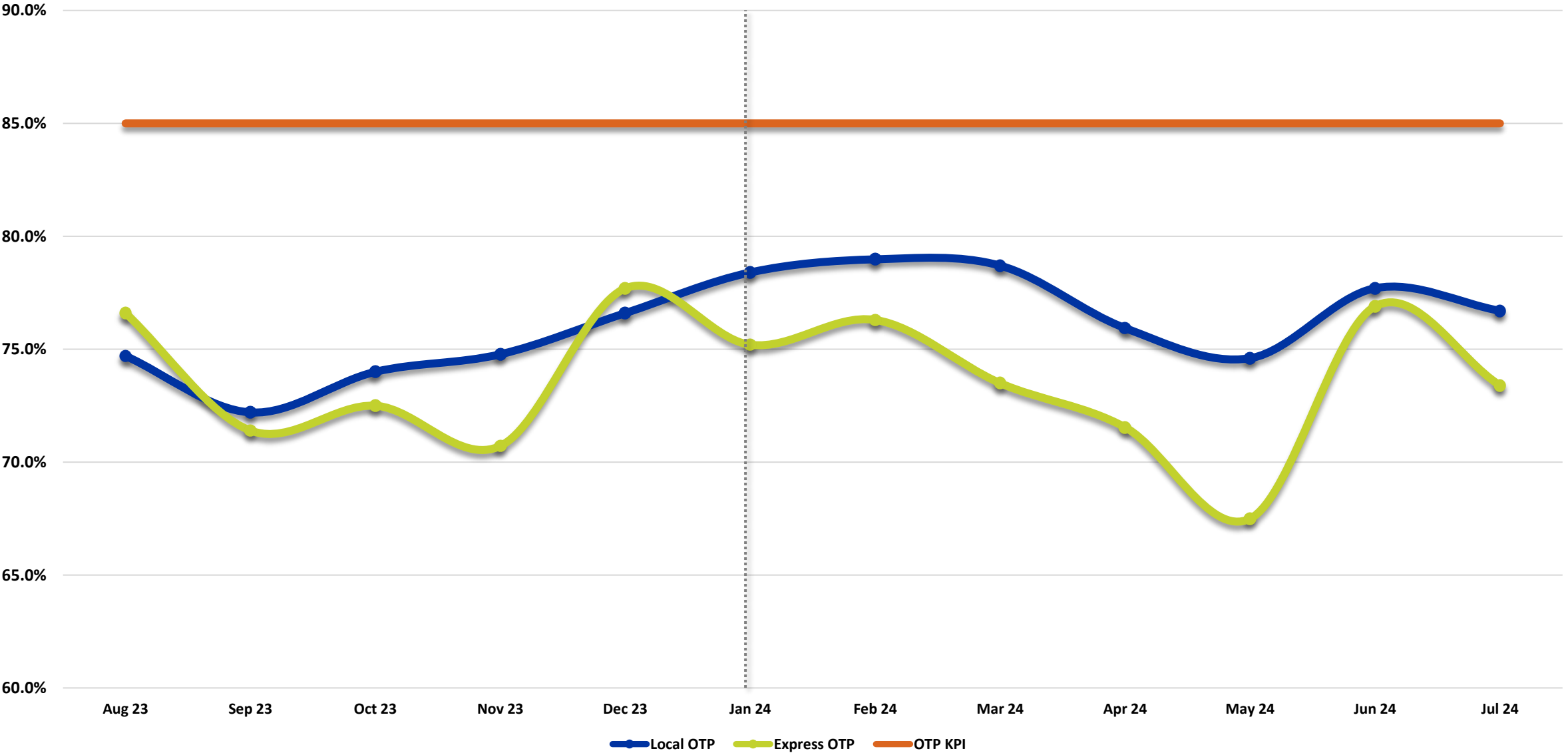
### Cost Per Passenger – Local



### Cost Per Passenger – Express



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





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

APPROVAL OF SERVICE AGREEMENT WITH FIFTH THIRD BANK FOR ROUTE 11

WHEREAS:

1. In 2004 SORTA and Fifth Third negotiated a contract for public bus service to Fifth Third's Madisonville Operations Center.
2. SORTA operates select Route 11 bus service to and from Fifth Third's Madisonville facility.
3. SORTA and Fifth Third have renewed this contract several times since 2004.
4. Under the terms of this agreement SORTA operates seven outbound trips to Fifth Third's Madisonville campus on weekday mornings and six inbound Route 11 trips from Fifth Third's Madisonville facility on weekday afternoons.
5. SORTA staff recommends approval to execute a contract on behalf of SORTA and Fifth Third Bank with a not to exceed value of \$225,286.

THEREFORE, BE IT RESOLVED:

6. The Board authorizes the CEO/General Manager/ Secretary-Treasurer or the CFO to execute a contract on behalf of SORTA with Fifth Third Bank with a not to exceed value of \$225,286.




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**BOARD OF TRUSTEES ACTION ITEM**

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**DATE:** August 27<sup>th</sup>, 2024

**FROM:** Steve Anderson, Sr. Director, Development and Innovation  
Khaled Shammout, Chief Strategic Planning, Development, & Innovation Officer

**PROJECT NO.:**

**REQUEST:** Approval of Service Agreement with Fifth Third Bank for Route 11

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**BACKGROUND**

In 2004 SORTA and Fifth Third negotiated a contract for public bus service to Fifth Third's Madisonville Operations Center. Based on this contract SORTA operates selected Route 11 bus service to and from Fifth Third's Madisonville facility. SORTA and Fifth Third have renewed this contract several times since 2004.

**BUSINESS PURPOSE**

The agreement with Fifth Third for Route 11 bus service provides SORTA with funds to operate service to and from Fifth Third's Madisonville Operations Center. Under the terms of this agreement SORTA operates seven outbound trips to Fifth Third's Madisonville campus on weekday mornings and six inbound Route 11 trips from Fifth Third's Madisonville facility on weekday afternoons.

**PROJECT FINANCING**

SORTA and Fifth Third have negotiated a renewal of the revenue contract. The term of the proposed agreement is August 27, 2024 through August 27, 2026 with two one year options. The funding amount due to SORTA/Metro for the proposed Agreement, is:

- Year 1: \$54,395.61
- Year 2: \$55,659.93
- (Optional) Year 3: \$56,953.64
- (Optional) Year 4: \$58,277.42

The total revenue for the four-year term is \$225,286.

**PROJECT PROCUREMENT**

N/A

**PROJECT DIVERSITY**

N/A

**RECOMMENDED BOARD ACTION**

Staff recommends the SORTA Board approve the contract between SORTA and Fifth Third Bank and authorize the CEO/General Manager/Secretary- Treasurer, CAO, CFO, or the COO to execute it on behalf of SORTA for a contract value of \$225,286.

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

APPROVAL OF LEASE OF REAL ESTATE AGREEMENT – 1799 TENNESSEE AVENUE

WHEREAS:

1. SORTA operates and maintains both the Access Program and Metro Now Program from its facility at 1801 Transpark Drive.
2. Access Facilities Operations has reduced parking due to the construction associated with the Access Fuel Island and Bus Canopy project.
3. The amount of parking remaining is not enough to support employee parking.
4. Ongoing construction has caused employees to park unauthorized at the adjacent Harley Davidson Dealership at 1799 Tennessee Avenue. SORTA proposes to enter a Lease of Real Estate for the back lot at 1799 Tennessee Avenue for the purpose of providing additional vehicle parking to support SORTA operations located at 1801 Transpark Drive.
5. SORTA staff recommends approval to execute a contract on behalf of Metro with Ridge & Highland Properties, LLC., with a monthly cost of \$13,000 and a yearly cost not to exceed value of \$156,000.

THEREFORE, BE IT RESOLVED:

6. The Board authorizes the CEO/General Manager/ Secretary-Treasurer or the CFO to execute a contract on behalf of Metro with Ridge & Highland Properties, LLC., with a monthly cost of \$13,000 and a yearly cost not to exceed value of \$156,000.




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**BOARD OF TRUSTEES ACTION ITEM**

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**DATE:** August 12<sup>th</sup>, 2024

**FROM:** Scott Enns, Sr. Manager of Capital and TOD Projects  
Khaled Shammout, Chief Strategic Planning, Development, & Innovation Officer

**PROJECT NO.:**

**REQUEST:** Approval for Lease of Real Estate Agreement – 1799 Tennessee Avenue

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**BACKGROUND**

SORTA operates and maintain both the Access Program and Metro Now Program from its facility at 1801 Transpark Drive. Access Facilities Operations has reduced parking due to the construction associated with the Access Fuel Island and Bus Canopy project. The amount of parking remaining is not enough to support employee parking.

**BUSINESS PURPOSE**

Ongoing construction has caused employees to park unauthorized at the adjacent Harley Davidson Dealership at 1799 Tennessee Avenue. As a solution, SORTA proposes to enter a Lease of Real Estate for the back lot at 1799 Tennessee Avenue for the purpose of providing additional vehicle parking to support SORTA operations located at 1801 Transpark Drive. In addition, SORTA will have the right to conduct surveys, studies, and tests on or about the property as well as the approximately 3.04-acre tract which includes the total property area. This allows SORTA the right of access to conduct studies on the adjacent tract currently leased as Harley-Davidson franchise if they desire.

RE: Lease of Real Estate

1. Landlord: Ridge & Highland Properties, LLC, and Ohio limited liability property.
2. Property: Back lot at 1799 Tennessee Avenue, Norwood, Ohio.
3. Rent: \$13,000/month for twelve (12) months starting 09-01-2024 and ending 08-31-2025. SORTA has the option to extend the lease up to twelve (12) months.
4. Use: SORTA will be free to use the property for parking. In addition, SORTA will have the right to conduct surveys, studies, and tests on or about the property as well as the approximately 3.04-acre tract which includes the property. This right will include access to conduct studies on the adjacent tract currently leased as Harley-Davidson franchise.

**PROJECT FINANCING**

The budget for the project is \$156,000 and will be financed using local operating funds; no additional funding will be utilized.

**PROJECT PROCUREMENT**

Sole Source.

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**PROJECT DIVERSITY**

NA

**RECOMMENDED BOARD ACTION**

Staff recommends the Board of Trustees approve a resolution authorizing the CEO/General Manager to move forward and to execute a lease agreement for 1799 Tennessee Avenue, on behalf of SORTA with Ridge & Highland Properties, LLC for \$13,000/month for twelve (12) months starting 09-01-2024 and ending 08-31-2025. SORTA has the option to extend the lease up to twelve (12) months.



August 1, 2024

Khaled Shammout  
[kshammout@go-metro.com](mailto:kshammout@go-metro.com)

Scott Enns  
[Senns@go-metro.com](mailto:Senns@go-metro.com)

Re: Lease of Real Estate

Mr. Shammout and Mr. Enns:

This Letter of Intent is submitted to you on behalf of the Southwest Ohio Regional Transit Authority/Metro (SORTA) (the “Tenant”) and describes the terms and conditions pursuant to which Tenant will lease certain real estate in Cincinnati, Hamilton County, Ohio.

1. Landlord:	Ridge and Highland Properties, L.L.C., an Ohio limited liability company
2. Tenant:	SOUTHWEST OHIO REGIONAL TRANSIT AUTHORITY/Metro
3. Property:	Back lot at 1799 Tennessee Avenue
4. Rent:	\$13,000/month
5. Lease Term:	Ten (12) months starting _____ and ending _____. Tenant may extend the Lease for up to twelve (12) months.
6. Lease Document:	The Lease will be a gross lease prepared by Landlord.
7. Use:	Tenant will be free to use the Premises for parking. In addition, Tenant will have the right to conduct surveys, studies and tests on or about the Premises as well as the approximately 3.04-acre tract which includes the Premises (“Property”). This right will include access to conduct studies on the adjacent tract currently leased as Harley-Davidson franchise.
8. Landlord	During the first twenty (20) days of the term, Landlord will deliver

Documents:	documents in its possession concerning the Property which includes plans, studies and any survey.
9. Real Estate Commission:	Landlord to pay any commissions and fees related to the lease. Tenant agrees that no broker is involved on behalf of Tenant, and it has dealt with no broker.
10. Expiration of Letter of Intent:	If the Parties have not signed a copy of this Letter of Intent, and delivered the same by hand-delivery, e-mail or fax to the other by July _____, 2024 this Letter of Intent shall automatically terminate and become null and void, and of no further force or effect.
11. Other:	Tenant and Landlord will maintain terms and Property information in confidence.
12. Non-Binding:	This Letter of Intent is intended solely as a preliminary expression of general intentions and is to be used for discussion purposes only. The parties intend that neither shall have any contractual obligations to the other with respect to the matters referred to herein unless and until a definitive agreement has been fully executed by the parties. Prior to delivery of a definitive executed agreement, and without any liability to the other party, either party may (1) propose different terms from those summarized herein, (2) enter negotiations with other parties and/or (3) unilaterally terminate all negotiations with the other party hereto.

If this Letter of Intent is acceptable to you, please indicate in the appropriate spaces provided and return.

Sincerely,

Robert Nolan, Authorized Signer

Accepted by Tenant on \_\_\_\_\_, 2024

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_



<b>Project</b>	<b>Method</b>	<b>Vendor</b>	<b>Award</b>	<b>Term</b>	<b>Funding</b>
<b>29-2020*</b> <b>Grant Consulting</b>	Sole Source / Contract Modification	O'Callaghan Consulting	\$99,480 (o) <u>\$36,400 (m)</u> \$135,880	1 year ext. Dec 2024 – Dec 2025	Unbudgeted Local Operating
<b>101-2022*</b> <b>Vehicle Advertising Services</b>	Sole Source / Contract Modification	Adsposure	\$990,187 (o) <u>\$167,220 (m)</u> \$1,157,407	3 years Jan 2023 – Dec 2025	Unbudgeted Local Operating
<b>02-2023*</b> <b>Downtown Customer Fulfillment Center Design</b>	Sole Source / Contract Modification	MSA Design	\$159,355 (o) <u>\$179,000 (m)</u> \$338,355	2 years Apr 2023 – Mar 2025	Unbudgeted Local Capital
<b>79-2023*</b> <b>Queensgate Structural Column Repairs</b>	Sole Source / Contract Modification	John Cecil Construction LLC	<b>\$184,622 (o)</b> <b><u>\$170,880 (m)</u></b> <b>\$355,502</b>	< 1 year Oct 2024 – Jul 2025	Unbudgeted Local Capital
<b>184-2023*</b> <b>Promotional Items</b>	Sole Source / Contract Modification	Economy Advertising	<b>\$90,000 (o)</b> <b><u>\$160,000 (m)</u></b> <b>\$250,000</b>	1 year Feb 2024 – Feb 2025	Unbudgeted Local Operating
<b>118-2024*</b> <b>Miami University CADS Program</b>	Sole Source Award / Intergovernmental Agreement	Miami University	\$201,375	3 years Aug 2024 – Jul 2026	Ohio TechCred Program (87%) Budgeted Local Operating (13%)

\*denotes non-competitive or non-negotiable award

<i>Project</i>	<i>Method</i>	<i>Vendor</i>	<i>Award</i>	<i>Term</i>	<i>Funding</i>
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*Supplier Diversity Summary*

<i>Total Awards for Month</i>	<b>\$914,875</b>
<i>Total Diversity Spend for Month</i>	<b>\$330,880 (36.2%)</b>
<i>Addressable Awards</i>	<b>\$--</b>
<i>Effective Participation Rate</i>	<b>--%</b>
<i>2024 Total Spend</i>	<b>\$62,983,669</b>
<i>2024 Diversity Spend</i>	<b>\$6,853,100 (10.9%)</b>
<i>2024 Total Addressable Spend</i>	<b>\$51,200,434</b>
<i>2024 Effective Participation Rate</i>	<b>13.4%</b>



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

APPROVAL OF MODIFIED CONTRACT 29-2020 FOR GRANT CONSULTING SERVICES

WHEREAS:

1. Metro utilizes the services of a grant consultant to provide guidance, assistance, implementation, and reporting services as needed for various grant administrative activities and responsibilities.
2. This includes fulfilling state and federal reporting requirements, grant applications, obligation of funding, and information requests from FTA, ODOT and other grant making entities.
3. Metro is experiencing a higher-than-normal volume of grant awards and will be subject to an FTA triennial review in early 2025.
4. Additional time and funding is needed to leverage the grant consulting services over the coming year.
5. SORTA staff recommends approval to execute modified Contract No. 29-2020 on behalf of Metro with O'Callaghan consulting, increasing the total not to exceed value from \$99,480 to \$135,880, an increase of \$36,400..

THEREFORE, BE IT RESOLVED:

6. The Board authorizes the CEO/General Manager/ Secretary-Treasurer or the CFO to execute modified Contract No. 29-2020 on behalf of Metro with O'Callaghan consulting, increasing the total not to exceed value from \$99,480 to \$135,880, an increase of \$36,400..



## BOARD OF TRUSTEES ACTION ITEM

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**DATE:** August 20, 2024  
**FROM:** John Edmondson, Sr. Director of Procurement  
 Mary Huller, Director of Grants and Administration  
**PROJECT NO.:** 29-2020 Grant Consulting Services  
**REQUEST:** Contract Modification

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### **BACKGROUND**

Metro utilizes the services of a grant consultant to provide guidance, assistance, implementation, and reporting services as needed for various grant administration activities and responsibilities. This includes fulfilling state and federal reporting requirements, grant applications, obligation of funding, and information requests from FTA, ODOT and other grant making entities.

### **BUSINESS PURPOSE**

Metro is experiencing a higher-than-normal volume of grant awards and will be subject to an FTA triennial review in early 2025. Additional time and funding is needed to leverage the grant consulting services over the coming year.

### **PROJECT FINANCING**

The budget for the project is \$36,400 and will be included in the FY2025 budget review and approval process.

The current contract has a not to exceed value of \$99,480 and is an indefinite-delivery, indefinite-quantity (“IDIQ”) type. The table below reflect the current expenditures as of July 31, 2024:

	2020	2021	2022	2023	2024	Grand Total
Expended	\$ 3,597	\$ 15,904	\$ 29,678	\$ 28,400	\$ 8,184	\$ 85,763

The requested modification amount of \$36,400 is **unfavorable to budget** and will result in a modified not to exceed value of \$135,880.

### **PROJECT PROCUREMENT**

The modification is a sole source award and is exempt from the competitive process. As such, no vendor outreach was conducted.

The modification will extend the contract termination date from December 31, 2024 to December 31, 2025 with no available option years.

### **PROJECT DIVERSITY**

The modification is a sole source award and is exempt from the vendor diversity review process. As such, no subcontracting opportunities are available and no vendor diversity analysis performed.

**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 a modification to Contract No. 29-2020, on behalf of Metro with O'Callaghan Consulting, increasing the total not to exceed value from \$99,480 to \$135,880, an increase of \$36,400.





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

APPROVAL OF MODIFIED CONTRACT 101-2022 VEHICLE ADVERTISING SERVICES

WHEREAS:

1. Metro utilizes a third-party broker to secure advertising that is placed on revenue service vehicles.
2. The current contract is a revenue contract for advertisements to be placed on buses and bus shelters throughout the service area.
3. The contract includes a line item for vehicle wraps that is to be used when Metro places brand logos or other internally generated content on vehicles.
4. In early 2024, Metro introduced a new logo, color palette, and tag line to be used on all Metro assets. Several buses in revenue service require removal of old logos and placement of the new logos.
5. SORTA staff recommends approval to execute modified Contract No. 101-2022 on behalf of Metro with Advertising Vehicles, Inc. dba Adsposure, increasing the total not to exceed value from \$990,187 to \$1,157,407, an increase of \$167,220..

THEREFORE, BE IT RESOLVED:

6. The Board authorizes the CEO/General Manager/ Secretary-Treasurer or the CFO to execute modified Contract No. 101-2022 on behalf of Metro with Advertising Vehicles, Inc. dba Adsposure, increasing the total not to exceed value from \$990,187 to \$1,157,407, an increase of \$167,220.



## BOARD OF TRUSTEES ACTION ITEM

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**DATE:** August 20, 2024  
**FROM:** John Edmondson, Sr. Director of Procurement  
 Dave Etienne, Director of Marketing  
**PROJECT NO.:** 101-2022 Vehicle Advertising Services  
**REQUEST:** Contract Modification

---

### **BACKGROUND**

Metro utilizes a third-party broker to secure advertising that is placed on revenue services vehicles. The current contract is a revenue contract for advertisements to be placed on buses and bus shelters throughout the service area. In addition, the contract includes a line item for vehicle wraps that is to be used when Metro places brand logos or other internally generated content on vehicles.

### **BUSINESS PURPOSE**

In early 2024, Metro introduced a new logo, color palette, and tag line to be used on all Metro assets. Several buses in revenue service require removal of the old logos and placement of the new logos. In addition, Metro leverages advertising opportunities with local vendors such as the Cincinnati Reds, FC Cincinnati, and others that includes wrapping vehicles with content specific to those vendors and/or upcoming events. Due to a higher-than-normal volume of Metro-generated content, additional funding is needed to continue the bus wrap process through the end of 2025.

### **PROJECT FINANCING**

The request is for a modification to the bus wrap line item of the contract. The not to exceed value of the current contract is \$990,187, including \$193,648 for bus wrap services.

The budget for the modification request is \$167,220 and will be included in the FY2025 budget review and approval process.

The current budget for the bus wrap line item of the contract was \$193,648 for 2 years (2023 & 2024). To date, Metro has expended \$190,801 in bus wrap services.

The modification request amount of \$167,220 is **unfavorable to budget** and will result in a modified not to exceed contract value of \$1,157,407.

### **PROJECT PROCUREMENT**

The modification is a sole source award and is exempt from the competitive process. As such, no vendor outreach was conducted.

The contract is set to expire on December 31, 2025.

### **PROJECT DIVERSITY**



The modification is a sole source award and is exempt from the vendor diversity review process. As such, no subcontracting opportunities are available and no vendor diversity analysis performed.

**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 a modification to Contract No. 101-2024, on behalf of Metro with Advertising Vehicles, Inc. dba Adsposure, increasing the not to exceed value from \$990,187 to \$1,157,407, an increase of \$167,220.



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

APPROVAL OF MODIFIED CONTRACT 02-2023 GOVERNMENT SQUARE TRANSIT  
CENTER DESIGN

WHEREAS:

1. In 2022, SORTA did a feasibility study to assess potential improvements.
2. Government Square Transit Center has not had any upgrades or renovation work done since its construction.
3. Over the past 15 years, numerous issues with the facility have started to develop. Issues such as uneven pavements, fading of glass and canopy colors and deterioration of wooden seals.
4. The modification is for additional services related to finalizing the design and construction documents for the GSTC.
5. SORTA staff recommends approval to execute modified Contract No. 02-2023 on behalf of Metro and MSA Design, increasing the total not to exceed value from \$159,355 to \$338,355, an increase of \$179,000.

THEREFORE, BE IT RESOLVED:

6. The Board authorizes the CEO/General Manager/ Secretary-Treasurer or the CFO to execute modified Contract No. 02-2023 on behalf of Metro and MSA Design, increasing the total not to exceed value from \$159,355 to \$338,355, an increase of \$179,000.



## BOARD OF TRUSTEES ACTION ITEM

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**DATE:** August 20, 2024  
**FROM:** John Edmondson, Sr. Director of Procurement  
 Scott Enns, Sr. Manager of Capital and TOD Projects  
**PROJECT NO.:** 02-2023 Government Square Transit Center Design  
**REQUEST:** Contract Modification

---

### **BACKGROUND**

In 2022, SORTA/Metro did a feasibility study to assess the improvement needs for Government Square Transit Center (GSTC) and provide design concepts to upgrade and modernize the facility. Since its construction, GSTC hasn't had any upgrades or renovation work done. Over the past 15 years, numerous issues with the facility have started to develop. Issues such as uneven pavements, fading of glass and canopy colors, deterioration of wooden seats, among others are not only aesthetically unappealing, but are also making the facility somewhat unsafe. MSA's goal as the contracted A&E firm is to finalize the design with various improvements.

### **BUSINESS PURPOSE**

The purpose of this modification is for additional services related to finalizing the design and construction documents for the GSTC. MSA is requested to include additional safety features, enhanced lighting and increased visibility to the design. MSA will also provide A&E services required to renovate and update the liquor store space to a usable Sales Center and office space. The effort will be in conjunction and consistent in design and aesthetics to the GSTC.

### **PROJECT FINANCING**

The budget for the modification request is \$179,000 and will be financed using local capital funding. The table below represents the items of cost for the modification:

Item	Description	Cost
<b>CSTC Modifications</b>	Finalizing enhancements to the design of the information boot and enclosures at platform shelters 'A', 'B', and 'C', including glass roof canopy extensions, introduction of glass windscreens, new seating, additional lighting, IT improvements, new graphics and new signage.	\$142,500
<b>Sales Office Design</b>	Verify existing conditions and assess building systems (i.e., Mechanical, electrical, plumbing, technology, security, etc.); Coordinate with MEP engineers to develop initial mechanical, electrical, technology, and plumbing system designs; Review designs to ensure compliance with local building codes and zoning requirements.	\$36,500
<b>Total Modification</b>		<b>\$179,000</b>



The original not to exceed value of the award was \$159,355. The modified not to exceed value of the award will be \$338,355. The modification amount of \$179,000 is unbudgeted, making it **unfavorable to budget** by \$179,000.

#### **PROJECT PROCUREMENT**

The modification is a sole source award and is exempt from the competitive process. As such, no vendor outreach was conducted.

The contract is set to expire on March 31, 2025

#### **PROJECT DIVERSITY**

The modification is a sole source award and is exempt from the vendor diversity review process. As such, no subcontracting opportunities are available and no vendor diversity analysis performed.

#### **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 a modification to Contract No. 02-2023, on behalf of Metro with MSA Design, increasing the not to exceed value from \$159,355 to \$338,355, an increase of \$179,000.





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

APPROVAL OF MODIFIED CONTRACT 79-2023 QUEENSGATE STRUCTURAL COLUMN

REPAIRS

WHEREAS:

1. The Queensgate bus and maintenance garage is Metro's primary location for daily operations and maintenance of revenue service vehicles.
2. The facility was constructed more than 50 years ago and is in an overall state of disrepair.
3. In 2023, Metro sourced a vendor to perform work to diagnose, repair and refurbish more than 200 structural columns damaged by rust and deterioration.
4. Metro's vendor determined that the condition of many columns was worse than originally believed and has recommended additional inspection by structural engineers to determine the level of degradation and recommend appropriate repairs.
5. SORTA staff recommends approval to execute modified Contract No. 79-2023 on behalf of Metro and John Cecil Construction, LLC., increasing the total not to exceed value from \$184,622 to \$355,502, an increase of \$170,880.

THEREFORE, BE IT RESOLVED:

6. The Board authorizes the CEO/General Manager/ Secretary-Treasurer or the CFO to execute modified Contract No. 79-2023 on behalf of Metro and John Cecil Construction, LLC., increasing the total not to exceed value from \$184,622 to \$355,502, an increase of \$170,880.



## **BOARD OF TRUSTEES ACTION ITEM**

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**DATE:** August 20, 2024  
**FROM:** John Edmondson, Sr. Director of Procurement  
 Jeff Mundstock, Director of Fleet & Facilities  
**PROJECT NO.:** 79-2023 Queensgate Structural Column Repairs  
**REQUEST:** Contract Modification

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### **BACKGROUND**

The Queensgate bus and maintenance garage is Metro's primary location for daily operations and maintenance of revenue service vehicles. The facility was constructed more than 50 years ago and is in an overall state of disrepair. In 2023, Metro sourced a vendor to perform work to diagnose, repair, and refurbish more than 200 structural columns damaged by rust and deterioration.

### **BUSINESS PURPOSE**

Metro's vendor determined that the condition of many columns was worse than originally believed and has recommended additional inspection by structural engineers to determine the level of degradation and recommend appropriate repairs. Additional time is needed to complete the more comprehensive repairs.

### **PROJECT FINANCING**

The budget for the modification request is \$170,880 and will be financed from local capital funding. The not to exceed value of the original award is \$184,622. The modified not to exceed value will be \$355,502.

The modification request of \$170,880 is unbudgeted, which is **unfavorable to budget** by \$170,880.

The contract expiration date will be extended from October 31, 2024 to July 31, 2025.

### **PROJECT PROCUREMENT**

The modification is a sole source award and is exempt from the competitive process. As such, no vendor outreach was conducted.

The contract is set to expire on July 31, 2025.

### **PROJECT DIVERSITY**

The modification is a sole source award and is exempt from the vendor diversity review process. As such, no subcontracting opportunities are available and no vendor diversity analysis performed.

### **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 a modification to Contract No. 79-2023, on behalf of Metro with John Cecil Construction, LLC, increasing the not to exceed value from \$184,622 to \$355,502, an increase of \$170,880.



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

APPROVAL OF MODIFIED CONTRACT 184-2023 PROMOTIONAL ITEMS

WHEREAS:

1. Metro purchases a wide variety of promotional items for customers and staff.
2. Promotional items are an essential part of Metro's outreach and marketing strategy, with items ranging from pens and notebooks to backpacks and polo shirts.
3. Due to the high volume of promotional items purchased each year for a variety of departments within Metro, procurement staff competitively sourced a single vendor to supply all promotional items for a 1-year period.
4. Use of a single vendor allowed crossed-departmental project managers to work directly with the vendor on orders above the competitive threshold, which led to faster delivery for all promotional item orders.
5. SORTA staff recommends approval to execute modified Contract No. 184-2023 on behalf of Metro and Economy Advertising, Inc., increasing the total not to exceed value from \$90,000 to \$250,000, an increase of \$160,000.

THEREFORE, BE IT RESOLVED:

6. The Board authorizes the CEO/General Manager/ Secretary-Treasurer or the CFO to execute modified Contract No. 184-2023 on behalf of Metro and Economy Advertising, Inc., increasing the total not to exceed value from \$90,000 to \$250,000, an increase of \$160,000.



## BOARD OF TRUSTEES ACTION ITEM

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**DATE:** August 20, 2024  
**FROM:** John Edmondson, Sr. Director of Procurement  
**PROJECT NO.:** 184-2023 Promotional Items  
**REQUEST:** Contract Modification

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### **BACKGROUND**

Metro purchases a wide variety of promotional items for customers and staff. Promotional items are an essential part of Metro’s outreach and marketing strategy, with items ranging from pens and notepads to backpacks and polo shirts. Due to the high volume of promotional items purchased each year for a variety of departments within Metro, procurement staff competitively sourced a single vendor to supply all promotional items for a 1-year period. Use of a single vendor allowed cross-departmental project managers to work directly with the vendor on orders above the competitive threshold, which led to faster delivery times for all promotional item orders.

### **BUSINESS PURPOSE**

In early 2024, Metro unveiled a new logo, color palette, and tagline to be used on all promotional materials. Part of the brand refresh strategy was the distribution of promotional items to the public and Metro employees. As such, the original budget for the contract will be exceeded before its expiration. Additional funding is needed to allow for the expedited purchase of promotional items for the remainder of the contract term.

### **PROJECT FINANCING**

The budget for the modification request is \$160,000 and is unbudgeted for FY2024. The contract is an indefinite-delivery, indefinite-quantity (“ID-IQ”) contract with no set spend amount for any given period. The table below reflects the amount expended to date (as of July 31, 2024):

	No. Orders	Cost
<b>Mar</b>	<b>3</b>	<b>\$19,928</b>
<b>Apr</b>	<b>14</b>	<b>\$ 3,769</b>
<b>May</b>	<b>68</b>	<b>\$32,714</b>
<b>Jun</b>	<b>31</b>	<b>\$ 1,767</b>
<b>Jul</b>	<b>11</b>	<b>\$ 2,449</b>
<b>Grand Total</b>	<b>127</b>	<b>\$60,628</b>

Upcoming events (e.g., Family Day, Blink, State of Metro, etc.) in 2024 will require significant promotional item purchases.

The modification request of \$160,000 will result in a modified not to exceed value of \$250,000, which is **unfavorable to budget** by \$160,000.

### **PROJECT PROCUREMENT**



The modification is a sole source award and is exempt from the competitive process. As such, no vendor outreach was conducted.

The contract is set to expire on December 31, 2025.

#### **PROJECT DIVERSITY**

The modification is a sole source award and is exempt from the vendor diversity review process. As such, no subcontracting opportunities are available and no vendor diversity analysis performed.

#### **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 a modification to Contract No. 184-2023, on behalf of Metro with Economy Advertising, Inc., increasing the not to exceed value from \$90,000 to \$250,000, an increase of \$160,000.



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

APPROVAL OF CONTRACT 118-2024 FOR MIAMI UNIVERSITY CADS PROGRAM

WHEREAS:

1. Metro's Information Technology roadmap includes the acquisition and deployment of business data analytics and data visualization tools.
2. Staff expertise in the use of the products being acquired is limited.
3. Metro has entered into partnership with Miami University to provide Metro staff with coursework designed to build proficiency in the use of data visualization tools.
4. Miami University offers a Data Visualization program consisting of 7 courses that provide students with the foundation knowledge needed to build effective analytical models for Metro.
5. SORTA staff recommends approval to execute Contract No. 118-2024 on behalf of Metro and Miami University, with a not to exceed value of \$201,375.

THEREFORE, BE IT RESOLVED:

6. The Board authorizes the CEO/General Manager/ Secretary-Treasurer or the CFO to execute Contract No. 118-2024 on behalf of Metro and Miami University, with a not to exceed value of \$201,375.





## BOARD OF TRUSTEES ACTION ITEM

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**DATE:** August 20, 2024  
**FROM:** John Edmondson, Sr. Director of Procurement  
 Ben Cole, Director of Learning  
**PROJECT NO.:** 118-2024 Miami University CADS Program  
**REQUEST:** Contract Award

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### **BACKGROUND**

Metro's Information Technology roadmap includes the acquisition and deployment of business data analytics and data visualization tools. Staff expertise in the use of the products being acquired is limited.

### **BUSINESS PURPOSE**

Metro has entered into a partnership with Miami University to provide Metro staff with coursework designed to build proficiency in the use of data visualization tools. Miami University offers a Data Visualization program consisting of 7 courses that provide students with the foundational knowledge needed to build effective analytical models for Metro.

### **PROJECT FINANCING**

The budget for the project is \$201,375 and will be financed using a combination of local operating funds and grant funding from the Ohio TechCred grant program. Program costs for FY2025 and FY2026 will be included in the annual budget review and approval process.

The table below shows the cost of the program and Metro's share of that cost:

	Cost/Student	Max. # Students	Subtotal	Ohio Cred Reimbursement	Metro Share
<b>2024</b>					
Data Visualization x 1 Class (PIlot)	\$895	25	\$22,375	\$19,466	\$2,909
<b>2025</b>					
Storytelling with Data x 1 Class (PIlot)	\$895	25	\$22,375	\$19,466	\$2,909
Power BI Fundamentals x 1 Class (PI)	\$895	25	\$22,375	\$19,466	\$2,909
<b>2026</b>					
Data Visualization (New Cohort)	\$895	25	\$22,375	\$19,466	\$2,909
Storytelling with Data (New Cohort)	\$895	25	\$22,375	\$19,466	\$2,909
Power BI Fundamentals (New Cohort)	\$895	25	\$22,375	\$19,466	\$2,909
<b>Totals</b>		<b>75</b>	<b>\$201,375</b>	<b>\$175,196</b>	<b>\$26,179</b>

The final project cost of \$201,375 is reimbursed at 85% by the Ohio TechCred grant program. The final cost to Metro of \$26,179 is flat to budget.

**PROJECT PROCUREMENT**

The award is a sole source intergovernmental award and is exempt from the competitive process. As such, no vendor outreach was conducted.

**PROJECT DIVERSITY**

The award is a sole source intergovernmental award and is exempt from the vendor diversity review process. As such, no subcontracting opportunities are available and no vendor diversity analysis performed.

**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. 118-2024, on behalf of Metro with Miami University, with a not to exceed value of \$201,375.