SORTA/Metro
Planning and Operations
September 17, 2024
9:00 am-10:00 am Eastern Time

SORTA PLANNING AND OPERATIONS COMMITTEE MEETING

TUESDAY, SEPTEMBER 17TH, 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: August 20th, 2024

2 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…"

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

    3.1 Action Item:

Briefing Items

4 Good News! (Executive Team)

5 CPS Briefing (John Ravasio)

6 Data Strategy (Patrick Giblin)

7 Red Bike Update (Pete Metz)

    7.1 Summary Presentation:

8 Ridership Report as of August 31st, 2024 (Mark Samaan)

Action Items Matrix (Andy Aiello)

9 Proposed Resolution: Approval of Contract Award for 002-2024 Capital Planning and Grants Tracking Software (Mary Huller, John Edmondson)

    9.1 Action Item:

10 Proposed Resolution: Approval of Contract Award for 053-2024 Yard Management Solution (Pat Giblin, John Edmondson)

    10.1 Action Item:

Other Items:

New Business

Adjournment

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

Tuesday, October 15th, 2024, at 9:00 a.m

PLANNING AND OPERATIONS COMMITTEE
TUESDAY, AUGUST 20TH, 2024 – 9:30 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: Tony Brice, Chelsea Clark, Dan Driehaus, Trent Emeneker, Blake Ethridge, Pete Metz, Briana Moss, and Sara Sheets

COMMITTEE MEMBERS ABSENT: Jay Bedi, Neil Kelly, Gwen Robinson, KZ Smith and Sonja Taylor

STAFF MEMBERS PRESENT: Andy Aiello, Steve Anderson, Julie Beard, John Edmondson, Scott Enns, Dave Etienne, Patrick Giblin, Adriene Hairston, Darryl Haley, Mary Huller, Brandy Jones, Natalie Krusling, Sharyn Lacombe, Troy Miller, Jeff Mundstock, John Ravasio, Jason Roe, Kevin Ruth, August Schweitzer, Khaled Shammout, Bill Spraul and Tim Walker

OTHERS PRESENT: Kim Schaefer (Legal Counsel-Vorys), Matthew Hulme (City of Cincinnati) and Dave Worman (AECOM)

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 July 16th, 2024**

   Mr. Driehaus made a motion and Mr. Kelly seconded the motion to approve the minutes of the July 16th, 2024, meeting.

   By voice vote the committee approved the minutes.

4. **Good News!**

   The Executive Team presented the Good News report. Ms. Hairston shared the June Silver Award recipients, Habitat for Humanity, 2024 Young Entrepreneurs of Color Pitch Competition, All About Women Awards, 2024 Metro Career Fair Extravaganza and Metro Family Day. Ms. Jones shared the 36th Black Family Reunion Breakfast, Busline Magazine, Executive Insights/Cincinnati Business Courrier and Ohio ATU Legislative Conference slides. Mr. Ravasio presented the Power 100: Rising Star, Sundance Festival and CPS Back to School slides. Mr. Aeillo shared the achievement of excellence in procurement slide and Mr. Shammout shared the Central U.S. Transit Summit and Fall Service Changes slides.

   The Committee accepted the report as presented.

5. **CPS Briefing**

   Mr. Ravasio presented the CPS briefing and reviewed an overview of CPS student transportation on Metro, Updates for the 2024-25 academic year, reviewed frequency asked questions and next steps.

   The Committee accepted the report as presented.

6. **Ridership Report**

   Mr. Anderson presented the July 2024 ridership reports. Total ridership for the month of July was 1,014,576 or 0.4% favorable to budget.

   Mr. Anderson presented the July 2024 MetroNow reports. Total ridership for the month of July was 7,578.

   Mr. Anderson presented the July 2024 Access ridership reports. Total ridership for the month of July was 14,952 or 6.1% below budget.

   The Committee accepted the report as presented.

7. **Proposed Resolution: Approval of Service Agreement with Fifth Third for Route 11**

   Mr. Aiello requested approval for a service agreement with Fifth Third for Route 11.

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

8. **Proposed Resolution: Approval of Contract Award for 120-2024 Project Development**

   Mr. Aiello requested approval for a Contract Award for the real estate located at 1799 Tennessee Avenue.

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

9. **Proposed Resolution: Approval of Contract Modification for 29-2020 for Grant Consulting Services**

   Mr. Aiello requested approval of contract modification for grant consulting services.

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

10. **Proposed Resolution: Approval of Contract Modification for 101-2022 for Vehicle Advertising Services**

    Mr. Aiello requested approval of contract modification for vehicle advertising services.

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

11. **Proposed Resolution: Approval of Contract Modification 02-2023 for Government Square Sales Office Design**

    Mr. Aiello requested approval of a modified contract for government square transit center design.

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

12. **Proposed Resolution: Approval of Modified Contract 79-2023 for Queensgate Structural Column Repairs**

    Mr. Aiello requested approval of a Modified contract for Queensgate Structural Column Repairs.

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

13. **Proposed Resolution: Approval of Contract Modification for 184-2023 Promotional Items**

    Mr. Aiello requested approval of contract modification for promotional items.

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

14. **Proposed Resolution: Approval of Contract Award for 118-2024 Miami University CADA Program**

    Mr. Aiello requested approval of the contract for Miami University CADA program.

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

15. **New Business**

    The next regular meeting of the Planning and Operations Committee has been scheduled for **Tuesday, September 17th, 2024, at 9:00 A.M**.

16. **Executive Session**

    Mr. Driehaus made a motion and Mr. Ethridge seconded the motion to go into executive session at 10:15 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 into executive session at 10:48 a.m.

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

    Mr. Aiello requested approval of the Eminent Domain Authority.

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

18. **<u>Adjournment</u>**

The meeting adjourned at 10:49 A.M.

Planning & Operations: Good News
September 17, 2024

July Silver Award Recipients

Leadership
Employee of the Month
Jeramey Darnell

Administrative & Support
Employee of the Month
Miguel Ruiz

July Silver Award Recipients

Queensgate
Operator of the Month
Justin Piper
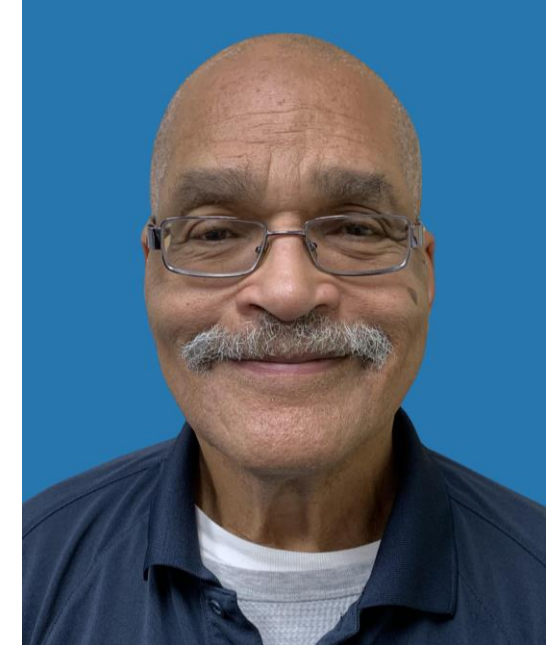
Queensgate Maintenance
Employee of the Month
Linda Hall

July Silver Award Recipients

Bond Hill
Operator of the Month
Mark Grimes

Bond Hill Maintenance
Employee of the Month
Shane Clark

Access
Employee of the Month
Curtis Gibson

Congratulations to our Metro Operator Graduates!

In August, a group of 37 Metro Fixed-Route Operators graduated from Training. The Human Resources team held a special ceremony to celebrate their achievements. Metro Leadership, Team Members and ATU Local 627 Leadership joined to commemorate the occasion.

Anyone interested in a career that is truly going places may apply at go-metro.com/careers.

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Black Men's Wellness Day

Metro volunteers recently participated in the Black Men's Wellness Day in Forest Park.

The event featured a 5k Walk/Run and onsite health screenings aimed at addressing health disparities among African American men.

Best Place To Work

Metro is proud to share that we were awarded the 2024 All About Women "Best Places to Work Award" in the for women of color category. Metro has made significant strides to be a diverse, inclusive and equitable organization for all.

SVP of HR Adriene Hairston also served as an inspirational speaker during the leadership seminar on the topic of "Dreaming Bigger."

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Congrats to our Game Changer

Congratulations to CEO Darryl Haley who will be recognized as a "Game Changer" during the Cincinnati NAACP's Freedom Fund Dinner on Oct. 5.

The Game Changer Award recognizes the invaluable contributions of an individual that is vital to the mission, goals and objectives of the local NAACP branch through their extraordinary actions, by demonstrating a high-level of service making a noticeable difference in the fight for civil rights and against injustice.

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Congrats to our C-Suite Award Finalists!

Congratulations to Chief Communications & Marketing Officer Brandy Jones & Chief Strategic Planning, Development and Innovation Officer Khaled Shammout who have been named a finalists for the Business Courier's C- Suite Awards on Oct. 10.

Congratulations to Brandy and Khaled!

New Operator Barriers Are Coming Soon!

Our top priorities is keeping operators safe on the road. Metro recently collected feedback from operators on three driver barriers being considered for their safety. Once approved, these barriers will be installed across our entire fleet in early 2025.

Free Rides to Cheer on the Bengals

Thanks to a Miller Lite sponsorship, all Metro fixed-route & Access service will be free to ride all day on Sunday, Oct. 6.

Bengal fans can enjoy a convenient and FREE ride to and from the game!

Don't BLINK & Drive

Metro is once again supporting the bi-annual BLINK festival by offering free rides each night after 6 p.m. Oct. 17-20 on fixed-route and Access service. Service at Government Square will be rerouted to the RTC each evening during Blink.

Additionally, Metro is activating park and rides at Cincy State and Crossroads Church (Oakley) where the community can park and hop on a Metro bus, while enjoying music and festive giveaways.

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… and That's the News!

Metro and CPS: 2024-25 Academic Year, update
September 17, 2024

CPS Student Transportation on Metro

- **~ 10,000 CPS passes have been delivered**
  - **This includes Extra-curricular passes as of Sept. 9**
  - **Pass/ fare enforcement**

- **CPS also purchases smart cards for other schools served by the CPS Transportation Department (parochial, charter)**
  - **Production, Delivery, and Distribution occurring throughout Sept.**
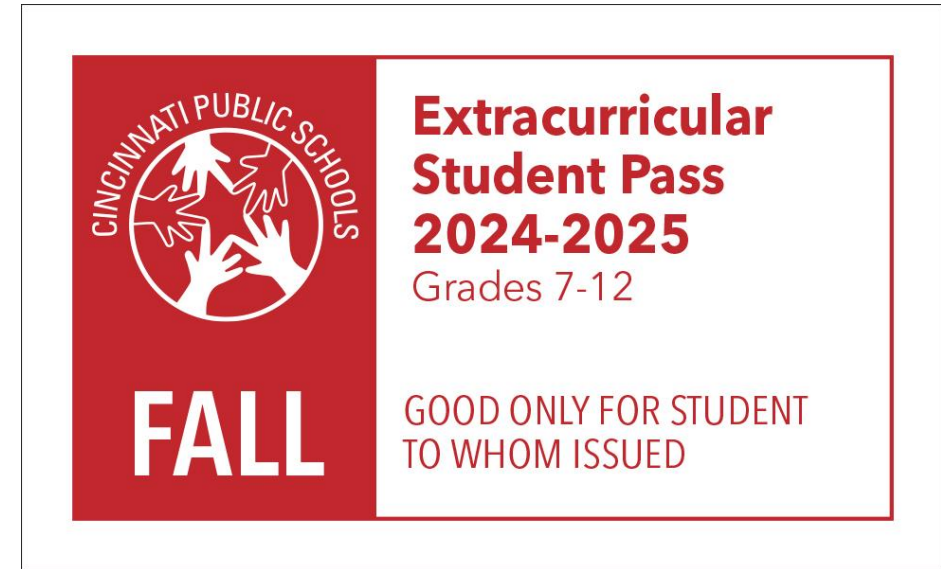
Data: student pass activity

- **Daily CPS pass use average: ~ 9,000 rides (9,707 on Mon Sept. 9)**

- **Gov Square: 258 PM average**

- **Northside: 148 PM average**

- **Oakley: 113 PM average**

- **Glenway: 49 PM average**

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

Industry Context: examples of similar programs

- **South Bend (Transpo)**

- **Toronto, ON**

- **Chicago (CTA)**

- **Rochester, NY**

- **Philadelphia (SEPTA)**

Next Steps:

- **Our collaborative efforts continue throughout the year**

- **Ridership analysis**
  - Weekly review of Gov. Square pass usage
  - Share with CPS and Dohn to engage principals, students, and parents

- **Metro Service observations and continuous improvement**

- **Engagement with community stakeholders**
  - Gov. Square working group (City Mgr's office)
  - Oakley working group (City Mgr's office)

Q & A

IT @ Metro – Data Strategy

Roadmap

Business Intelligence at Metro

Data Strategy Workshop w/Info-Tech

Leverage our existing investments

Power BI Dashboard

Data and Power BI training

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Business Intelligence

Personnel Metro

- BI for 7 years
- Dedicated staff

SSRS

- Over 10 years

- Key in Operational analytics and development of KPI's

- Extensive participants in the last two CBA's

- Supports Finance and accounting in Monthly and NTD reporting

* **SSRS** is SQL Server Reporting Service

Metro is Data Driven

Data at Metro

Data Strategy Workshop

Facilitated by Info-Tech with:
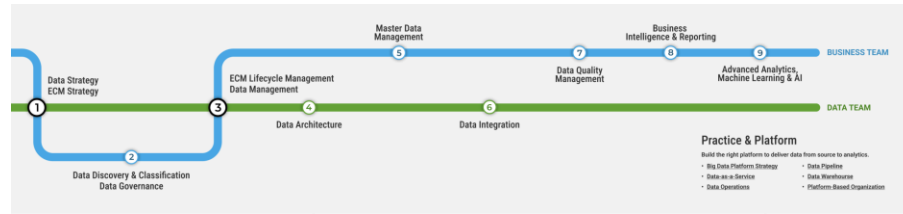
- Metro Leaders
- Department Heads
- Subject Matter Experts
- IT Team

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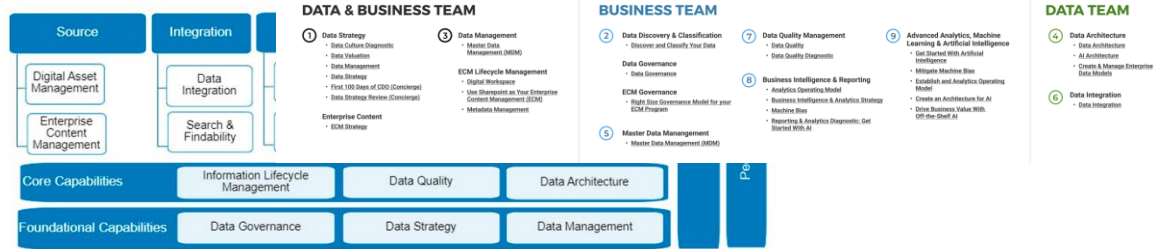
Investments

Leveraging our Microsoft investment to take our Business Intelligence and Analytics to the next level

Power BI

Microsoft® SQL Server

Microsoft 365

Power BI Development
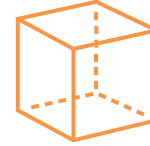
Operational Dashboards

Displays of KPI's and Metrics

Strategic Analysis for Leadership

- Meeting with Metro Leadership

- Integration of key databases and build out of a robust environment

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Education & Training

- Leveraging Ohio Tech Creds program
- Working with Procurement and Training & Development

Classes:

- Foundations in Statistics
- Foundations in Data Science
- Data Visualization
- Storytelling with Data
- Power BI
- Introduction to AI

Foundations of Statistics

Storytelling with Data

Power BI

Introduction to AI - Part I

Key Procurements

Apr. 20

Trapeze to the Cloud

Jun. 24

CODA Upgrade

Sep. 24

Miami University Training SEP-24

Sep. 25

Info-Tech (SEP-22) Renewing in SEP-25

MS 365

Sep 21

Microsoft Renewal SEP-24

Sep. 24

Power BI Dashboard Development OCT-24

Oct. 24
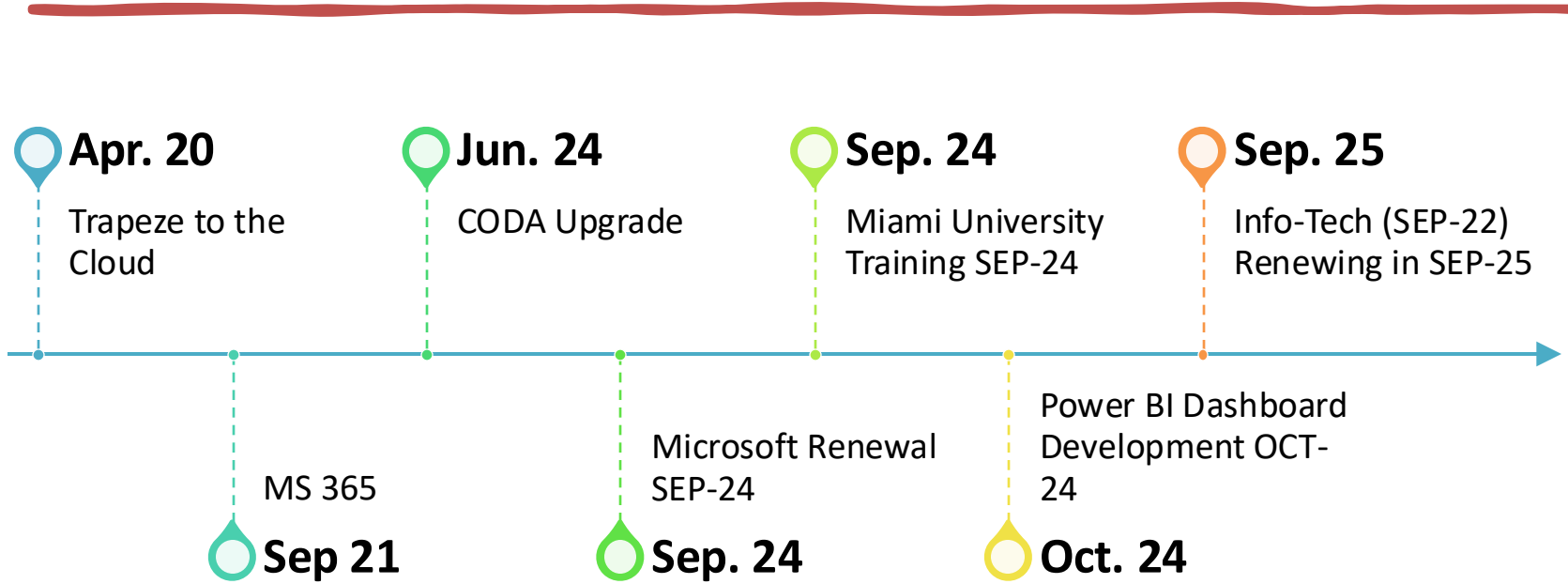
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Questions ?
Patrick Giblin
pgiblin@go-metro.com

Red Bike
Financial Planning Sustainability Project

Interim Update – August 2024

OneSource Consulting Team

Project Leader: **Hugh Ralston**
Research Coordinator: **Rob Baker**

Project Sponsor: **Interact for Health**

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Project Objectives/Timeline

Phase 1 - June/July 2024 - Comparable Data Review

Phase 2 - September/October 2024 - 2025-26 Budget Parameters, including revenue & expense issues; Funding gap analysis

Phase 3 - early 2025 - Leadership & Partnership Needs Study

Core Assumptions

- Red Bike serves a public good, especially with the Go program. That fact remains an important core value for funders, philanthropists, and public/private partners.

- Nonprofit standalone model has few successful sustainable examples

- Past model relying on significant single corporate sponsor is (probably) no longer viable as evidenced by closure on 12/23

- Relative comparison shows no major outliers, particularly on expenses

- Red Bike is in interim transition phase – reopened due to transition funders stepping up – must find a new funding model to thrive medium term

- Key partners can play a meaningful role in Red Bike 2.0

- 2024 operational data is skewed due to closure, mid-year start and lumpy usage during the summer/fall

- Red Bike's role in local transit system is evolving – potential integration with Metro is opportunity

- Red Bike should operate in current footprint (vs expand into new neighborhoods) until operations are stable & the financial model to expand operations exists

Current Situation

Current financial situation sets the stage for this effort:

- Red Bike is stable in the short term.

- $395,000 in cash & accounts receivable. At current burn rate, with no new revenue, funding runs out April 1.

- One new funder was brought on – OKI Regional Council of Governments – Clean Air Campaign - $10,000

Summer 2024 Revenue, Ridership, and User Comparison

5/13 – 8/25	Revenue	Passes	Trips	Unique Users	Go Trips	Go Unique Users
2023	$138,223	11,300	62,858	5,741	20,540	271
2024	$136,792	9,370	57,192	4,996	28,817	430

Comparison Group

Bike Share Program	# Stations	# Bikes	# Trips 2023
Explore Bike Share (Memphis)	35	125	-
Salt Lake City Bike Share	44	423	36,340
Indianapolis Cultural Trail Inc.	50	400	32,145
Bike Share Pittsburgh (POGOH)	60	585	211,247
San Antonio Bike Share	65	650	-
Cincy Bike Share, Inc. (Red Bike)	**71**	**384**	**145,516**
Bike Share of Austin	75	700	283,391
DDP Bike Share Corporation (Detroit)	83	650	85,735
Heartland Bike Share/ ROAM (Omaha)	107	544	119,706
Houston Bike Share	155	928	200,000
Nice Ride Minnesota (Minneapolis)	198	1,333	0
Bike Share KC (Kansas City)	-	-	51,707

Expenses

Total Expenses by Year (Excluding Indy)
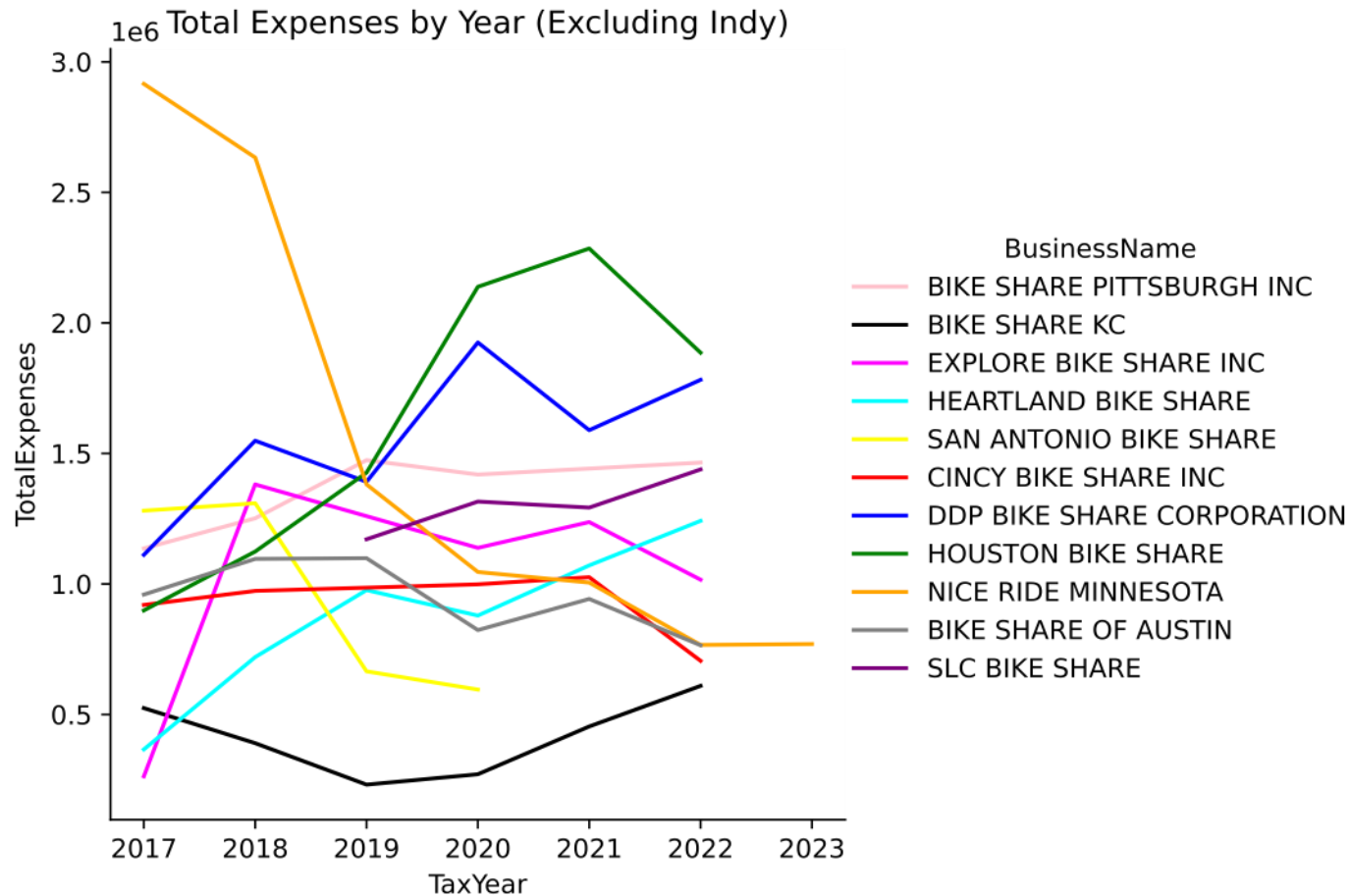
Red Bike is in the middle to low end of the pack

Not looking at a significant expense outlier

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Salaries

Salaries by Year (Excluding Indy)
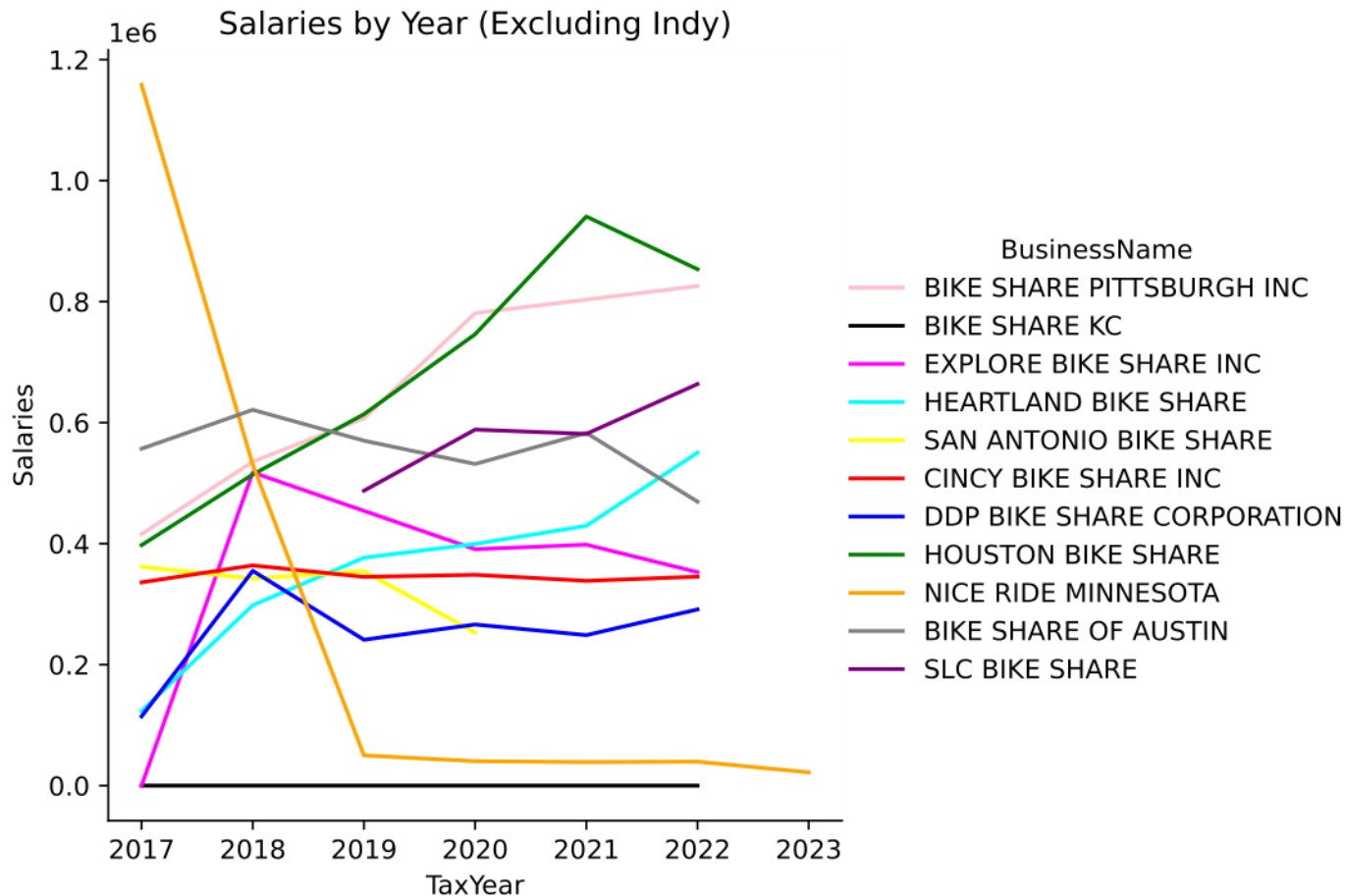
Red Bike - Middle of the pack, no significant outliers

Minnesota closed

KC runs their salaries through another Nonprofit

2023 Salaries increased for Red Bike, not reflected in this graph

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Overall Revenue

Total Revenue by Year (Excluding Indy)

BusinessName
- BIKE SHARE PITTSBURGH INC
- BIKE SHARE KC
- EXPLORE BIKE SHARE INC
- HEARTLAND BIKE SHARE
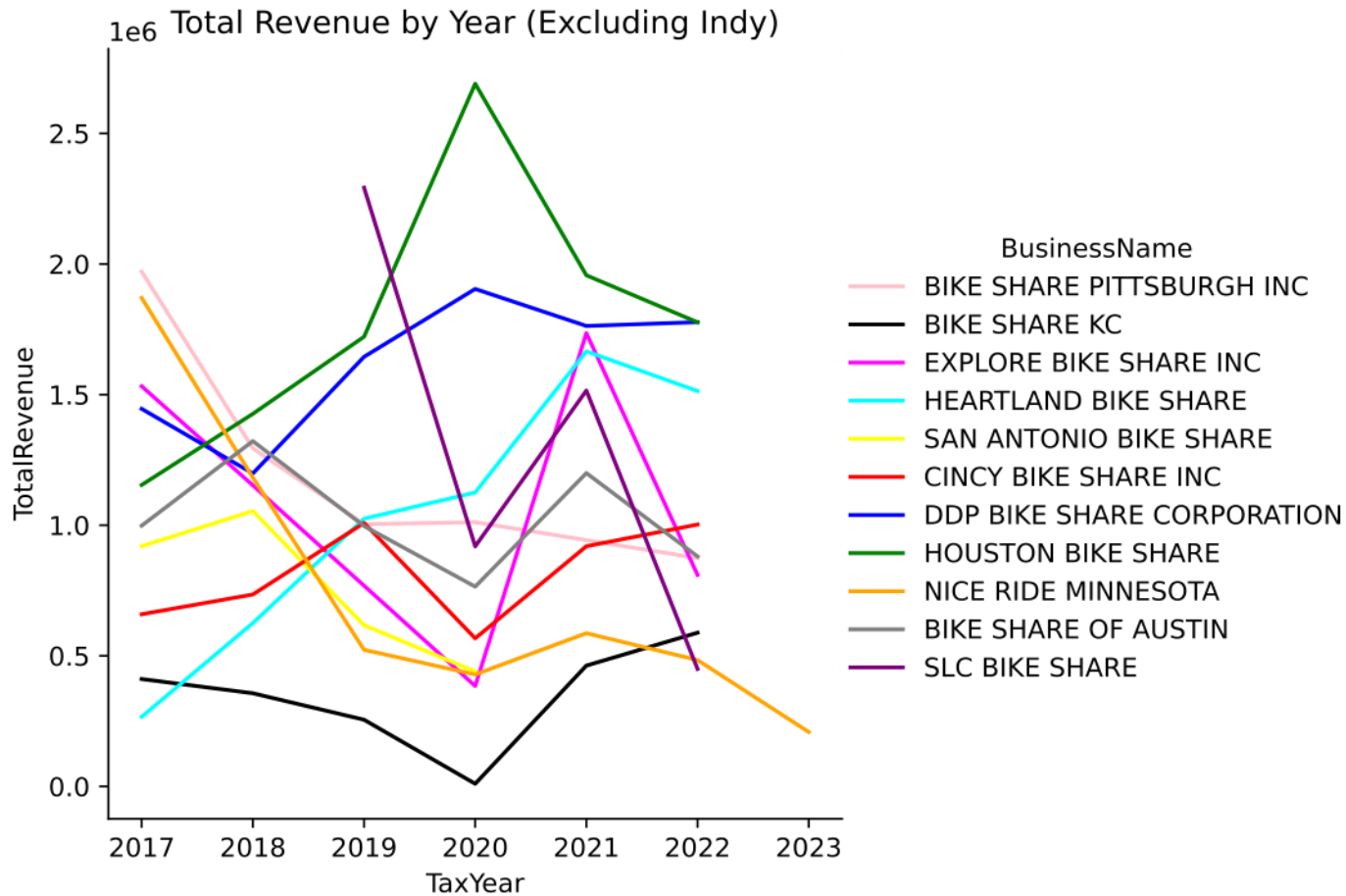- SAN ANTONIO BIKE SHARE
- CINCY BIKE SHARE INC
- DDP BIKE SHARE CORPORATION
- HOUSTON BIKE SHARE
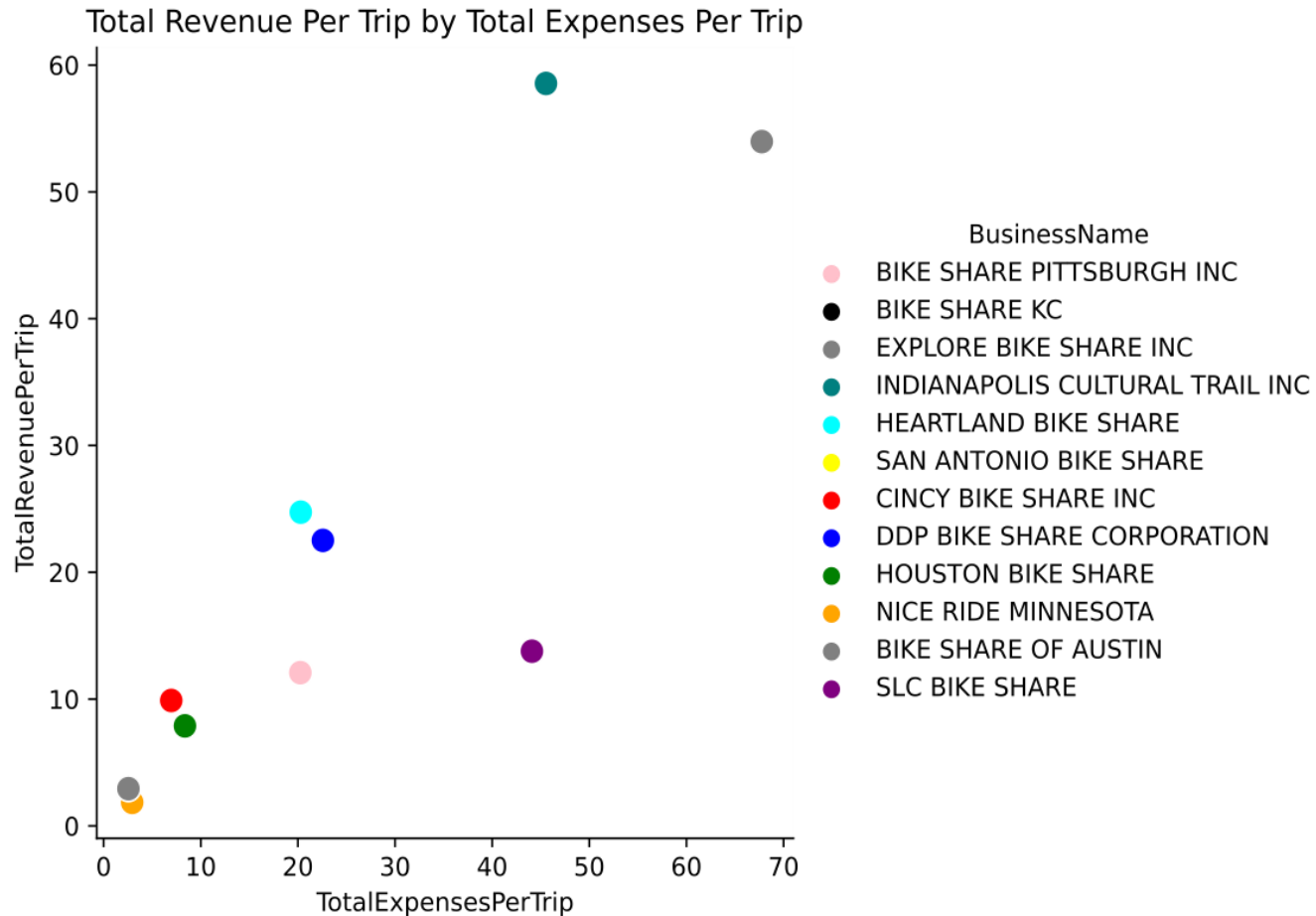- NICE RIDE MINNESOTA
- BIKE SHARE OF AUSTIN
- SLC BIKE SHARE

Pandemic reflected declines

Red Bike spike: UC Health paused payment in 2020 for pandemic, received payments in arrears in '22 & '23

2021+ - Many with sharp declines (PPP runs out for many, drop in ridership)

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Revenue vs. Expenses by Trip (2022 data)

Total Revenue Per Trip by Total Expenses Per Trip
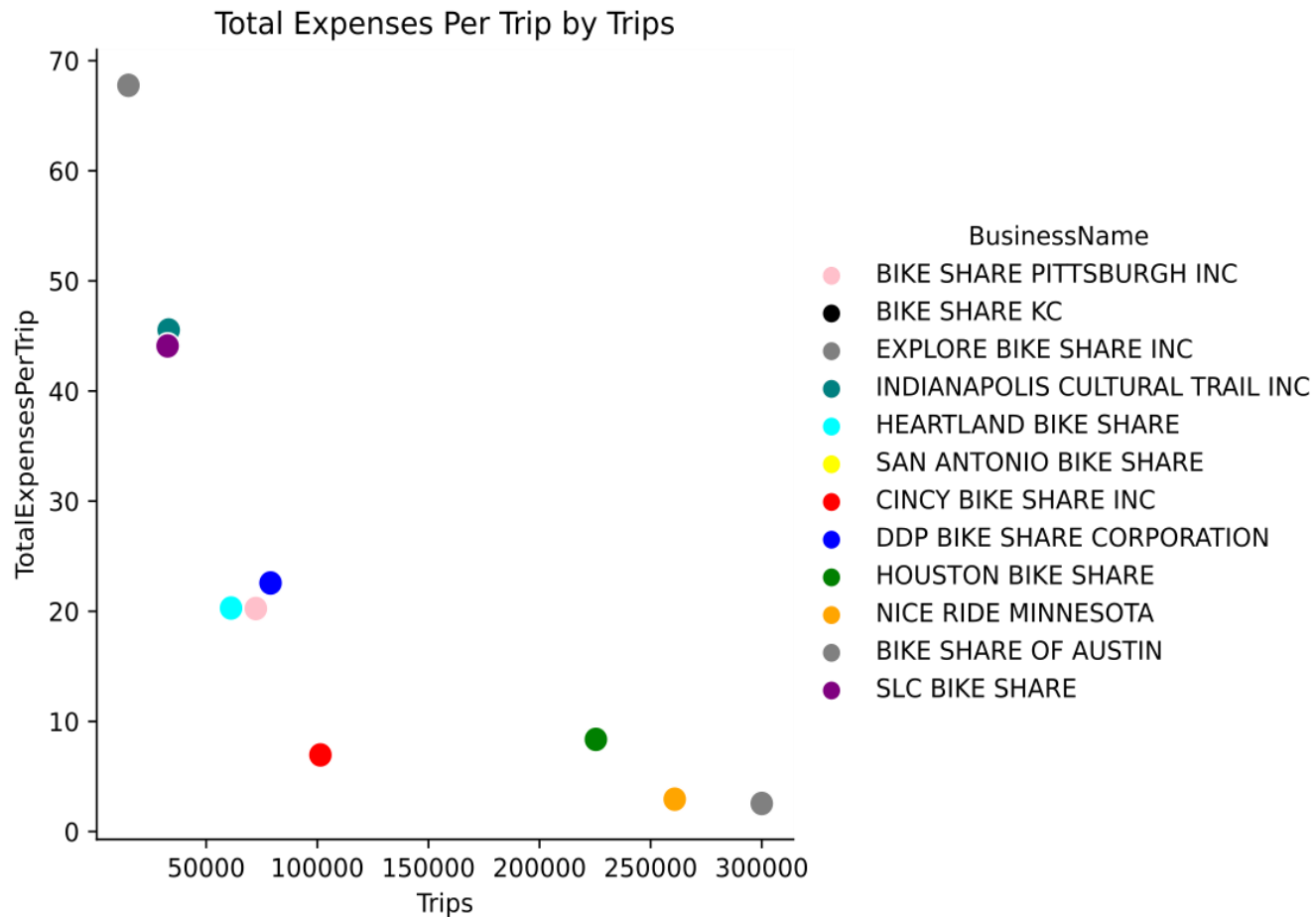
"Are we generating enough revenue per trip to operate most efficiently?"

- Everyone is on the diagonal
- We are on the low end of expenses per trip
- Are we efficient, or not charging enough?
- Outliers (Indy, Memphis)

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Expenses Per Trip by Trip (2022 data)

Total Expenses Per Trip by Trips

BusinessName
- BIKE SHARE PITTSBURGH INC
- BIKE SHARE KC
- EXPLORE BIKE SHARE INC
- INDIANAPOLIS CULTURAL TRAIL INC
- HEARTLAND BIKE SHARE
- SAN ANTONIO BIKE SHARE
- CINCY BIKE SHARE INC
- DDP BIKE SHARE CORPORATION
- HOUSTON BIKE SHARE
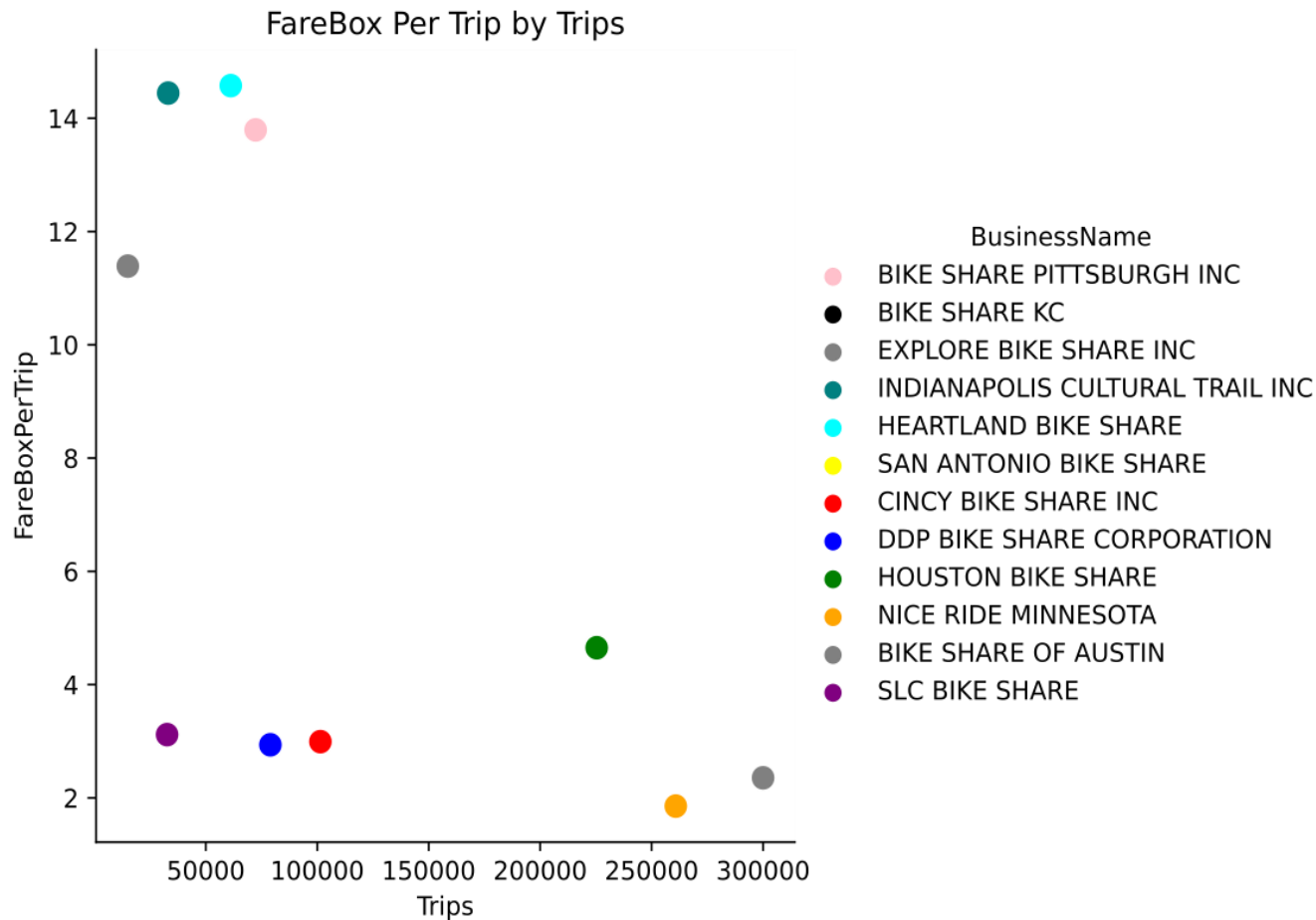- NICE RIDE MINNESOTA
- BIKE SHARE OF AUSTIN
- SLC BIKE SHARE

Two of the systems that don't exist anymore

Relative efficiency to direct peers

Question: Red Bike might need to spend more to sustain & grow riders and revenue

Is this the right relationship to build long-term sustainability?

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Farebox Per Trip by Trip (2022 data)

FareBox Per Trip by Trips

BusinessName
- BIKE SHARE PITTSBURGH INC
- BIKE SHARE KC
- EXPLORE BIKE SHARE INC
- INDIANAPOLIS CULTURAL TRAIL INC
- HEARTLAND BIKE SHARE
- SAN ANTONIO BIKE SHARE
- CINCY BIKE SHARE INC
- DDP BIKE SHARE CORPORATION
- HOUSTON BIKE SHARE
- NICE RIDE MINNESOTA
- BIKE SHARE OF AUSTIN
- SLC BIKE SHARE

Farebox recovery is critical but not sufficient to meet expenses

Red Bike lower than competitors
- Subsidy for GO
- Fare pricing methodology
- System size/particulars

2024 price increase still to show up in data over time.

Other fareboxes charge by the hour or by segment; worth exploring further

Go & Full Fare Unique Users Comparison

Unique Users by Program Over Time
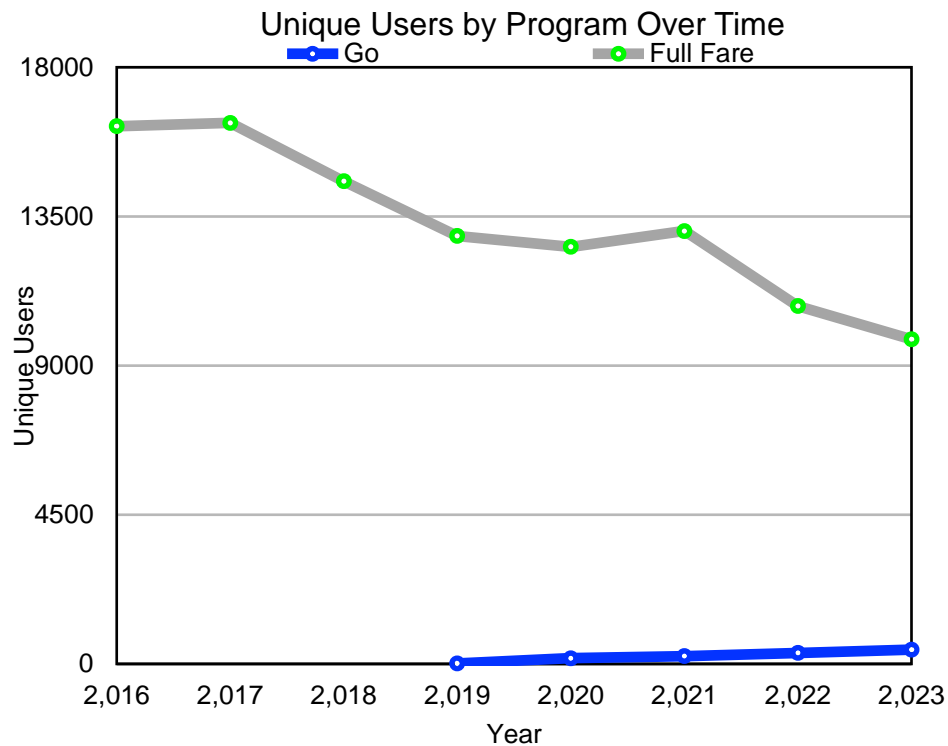
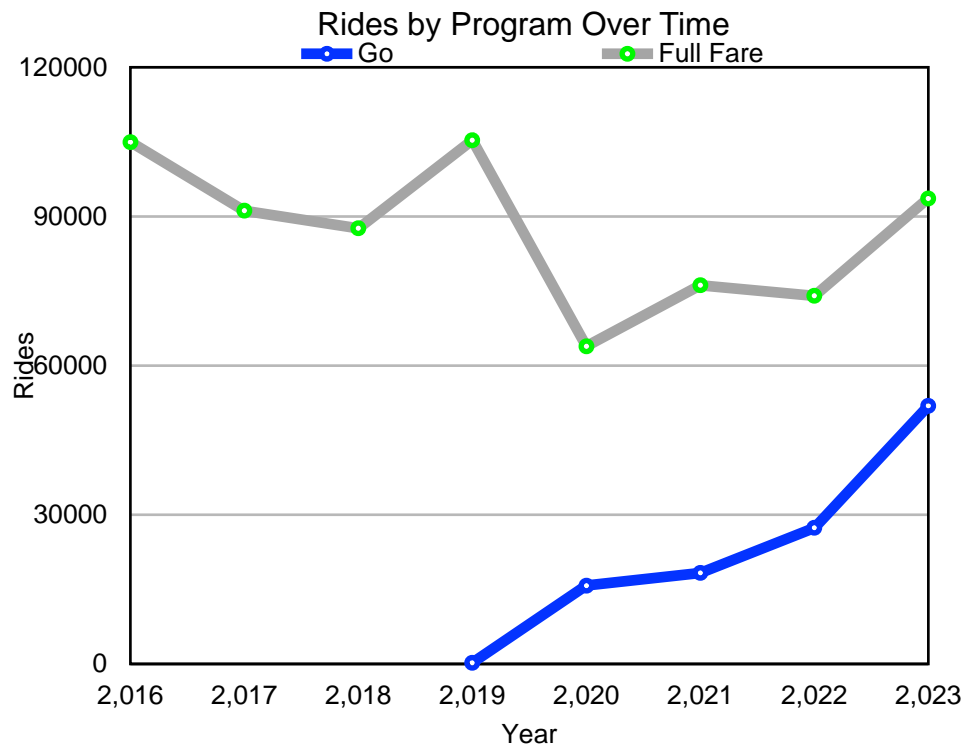Go Pass was launched in late 2019

Steady decline in full fare since 2016

Rise in Go users, but still small percentage of overall

Decline is troubling trend – minimal investment in expanding new riders.

Other issues?

Go & Full Fare Rides Comparison

Rides by Program Over Time

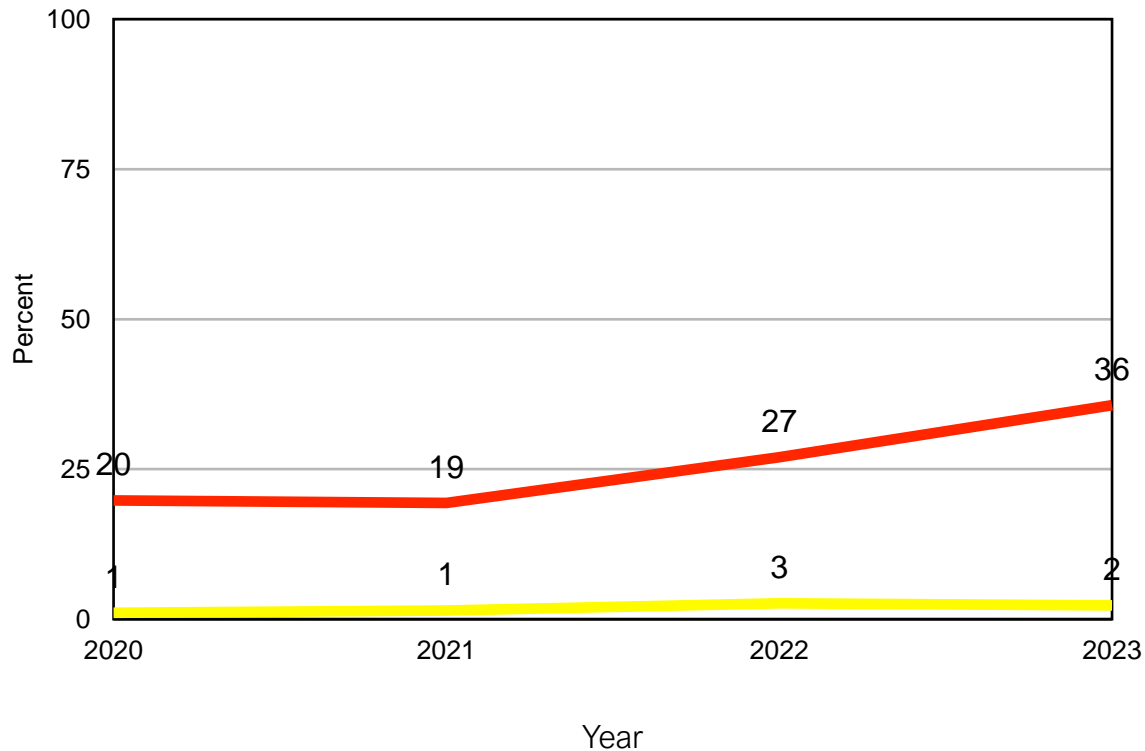While unique riders have declined (previous slide), overall rides are up from 2020

Go ridership three-fold increase

Full Fare rides show 50% increase from 2020 low but still not back to system peak

System utilization is higher

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Growth of Go Revenue Per Ride Over Time

Percent Go FareBox and Rides Over Time
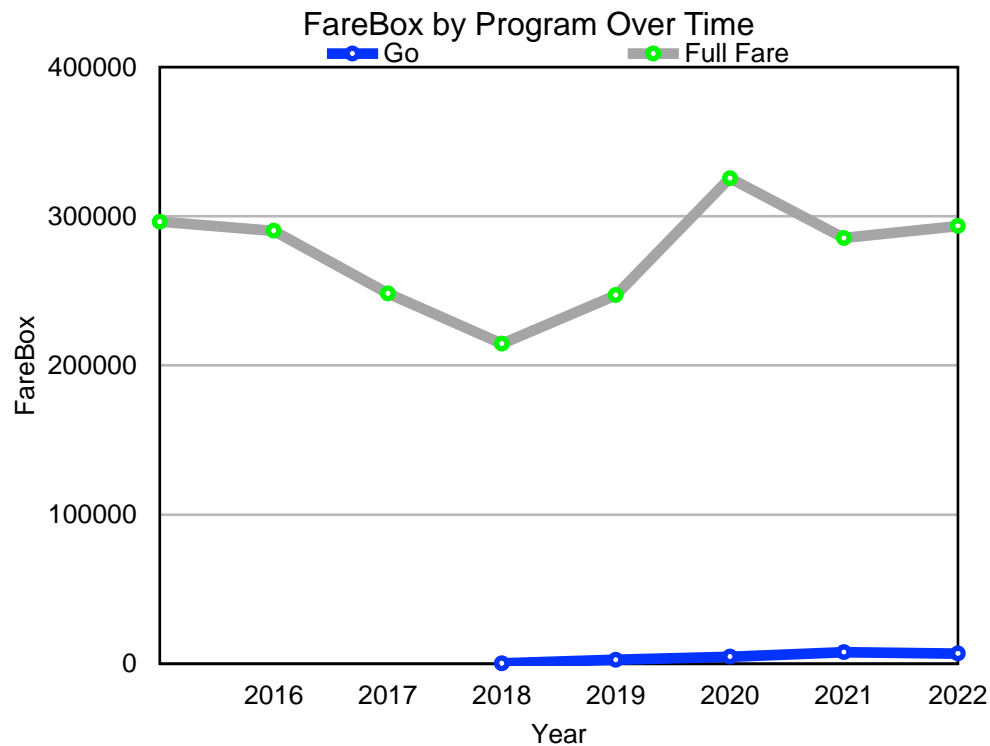

As a percentage of overall rides Go is rising

36% of rides in 2023, 43% mid 2024

But still only 3% of Farebox revenue

— % Go Revenue
— % Go Rides

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Go & Full Fare Farebox Comparison

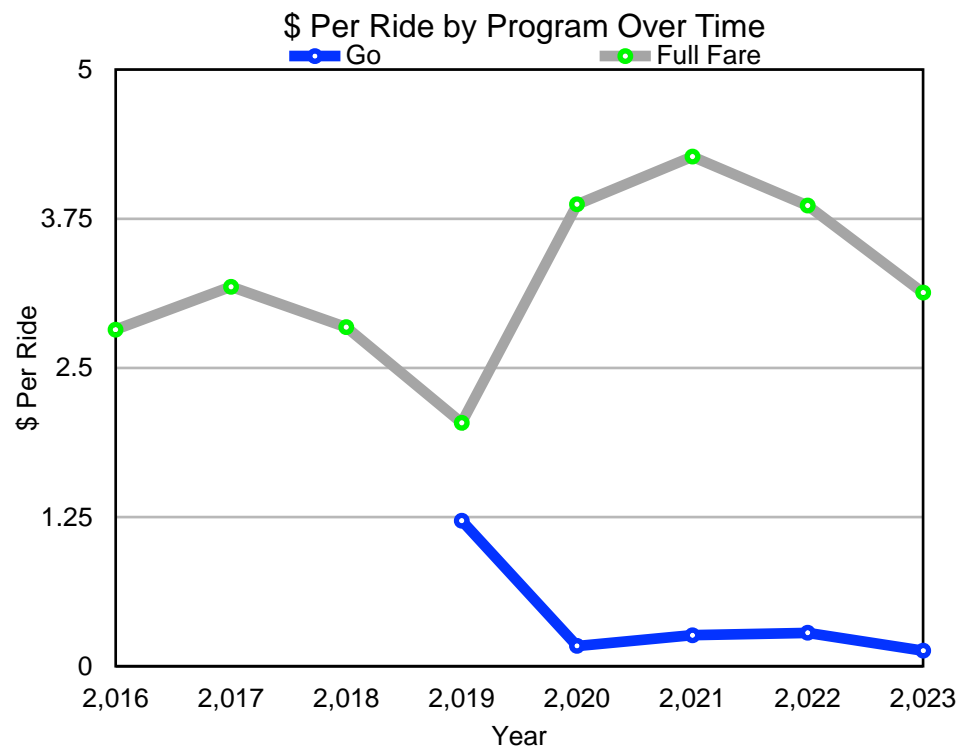Farebox dropped significantly 2016-2019

Full Fare pricing adjustment 2019

Pandemic impact

While Go revenue has risen, very small contribution to overall farebox

2024 farebox changes still being evaluated for impact

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Go & Full Fare Farebox $ per Ride Comparison

$ Per Ride by Program Over Time
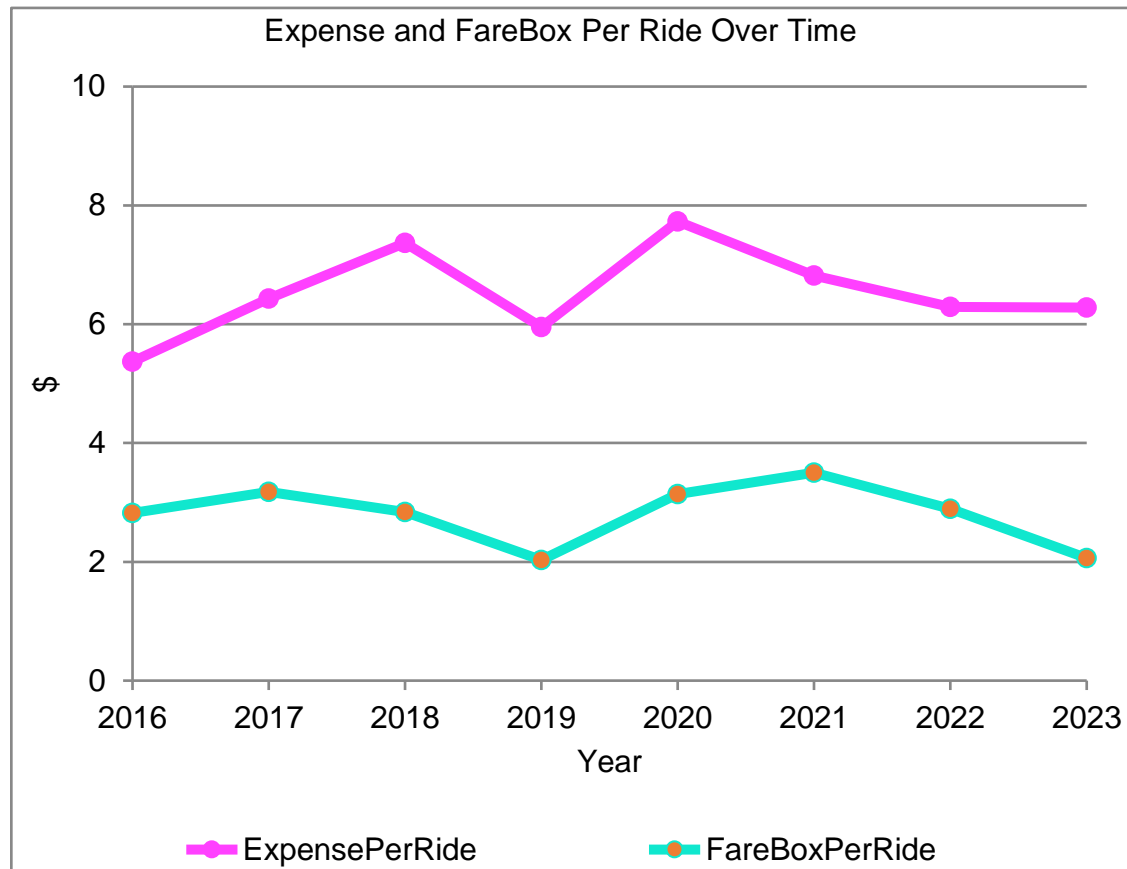

Full Fare pricing needed a correction (rolled out 2019)

# of rides has grown, # of riders (FF) has not

2024 price increase impact not yet seen

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Expense & Farebox Per Ride Over Time
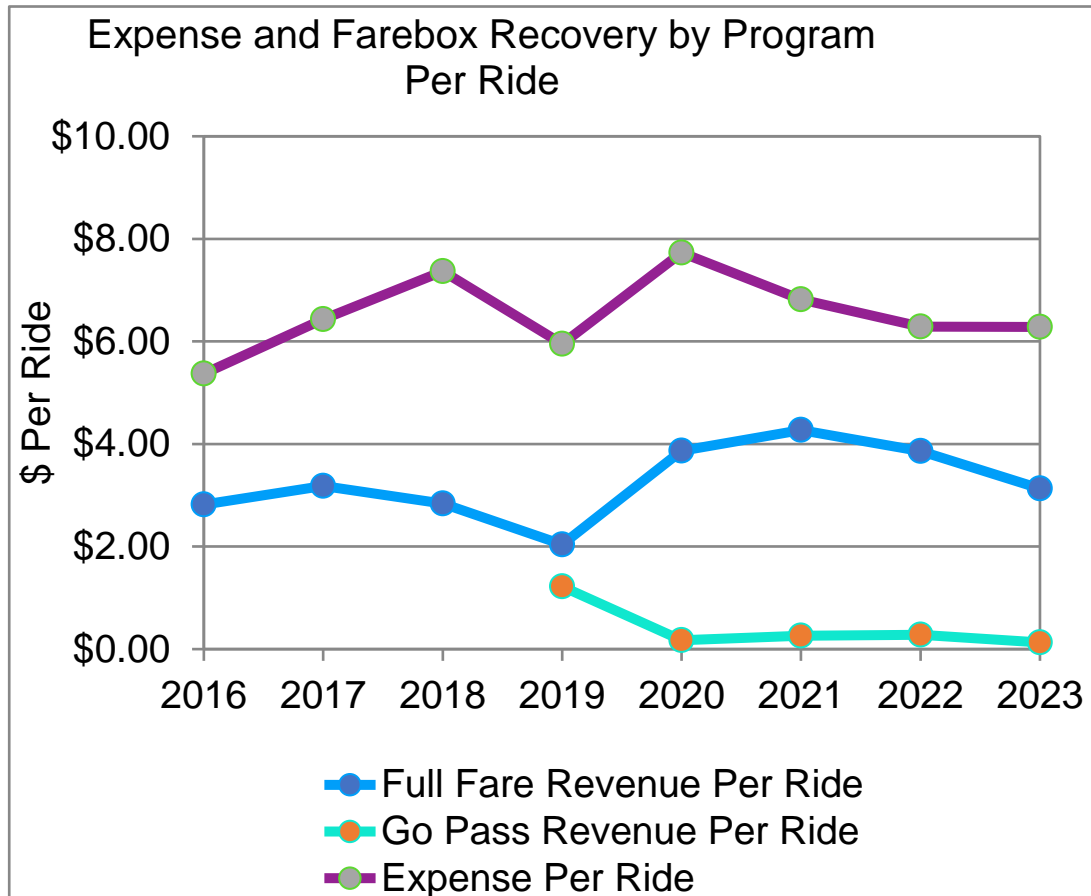

Expense and FareBox Per Ride Over Time

Farebox does not cover expenses; relatively stable gap

Growth of Go farebox has minimal impact

Still significant subsidy required for system to operate at current, let alone at enhanced rate.

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Go & Full Fare Exp. & Recovery Comparison

Expense and Farebox Recovery by Program Per Ride

- Full Fare Revenue Per Ride
- Go Pass Revenue Per Ride
- Expense Per Ride

Even Full Fare revenue per ride does not meet expense per ride

Increased rides drops relative expense per ride, but doesn't solve shortfall

In 2023:
Expense Base Per Ride $6.28
Full Fare Revenue Per Ride $3.13
Go Fare Revenue Per Ride $0.13

Subsidy required for all rides

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Farebox Review & Policy Considerations

Farebox is an important but not definitive revenue contributor.

At 2024 relaunch farebox prices were increased – still working to determine full impact of these changes year over year

Go Program generates minimal revenue but great social impact – perhaps this subsidy attracts special funding opportunities

Full fare options may include different pricing models – and create pushback

Possible additional contribution by an adjusted farebox likely not to exceed $100,000.00 per year

Further work on farebox policy on full fare and Go programs is needed

We are beginning to model different scenarios

Conclusions

Red Bike is operating very efficiently based on benchmarking vs. other similar systems

Non farebox revenue is critical and requires operational subsidy
- Philanthropic support for Go and Go expansion
- Public/Private Partnerships
- Station & bike underwriting/marketing
- Travel & Vacation visitors

Go program is core element –
- Requires subsidy to sustain recent and perhaps new growth in riders
- There is not much financial upside in raising prices on the Go program (e.g. ~$4K/year if doubled it), but farebox "policy" should be addressed & discussed

Sustainability requires mix of new revenue & perhaps more investment (staff, marketing, outreach, capital)

Limits on growth
- Mix of neighborhoods
- Trade off between full fare and Go customers
- CapX capacity
- Number of bikes to deploy

Next Steps

Finalizing current operations plan – by end of September

Budget 2025/2026
- Parameters TBD
- Proposals & Review Mid October 2024

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Questions?

Hugh Ralston   laureloakc@gmail.com

Rob Baker   robabaker63@gmail.com

Doug McClintock   doug.mcclintock@cincyredbike.org

Red Bike
Financial Planning Sustainability Project

Interim Update Brief – September 2024

OneSource Consulting Team

Project Leader: **Hugh Ralston**

Research Coordinator: **Rob Baker**

Project Sponsor: **Interact for Health**

Project Objectives/Timeline

Phase 1 - June/July 2024 - Comparable Data Review

Phase 2 - September/October 2024 - 2025-26 Budget Parameters, including revenue & expense issues; Funding gap analysis

Phase 3 - early 2025 - Leadership & Partnership Needs Study

Core Assumptions

Red Bike serves a public good. That fact remains an important core value for funders, philanthropists, and public/private partners.

Relative comparison shows no major outliers, particularly on expenses

Red Bike should operate in current footprint (vs expand into new neighborhoods) until operations are stable & the financial model to expand or modify operations exists

Loss of key corporate sponsor creates options for new models of funding.

Current Situation

Current financial situation sets the stage for this effort:

- Red Bike is stable in the short term.

- $395,000 in cash & accounts receivable. At current burn rate, with no new revenue, funding runs out April 1.

- One new funder was brought on – OKI Regional Council of Governments – Clean Air Campaign - $10,000

Summer 2024 Revenue, Ridership, and User Comparison

5/13 – 8/25	Revenue	Passes	Trips	Unique Users	Go Trips	Go Unique Users
2023	$138,223	11,300	62,858	5,741	20,540	271
2024	$136,792	9,370	57,192	4,996	28,817	430

Comparison Group

| Bike Share Program	# Stations	# Bikes	# Trips 2023
Explore Bike Share (Memphis)	35	125	-
Salt Lake City Bike Share	44	423	36,340
Indianapolis Cultural Trail Inc.	50	400	32,145
Bike Share Pittsburgh (POGOH)	60	585	211,247
San Antonio Bike Share	65	650	-
Cincy Bike Share, Inc. (Red Bike)	**71**	**384**	**145,516**
Bike Share of Austin	75	700	283,391
DDP Bike Share Corporation (Detroit)	83	650	85,735
Heartland Bike Share/ ROAM (Omaha)	107	544	119,706
Houston Bike Share	155	928	200,000
Nice Ride Minnesota (Minneapolis)	198	1,333	0
Bike Share KC (Kansas City)	-	-	51,707

Key Comparative Data A (Red Bike in RED)
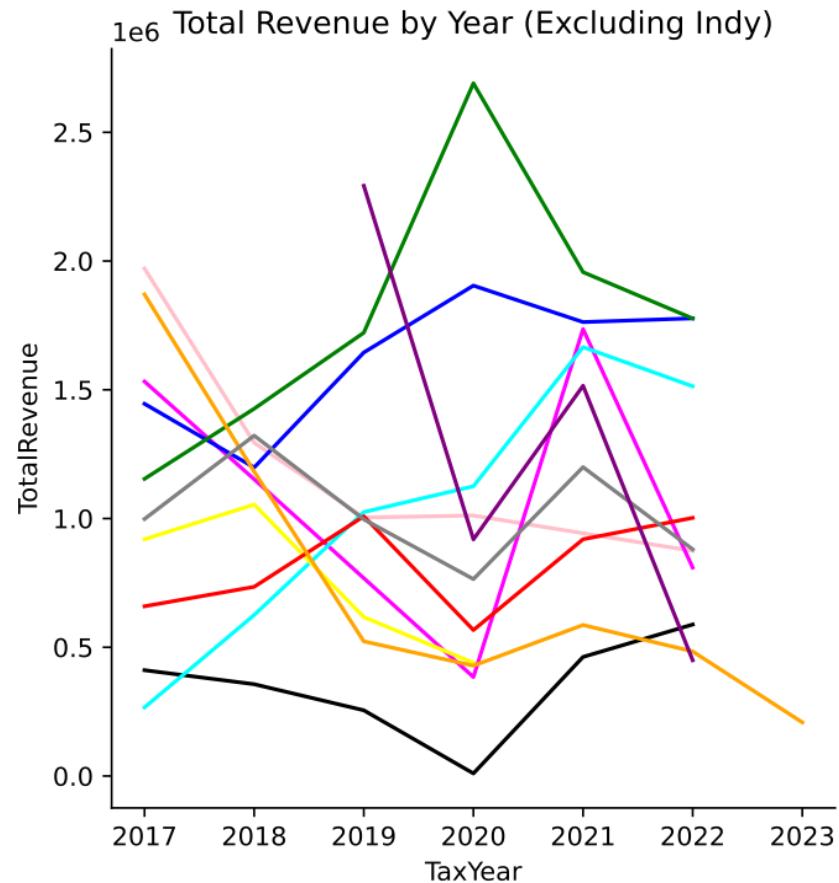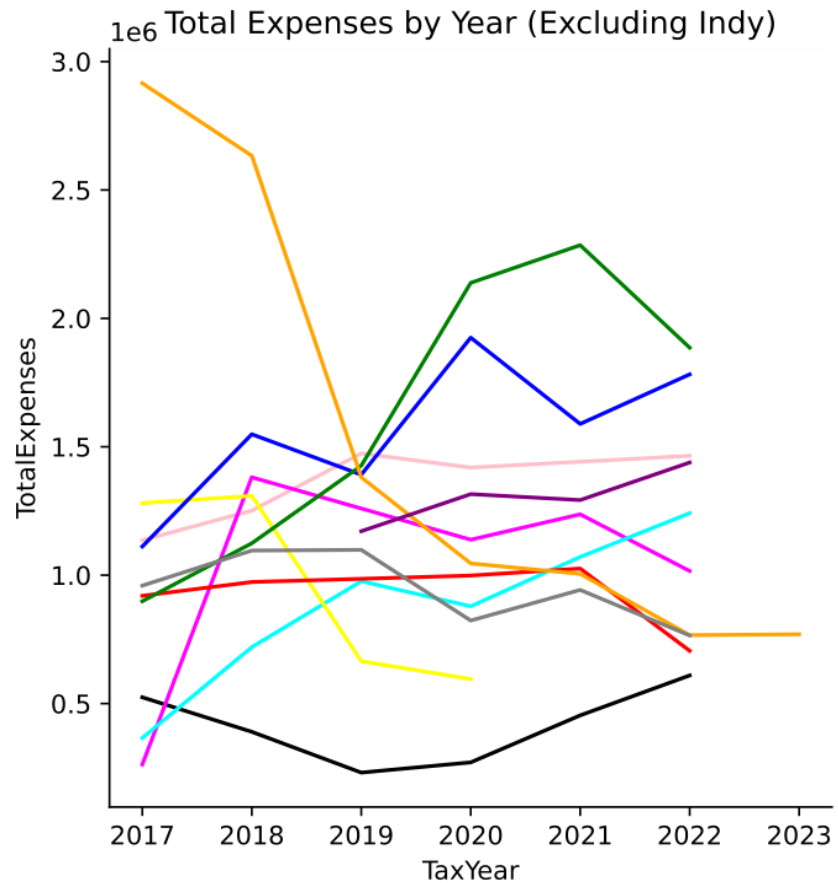
Key Comparative Data B (Red Bike in RED)
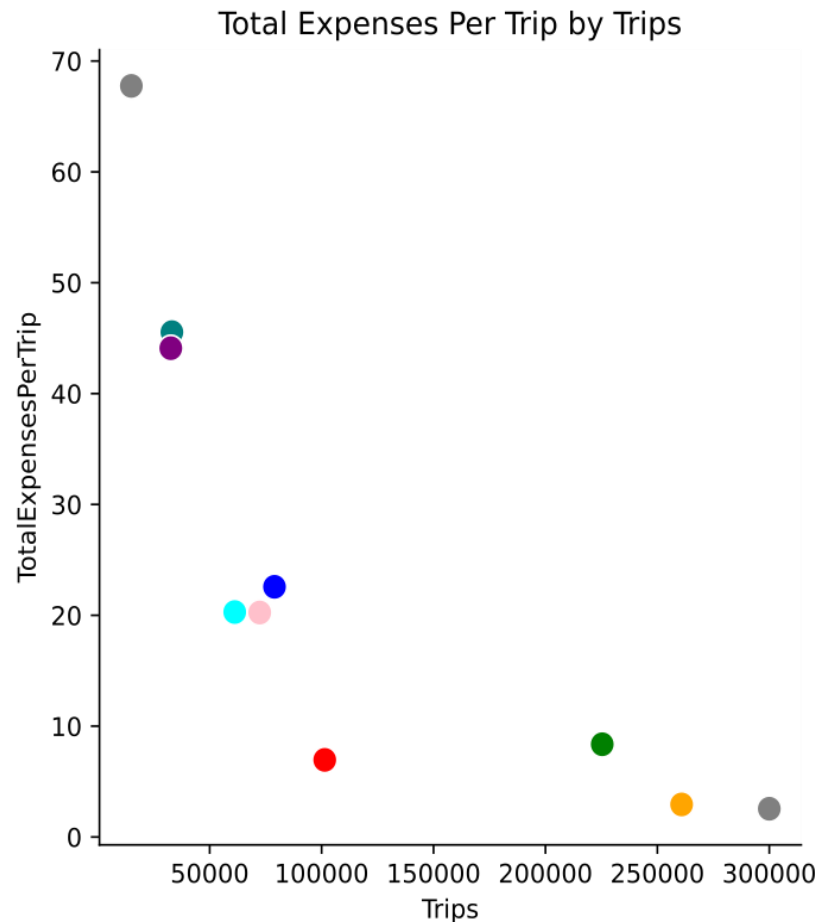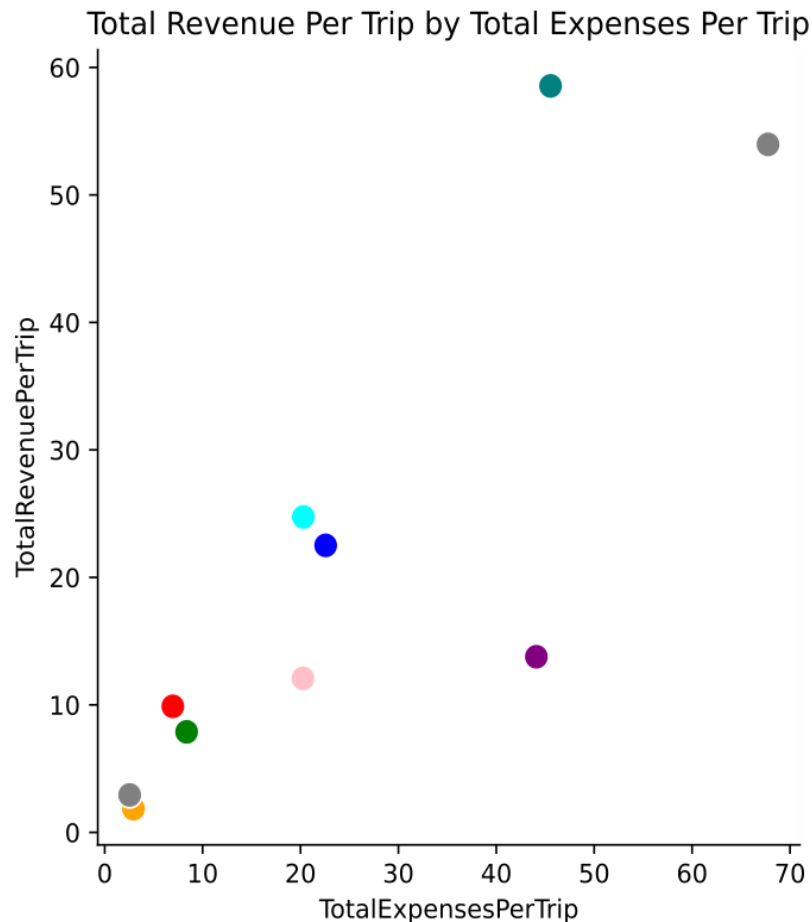
Farebox Recovery Per Ride
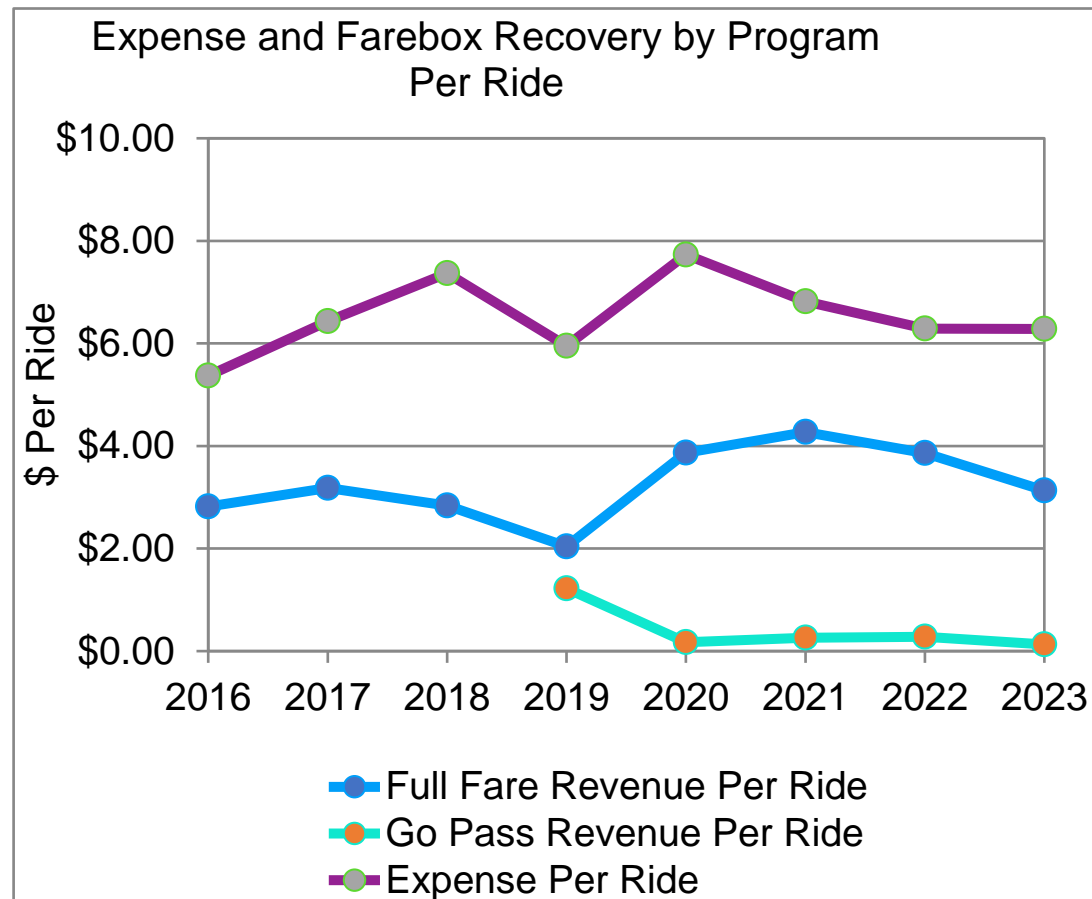
Expense and Farebox Recovery by Program Per Ride

Farebox Review & Policy Considerations

Farebox is an important but not definitive revenue contributor.

At 2024 relaunch farebox prices were increased – full impact still unfolding

Additional contribution by an adjusted farebox likely not to exceed $100,000.00 per year

Full fare and Go Pass options may include different pricing models – and create pushback

Further work on farebox policy is underway

Conclusions

Red Bike is operating very efficiently based on benchmarking vs. other similar systems

Non farebox revenue is critical for system operational subsidy
- Public/Private Partnerships
- Station & bike underwriting/marketing
- Travel & Vacation visitors
- Philanthropic support for Go Pass program

Farebox policy assessment to review one time/multiple user pricing mix and adjustments to Go Pass program

Sustainability requires mix of new revenue & perhaps more investment (staff, marketing, outreach, capital)

Limits on growth
- Mix of neighborhoods
- Trade off between full fare and Go customers
- CapX capacity
- Number of bikes to deploy

Next Steps

Review of farebox policy and financial implications

2025 budget parameters

Revenue partners, donors and investors

Options presented in October & November to key stakeholders and board for review

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Questions?

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August 2024 Ridership Report

September 17, 2024 | SPDI

Fixed Route Ridership

Total Fixed Route Ridership YoY & Budget by Month

Legend: Previous Year | Current Year | Budget Riders
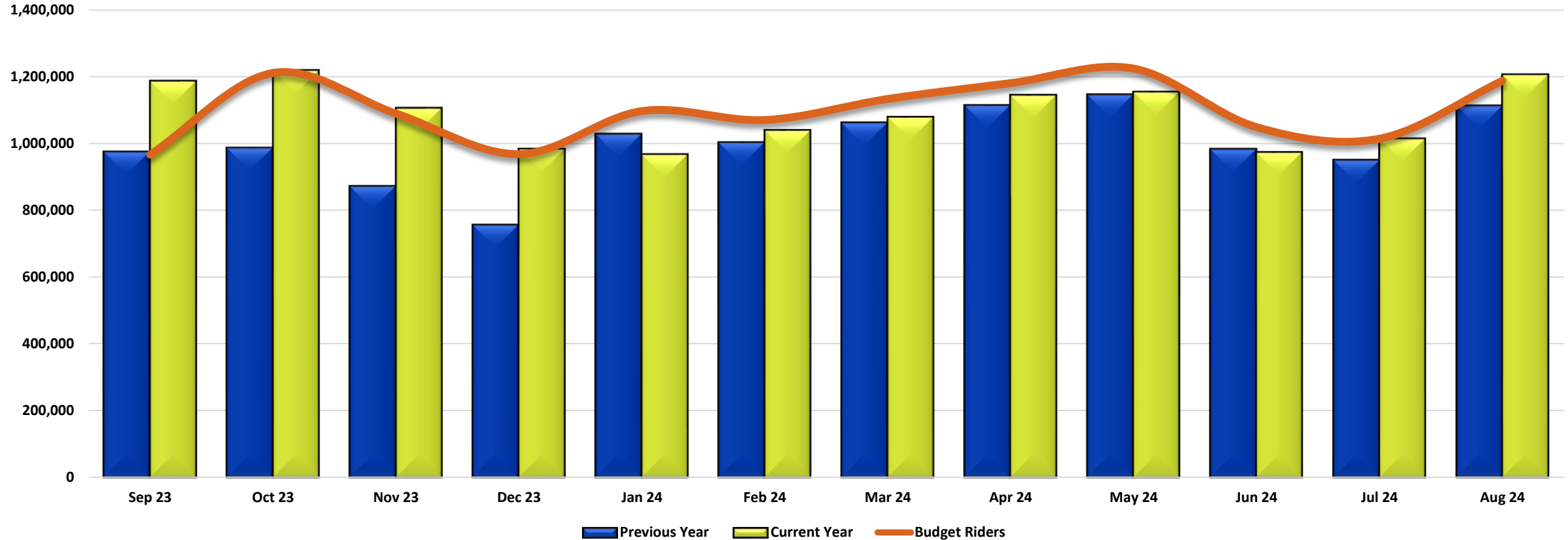
Service	Aug 24				Aug 23		
	Ridership	Budget	Budget Variance	% Budget Variance	Ridership	Past Year Variance	Past Year % Variance
Local	1,178,763	1,164,239	14,524	1.2%	1,084,407	94,356	8.7%
Express	28,410	23,691	4,719	19.9%	29,273	-863	-2.9%
Totals	1,207,173	1,187,931	19,242	1.6%	1,113,680	93,493	8.4%
Total (YTD)	8,583,276	8,958,615	-375,339	-4.2%	8,404,785	178,491	2.1%

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Total Fixed Route Ridership by Month
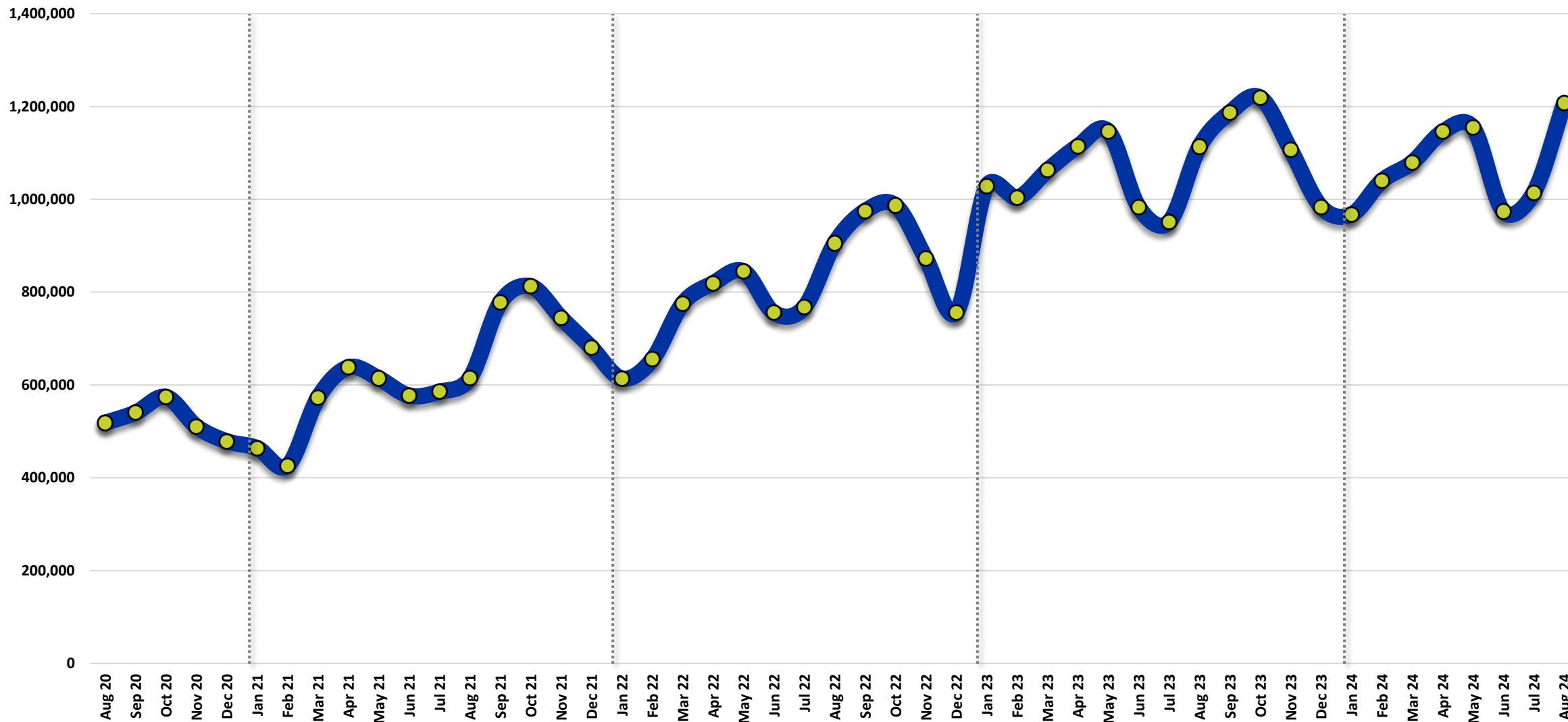
Average Daily Ridership (WD, SA, SU)
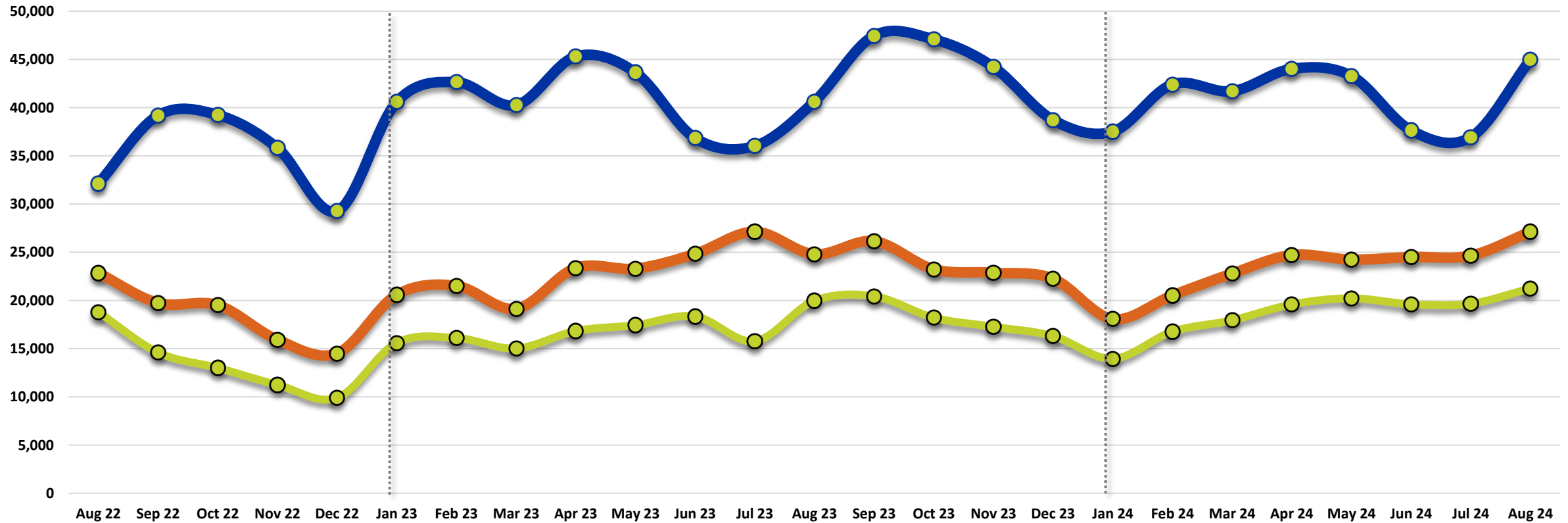
Service	Aug 24 Avg Daily	Aug 24 Avg Daily Budget	Budget % Variance	Aug 23 Avg Daily	Aug 23 - Aug 24 % Variance
WEEKDAY	44,969	45,311	-0.8%	40,632	10.7%
SATURDAY	27,139	21,169	28.2%	24,808	9.4%
SUNDAY	21,254	21,312	-0.3%	19,979	6.4%

Local Service Productivity (Last 12 Months)
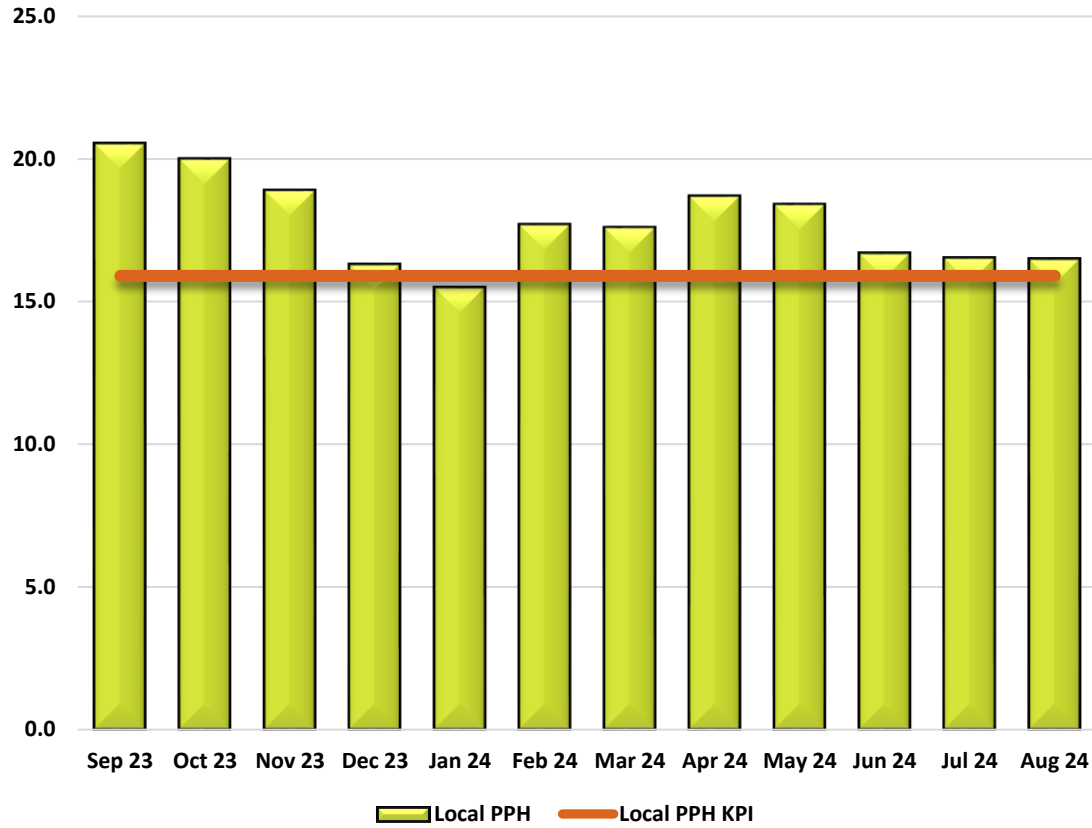
Local Service Cost Recovery & (Last 12 Months)
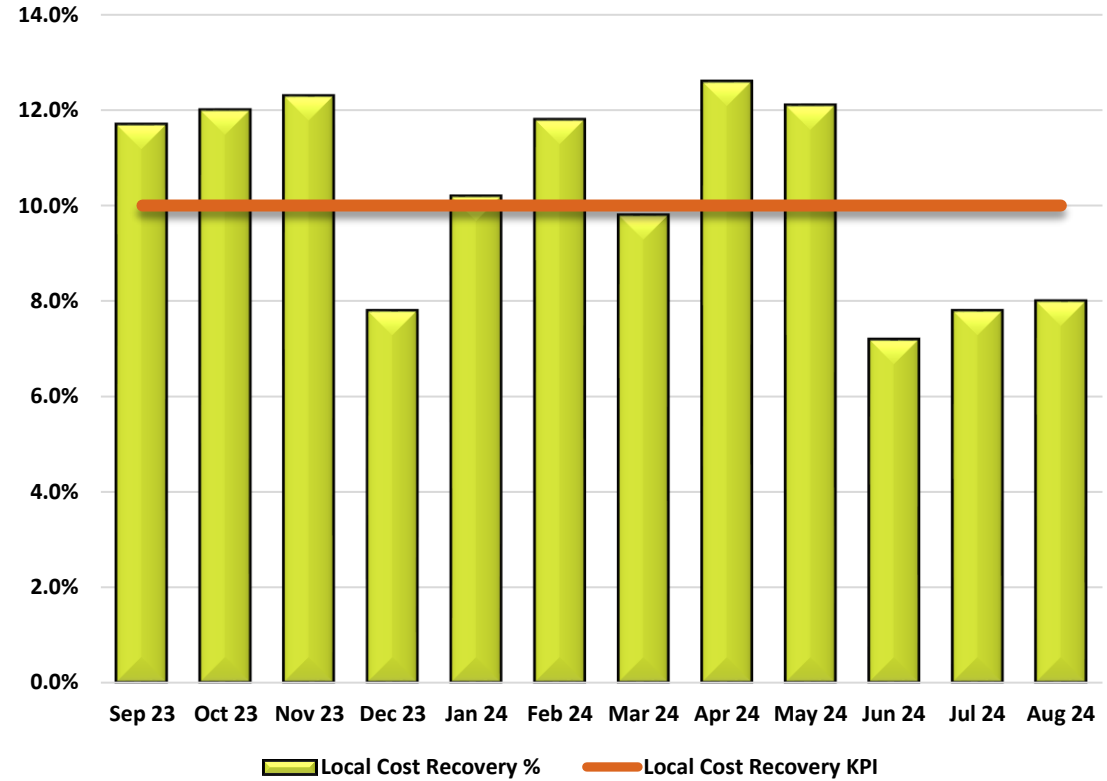
Local Service	Aug 24 Actual KPI	Aug 24 Budget KPI	Variance
Passengers Per Hour	16.5	15.9	0.6
Cost Recovery	8.0%	10.0%	-2.0%

*percentage points

Express Service Productivity (Last 12 Months)
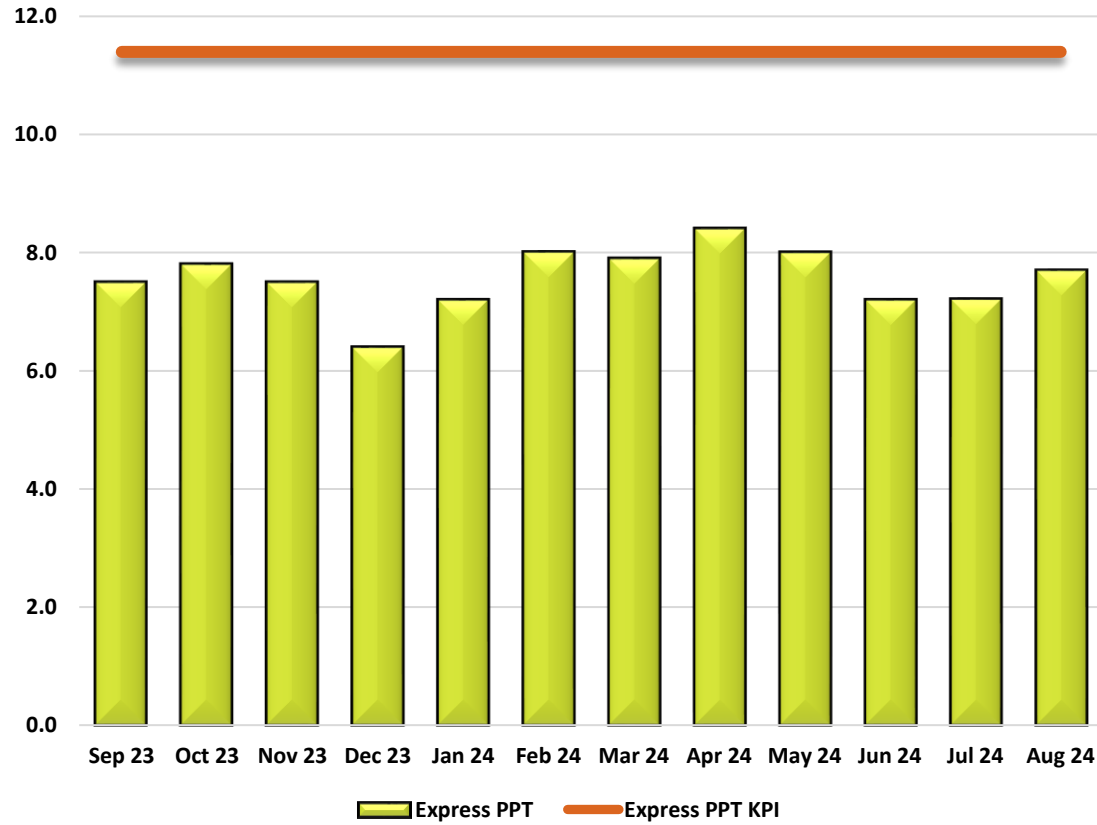
Express Service Cost Recovery % (Last 12 Month)
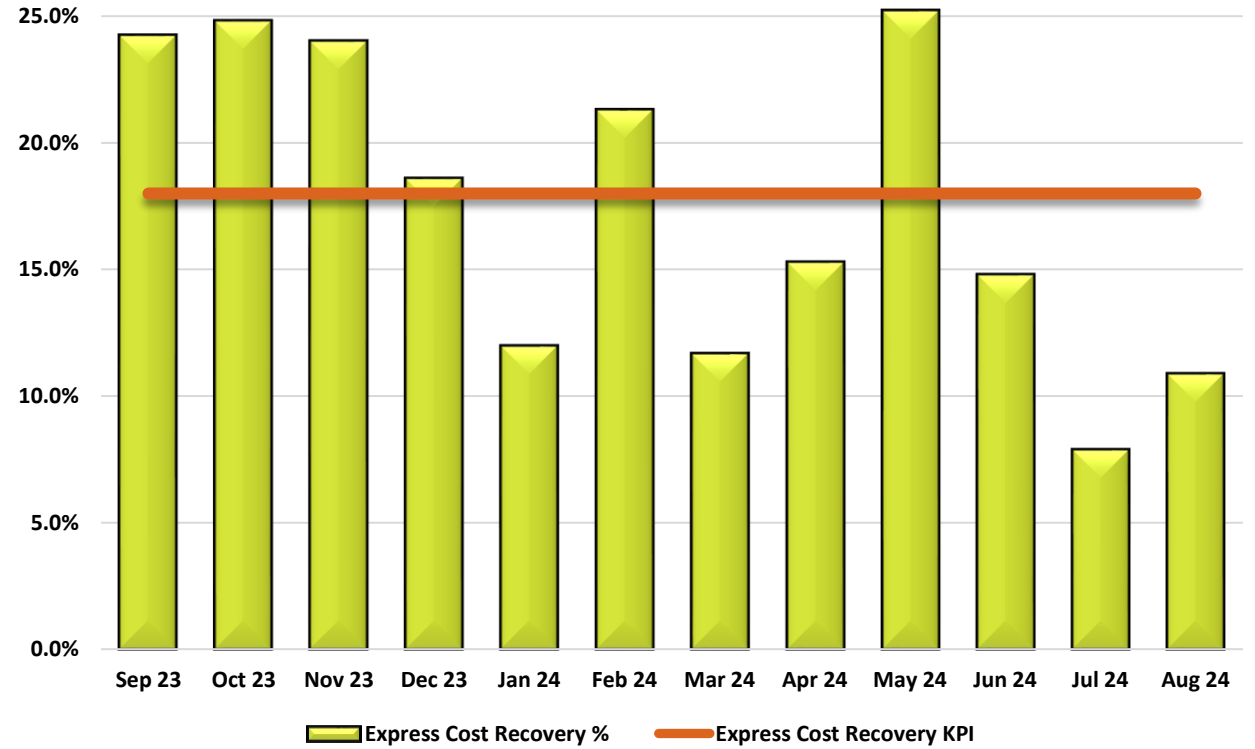
Express Service	Aug 24 Actual KPI	Aug 24 Budget KPI	Variance
Passengers Per Trip	7.7	11.4	-3.7
Cost Recovery	10.9%	18.0%	-7.1%

*percentage points

Overall On-Time Performance (Last 12 Months)

OTP: 73.6%

Legend: OTP — KPI
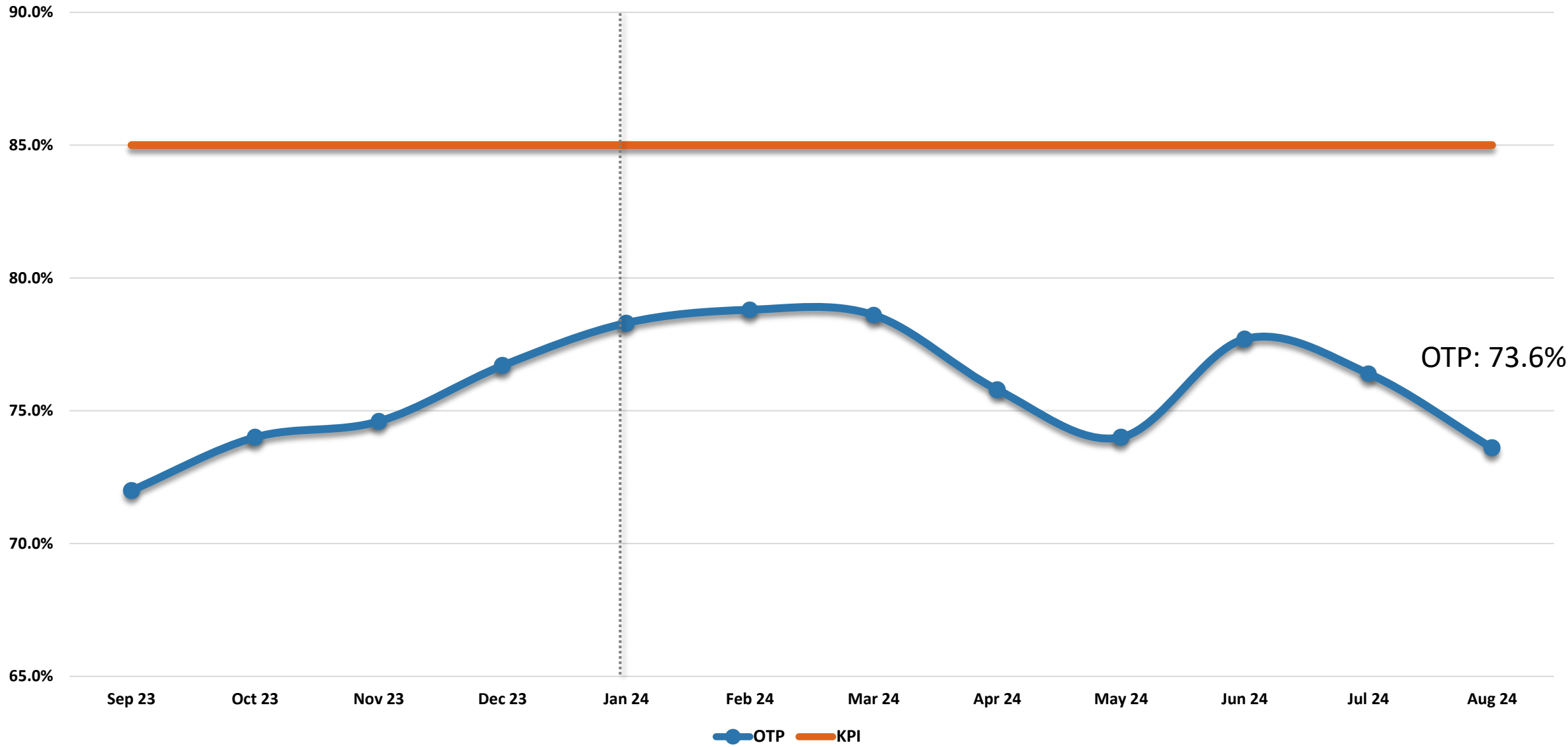
Fixed-Route Missed Trips by Month
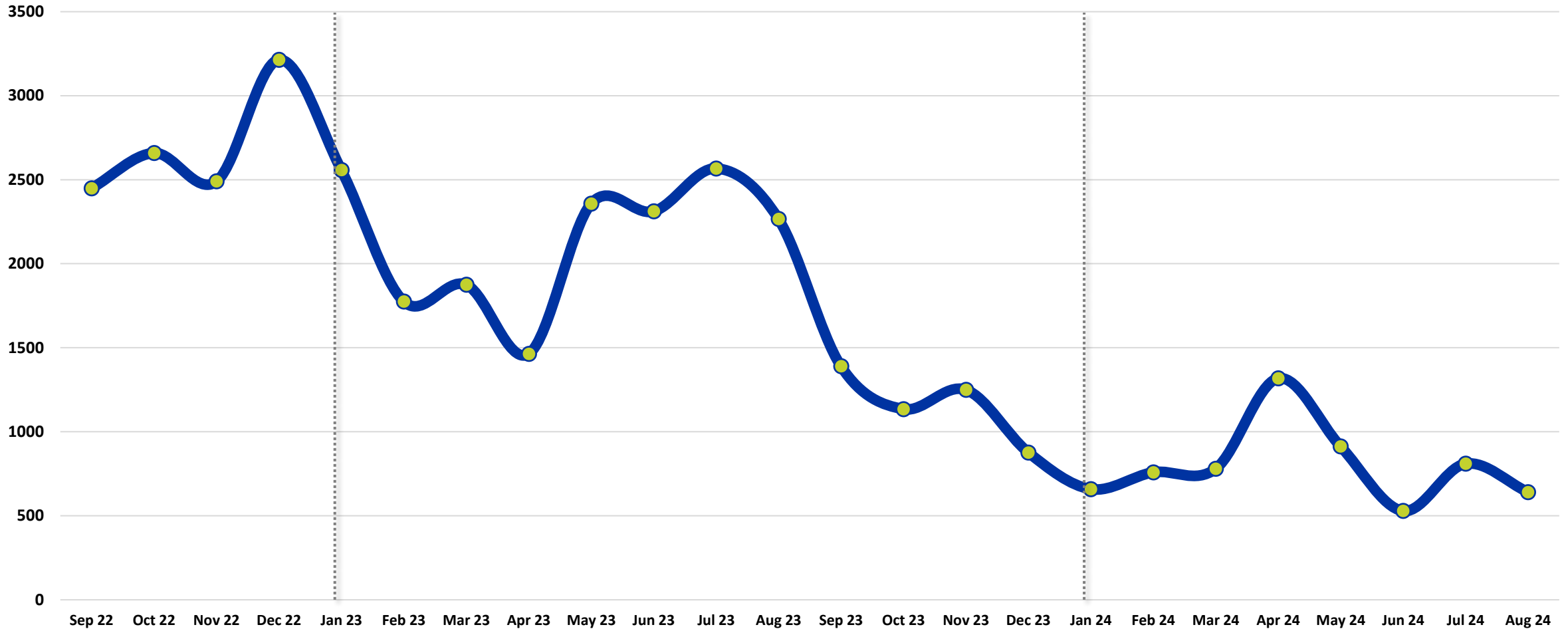
	Missed Trips	Total Trips Scheduled	% of Trips Operated	Monthly KPI	End of Year KPI
July 24	641	72,068	99.1%	99.1%	99.6%

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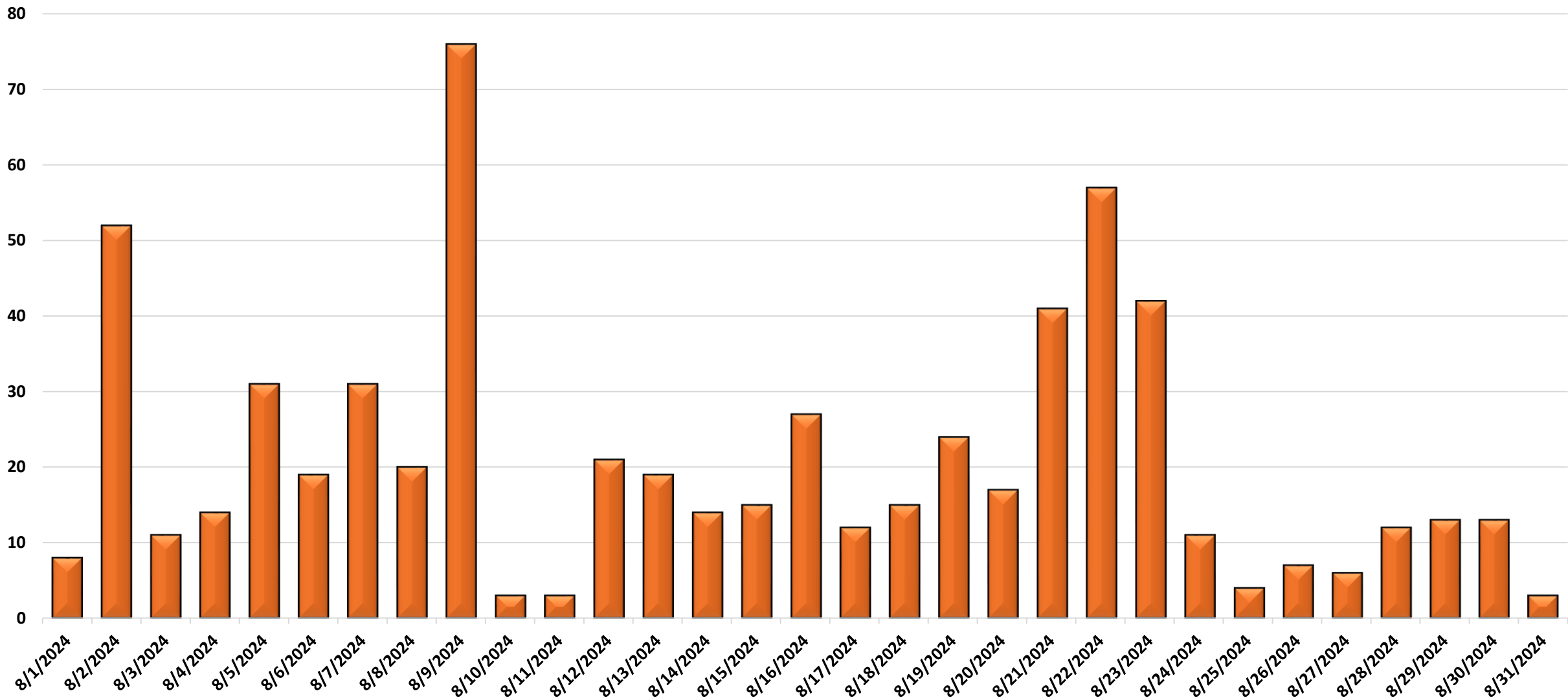
Missed Trips by Day

Avg Missed Trips by Day of Week
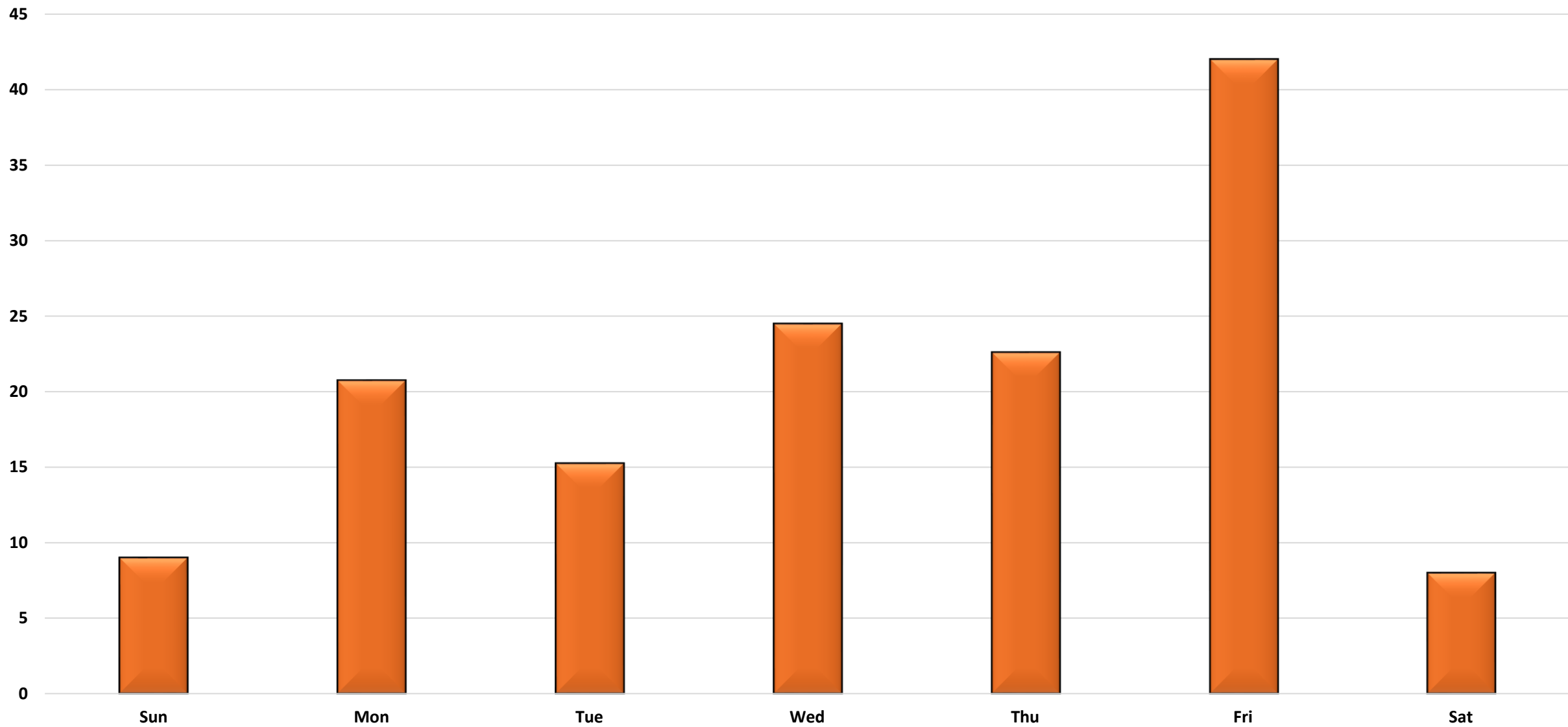
ACCESS Ridership

Total Access Ridership

| | Past Year | Current Year | Budget |
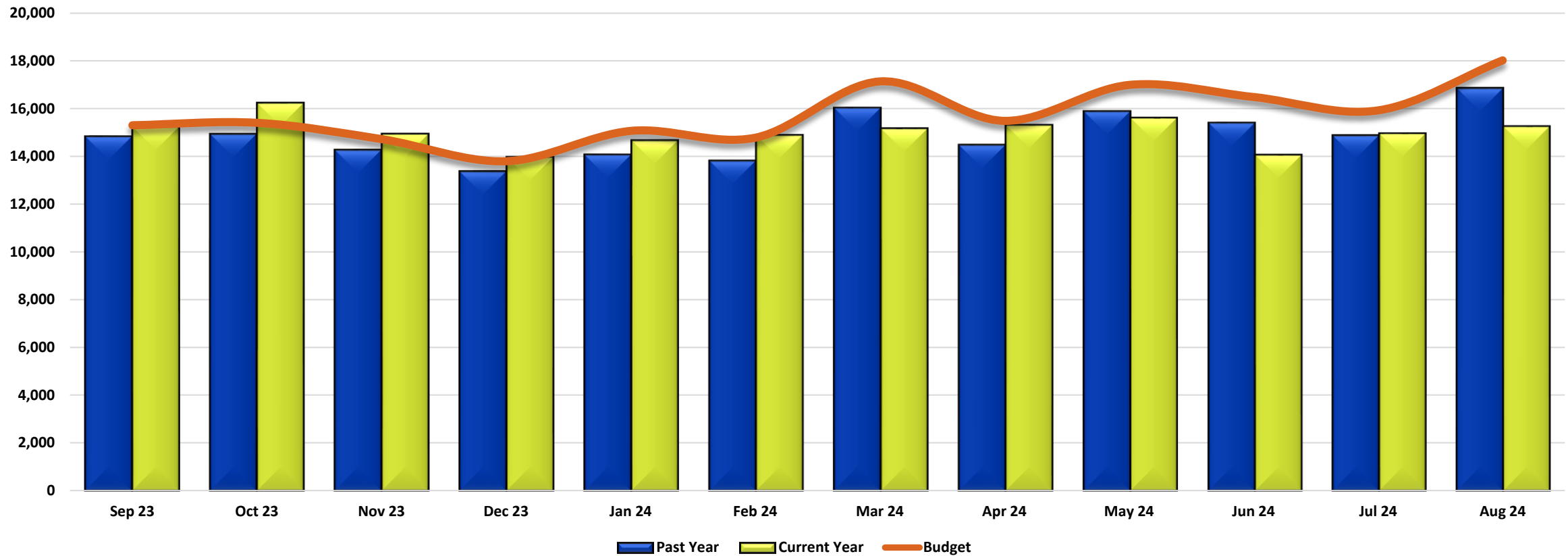
Aug 24	Aug 24 Ridership	Aug 24 Budget	Budget Variance	Aug 23 Ridership	Aug 23 - Aug 24 Variance
Total	15,252	18,020	-15.4%	16,841	-9.4%
Weekday	13,861			15,673	-11.6%
Saturday	784			612	28.1%
Sunday	607			556	9.2%
Total (YTD)	119,867	129,893	-7.7%	121,353	-1.2%

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Total Access Ridership by Month
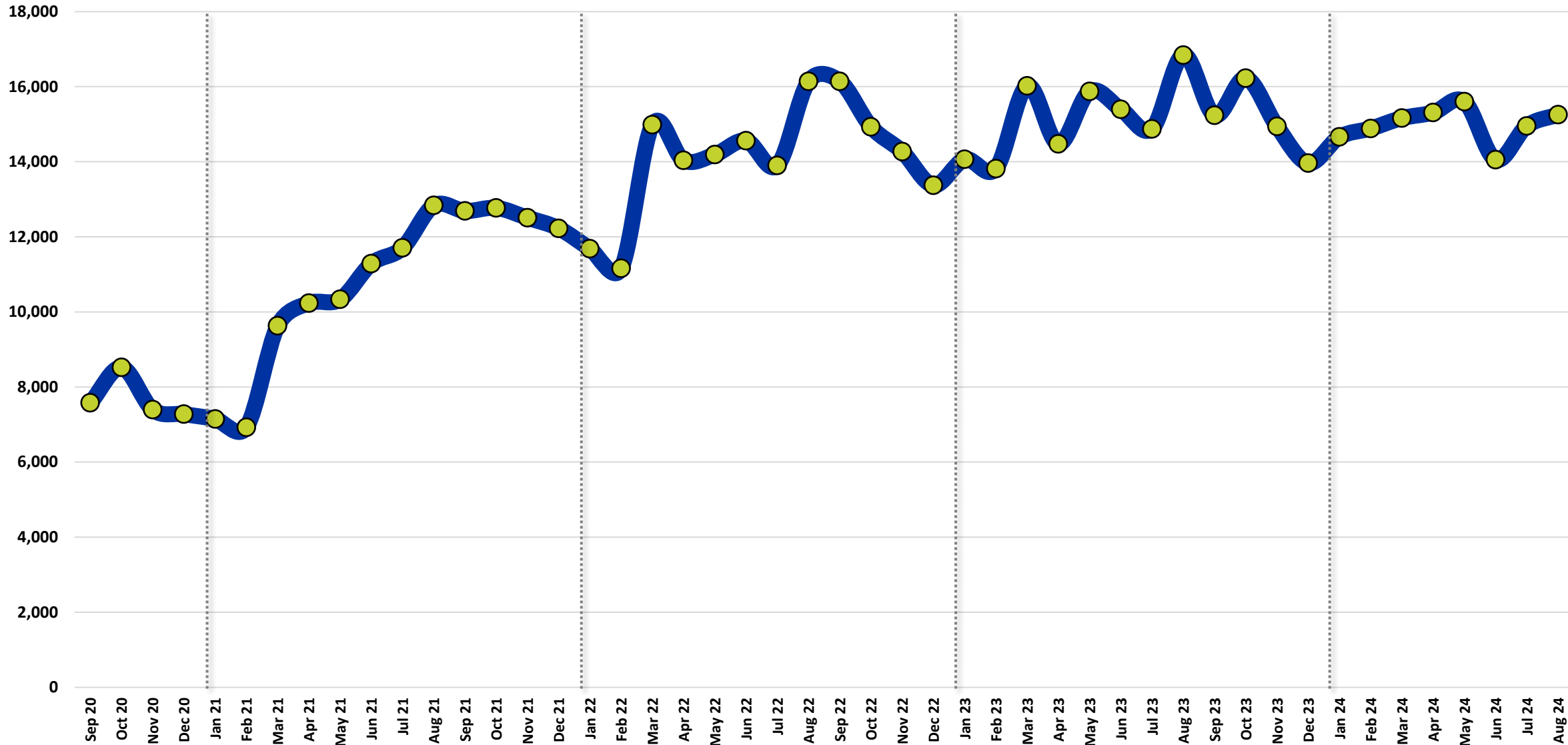
On-Time Performance - Access

OTP: 88.9%

Legend: OTP, OTP KPI
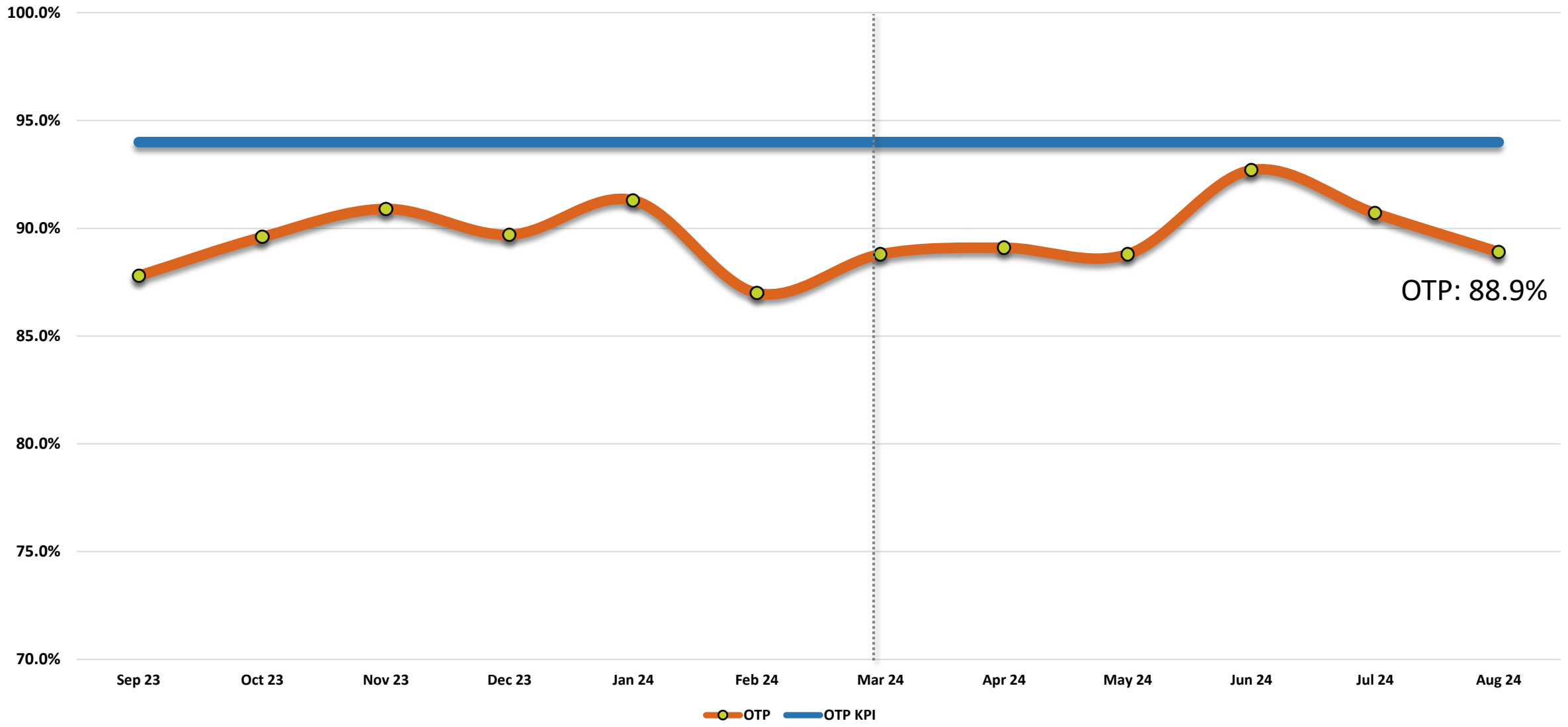
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Access Service - Productivity
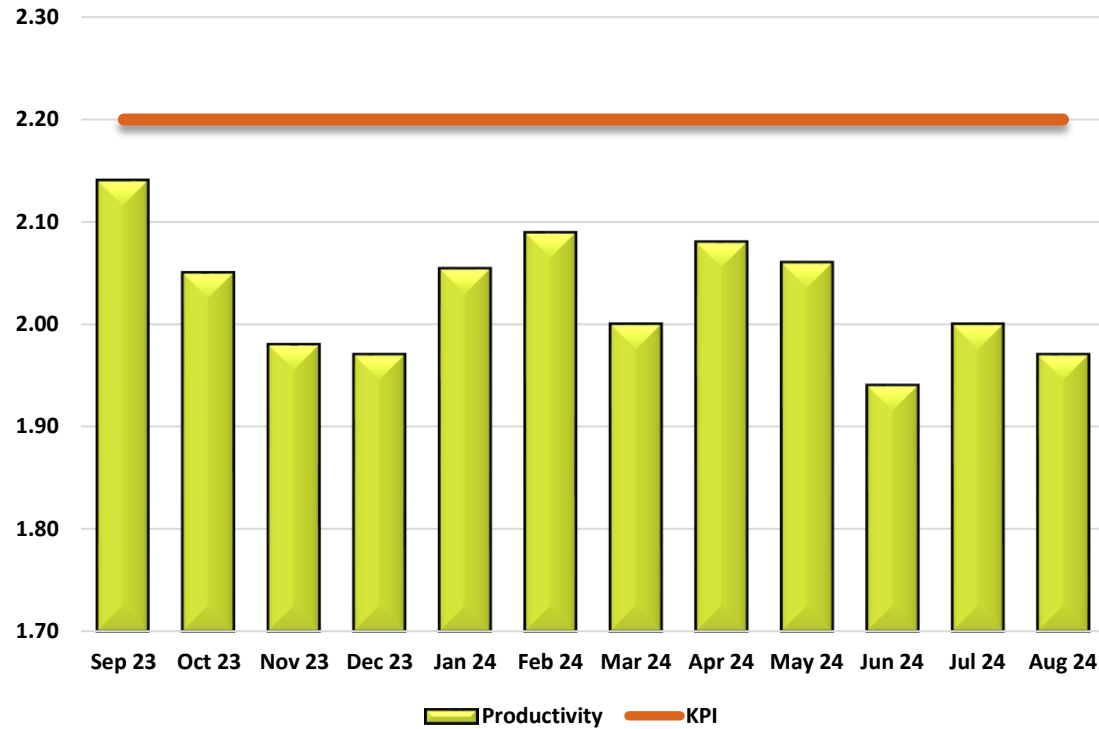
Access Service - Cost Per Rider
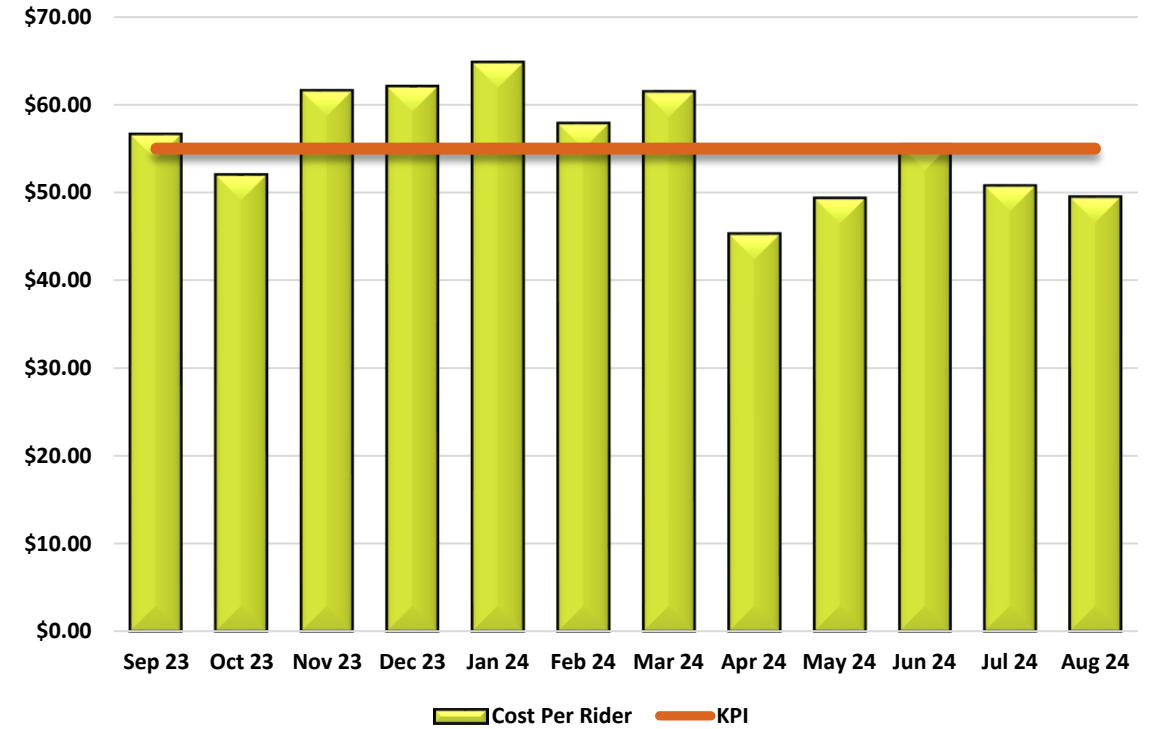
Aug 24	Aug 24 Actual	Aug 24 KPI	Variance
Cost Per Passenger	$49.47	$55.00	-$5.53
On-Time Performance	88.9%	94.0%	-5.1%
Passengers Per Hour	1.97	2.2	-0.23

*percentage points

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MetroNow

MetroNow Monthly Riders
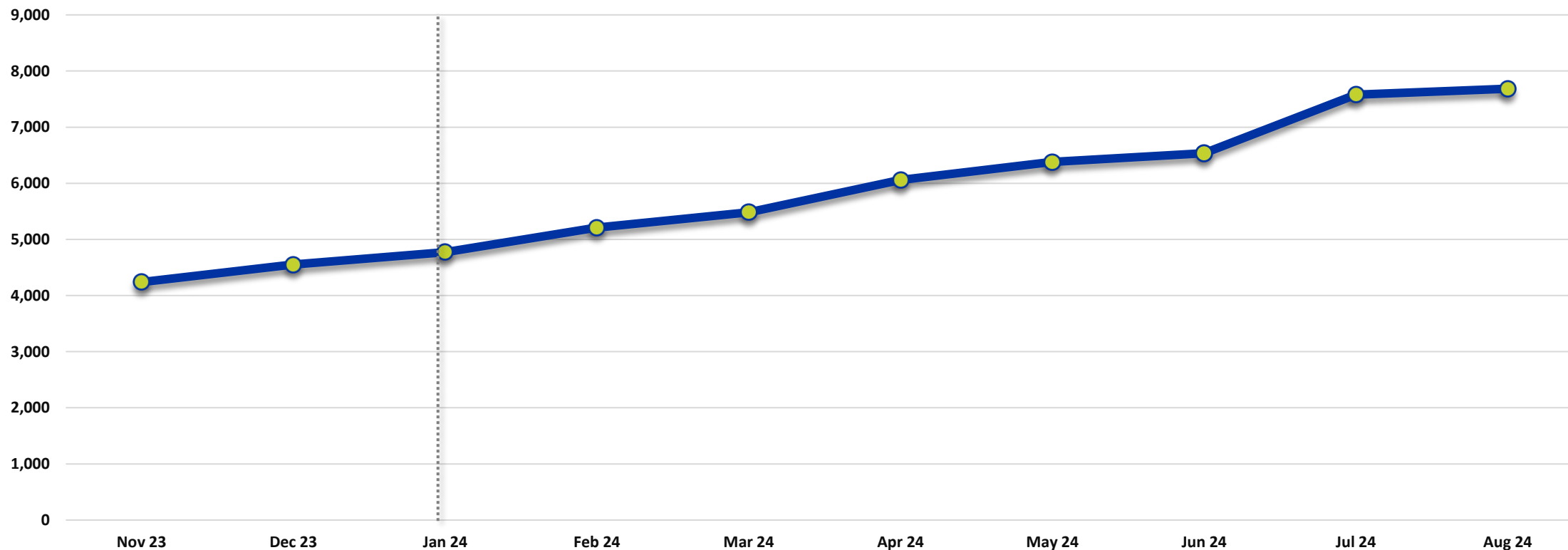
Aug 24	Aug 24 Actual
Monthly Riders	7,684

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MetroNow Ridership by Day Type

Legend: WD · SA · SU
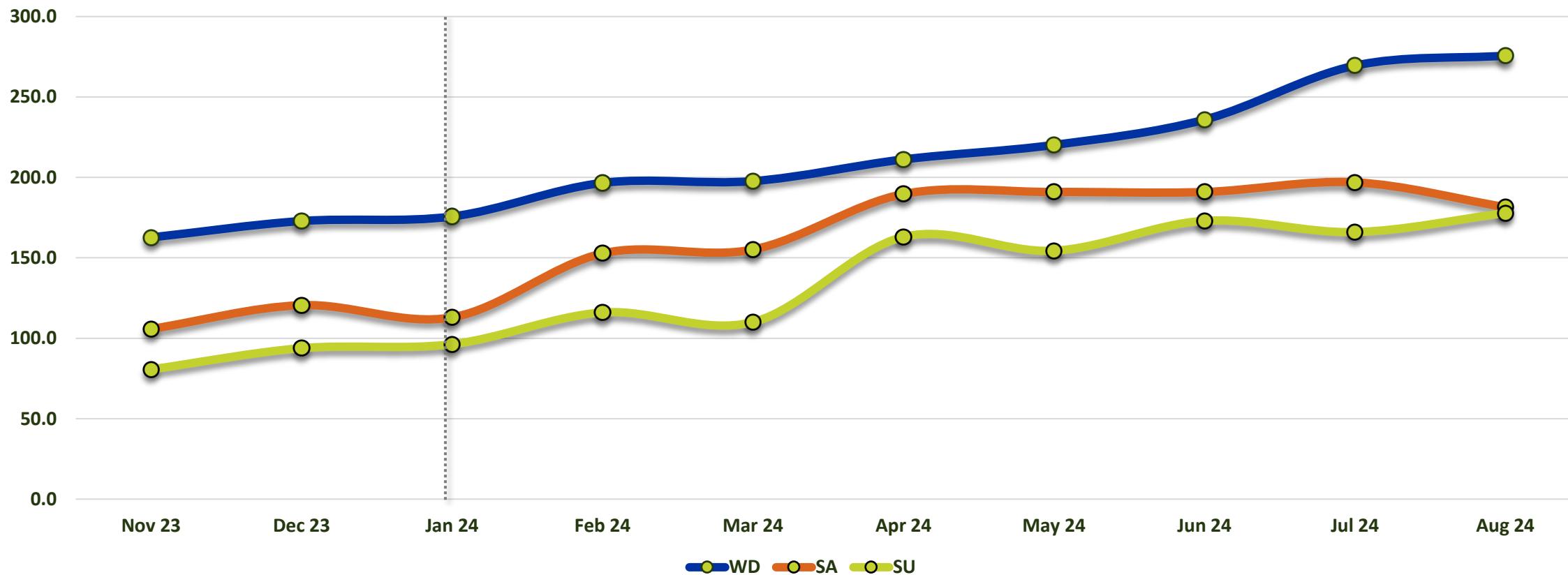
Aug 24	Aug 24 Actual
Weekday Avg	275.7
Saturday Avg	181.6
Sunday Avg	177.8

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Springdale/Sharonville Area : Aug Ridership

Springdale Plaza

Tri County Commons

Princeton High School

Woodlawn Kroger

Riddle Road Residents
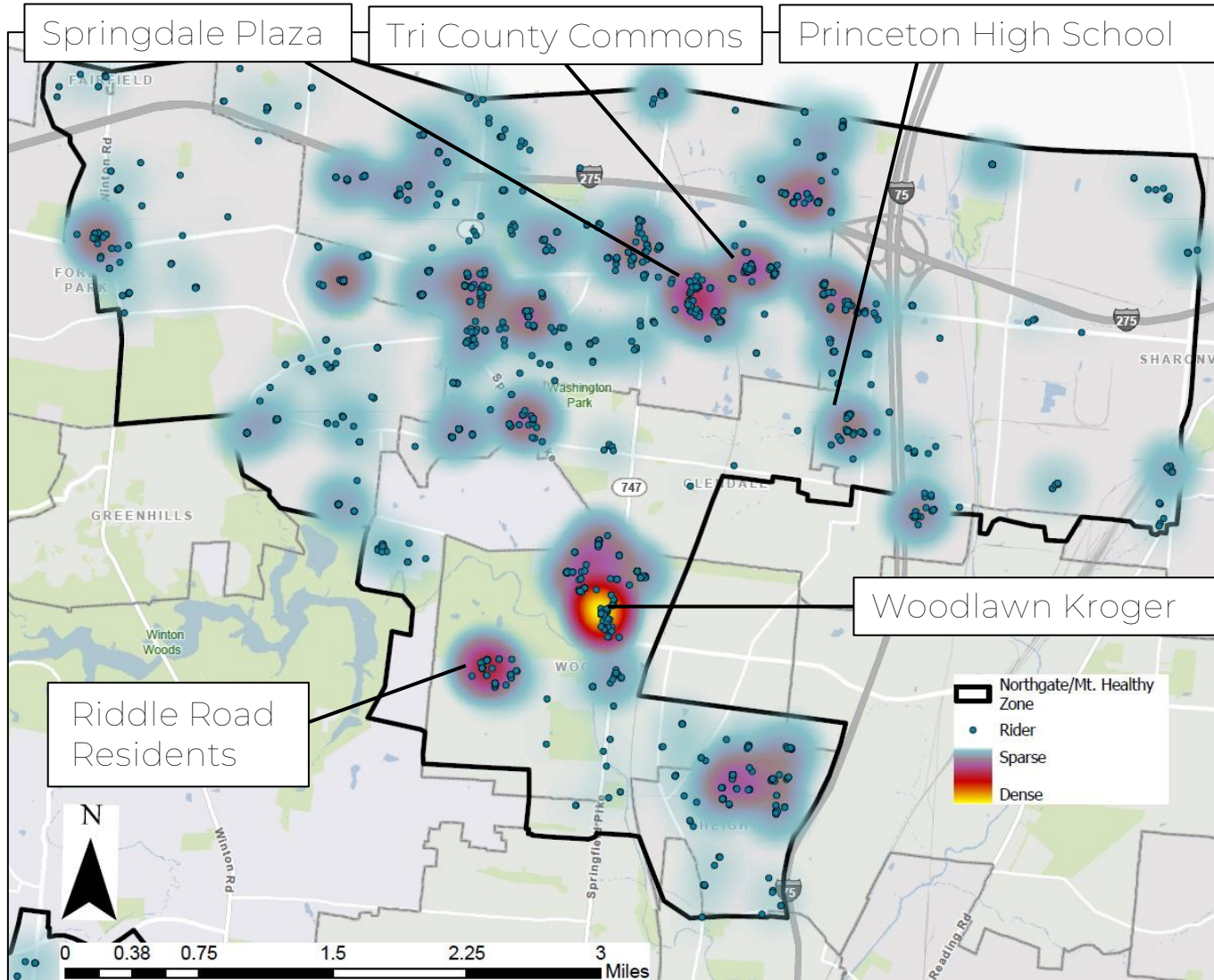
Rank	Destination	Count
1	Woodlawn Kroger	315
2	Springdale Plaza	193
3	Riddle Road Residents	191
4	Tri County Commons	93
5	Princeton High School	87

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Northgate/Mt. Healthy Area : Aug Ridership

Kroger, Colerain Ave.

Colerain Towne Center

Clovernook Apts.

Coleraine Hills Shopping Center

Kroger, Hamilton Ave
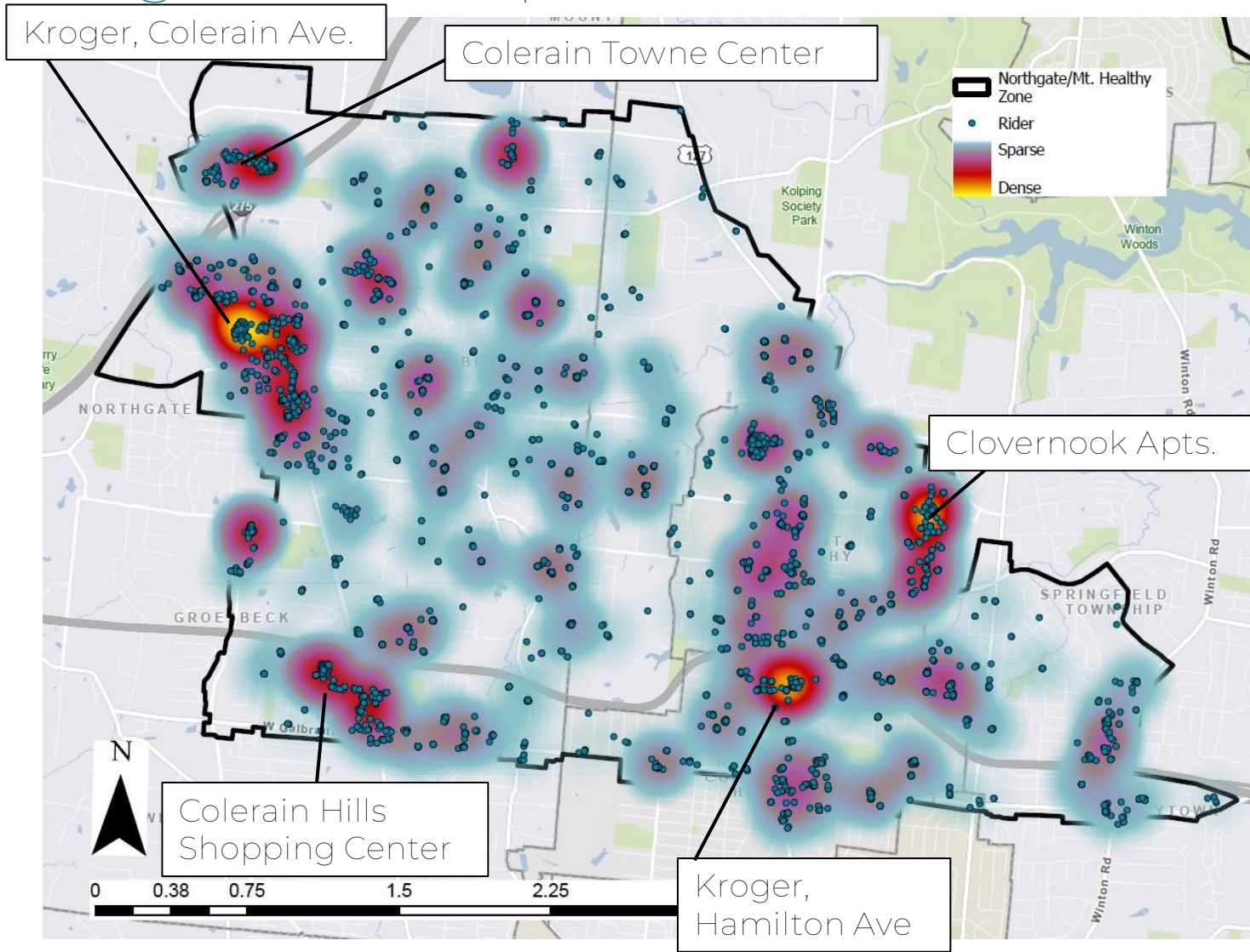
Rank	Destination	Count
1	Clovernook Apts.	515
2	Kroger, Colerain Ave	377
3	Colerain Towne Center	349
4	Kroger, Hamilton Ave	311
5	Colerain Hills Shopping Center (Walmart)	257

Route Level KPIs

CPS Ridership by Day

Date	Ridership (approx.)
8/1/2024	~100
8/2/2024	~100
8/3/2024	~30
8/4/2024	0
8/5/2024	~130
8/6/2024	~130
8/7/2024	~180
8/8/2024	~160
8/9/2024	~100
8/10/2024	~30
8/11/2024	0
8/12/2024	~150
8/13/2024	~100
8/14/2024	~2,080
8/15/2024	~4,850
8/16/2024	~5,400
8/17/2024	~20
8/18/2024	0
8/19/2024	~6,430
8/20/2024	~7,060
8/21/2024	~7,420
8/22/2024	~7,300
8/23/2024	~7,720
8/24/2024	~20
8/25/2024	0
8/26/2024	~8,220
8/27/2024	~8,580
8/28/2024	~8,880
8/29/2024	~8,800
8/30/2024	~8,680
8/31/2024	~40

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OTP – Local

Legend: Local OTP | Local OTP KPI

OTP – Express

Legend: OTP | Express KPI

Productivity - Local

Legend: Productivity PPH (bars) | Productivity KPI (line)

X-axis categories: 33, 19, 43, 17, 37, 21, 11, 6, 64, 27, 41, 4, 51, Avg, 46, 16, 32, 78, 31, 20, 36, 24, 65, 90, 49, 77, 50, 28, 5, 1, 67, 61

Productivity – Express

Legend: Express PPT (bars) | Productivity KPI (line)

X-axis categories: 22, 71, 3, 38, 74, Avg, 40, 72, 30, 29, 2, 75, 25, 77, 23, 81, 82, 52

Cost Per Passenger – Local

Cost Per Passenger – Express
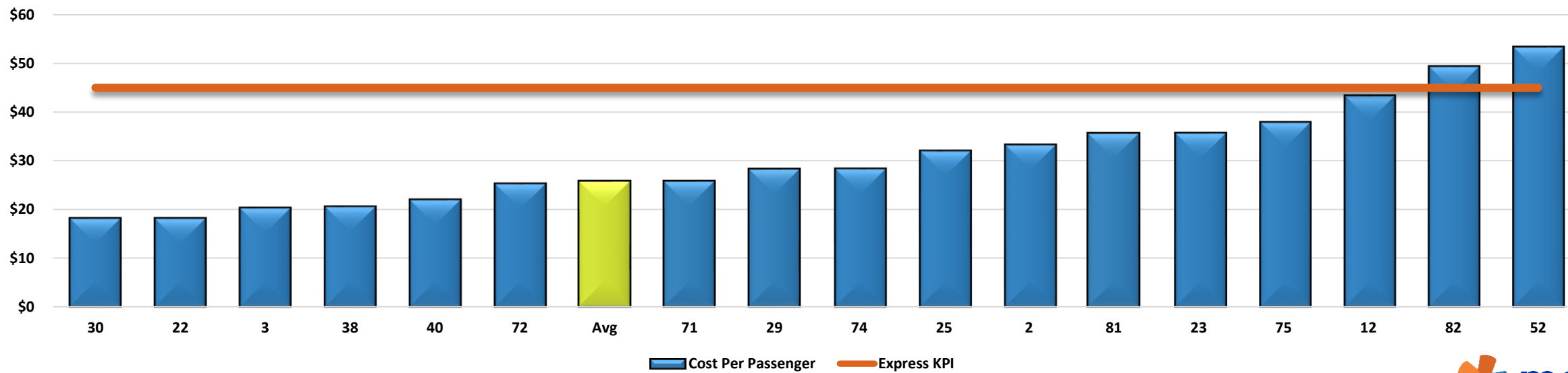
On-Time Performance Local & Express Service (Last 12 Months)

Local OTP — Express OTP — OTP KPI
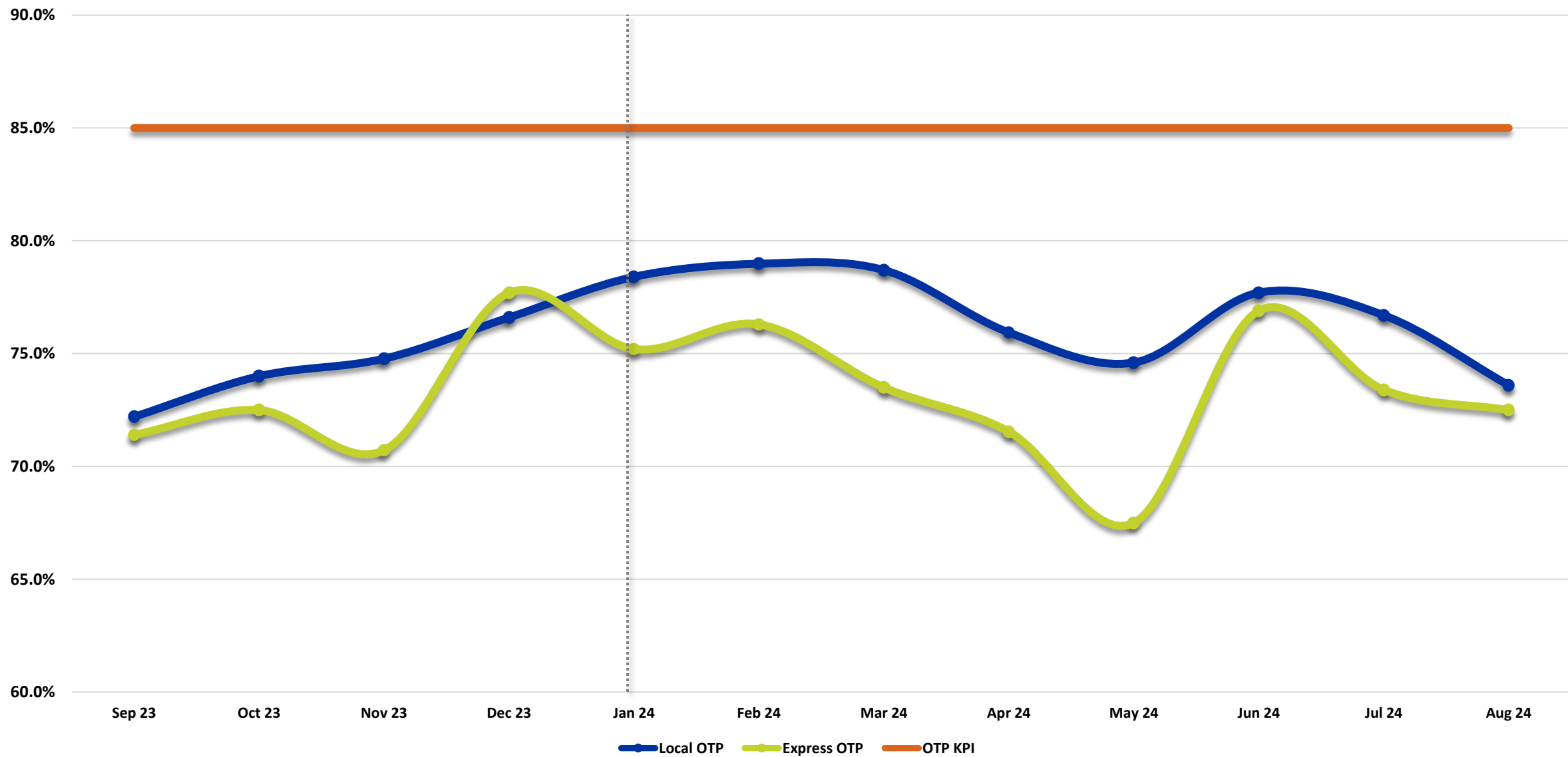
Project	Method	Vendor	Award	Term	Funding
002-2024 **Capital Project & Grants Tracking Software**	Request for Proposals (RFP)	Ignatius	$199,800	3 years Oct 2024 – Sep 2027	Budgeted Local Capital and Operating
053-2024 **Yard Management Solution**	Request for Proposals (RFP)	Trapeze Software Group, Inc. (Vontas)	$2,795,915 **(20.67%, $577,916 XBE)**	5 years Oct 2024 – Sep 2029	80% FTA 20% Local

denotes non-competitive or non-negotiable award

Supplier Diversity Summary

Total Awards for Month	**$2,995,715**
Total Diversity Spend for Month	**$577,916**
Addressable Awards	**$2,995,715**
Effective Participation Rate	**$577,916 (19.3%)**
2024 Total Spend	**$63,550,473**
2024 Diversity Spend	**$7,282,312 (11.5%)**
2024 Total Addressable Spend	**$51,464,119**
2024 Effective Participation Rate	**14.2%**

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

APPROVAL OF CONTRACT 002-2024 FOR CAPITAL PROJECTS & GRANTS TRACKING
SOFTWARE

WHEREAS:

1.   Metro manages an average of $44 million in grant revenue each year.

2.   A variety of projects are funded by grant revenue to include: planning studies, transit centers, revenue vehicle purchases and capital facilities improvements.

3.   A flexible, scalable database system is required to meet the needs required to manage the relationship between capital projects and grant revenues.

4.   The current ("CPGT") software that is used to track capital projects and grants uses an outdated Microsoft Access database.

5.   SORTA staff recommends approval to execute Contract No. 002-2024 on behalf of Metro and Ignatius, with a not to exceed value of $199.800.

THEREFORE, BE IT RESOLVED:

6.   The Board authorizes the CEO/General Manager/ Secretary-Treasurer or the CFO to execute Contract No. 002-2024 on behalf of Metro and Ignatius, with a not to exceed value of $199.800.

BOARD OF TRUSTEES ACTION ITEM

DATE:	September 17, 2024
FROM:	John Edmondson, Sr. Director of Procurement
	Mary Huller, Director of Grants & Administration
PROJECT NO.:	002-2024 Capital Projects & Grants Tracking Software
REQUEST:	Contract Award

BACKGROUND

Metro manages an average of $44 million in grant revenue each year. Grant revenue funds a variety of projects, including planning studies, transit centers, revenue vehicle purchases, and capital facilities improvements. Metro requires a flexible, scalable database system tailored to meet the unique needs required to manage the unique and complex relationship between capital projects and grant revenues.

BUSINESS PURPOSE

The current capital projects and grants tracking ("CPGT") software uses an outdated Microsoft Access database. This product is no longer effective in meeting the needs of Metro and will be losing comprehensive support from the manufacturer. A replacement system is needed that can integrate with Maximo, CODA, and OpenGov platforms used by Procurement, Finance, and Accounting, respectively.

PROJECT FINANCING

The budget for the project is $200,000 and is included in the approved FY2024 Capital Budget. The initial project costs will be financed using local capital funds. Annual costs related to the project will be included in the annual operating budget review and approval process.

The final cost of the project is $199,800, which is **favorable to budget by $200**. The table below is an itemized list of all one-time and annual project costs:

	FY2024/25	FY2025/26	FY2026/27	Total
One-time Fees				
Project Mobilization	$ 15,000	$ -	$ -	$ 15,000
System Configuration	$ 25,000	$ -	$ -	$ 25,000
Training & Testing	$ 20,000	$ -	$ -	$ 20,000
Go-Live	$ 35,000	$ -	$ -	$ 35,000
Subtotal	$ 95,000	$ -	$ -	$ 95,000
Annual Fees				
Licensing (Unlimited)	$ 12,000	$ 11,400	$ 11,400	$ 34,800
Maintenance & Hosting	$ 16,000	$ 11,000	$ 11,000	$ 38,000
Support	$ 12,000	$ 10,000	$ 10,000	$ 32,000
Subtotal	$ 40,000	$ 32,400	$ 32,400	$ 104,800
Total	**$ 135,000**	**$ 32,400**	**$ 32,400**	**$ 199,800**

PROJECT PROCUREMENT

Based on the need to evaluate various project approaches and specific criterial requirements for the Grants function, staff determined that a request for proposals ("RFP") was the most appropriate procurement methodology.

Staff identified 10 specific vendors known to be willing and capable of providing the unique software services required for the project in addition to the vendors automatically notified via Metro's e-procurement platform. 71 vendors downloaded solicitation materials with 9 submitting a response (12.7% response rate). All submissions were deemed to be responsive to the requirements of the solicitation.

Submissions were evaluated based on several criteria including project approach, firm and staff qualifications, diversity efforts, and price. After an initial review, staff shortlisted the submissions to the top 3 vendors for conducting an interview and demonstration. The tables below reflect the evaluation scores for the initial submission and the interview/demonstration phase:

Vendor	Project Approach (Subjective) Points Based 450 Points (42.9%)	Firm and Staffing Qualifications Points Based 375 Points (35.7%)	Price (Objective) Reward Low Cost 175 Points (16.7%)	Small and Disadvantaged Busine Points Based 50 Points (4.8%)	Total Score (Max Score 1050)
Autocene Government Solutions…	398	318	175	0	891
Ignatius	400	342	128.1	0	870.13
Bold Zebras LLC dba PowerApp…	401	318	82.3	50	851.27
CapTech Ventures, Inc.	395	330	17.3	0	742.32
Publicis Sapient	375	285	36.3	0	696.33
kvolve	334	276	26.4	0	636.35
Summit Technologies LLC	295	230	50.1	0	575.15
JourneyBlazers LLC	281	254	33.7	0	568.66
Allitix, Inc.	245	208	19.4	0	472.39

Vendor	Project Approach (Subjective) Points Based 450 Points (42.9%)	Firm and Staffing Qualifications Points Based 375 Points (35.7%)	Price (Objective) Points Based 175 Points (16.7%)	Small and Disadvantaged Busine Points Based 50 Points (4.8%)	Total Score (Max Score 1050)
Ignatius	434	360	128.1	0	922.13
Autocene Government Solutions…	379	305	175	0	859
Bold Zebras LLC dba PowerApp…	292	260	82.3	50	684.3

The contract will be a firm fixed price contract with a 1-year base term and two 1-year option terms, expiring in September 2027.

PROJECT DIVERSITY

Staff performed a review of the project to determine the potential for subcontracting opportunities. Based on the nature of the products and services provided, no subcontracting opportunities are available for the project. As such, no vendor diversity goal was established.

Staff targeted 21 XBE vendors capable of performing the work described in the solicitation. No XBE vendors submitted a response to the solicitation.

The project contract does not include award to an eligible XBE subcontractor.

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. 002-2024, on behalf of Metro with Ignatius, with a not to exceed value of $199,800.

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

<u>APPROVAL OF CONTRACT 053-2024 YARD MANAGEMENT SOLUTION</u>

<u>WHEREAS</u>:

1.   Metro has more than 300 revenue service vehicles operating from 2 different garages.

2.   Maintaining and monitoring the movement of so many revenue vehicles within the garages and parking areas can be a complex logistic issue.

3.   Delays in vehicle assignments, pull-out and scheduled/unscheduled maintenance requirements result from the complex nature of maintaining so many vehicles.

4.   Metro requires a software solution that allows for real-time location, directionality and assignment of revenue service as well as non-revenue vehicles.

5.   SORTA staff recommends approval to execute Contract No. 053-2024 on behalf of Metro and Trapeze Software Group, Inc. (Vontas), with a not to exceed value of $2,795.915.

<u>THEREFORE, BE IT RESOLVED</u>:

6.   The Board authorizes the CEO/General Manager/ Secretary-Treasurer or the CFO to execute Contract No. 002-2024 on behalf of Metro and Trapeze Software Group, Inc. (Vontas), with a not to exceed value of $2,795.915.

BOARD OF TRUSTEES ACTION ITEM

DATE: September 17, 2024

FROM: John Edmondson, Sr. Director of Procurement

Patrick Giblin, Sr. Director of Information Technology/Chief Information Officer

PROJECT NO.: 053-2024 Yard Management Solution

REQUEST: Contract Award

BACKGROUND

Metro has more than 300 revenue service vehicles operating from 2 separate garages. Maintaining and monitoring the movement of so many revenue vehicles within the garages and parking areas can be a complex logistics issue, leading to delays in vehicle assignments, pull-out, and scheduled/unscheduled maintenance requirements.

BUSINESS PURPOSE

Metro requires a software solution that allows for real-time location, directionality, and assignment of revenue service vehicles as well as non-revenue vehicles.

PROJECT FINANCING

The budget for the project is approximately $3,560,000 and is included in the approved FY2024 Capital Budget. The project will be financed by using a Federal Transit Administration ("FTA") grant for 80% of the eligible capital costs and local capital and operating costs for the remainder of project funds.

The project includes annual maintenance costs and optional annual cloud hosting costs that will be included in the annual operating budget review and approval process. The table below depicts the initial implementation and annual costs for the project:

	FY2024/25	FY2025/26	FY2026/27	FY2027/28	FY2028/29	Total
Implementation						
Equipment	$ 422,607	$ -	$ -	$ -	$ -	$ 422,607
Licenses	$ 641,510	$ -	$ -	$ -	$ -	$ 641,510
Labor	$ 765,650	$ -	$ -	$ -	$ -	$ 765,650
Maintenance	$ 125,600	$ 128,502	$ 136,051	$ 144,043	$ 152,500	$ 686,696
Subtotal	$ 1,955,367	$ 128,502	$ 136,051	$ 144,043	$ 152,500	$ 2,516,463
Optional Modules						
Fleetwatch	$ 47,237	$ -	$ -	$ -	$ -	$ 47,237
Cloud Hosting	$ 12,667	$ 50,280	$ 53,234	$ 56,361	$ 59,673	$ 232,215
Subtotal	$ 59,904	$ 50,280	$ 53,234	$ 56,361	$ 59,673	$ 279,452
Total	**$ 2,015,271**	**$ 178,782**	**$ 189,285**	**$ 200,404**	**$ 212,173**	**$ 2,795,915**
Annual Increase		2.26%	5.55%	5.55%	5.55%	

The final project cost is $2,795,915 and is **favorable to budget by $764,085**.

PROJECT PROCUREMENT

Staff determined that the wide variety of available yard management solutions warranted the use of a request for proposals ("RFP") for the project.

Staff identified and targeted 14 vendors known to be willing and capable of providing a comprehensive solution that met the requirements of the solicitation in addition to the vendors notified via Metro's e-procurement platform OpenGov. 26 vendors downloaded solicitation materials and 3 submitted responses. All submissions were determined to be responsive to the requirements of the solicitation. All submissions were evaluated on criteria that included, but was not limited to project approach, firm and staff qualifications, commitment to diversity, equity, and inclusion, and price. The table below represents the evaluation scores of each submission:

AGGREGATE SCORES SUMMARY

Vendor	Evaluator 1	Evaluator 2	Evaluator 3	Total Score (Max Score 1050)
Trapeze Software Group, Inc. (Vontas)	1033.5	973.5	961.5	989.46
Clever Devices Ltd.	975	890	916	927
Piper Networks	628.7	628.7	645.7	634.32

The contract will be a firm fixed fee contract with a 5-year term, expiring in September 2029.

PROJECT DIVERSITY

Staff performed a review of the project to determine the potential for subcontracting opportunities. Based on the nature of the products and services provided, no subcontracting opportunities are available for the project. As such, no vendor diversity goal was established.

Staff targeted 19 XBE vendors capable of performing the work described in the solicitation. No XBE vendors submitted a response to the solicitation.

The project contract includes work to be performed by 2 certified XBE firms for a total of **20.67%** of the final project cost ($577,916).

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. 053-2024, on behalf of Metro with Trapeze Software Group, Inc. (Vontas), with a not to exceed value of $2,795,915.