

**MINUTES OF THE REGULAR MEETING OF THE
BOARD OF COMMISSIONERS OF
ROCHESTER-GENESEE REGIONAL TRANSPORTATION AUTHORITY
AND ITS SUBSIDIARIES
October 4, 2018**

A. Roll Call and Determination of Quorum

The meeting was called to order at 12:06pm by Chairman Geoff Astles who determined that a quorum was present.

Present on Roll Call:

County of Monroe	Don Jeffries	=	8 votes
County of Monroe	Kelli O'Connor	=	8 votes
➤ City of Rochester	William Ansbro	=	2 votes
➤ City of Rochester	Jerdine Johnson	=	2 votes
➤ City of Rochester	William McDonald	=	2 votes
➤ County of Livingston	Milo I. Turner	=	2 votes
➤ County of Ontario	Geoff Astles	=	3 votes
➤ County of Orleans	Henry Smith	=	1 vote
➤ County of Seneca	Edward W. White	=	1 vote
➤ County of Wayne	Michael P. Jankowski	=	3 votes
➤ County of Wyoming	Rich Kosmerl	=	1 vote
➤ Amalgamated Transit Union	Jacques Chapman	=	<u>0 votes</u>

Total Votes Possible	33
Total Votes Present	17
Votes Needed for Quorum	17

Others Present:

Scott Adair, Chief Financial Officer
Dave Belaskas, Director of Engineering & Facilities Management
Ken Boasi, Director of Scheduling
Tom Brede, Public Information Officer
Maggie Brooks, Executive VP of Customer & Community Engagement
Mike Burns, Director of Accounting Services
Bill Carpenter, Chief Executive Officer
Daniel DeLaus, General Counsel
Mike DeRaddo, Director of Regional Operations
Chris Dobson, VP of Transportation Services
Amy Gould, Executive VP of People
Krystal Hall, Director of People Performance & Development
Matt Lindman, Technical Support Administrator
Christian Mahood, Director of Information Technology
Scott Masucci, Manager of Inventory & Warranty
Sharon Muir-Eddy, Director of Budget
Kelly Schmidt, Executive Assistant to the CEO
Janet Snyder, Director of Labor Relations
James Stack, Executive Director of GTC
Miguel Velazquez, Chief Operating Officer

B. Adoption of the Agenda

On motion of Commissioner Ansbro, seconded by Commissioner Turner, the Agenda was unanimously adopted.

C. Approval of Minutes

On motion of Commissioner Kosmerl, seconded by Commissioner McDonald, the following minutes were unanimously approved.

- RGRTA Governance Committee Meeting, September 6, 2018
- Regular Board Meeting Minutes of September 6, 2018

D. CEO Report

Bill Carpenter, Chief Executive Officer, presented the monthly CEO Report, along with presentations from Amy Gould, Executive VP, of People on Q2 Employee Survey Results as the TOPS Highlight. A presentation from Maggie Brooks, Executive VP of Customer & Community Engagement, and Tom Brede, Public Information Officer, on Communications Strategy at Work for Reimagine RTS as the Project Highlight reflected in the power point presentation, a copy of which is attached to these Minutes.

TOPS Highlight: Q2 Employee Survey Results

- *Commissioner McDonald asked what our Operator turnover rate is. Amy Gould, Executive VP of People, stated that she does not have the exact number but that it is low and definitely below 20%. She will check on the exact percentage and get back to the Board.*
- *Commissioner Smith asked about the participation in the survey. Amy Gould, Executive VP of People, responded that we believe the participation this quarter is more of the new “normal” and is an accurate depiction of the participation that we can expect going forward.*

Project Highlight: Communications Strategy at Work for Reimagine RTS

- *Commissioner McDonald inquired about the percentage of impressions and asked how we measure it. Tom Brede, Public Information Officer, responded that impressions means the number of times our ad for Reimagine RTS came up on a site.*
- *Commissioner Jankowski asked if we did any outreach in the suburban areas. Maggie Brooks, EVP of Customer and Community Engagement, responded that we did conduct outreach in the suburban areas – through on-bus conversations and talking to people waiting to ride the bus to those areas at the RTS Transit Center.*

On motion of Commissioner Smith, seconded by Commissioner Turner, the CEO Report was accepted by unanimous vote.

E. Financial Report

Scott Adair, Chief Financial Officer, presented the financial report, a copy of which is attached to these Minutes.

- *Commissioner Ansbro asked how we are doing with parts cost. Scott Adair, Chief Financial Officer, responded that we are within budget based on our projection.*
- *Commissioner Smith asked when we start hedging the fuel costs. Scott Adair, Chief Financial Officer, responded that we start about this time and try to have the agreement in place by the end of the calendar year.*

On motion of Commissioner Jankowski, seconded by Commissioner Johnson, the Financial Report was accepted by unanimous vote.

F. Proposed Resolutions

Resolution Authorizing the Award of a Contract to Enhance the RouteMatch Software Inc. for RTS Ontario, RGRTA 46-2018

- *Commissioner Jankowski asked if we will be rolling RouteMatch out to other Regionals. Mike DeRaddo, Director of Regional Operations, responded that we would like to have*

RouteMatch or something similar at all the Regionals but we do not have plans to implement at this time.

- *Commissioner Ansbrow asked what percentage of our customers currently use the technology. Christian Mahood, Director of Information Technology, responded that we have 10,000 customers that have downloaded the application for RTS Monroe.*
- *Commissioner McDonald asked what the pricing includes. Mike DeRaddo, Director of Regional Operations, responded that the pricing includes the software license, implementation services to install the software, training and three (3) years of software support and maintenance.*
- *Commissioner Johnson asked if the Ontario Application will look like RTS Monroe's. Mike DeRaddo, Director of Regional Operations, responded that it will look different because it is an application developed by RouteShout.*

RGRTA 46-2018: On motion of Commissioner McDonald, seconded by Commissioner Kosmerl, the aforementioned Resolution, a copy of which is attached to these Minutes, was unanimously approved.

Resolution Authorizing the Award of a Contract for Transit Advertising Services, RGRTA 47-2018

- *Commissioner White asked if we have an advertising policy. Tom Brede, Public Information Officer, stated that we do and he would send it over to the Board.*

RGRTA 47-2018: On motion of Commissioner Turner, seconded by Commissioner Smith, the aforementioned Resolution, a copy of which is attached to these Minutes, was unanimously approved.

G. Consent Resolutions

Consent Resolutions RGRTA 48-2018 up to and including RGRTA 50-2018 were approved by a motion made by Commissioner Johnson, seconded by Commissioner McDonald, the below mentioned Resolutions, a copy of which are attached to these Minutes, were unanimously approved.

Resolution Authorizing the Award of a Contract for Managed Network and Telecommunications Support Services, RGRTA 48-2018

Resolution Authorizing the Award of a Contract for Construction of the RTS Water Line Replacement Project, RGRTA 49-2018

**Resolution Approving Election of a Director to the Greater Rochester Community
Transportation Foundation (GRCTF). RGRTA 50-2018**

H. Calendar

Bill Carpenter, CEO, stated that due to the Governance Retreat being scheduled on October 30th from 10:30am to 6:00pm we will be combining the Quarterly Board meeting for November with the Regular Board meeting for December. Therefore we will not have a November 1st Board meeting.

I. Adjournment

There being no further matters on the adopted Agenda, the regular meeting was adjourned on motion of Commissioner Johnson, seconded by Commissioner McDonald at 1:27pm.

Respectfully submitted,

Edward W. White, Esq., Secretary

Posted Date: October 18, 2018

CEO Report

Presented by: Bill Carpenter, CEO

Decorative light blue curved lines sweeping across the bottom right of the slide.

Chief Executive Officer Report

- **TOPS Highlight**
- Project Highlight
- Miscellaneous



TOPS

TRANSIT ORGANIZATION PERFORMANCE SCORECARD

		SCORE 1st & 3rd	SCORE 2nd & 4th
FPI	FINANCIAL PERFORMANCE INDEX	40.0	40.0
CSI	CUSTOMER SATISFACTION INDEX	30.0	25.0
SPI	SERVICE PERFORMANCE INDEX	30.0	25.0
EEI	EMPLOYEE ENGAGEMENT INDEX	N/A	10.0
TOTAL		100.0	100.0

Employee Engagement Index

Strategic Pillars 2018-19 2nd Qtr.	Metric	Plan Goal	Actual 1st Quarter	Actual 2nd Quarter	Actual 3rd Quarter	Actual 4th Quarter	Earned Points	Goal Points	Max Points	Min Points
Employee Engagement Index	Employee Participation	27.5%		38.7%			-	-	-	-
	Employee Engaged Index	24.0%		33.3%			6.27	5.00	6.50	3.50
	Employee Satisfaction	4.0		4.1			5.21	5.00	6.50	3.50
	Total EEI Score						11.5	10.0	13.0	7.0

Q2 Employee Survey Results

Presented By: Amy Gould
Executive Vice President of People



Evolution of Employee Engagement Index

- Survey of employees began consistently in fiscal year 2010-11
- Survey results first incorporated into TOPS in fiscal year 2013-14
- Continuous process improvements to the survey
- In 2017-18 we surveyed all employees in September and February
- In 2018-19 we condensed Q2 survey to solicit further feedback, and focused on key themes from February results (to better inform strategic planning process)

Give Us **S'MORE** Feedback

RTS Employee Survey
Starts August 10



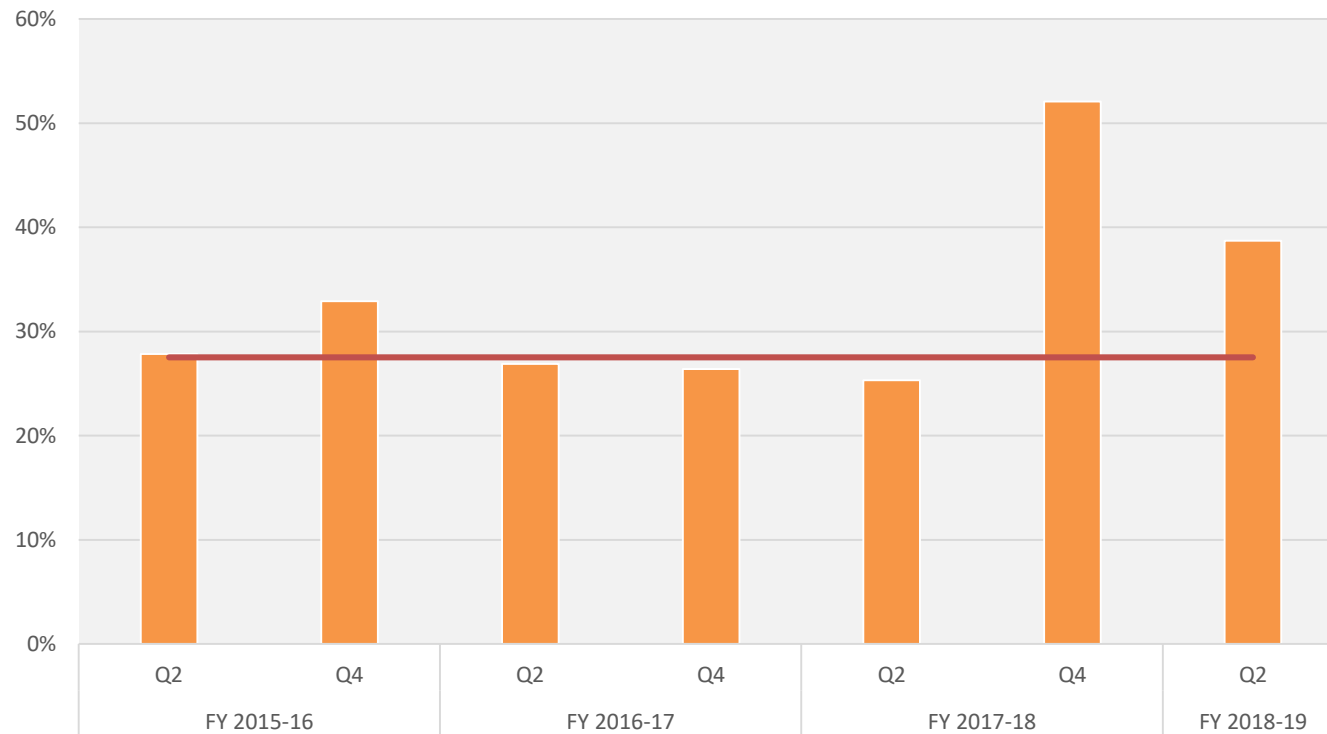
REGIONAL TRANSIT SERVICE



Participation

Second highest participation level seen since we began tracking in 2013-14 (38.7%)

- Grassroots Campaign
- Activities and Reminders for All Employee Groups



Employee Engagement Index

- **Measured twice per year, in Q2 and Q4**
 - Q2 Survey ran August 10 – 23
- **Contributes 10 goal points to TOPS**
- **Index Components:**
 - Employee Engagement: 5 possible points
 - Employee Satisfaction: 5 possible points

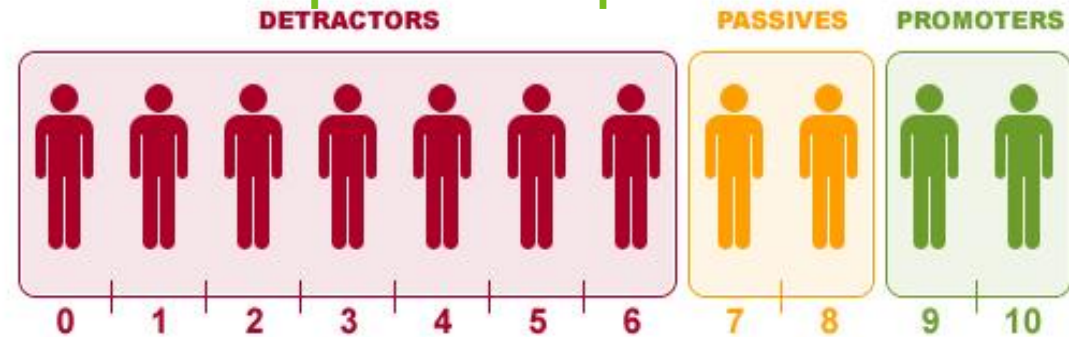
Engagement

- Measured by results from four statements:

1. I am motivated to go "above and beyond" what is expected of me at my job.
2. I would stay with RTS if I was offered a similar job elsewhere for slightly higher pay.
3. If a friend or family member was looking for a job, how likely is it that you would recommend RTS to them as a great place to work?
4. If a friend or family member was interested in RTS public transit services, how likely is it that you would recommend RTS to them?

- Just like with our NPS score, scores are 0-10 and the separated into promoters and detractors:

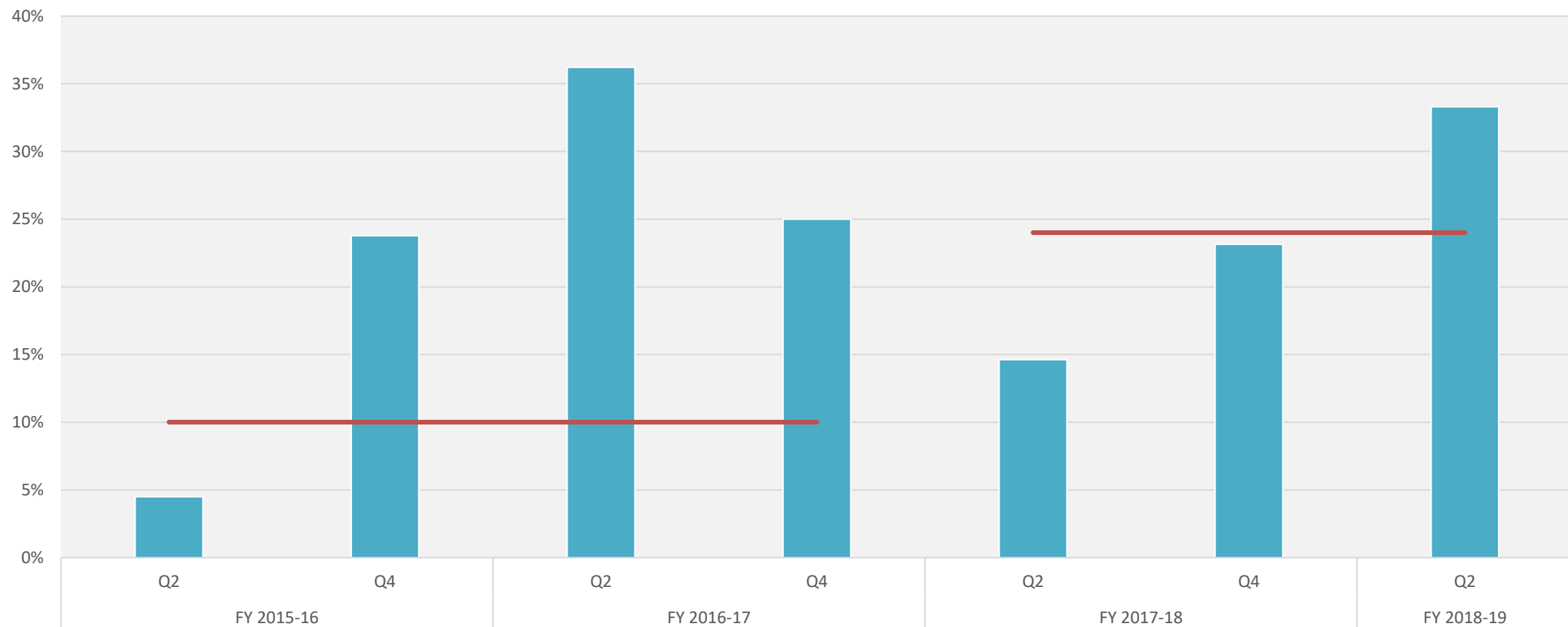
- To be counted as a promoter, 3 of the 4 questions should be scored 9 or higher.
- To be counted as a detractor, 3 of the 4 questions should be scored 6 or lower.



$$\% \text{ Promoters} - \% \text{ Detractors} = \text{Employee Engaged Index}$$

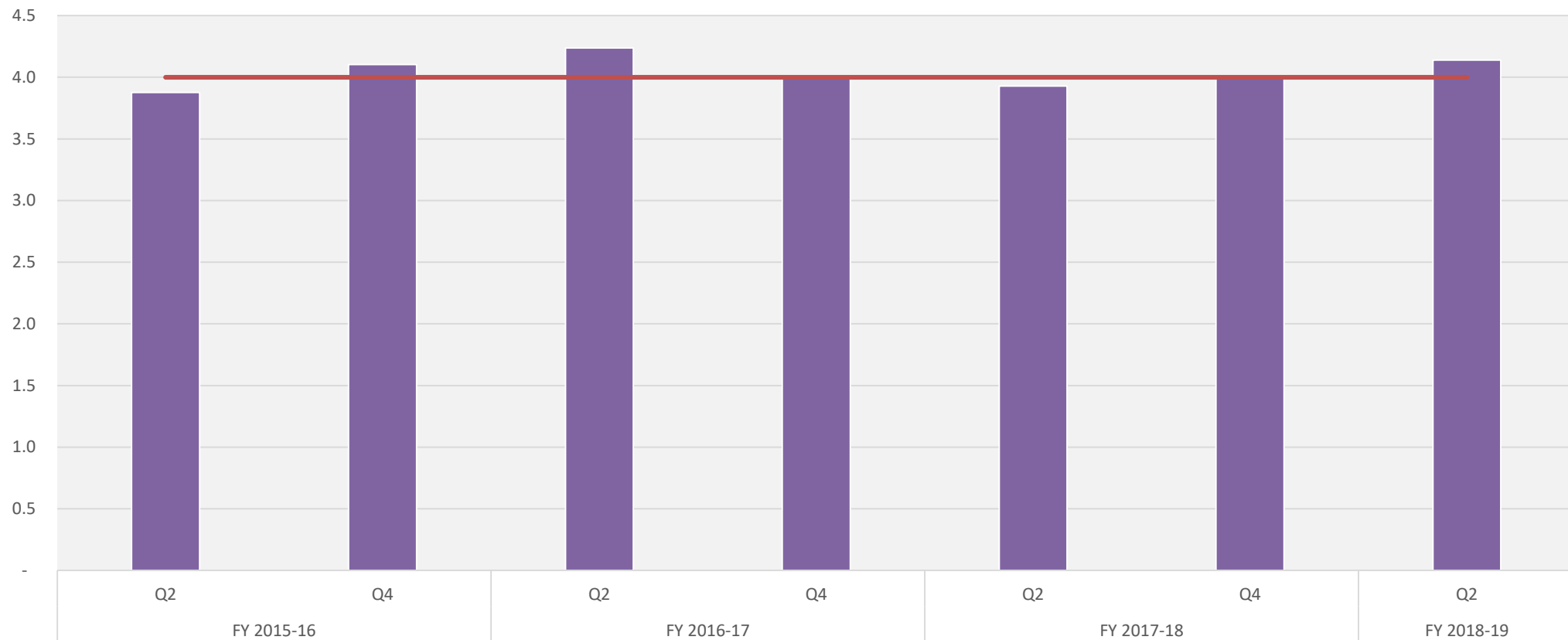
Engagement

- **Q2 score is an increase over Q4 last year, and exceeded the goal (24%).**
 - Continues an upward trend observed since a low performance in Q2 last year.



Satisfaction

- **Q2 score is an increase over Q2 and Q4 last fiscal year.**
 - Sustained performance across all results.



Takeaways

- **Engagement**

- 33% exceeds the goal of 24%, and represents an improvement over Q2 and Q4 last year.
 - Increased performance compared to Q4 in the last two fiscal years.

- **Satisfaction**

- 4.1 meets the goal and again represents an improvement over Q4 last year.
 - Steady performance compared to prior surveys.

- **Future Priorities**

- We asked employees to rank the top 5 Key themes (Communication, Front Line Operations, Reimagine, Salary and Wellness) from the previous survey .
- Communication and Salary ranked as the two most important areas of focus.
 - Actions for each will be identified.

Progress and Next Steps

- **Executive Team shared information with direct reports**
- **Department heads meeting with their teams to discuss results**
- **Report out at October Leadership Forum for:**
 - Review of alignment with current comp plan and department level tactics
 - Adjust/tweak plans accordingly based on new feedback
 - Begin planning for next survey (continuous improvement)
 - Develop action plans for specific (departmental) focus areas
 - Inform upcoming planning for 2019-2020 Comp Plan strategies

Chief Executive Officer Report

- TOPS Highlight
- **Project Highlight**
- Miscellaneous

Educate, Inform & Influence

- **Marketing, Communications (MarCom) and Customer Service are three departments that function as one team**
- **They are responsible for educating, informing and influencing the key internal and external audiences on behalf of RTS**
- **They are foundational to our success implementing substantial changes in our system and achieving important increases in our State funding**

Communications Strategy at Work for Reimagine RTS

Maggie Brooks, EVP of Customer & Community Engagement
Tom Brede, Public Information Officer



Agenda

- **Revisiting the MarCom Strategy**
- **Stage 1 Outreach Recap**
 - CAC, Frontline Group
- **PR/Communications – internal and external**
- **Customer Communications/Advertising**
- **Show Video**
- **Stage 2 approach**

Strategy

- Implement a content-driven marketing and communications plan that aligns with the mission, vision and values, strategic plan and CARE standards to support the brand promise and show how we bring everything to life.



Objectives

- **Increase the favorable impression** of RTS amongst employees, customers, community stakeholders and legislators.
- **Educate current customers** on route changes and new products and engage with them daily to contribute to an exceptional customer experience.
- **Attract new customers** outside of our core (those who are public transit dependent) by focusing our initiatives on educating the community about the benefits of public transit and how to use the RTS system.

Agenda

- Revisiting the MarCom Strategy
- **Stage 1 Outreach Recap**
- PR/Communications – internal and external
- Customer Communications/Advertising
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Reimagine RTS: Stage 1 Outreach Recap

Outreach Activity	Quantity
Surveys (online and in-person)	3 (14,000 + responses)
Public Information Sessions	6
Pop-Up Sessions (at TC, Community Locations)	40
Focus Group Meetings	6
Park & Ride On-Bus / Transit Center Gate Sessions	29
Employee Meetings	29
Meetings-in-a-Box	7
Stakeholder/Executive Meetings	35+
TOTAL OUTREACH	150+ Meetings & Events

September 2017 – August 2018

Committee Work

- **Community Advisory Committee**
 - Advocates, community leaders and stakeholders met monthly and provided input on the process, outreach efforts, the draft, and completed recommendations.
 - The CAC also served as ambassadors, sharing information with their respective audiences, and providing community perspective during meetings.
- **Frontline Employee Committee**
 - This group of Bus Operators, Customer Service Representatives, Road Supervisors, and Radio Controllers met monthly, providing both employee and customer perspectives.

Agenda

- Revisiting the MarCom Strategy
- Stage 1 Outreach Recap
- **PR/Communications: Internal, External, Influencer**
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Internal Communications

- **Regular Informational Updates:**

- Transit Times
- CEO Connection
- Break Room Monitors
- Flyers & Posters
- Email & Text Message Updates
- Employee Meetings

- **Employee Pop-Up Sessions:**

- Mirrored public pop-up sessions to provide updated information and gather feedback.
- Employee Break Room, Maintenance, Transit Center, RTS Access, Board Room, During Employee Quarterly Meetings



REIMAGINE RTS BUDGET PRIORITIES	
BETTER RAPID BUS	116
EXPANDED COVERAGE	190
FREQUENT SERVICE	213
FASTER/MORE DIRECT TRIPS	166
MAX 30 MIN. WAIT TIME	119
ACCESS TO JOBS OUTSIDE DOWNTOWN	130
MORE SERVICE HOURS	155
MULTI-MODAL CONNECTIONS	46
TOTAL	1135

External Communications/Media Relations

- **4 Press Conferences:**
 - Announcement, Phase 1 Recap, Draft Recommendations, Completed Recommendations
- **8 Media Interviews:**
 - D&C Editorial Board
 - D&C: Brian Sharp
 - RBJ: Velvet Spicer
 - WXXI: Evan Dawson (twice)
 - City Newspaper: Jeremy Moule
 - WDKX: Morning Show (twice)
- **27 News Stories**
 - TV, Print, Radio & Online



Advocacy / Influencer Communications

- **Briefings for Lawmakers & Staff**

- December 2017: Introduction to Reimagine RTS, Phase 1 Recap, Legislative Session Preview.
- May 2018: Shared Guiding Principles & Goals, Draft Recommendations, and Phase 3 Outreach Plan.
- August 2018: Shared Completed Recommendation from TMD and Next Steps.

Each meeting provided the opportunity to highlight the necessity and benefit of Reimagine RTS, as well as the impact of doing nothing.

Agenda


- Revisiting the MarCom Strategy
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- PR/Communications: Internal, External, Influencer
- **Customer Communications/Advertising**
- Show Video
- Stage 2 approach

Customer Communications & Advertising

Goals: Educate, Inform, Influence

RTS - Regional Transit Service & RTS Transit Center
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We want to hear from you. Review the draft transit plan, come to Reimagine RTS event, and share your thoughts!



MYRTS.COM/REIMAGINE
Let's reimagine transit -- together.
<http://myrts.com/reimagine>

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Like Comment



Join us tomorrow for a [#ReimagineRTS](#) information session at MCC! Learn more at myrts.com/Reimagine



8:30 AM - 11 May 2018

Verizon 8:34 AM 85%

< Inbox

We want to hear from you.



REimagine RTS

Did you hear? The Reimagine RTS draft recommendations are out, and we want to hear from you!

Please [review the draft transit plan](#), come to a [Reimagine RTS event](#), and share your

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RGRTA

Queremos saber de usted.



REimagine RTS

Estamos creando un plan, nuevo y audaz, para brindar un mejor transporte público a Rochester. Ahora es el momento de acercarnos sus comentarios. Visitenos o llame hoy.



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Share your thoughts at myRTS.com
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INSERT

We're all ears.

Check out our plan at
myRTS.com/Reimagine



REimagine RTS



We want to hear from you.



How We Measured Success

Impressions & Engagement on Traditional Media, Social Media, Digital Advertising, Email, Website and CRM.

Channel	Awareness	Engagement
Digital Display & Search	7,182,858 Impressions	37,157 Clicks
Social Media	602,956 Impressions	1,934 Clicks, Shares, Likes
Email/SMS News	9,851 Opens	353 Clicks
Print	82,668 Impressions	n/a
Outdoor (Transit & Poster Boards)	17,796,200 Impressions	n/a
Radio	10% Reach in Market	
Website	n/a	44,396 Visits
CRM	n/a	430 Cases

Agenda

- Revisiting the MarCom Strategy
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Reimagine RTS Video



Agenda

- Revisiting the MarCom Strategy
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- Stage 2 approach

Stage 2 Approach

- **Fall 2018: RTS/IBI meetings with elected officials and key stakeholders in Community Mobility Zones**
- **January/February 2019: Public Information Sessions in each Community Mobility Zone**
- **March 2019: Consultant recommendations presented to elected officials and key stakeholders in each zone**
- **Fall 2018/Winter 2019: Highland Planning to conduct focus groups**

Award-Winning Outreach

- 2018 Professional Awards Program of the New York Upstate Chapter of the American Planning Association
- Award Category: Public Outreach
- Nominated by: Tanya Zwahlen, Highland Planning
- For: Reimagine RTS Stage 1 Outreach



American Planning Association
New York Upstate Chapter

Making Great Communities Happen



PUBLIC OUTREACH

Reimagine RTS

presented to

RTS: Regional Transit Service

Highland Planning

and

**Transportation Management
& Design, Inc.**



Chapter President

October 4, 2018

Date

AWARD
2018

Chief Executive Officer Report

- TOPS Highlight
- Project Highlight
- Miscellaneous

GRCTF Annual Golf Tournament September 11, 2018



RTS Orleans Ribbon Cutting September 19, 2018



RTS Orleans Appreciation Dinner September 19, 2018



APTA Annual Meeting September 22-25, 2018



Meeting with Sen. Patrick Gallivan September 27, 2018



Miscellaneous

- The Bus Coalition Steering Committee Conference Call
- Greater Rochester Community Transportation Foundation Board Meeting
- “Connection Hubs” meeting with Irondequoit Town Supervisor Sealey
- The Children’s Agenda Board Meeting
- Federal Update with Neil Bradley hosted by Greater Rochester Chamber of Commerce
- NYSDEC Conference Call regarding VW Settlement Funds for Transit
- Met with Assemblyman Harry Bronson
- RPD Goodman Section & SE Neighborhood Service Center Public Meeting

Financial Report

Presented by: Scott Adair, CFO



RGRTA - Consolidated Budget Status Report - FY 2018-2019
As of 8/31/18 (In Thousands)

Financial Report

<u>Revenues</u>	<u>Amended Budget</u> <u>2018-19</u>	<u>FYTD</u> <u>8/31/2018</u>	<u>Projected</u> <u>3/31/2019</u>	<u>Budget</u> <u>Variance</u>
Total Locally Generated	\$ 28,280	\$ 10,454	\$ 28,587	\$ 307
Total Government Subsidies	\$ 57,542	\$ 23,992	\$ 57,548	\$ 6
Mortgage Tax	\$ 11,001	\$ 5,186	\$ 11,001	\$ -
Grand Total Revenue	\$ 96,823	\$ 39,632	\$ 97,135	\$ 312
<u>Expenses</u>				
Personnel				
Salary & Wages	\$ 42,694	\$ 17,399	\$ 42,898	\$ (204)
Fringe Benefits	\$ 28,477	\$ 10,001	\$ 28,477	\$ -
Total Personnel	\$ 71,171	\$ 27,400	\$ 71,375	\$ (204)
Non-Personnel				
Services	\$ 7,948	\$ 2,647	\$ 7,948	\$ -
Fuel/Lubricants	\$ 5,035	\$ 2,215	\$ 5,035	\$ -
Parts	\$ 4,332	\$ 1,682	\$ 4,332	\$ -
Other	\$ 8,336	\$ 2,694	\$ 8,355	\$ (19)
Total Non-Personnel	\$ 25,652	\$ 9,237	\$ 25,671	\$ (19)
Grand Total Expenses	\$ 96,823	\$ 36,637	\$ 97,046	\$ (223)
Net Income/Deficit From Operations & Subsidies	\$ -	\$ 2,995	\$ 89	\$ 89



ROCHESTER
GENESEE REGIONAL
TRANSPORTATION
AUTHORITY

**BOARD OF COMMISSIONERS
AGENDA ITEM COVER SHEET**

Board Meeting Date:	October 4, 2018
Presenter:	Mike DeRaddo
Subject:	Resolution Authorizing the Award of a Contract to Enhance the RouteMatch Software Inc. for RTS Ontario
Background:	<p>On April 9, 2015, Resolution RGRTA 19-2015 approved awarding a contract to RouteMatch Software Inc., of Atlanta, GA (RouteMatch), for the Authority to upgrade the functionality of the RTS Ontario scheduling and dispatching software. RTS Ontario desires to enhance their route-deviation services with a Real-Time Traveler Information System.</p> <p>RouteMatch offers Real-Time Traveler Information System capabilities, RouteShout with Amble Mobile application and an Outbound Notification module. These modules are also able to integrate with our Customer Relationship Management (CRM) System in order to provide a better holistic customer service experience.</p> <p>RouteShout is a fully hosted traveler information system providing real-time bus location information. Base functions include: access real-time bus arrival information and location via smartphone; view real time location information on an integrated map via the smartphone; use 'Locate Me' function utilizing internal GPS functionality to determine closest bus stop; access quickly Route and Stop information locations; and save favorite Routes and Stops to quick lookup.</p> <p>The Amble Mobile application is a fully hosted application for demand response operations. Riders are able to schedule trips, cancel trips, check on status of a trip, and get real-time information regarding the location and estimated time of arrival of their trip via a smartphone.</p> <p>The Outbound Notification Module interacts with the phone system to provide customers with trip confirmation notification and real time arrival notices. This system can configure to deliver automated call-backs to customers to remind them of schedules, service issues, or reminders. Also, combined with our AVL system, customers can access the phone for real-time "Where's My Bus" information.</p>

Our Promise: RTS makes it easy to enjoy your journey.



	<p>The Authority has concluded that the fully integrated software modules from RouteMatch provides both the functionality and a seamless integration with the existing scheduling software used by RTS Ontario. As such, RouteMatch is the sole source provider of the desired software; implementation, training and 3 years of software support and maintenance.</p> <p>RouteMatch submitted a proposal to the Authority in the amount of \$202,250 for the provision of software license, implementation services to install the software, training and three (3) years of software support and maintenance.</p> <p>The Authority has determined that the proposal for the license, implementation services and training are fair and reasonable based on a review of information furnished by RouteMatch and a comparative analysis with similar software in use at RTS Monroe and RTS Livingston.</p> <p>The Authority has determined that RouteMatch appears to be a reasonable proposer.</p> <p>In addition, this contract is subject to review and approval by the New York State Department of Transportation. That review is currently underway and we are awaiting any follow-up or approval from them.</p>
Financial Impact:	<p>The proposed cost of \$202,250 for software licensing, implementation service, training and three (3) years of software support and maintenance has been approved as Federal Section 5311 project.</p> <p>The Federal Section 5311 funds are anticipated to be – 80%, New York State – 10% and RGRTA 10%.</p>
Recommendation:	<p>That the CEO or his designee be granted authority to enter into an agreement with RouteMatch Software Inc. for the provision, implementation and maintenance of Traveler Information System software for RTS Ontario's route-deviation operations for an amount not to exceed \$202,250.</p>

Resolution: RGRTA 46-2018

AUTHORIZING THE AWARD OF A CONTRACT TO ENHANCE THE ROUTEMATCH SOFTWARE INC. FOR RTS ONTARIO

WHEREAS, on April 9, 2015, Resolution RGRTA 19-2015 approved awarding a contract to RouteMatch Software Inc., of Atlanta, GA (RouteMatch), for the Authority to upgrade the functionality of the RTS Ontario scheduling and dispatching software; and

WHEREAS, the Rochester-Genesee Regional Transportation Authority (the 'Authority') desires to enhance RTS Ontario's route-deviation services with Real-Time Traveler Information System capabilities; and

WHEREAS, RouteMatch offers an integrated software system module that provides both the functionality desired by the Authority and seamless integration with the existing scheduling software used by RTS Ontario, and, accordingly, is the sole source provider of the desired software; and

WHEREAS, the Authority requested that RouteMatch prepare and submit a proposal for the necessary software and services to undertake the desired system enhancement; and

WHEREAS, the Authority has determined that the price proposal submitted by RouteMatch in the amount of \$202,250 for software, implementation services and training is fair and reasonable; and

WHEREAS, the Authority has determined that RouteMatch appears to be a responsible proposer; and

WHEREAS, the project shall be funded in the following manner: Federal — 80%, New York State — 10% and RGRTA —10%.

NOW, THEREFORE BE IT RESOLVED, that the Chief Executive Officer or his designee is authorized to enter into a contract with RouteMatch Software Inc., for an amount not to exceed \$202,250; and

BE IT FURTHER RESOLVED, that the Chief Executive Officer or his designee is hereby authorized, empowered and directed, for and on behalf of the Authority, to perform any and all actions and to execute any and all documents on behalf of the Authority as may be deemed necessary, appropriate or advisable to carry out the intent and purpose of the foregoing resolution.

CERTIFICATION

The undersigned hereby certifies that the above is an excerpt from the Minutes of a Regular Meeting of the Rochester-Genesee Regional Transportation Authority, which was held on October 4, 2018 and that the Resolution is still in full force and effect.

Geoffrey Astles, Chairman

Date: October 4, 2018
Rochester, New York



Resolution Authorizing the Award of a
Contract to Enhance the RouteMatch Software Inc. for RTS Ontario

RGRTA 46-2018

Presented by Mike DeRaddo, Director of Regional Operations



Background Information

On April 9, 2015, Resolution RGRTA 19-2015 approved awarding a contract to RouteMatch Software Inc., of Atlanta, GA (RouteMatch), for the Authority to upgrade the functionality of the RTS Ontario scheduling and dispatching software.

RTS Ontario now desires to enhance their route-deviation services with a Real-Time Traveler Information System. This would provide a similar “Where’s My Bus” functionality as is already in place at RTS Monroe & RTS Livingston.

This procurement is being awarded as a Sole Source under NYS Department of Transportation Substantial duplication of costs clause and will require their approval prior to contract execution.



Background Information

Routing Software history at RTS Ontario:

2011 – Demand Response Module - Scheduling/Dispatching Software	(Ontario County)
2012 – Mobile Data Tablets (18 each)	(Ontario County)
2015 – Deviated Fixed Route Module w/ Mobile Data Tablets (20 each)	(RGRTA)

This Project adds real time traveler information for customers using both route deviation and demand response services.

2018/19 – RouteShout & Outbound Notification Module

Traveler Information System

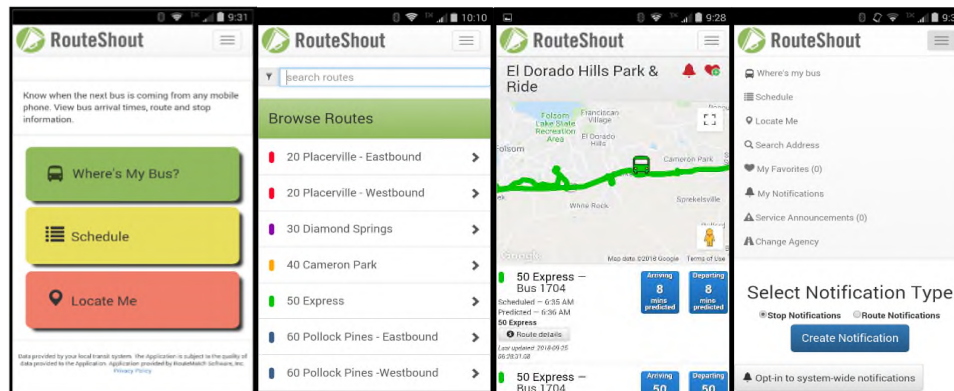
- **RouteShout & Amble Mobile Applications**
 - Two rider facing solutions aimed at providing real time information and interaction with the RTS Ontario rider base. For both their deviated fixed route and dial-a-ride service.
 - Mobile application available in both Apple and Google app store as well as a portal accessible by a computer.
- **Outbound Notification Module**
 - Interacts with your phone system to provide your customers with the trip confirmation notification and real time arrival notices via Phone, Fax, Text or Email Notifications.





RouteShout

- Fully hosted traveler information system providing real-time bus location information.
- Base functions include:
 - Use “Locate Me” function utilizing internal GPS functionality to determine closest bus stop
 - Access quickly Route & Stop information and Locations
 - Save Favorite Routes and Stops to quick lookup
 - Access Real-time Bus Arrival information and location via the smartphone
 - View real time location information on an integrated map via the smartphone



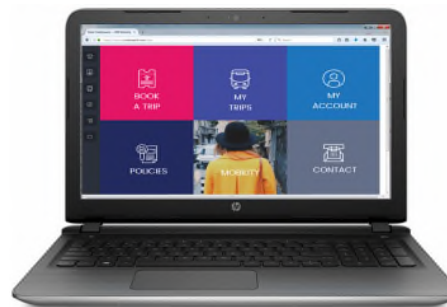


Outbound Notification Module

Interacts with your phone system to provide your customers with the trip confirmation notification and real time arrival notices.

Easily provide your customers and regional mobility partners with:

- ✓ Cancel and Confirm Trip Requests
- ✓ Service Change Alerts
- ✓ System Change Alerts
- ✓ Real Time Trip Arrival
- ✓ Night Before Reminders
- ✓ Build Unlimited Alerts
- ✓ Monitor all Alerts





Recommendation

That the CEO or his designee be granted authority to enter into an agreement with RouteMatch Software Inc. for the provision, implementation and maintenance of Traveler Information System software for RTS Ontario's route-deviation operations for an amount not to exceed \$202,250.



ROCHESTER
GENESEE REGIONAL
TRANSPORTATION
AUTHORITY

**BOARD OF COMMISSIONERS
AGENDA ITEM COVER SHEET**

Board Meeting Date:	October 4, 2018
Presenter:	Tom Brede
Subject:	Resolution Authorizing the Award of a Contract for Transit Advertising Services
Background:	<p>The Authority seeks to engage an outside contractor to sell and manage the inventory of advertising space on Authority-owned assets including inside and outside buses, bus shelters, and Digital and Static Signs at the RTS Transit Center.</p> <p>The Authority sought proposals by issuing a Request for Proposals (RFP) and publicly advertising it in the <u>New York State Contract Reporter</u> and the <u>Rochester Business Journal</u> on August 10, 2018.</p> <p>Fifteen (15) sets of the RFP packages were distributed and two (2) proposals were received. Authority staff conducted a thorough evaluation of the proposals submitted and scored them as follows:</p> <p>HFT Management Inc., dba Gateway Outdoor Advertising: 100 Lamar Transit, LLC: 92.5</p> <p>Proposals were evaluated based on the following criteria:</p> <ul style="list-style-type: none">• Qualifications, Resources, and Experience of the Firm• Creativity and Strategic Soundness of the Proposed Work Plan• Guaranteed Annual Revenue <p>Since the Authority has no prior experience with Gateway Outdoor Advertising, they were interviewed by the Authority. After careful consideration of all of the criteria being evaluated, the Authority determined that the proposal submitted by Gateway Outdoor Advertising was the most favorable. The Authority determined that Gateway Outdoor Advertising appears to be a responsible firm and submitted a responsive proposal.</p>

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Financial Impact:	<p>Under this agreement, Gateway Outdoor Advertising will provide a Guaranteed Annual Revenues totaling \$3,250,000 over the course of the five-year term. A listing of the Guaranteed Annual Revenue by Contract Year is as follows:</p> <p>Year 1: \$500,000 Year 2: \$575,000 Year 3: \$650,000 Year 4: \$725,000 Year 5: \$800,000</p>
Recommendation:	<p>That the Chief Executive Officer or his designee be granted authority to enter into an Agreement with HFT Management Inc., (dba Gateway Outdoor Advertising) for the period of five (5) years.</p>

Resolution: RGRTA 47-2018

RESOLUTION AUTHORIZING THE AWARD OF A CONTRACT FOR TRANSIT ADVERTISING SERVICES

WHEREAS, the Authority seeks to engage an outside contractor to sell and manage the inventory of advertising space on Authority-owned assets including inside and outside buses, bus shelters, and Digital and Static Signs at the RTS Transit Center; and

WHEREAS, the Authority sought proposals by issuing a Request for Proposals (RFP) and publicly advertising it in the New York State Contract Reporter and the Rochester Business Journal on August 10, 2018.; and

WHEREAS, two (2) proposals were received and opened on September 12, 2018; and

WHEREAS, the Authority concluded that HFT Management Inc. (dba Gateway Outdoor Advertising) submitted the most favorable proposal to the Authority. Under this agreement, Gateway Outdoor Advertising will provide Guaranteed Annual Revenues totaling \$3,250,000 over the course of the five-year term; and

WHEREAS, the Authority concluded that Gateway Outdoor Advertising appears to be a responsible firm.

NOW, THEREFORE, BE IT RESOLVED, that the Chief Executive Officer or his designee be granted authority to enter into an agreement with HFT Management Inc. (dba Gateway Outdoor Advertising) to provide transit advertising services; and

BE IT FURTHER RESOLVED that the Chief Executive Officer or his designee is hereby authorized, empowered, and directed, for and on behalf of the Authority, to perform any and all actions and to execute any and all documents on behalf of the Authority as may be deemed necessary, appropriate or advisable to carry out the intent and purposes of the foregoing resolution.

CERTIFICATION

The undersigned hereby certifies that the above is an excerpt from the Minutes of a Regular Meeting of the Rochester Genesee Regional Transportation Authority, which was held on October 4, 2018 and that the Resolution is still in full force and effect.

Geoffrey Astles, Chairman

Date: October 4, 2018
Rochester, New York



Resolution Authorizing the Award of a
Contract for Transit Advertising Services

RGRTA 47-2018

Presented by Tom Brede, Public Information Officer



What is Transit Advertising?





RFP Process

- The Authority sought proposals by issuing a Request for Proposals (RFP) and publicly advertising it in the New York State Contract Reporter and the Rochester Business Journal on August 10, 2018.
- Fifteen (15) sets of the RFP packages were distributed and two (2) proposals were received. Authority staff conducted a thorough evaluation of the proposals submitted and scored them as follows:
 - HFT Management Inc., (dba Gateway Outdoor Advertising): 100
 - Lamar Transit Advertising: 92.5
- **Proposals were evaluated based on the following criteria:**
 - Qualifications, Resources, and Experience of the Firm
 - Creativity and Strategic Soundness of the Proposed Work Plan
 - Annual Guaranteed Revenue



Gateway Outdoor Advertising

- **38 years experience operating over 240 transit advertising contracts**
 - Focused on Transit Advertising with no competing inventory in market
- **Strong stable regional and national management and sales team to support local offices**
- **Well-thought out sales strategy to meet minimum revenue guarantee of \$3,250,000 over the 5 year contract.**



Recommendation

That the Chief Executive Officer or his designee be granted authority to enter into an Agreement with HFT Management Inc., (dba Gateway Outdoor Advertising) for the period of five (5) years at a combined Guaranteed Revenue of \$3,250,000.



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**BOARD OF COMMISSIONERS
AGENDA ITEM COVER SHEET**

Board Meeting Date:	October 4, 2018
Presenter:	Christian Mahood
Subject:	Resolution Authorizing the Award of a Contract for Managed Network and Telecommunications Support Services
Background:	<p>The Authority seeks to engage an outside contractor to provide support services including routine and preventative maintenance, repairs, and 24/7 emergency on-call services for the Authority's phone, internet, and networking infrastructure. Further, the Authority occasionally requires such technical services for special "non-routine" projects such as implementation services of a new communication system at its subsidiaries.</p> <p>The Authority sought proposals by issuing a Request for Proposals (RFP) and publicly advertising it in the <u>New York State Contract Reporter</u> and the <u>Rochester Business Journal</u> on June 15, 2018.</p> <p>Thirty (30) Request for Proposal packages were sent out and one (1) proposal was received on July 12, 2018 from FirstLight of Victor, New York.</p> <p>FirstLight is the incumbent service provided (formerly named Finger Lakes Technology Group) and their pricing is fair and reasonable.</p> <p>The Authority determined that FirstLight appears to be a responsible firm and submitted a responsive proposal.</p>
Financial Impact:	<p>The projected annual expenses for routine and preventative maintenance, repairs, and 24/7 emergency on-call services is \$96,000. The services will be funded from the Authority's operating budget.</p> <p>If the Authority needs additional support outside the scope of the base service or emergency services, the following rates will apply:</p> <ul style="list-style-type: none">Normal Business Hours - \$125/hourOff-Hours/Weekends - \$187/hourHolidays – \$250/hour

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Recommendation:

That the CEO or his designee be granted authority to execute a contract with FirstLight for managed network and telecommunications support services for an initial term of one (1) year and to execute up to four (4) optional one-year renewals.

Resolution: RGRTA 48-2018

RESOLUTION AUTHORIZING THE AWARD OF A CONTRACT FOR MANAGED NETWORK AND TELECOMMUNICATIONS SUPPORT SERVICES

WHEREAS, the Rochester Genesee Regional Transportation Authority (the "Authority") desires to engage a professional managed network and telecommunications support firm for maintenance, repair, and emergency on-call services for RGRTA's telecommunications systems and for services associated with occasional non-routine telecommunications projects; and

WHEREAS, the Authority sought proposals by issuing a Request for Proposals (RFP) and publicly advertising it in the New York State Contract Reporter and the Rochester Business Journal on June 15, 2018.; and

WHEREAS, thirty (30) Request for Proposal packages were sent out and one (1) proposal was received and opened on July 12, 2018; and

WHEREAS, the Authority conducted a thorough evaluation of the proposals that were received and concluded that FirstLight submitted a proposal that was responsive to the Authority's requirements; and

WHEREAS, the Authority has determined that FirstLight appears to be a responsible firm; and

WHEREAS, the Authority has determined that the cost proposal submitted by FirstLight is fair and reasonable; and

WHEREAS, the routine services will be funded from the Authority's operating budget with an estimated annual cost of \$96,000 based upon the fixed-cost price proposal received for these services; and

WHEREAS, if the Authority needs additional support outside the scope of the base service or emergency services, the Authority will pay \$125/hour during Normal Business Hours, \$187/hour during Off-Hours/Weekends, \$250/hour during Holidays.

NOW, THEREFORE, BE IT RESOLVED, that the Chief Executive Officer or his designated representative is authorized to enter into a one-year contract with FirstLight for the provision of managed network and telecommunications support services for an estimated amount of \$96,000 and

BE IT FURTHER RESOLVED that the Chief Executive Officer or his designee is authorized to execute up to four (4) optional one-year renewals; and

BE IT FURTHER RESOLVED that the Chief Executive Officer or his designee is hereby authorized, empowered and directed, for and on behalf of the Authority, to perform any and all actions and to execute any and all documents on behalf of the Authority as may be deemed necessary, appropriate or advisable to carry out the intent and purposes of the foregoing resolution.

CERTIFICATION

The undersigned hereby certifies that the above is an excerpt from the Minutes of a Regular Meeting of the Rochester Genesee Regional Transportation Authority, which was held on October 4, 2018, and that the Resolution is still in full force and effect.

Geoffrey Astles, Chairman

Date: October 4, 2018
Rochester, New York



ROCHESTER
GENESEE REGIONAL
TRANSPORTATION
AUTHORITY

BOARD OF COMMISSIONERS AGENDA ITEM COVER SHEET

Board Meeting Date:	October 4, 2018
Presenter:	David Belaskas
Subject:	Resolution Authorizing the Award of a Contract for Construction of the RTS Water Line Replacement Project
Background:	<p>The Authority seeks to replace the water line that supplies the Operations Building at RTS' 1372 East Main Street, Rochester, NY campus.</p> <p>The Authority publicly advertised for bids in the <u>New York State Contract Reporter</u> on August 10, 2018, the <u>Rochester Business Journal</u> on August 10, 2018, and the <u>Minority Reporter</u> on August 14, 2018.</p> <p>A total of fourteen (14) bid packages were sent out and one (1) bid was received on or before the September 13, 2018 deadline.</p> <p>The one bid received was from Villager Construction in the amount of \$191,000.</p> <p>Authority staff evaluated the bid submitted by Villager Construction and concluded that all components of the bid submitted by Villager Construction are fair and reasonable.</p> <p>It is recommended that a 10% contingency be established for this project (\$19,100).</p> <p>The Authority has determined that Villager Construction appears to be a responsible bidder.</p>
Financial Impact:	<p>The bid submitted by Villager Construction totaled \$191,000. In addition, we request an additional 10% contingency of \$19,100 for justified orders on the contract. Thus, a total authorized amount for the RTS Water Line Replacement Project is \$210,100.</p> <p>This project will be funded in the following manner: 80% Federal, 10% State and 10% RGRTA.</p>

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Recommendation:	That the Chief Executive Officer or his designee be authorized to execute a contract with Villager Construction for construction of the RTS Water Line Replacement Project for \$191,000.
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	In addition, the Chief Executive Officer, or his designee, is authorized to increase the value of the contract by an amount not to exceed \$19,100 for justified orders on the contract with the total authorized amount to be \$210,100.
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Resolution: RGRTA 49-2018

RESOLUTION AUTHORIZING THE AWARD OF A CONTRACT FOR CONSTRUCTION OF THE RTS WATER LINE REPLACEMENT PROJECT

WHEREAS, the Rochester Genesee Regional Transportation Authority (the "Authority") is seeking Construction Services for the RTS Water Line Replacement Project in Rochester, NY; and

WHEREAS, the Authority publicly advertised for bids in the New York State Contract Reporter on August 10, 2018, the Rochester Business Journal on August 10, 2018, and the Minority Reporter on August 14, 2018; and

WHEREAS, fourteen (14) Invitation for Bid packages were distributed and 1 bid was received on or before the September 13, 2018 deadline; and

WHEREAS, after evaluation of the bid by the Authority, it has been determined that Villager Construction submitted the lowest responsive bid. The bid submitted by Villager Construction was \$191,000; and

WHEREAS, the Authority determined Villager Construction appears to be a responsible bidder; and

WHEREAS, the project shall be funded in the following manner: Federal (80%), State (10%) and RGRTA (10%);

NOW, THEREFORE, BE IT RESOLVED, that a Contract be awarded to Villager Construction in the amount of \$191,000 for construction of the RTS Water Line Replacement Project; and

BE IT FURTHER RESOLVED, the Chief Executive Officer, or his designee, is authorized to increase the value of the contract by an amount not to exceed \$19,100 for justified orders on the contract with the total authorized amount to be \$210,100; and

BE IT FURTHER RESOLVED that the Chief Executive Officer or his designee, are hereby authorized, empowered and directed, for and on behalf of the Authority, to perform any and all actions and to execute any and all documents on behalf of the Authority as they may deem necessary, appropriate or advisable to carry out the intent and purposes of the foregoing resolution.

CERTIFICATION

The undersigned hereby certifies that the above is an excerpt from the Minutes of a Regular Meeting of the Rochester-Genesee Regional Transportation Authority, which was held on October 4, 2018 and that the Resolution is still in full force and effect.

Geoffrey Astles, Chairman

Date: October 4, 2018
Rochester, New York



ROCHESTER
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TRANSPORTATION
AUTHORITY

**BOARD OF COMMISSIONERS
AGENDA ITEM COVER SHEET**

Board Meeting Date:	October 4, 2018
Presenter:	Bill Carpenter
Subject:	Approving Election of a Director of the Greater Rochester Community Transportation Foundation (GRCTF)
Background:	<p>As the Sole Member of the Greater Rochester Community Transportation Foundation, (GRCTF) the RGRTA Board of Commissioners must elect the Directors of the GRCTF.</p> <p>At a meeting of the GRCTF on September 12, 2018, the GRCTF Board of Directors made the following recommendation for the consideration of the RGRTA Board of Commissioners:</p> <p style="text-align: center;">Johnnathan Martinez Term Through August 2020</p>
Financial Impact:	There is no impact to the Authority's 2018-2019 operating budget.
Recommendation:	That the Board elects Johnnathan Martinez as a Director of the GRCTF with a term expiring in August 2020.

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Resolution: RGRTA 50-2018

APPROVING THE ELECTION OF A DIRECTOR OF THE GREATER ROCHESTER COMMUNITY TRANSPORTATION FOUNDATION

WHEREAS, the Rochester Genesee Regional Transportation Authority ("RGRTA") is the sole Member of the Greater Rochester Community Transportation Foundation (GRCTF); and

WHEREAS, RGRTA, as the sole Member, is required by the GRCTF by-laws to elect Directors of the GRCTF; and

WHEREAS, any such action by RGRTA requires approval by the Commissioners;

THEREFORE BE IT RESOLVED, that the Authority, hereby, elects the following individual as a Director of the GRCTF, and such individual shall continue to serve as Director through the end of the term specified below and election of his successor:

Johnnathan Martinez

Term Through August 2020

IT IS FURTHER RESOLVED, that the Chief Executive Officer, the Chief Operating Officer and/or their designees are authorized to sign all appropriate documents on behalf of the RGRTA as sole Member of the GRCTF confirming election of the persons listed above as Directors of the Foundation as per the terms of this Resolution.

CERTIFICATION

The undersigned hereby certifies that the above is an excerpt from the Minutes of the Regular Meeting of the Rochester-Genesee Regional Transportation Authority, which was held on October 4, 2018 and that the Resolution is still in full force and effect.

Geoffrey Astles, Chairman

Date: October 4, 2018
Rochester, New York

Johnathan L. Martinez

258 Cottage Street • Rochester, NY 14611 • (585) 766.1505 • jhnnthn.mrtzn@gmail.com

Education

University of Rochester

Bachelor of Arts in Modern Languages and Culture: Spanish

- Completed three thematically linked courses in both Social Psychology and Calculus

Rochester, NY

Received May 2016

Experience

Monroe County

Board of Elections – Clerk III

- Processed new voter registrations forms for the creation or updating of voter files in the NYS database
- Provided varied clerical support, both directly and indirectly, to the Democratic Commissioner
- Managed incoming flow of absentee applications to optimize workflow and efficiency

Rochester, NY

August 2016 – Present

University of Rochester

Office of Fraternity and Sorority Affairs (FSA) – Undergraduate Intern

- Provided ongoing support to the Director, Assistant Director, and Graduate Assistants to promote programming, Leadership Development, and Expectations for Excellence
- Coordinated student recruitment efforts
- Developed educational programming and training reflecting the history of Greek Life at the University of Rochester and understanding of its current organizations and councils in the community
- Devised and managed social media strategies and accounts for FSA

Rochester, NY

August 2015 – May 2016

Friends of James Sheppard, Former Chief of Police, now County Legislator – 23rd District

Campaign Coordinator

- Assessed effectiveness of activities through the use of data to determine and prioritize campaign participation
- Developed, maintained and monitored a field plan for candidate and volunteers progress throughout campaign
- Orchestrated informational trainings on field outreach
- Aided campaign team in conducting regular campaign evaluation and assessment; implemented necessary and appropriate campaign adjustments based on evaluation findings
- Formalized and monitored the organization of large-scale events: Campaign meetings, trainings, and Get Out The Vote (GOTV) voter outreach events

Rochester, NY

May 2015 – September 2015

Leadership and Management

United Way of Greater Rochester

Latino Leadership Development Program (LLDP)

Class of 2017

- The mission of the Latino Leadership Development Program is to identify, train and promote the placement of Latinos in policy-making positions of community organizations in order to ensure these organizations are tapping the full potential of the Latino community
- Curriculum topics include communication, leadership, decision-making, conflict resolution and board membership responsibilities

Phi Iota Alpha Fraternity, Incorporated

Regional Director – Western/Central New York

June 2017 – Present

- Oversaw five (5) chapters, colonies, and satellites across 8 campuses in Buffalo, Rochester, Syracuse, Oswego and Cortland, NY
- Provided strategic planning for region, chapters, colonies and satellites by organizing and facilitating leadership training
- Served as chapter auditor, ensuring the continuous good standing of chapters/colonies as defined in chartering requirements

President – Pi Chapter

April 2015 – December 2015

New Member Educator

Fall 2014

University of Rochester

Spanish and Latino Students' Association (S.A.L.S.A) Business Manager

April 2013 – April 2014

- Allocated \$16,000 budget to the student organization and its three sub committees using Excel

Skills and Qualifications

- Ability to utilize strong quantitative, analytical, and research skills to collect and analyze data
- Flexible team player able to work in a fast paced, high-energy work environment
- Strong communication, active listening, and comfortable adhering to protocol
- Written and oral fluency in English and Spanish language