

**MINUTES OF THE REGULAR MEETING OF THE  
BOARD OF COMMISSIONERS OF  
ROCHESTER-GENESEE REGIONAL TRANSPORTATION AUTHORITY  
AND ITS SUBSIDIARIES  
March 14, 2024**

**A. Roll Call and Determination of Quorum**

The meeting was called to order at 12:02PM by Chairman Donald Jeffries who determined that a quorum was present.

**Present on Roll Call:**

➤ County of Monroe	Don Jeffries	=	5 votes
County of Monroe	Terrence Rice	=	5 votes
➤ County of Monroe	Judith Ahlfeld Seil	=	5 votes
City of Rochester	William Ansbro	=	2 votes
➤ City of Rochester	Jerdine Johnson	=	2 votes
➤ City of Rochester	William McDonald	=	2 votes
➤ County of Genesee	Laurie Oltramari	=	2 votes
➤ County of Livingston	Susanne Carlock	=	2 votes
➤ County of Ontario	Brian H. Young	=	3 votes
➤ County of Orleans	James R. Bensley	=	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
Transit Dependent Representative	Heather Bird	=	1 vote
Amalgamated Transit Union	Jacques Chapman	=	<u>0 votes</u>

<b>Total Votes Possible</b>	<b>35</b>
<b>Total Votes Present</b>	<b>26</b>
<b>Votes Needed for Quorum</b>	<b>18</b>

**Others Present:**

Scott Adair, Chief Financial Officer  
 Tracy Archie, Chief Diversity, Equity & Inclusion Officer  
 Jasmine Barksdale, Director of Customer Service  
 David Belaskas, Director of Engineering & Facilities Management  
 Ken Boasi, Director of Regional Operations  
 Thomas Brede, Public Information Officer  
 Jay Corey, Director of Transportation  
 Christopher Dobson, Chief Operating Officer  
 Justin Feasel, Director of Purchasing & Contract Administration  
 Krystle Hall, Director of People  
 Laura Harding-Smith, HCM Analyst  
 Rusty Korth, VP of Zero-Emission Strategies  
 Jack Latini, Transit Systems Engineer

Chris Mahood, Director of Information Technology  
Jamie Mott, Director of Paratransit Services  
Sharon Muir-Eddy, Director of Budget  
Kelly Parisi, Executive Assistant to the CEO  
Corinda Reaves, Chief Customer & Community Experience Officer  
Ricardo Santiago, RTS Genesee Regional Manager  
Donna Schnapp, Director of Labor Relations  
James Stack, Executive Director, GTCS  
Miguel Velázquez, Chief Executive Officer  
Reuben Whitt, RTS Livingston Regional Manager  
Kenton Williams, Fixed Route Scheduler

**B. Adoption of the Agenda**

On motion of Commissioner Johnson, seconded by Commissioner Seil, 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 Quarterly Board Meeting Minutes of February 1, 2024
- RGRTA Compensation Committee Meeting Minutes of February 21, 2024

**D. CEO Report**

Miguel Velázquez, Chief Executive Officer, presented the CEO Report which included a presentation by Scott Adair, Chief Financial Officer on the Financial Report (power point presentation is attached to these Minutes).

*Questions/Comments on the Financial Report:*

- *Commissioner Jankowski asked how we go from an actual \$2.3M deficit at January 31 to a projection of \$617,000 surplus? Scott Adair, CFO stated that is mainly in the locally generated revenue. If you recall the Board authorized the use of \$17.7M of our AUNA to balance 2023-2024 budget and that is not recognized at this point.*
- *Commissioner McDonald asked if that money is on reserve at this point. Scott Adair, CFO stated that is correct.*

On motion of Commissioner Carlock, seconded by Commissioner Seil, the CEO Report was accepted by unanimous vote.

**E. Proposed Resolutions**

**Resolution for the Adoption of the 2024-25 Comprehensive Strategic Plan and 2024-25 Financial Plan for RGRTA and Its Subsidiary Companies, RGRTA 5-2024**

- *Commissioner Kosmerl asked if Scott Adair knew what 1% of the Governor’s budget was equal to. Scott Adair, CFO stated approximately \$600,000.*
- *Commissioner McDonald asked if the Board could give input on the TOPS review. Miguel Velazquez, CEO stated that as we go through the process, we will provide the Board updates on our progress. Commissioner McDonald asked how much the RTS Access building will cost. Scott Adair, CFO stated that we have secured \$25.5M in grants to date and we currently have some rough estimates on the total cost.*
- *Commissioner Jankowski asked where we landed on bringing frequent routes back. Miguel Velazquez, CEO stated that at the Board Retreat we did provide a forecast. We stated that it wouldn’t be until the later part of 2025. We are hopeful as we hired more based on recent hiring activities that could be sooner.*
- *Commissioner Carlock asked about the CAD/AVL system and how Regionals without this technology communicate. Miguel Velazquez, CEO stated that RTS Livingston and Ontario are the two Regionals that have a very old CAD/AVL system. For the others they communicate via radio and as far as GPS on the vehicle they do not have it. Commissioner Carlock also asked who our subsidy partners are. Scott Adair, CFO stated that RCSD is are largest and then we have a variety of other types including higher education institutes and other businesses.*

Resolution RGRTA 5-2024 was moved on motion of Commissioner McDonald, seconded by Commissioner Bensley, the aforementioned Resolution, a copy of which is attached to these minutes, was unanimously approved.

#### **F. Consent Resolutions**

**Resolution Endorsing the FFY 2024 Program of Projects for the Urbanized Area and Authorizing the Filing of Applications for Capital Assistance with the United States Department of Transportation and New York State Department of Transportation, RGRTA 6-2024**

**Resolution Authorizing the Execution of Grant Agreements for Accelerated Transit Capital (ATC) Funding and Public Transportation Modernization and Enhancement Program (MEP) Funding between the authority and the New York State Department of Transportation (NYSDOT), RGRTA 7-2024**

**Resolution Amending RGRTA 41-2022 Resolution Authorizing the Utilization of the Low or No Emission Grant Program (Low-No Program) to Purchase Three (3) Hydrogen Fuel Cell Electric 40-Foot Buses, RGRTA 8-2024**

**Resolution Authorizing the Award of a Contract for Market Research and Customer Surveys, RGRTA 9-2024**

**Resolution Authorizing the Award of a Contract for Creative Marketing Services, RGRTA 10-2024**

**Resolution Authorizing a Collective Bargaining Agreement between RTS Genesee and the Service Employees International Union, Local 200 United, RGRTA 11-2024**

**Resolution Authorizing GTCS, Inc. to Execute a Lease for Office Space for Genesee Transportation Council, GTCS 1-2024**

Resolutions RGRTA 6-2024 through RGRTA 11-2024 and GTCS 1-2024 were moved on motion of Commissioner Young, seconded by Commissioner Kosmerl, the aforementioned Resolutions, copies of which are attached to these minutes, were unanimously approved.

**G. Calendar**

Chairman Jeffries stated that several commissioners are not available for the April 4<sup>th</sup> Board meeting and please let Kelly Parisi know if you are unable to attend the meeting.

**H. Adjournment**

On motion of Commissioner Oltramari, seconded by Commissioner Johnson the Regular Board Meeting was adjourned at 1:06PM.

Respectfully submitted,

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Jerdine Johnson, Secretary  
Posted Date: March 28, 2024

# CEO Report

*Presented by: Miguel Velázquez  
Chief Executive Officer*



# Chief Executive Officer Report

- Financial Report
- Comprehensive Plan Initiatives Update
- RTS Way – Employee Recognition
- Other Updates

# Financial Report

*Presented by: Scott Adair  
Chief Financial Officer*



# Financial Report

## January Financial Results:

- Projecting \$617K favorable to budget
- Two projects will be rolled over into the 2024-2025 Budget

## Items we are watching at this time:

- Staffing levels trending in a positive direction
- Farebox revenue trending positive
- Mortgage Recording Tax
- Federal 5311 funds through NYS
- Year end accruals Items:
  - Workers Compensation Reserve Liability expected to increase
  - Other Postemployment Benefits Liability expected to increase



# Financial Report

**RGRTA - Consolidated Budget Status Report (000's) - FY 2023-2024**  
**1/31/2024**

	<u>Budget</u> 2023-24	<u>FYTD</u> 1/31/2024	<u>Projected</u> 3/31/2024	<u>Budget</u> Variance
<b>Revenues</b>				
Total Locally Generated	\$ 39,267	\$ 18,626	\$ 39,783	\$ 516
Total Government Subsidies	\$ 73,101	\$ 65,685	\$ 74,443	\$ 1,342
Mortgage Tax	\$ 12,143	\$ 9,957	\$ 10,643	\$ (1,500)
<b>Grand Total Revenue</b>	<b>\$ 124,511</b>	<b>\$ 94,268</b>	<b>\$ 124,868</b>	<b>\$ 358</b>
<b>Expenses</b>				
<b>Personnel</b>				
Salary & Wages	\$ 61,208	\$ 51,005	\$ 61,208	\$ -
Fringe Benefits	\$ 27,900	\$ 20,975	\$ 27,904	\$ (4)
<b>Total Personnel</b>	<b>\$ 89,109</b>	<b>\$ 71,980</b>	<b>\$ 89,113</b>	<b>\$ (4)</b>
<b>Non-Personnel</b>				
Services	\$ 11,573	\$ 8,097	\$ 11,270	\$ 304
Fuel/Lubricants	\$ 7,108	\$ 4,946	\$ 7,108	\$ -
Parts	\$ 4,612	\$ 3,280	\$ 4,612	\$ -
Other	\$ 12,109	\$ 8,292	\$ 12,149	\$ (40)
<b>Total Non-Personnel</b>	<b>\$ 35,402</b>	<b>\$ 24,615</b>	<b>\$ 35,139</b>	<b>\$ 264</b>
<b>Grand Total Expenses</b>	<b>\$ 124,511</b>	<b>\$ 96,594</b>	<b>\$ 124,251</b>	<b>\$ 259</b>
<b>Net Income/Deficit From Operations &amp; Subsidies</b>	<b>\$ -</b>	<b>\$ (2,326)</b>	<b>\$ 617</b>	<b>\$ 617</b>

# Chief Executive Officer Report

- Financial Report
- Comprehensive Plan Initiatives Update
- RTS Way – Employee Recognition
- Other Updates

# Comprehensive Plan Initiatives Update

## PILLAR: ENGAGE EMPLOYEES ON THE RTS WAY

Implement new HCM system to improve access and ease of use for employees

Sustain a work environment that attracts, develops, and retains the best and brightest by identifying and addressing workplace policies, processes, practices, and behaviors that act as barriers to diversity and inclusion

Develop strategy to implement updated Public Transportation Agency Safety Plan

RTS Way program refresh

Introduce program to provide additional training for managers and supervisors

## PILLAR: ENSURE FINANCIAL SUSTAINABILITY

Analyze the operating cost of different zero-emission vehicle types to inform the development of future budgets

Continuous review of our long term capital funding needs

Design and build a new facility for RTS Access

Build a new facility for RTS Wyoming

Design and build a new facility for RTS Seneca

Design a new facility for RTS Genesee

Identify a site for a new facility for RTS Wayne

Design and build a new bus storage facility for RTS Ontario

Construction of Hylan Drive Connection Hub

Construction of New Connection Hub Near Irondequoit Plaza

Establish system-wide 15-year strategic plan for RTS facilities

## PILLAR: ENHANCE THE CUSTOMER EXPERIENCE & DELIVER SAFE, QUALITY SERVICE

Conduct study to evaluate feasibility of a local circulator route in rural villages and cities

Conduct study on the need for and feasibility of on-demand service in the regional counties

CAD/AVL replacement and implementation of contactless fares for RTS Access

Conduct origin and destination study to identify travel behaviors of customers in the new transit system

## PILLAR: DEMONSTRATE CLIMATE LEADERSHIP

Design and build a new facility to help us meet New York's goal of having a zero-emission bus fleet by 2035

Purchase Hydrogen Fuel Cell buses and vans, and a fueling station for demonstration project

Update zero-emission transition plan



**23 Initiatives**

# Chief Executive Officer Report

- Financial Report
- Comprehensive Plan Initiatives Update
- RTS Way – Employee Recognition
- Other Updates

# RTS Way Recognition- January



**The RTS Way**  
*Bringing our Values to Life Every Day*

<b>Chandra A.</b> Customer Service Representative	<b>Brandon H.</b> Cyber Security Administrator	<b>Linda R.</b> Workforce Development Specialist
<b>Lionel A.</b> Small Vehicle Operator	<b>Nathaniel H.</b> Bus Operator, RTS Monroe	<b>Jorge R.</b> Bus Operator, RTS Access
<b>Casey B.</b> Bus Operator, RTS Ontario	<b>Trent J.</b> Road Supervisor	<b>Martin P.</b> Bus Operator, RTS Access
<b>Jason B.</b> Manager of Technical Systems Support	<b>Tamarcus J.</b> Director of Maintenance	<b>Vincent R.</b> Bus Operator, RTS Monroe
<b>Ephraim B.</b> Bus Operator, RTS Monroe	<b>Bill J.</b> Bus Operator, RTS Wyoming	<b>Andy R.</b> Workforce Development Specialist
<b>Veronica B.</b> Scheduler, RTS Access	<b>Dan K.</b> Transportation Planner II	<b>Oliver S.</b> Small Vehicle Operator
<b>Dartaniel B.</b> Bus Operator, RTS Monroe	<b>Laura K.</b> Director of Communications & Customer Engagement	<b>Levie S.</b> Small Vehicle Operator
<b>Scott B.</b> Bus Operator, RTS Wayne	<b>Matt K.</b> Inventory and Warranty Manager	<b>Joe S.</b> Road Supervisor
<b>Mark C.</b> Senior Project Manager	<b>Shannon L.</b> Transportation Planner II	<b>Jason S.</b> Senior Budget Analyst
<b>Everett C.</b> Bus Operator, RTS Livingston	<b>Richard L.</b> Bus Operator, RTS Wayne	<b>Jessie S.</b> Manager of Fleet Maintenance
<b>Antonio C.</b> Purchasing Clerk, RTS Access	<b>Ashley L.</b> Bus Operator, RTS Access	<b>Jessica S.</b> Small Vehicle Operator
<b>Marck D.</b> Bus Operator, RTS Access	<b>Chris M.</b> Director of Technology Innovation	<b>Hiram T.</b> Workforce Development Specialist
<b>Timara D.</b> Transportation Specialist, RTS Wayne	<b>Brittany M.</b> Transportation Planner II	<b>Jeanette V.</b> Bus Operator, RTS Monroe
<b>Vito F.</b> Bus Operator, RTS Livingston	<b>Ted N.</b> Road Supervisor	<b>James W.</b> Road Supervisor
<b>Matt H.</b> Transit Software Specialist	<b>Osmany P.</b> Bus Operator, RTS Monroe	<b>Larry W.</b> Bus Operator, RTS Monroe
<b>Falandra H.</b> Bus Operator, RTS Monroe	<b>Holly P.</b> Bus Operator, RTS Seneca	<b>Jennifer Z.</b> Bus Operator, RTS Genesee

# Employee Recognition

RTS Monroe Bus Operator of the Month:

January- Luigi Di Vincenzo





# Chief Executive Officer Report

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# Other Updates

- **Transit Equity Day:**

- Bus wrapped to honor Rosa Parks
- Seat reserved on buses for Rosa Parks
- Free fares on 2/4/24
- City of Rochester U-Pass announcement

- **NYS Budget Advocacy:**

- In Albany Feb. 6-7 for Transit Awareness Day
- Meetings with lawmakers including the office of Speaker Heastie, the office of Majority Leader Stewart-Cousins, Chairman Kennedy, Chairman Magnarelli, and members of our local delegation

- **Federal Advocacy:**

- Bipartisan budget agreement that is funding the federal government through the end of the current federal fiscal year includes the THUD Appropriations Bill and \$500,000 in Community Project Funding secured by Rep. Morelle, Sen. Schumer, and Sen. Gillibrand for accessible bus stop infrastructure.





# Other Updates

## Leadership Rochester Spotlight on Chris Dobson



### Leadership Rochester Spotlight: Chris Dobson

Photo provided by Leadership Rochester

Dobson

#### Special to the RRJ

Leadership Rochester inspires, connects and educates a vibrant, diverse network of individuals who can help transform and strengthen our Greater Rochester Region. Founded by Rochester's top leaders, Leadership Rochester's programs bring together individuals across industries, geographies and backgrounds. Together they learn about issues facing the community and explore ways that we can strengthen their own organizations and our region. Leadership Rochester has more than 1,100 alumni across the Greater Rochester Region. Learn more at [www.leadershiprochester.org](http://www.leadershiprochester.org).

Spotlight on: Chris Dobson

Title: Chief Operating Officer  
Employer: YWCA of Rochester and Monroe County

Leadership Rochester Class of: 2020

Where are you from originally?  
Geneva, NY

Where do you call home today?  
Hilton, NY

What makes you proud to be a Rochesterian?

I am proud to be a Rochesterian because of the resilience of our community and the hard work of our many grassroots advocacy organizations and nonprofits

providing a hand up. We are the home of so much history, from the advancement of civil rights and women's rights with the likes of Frederick Douglas and Susan B. Anthony to the industry created here with the innovation of George Eastman, amongst others. We have some of the best higher educational institutions in the area attracting and retaining talented individuals.

Envision our community at its very best. What does a thriving community look like to you?

A thriving community to me is one that provides equal opportunity to all in an effort to support personal and collective growth. It is a community that is safe, flourishing economically, diverse and inclusive. It is a place where one can participate in the many cultural offerings such as the arts, music, theater, and sports.

How do you help strengthen our community?

In my everyday life I am fortunate to be part of one of the hardest-working and dedicated teams here at RTS. With a focus on our values encapsulated in the RTS Way, we strive to connect our community by providing safe and reliable transportation to over 30,000 customer trips each day. We like to refer to public transit as the infrastructure of access because we connect people to the critical destina-

tions in their lives. RTS is how people get to work, school, doctors' appointments, the grocery store, the mall, and their favorite recreational activities. In my role as COO, I am responsible for establishing direction and providing support to the approximately 600 frontline and supervisory employees that put our service on the street and help people make those connections every day. Those services span RTS Connect, our fixed route service; RTS On Demand, our micro transit; and RTS Access, our paratransit. We strive for Operational Excellence in the areas of safety, reliability, and customer experience. We have maintained high marks from our customers in satisfaction, a positive track record in safety, and have been recognized by the Greater Rochester Quality Council for the reliability of our service.

What causes, issues, or organizations do you actively support?

As a member of Empowering People's Independence (EPI) Finance Committee, I assist the organization with developing and monitoring financial practices that support a mission to empower people with disabilities, neurological and chronic health conditions to pursue the life of their choosing. Previously serving on the Board of Literacy Rochester, I continue to support their mission of improving the

reading, math, and English Language, and digital literacy skills of adults. In addition, I have long been a supporter of the United Way Community Fund.

What was the most important thing you learned during Leadership Rochester?

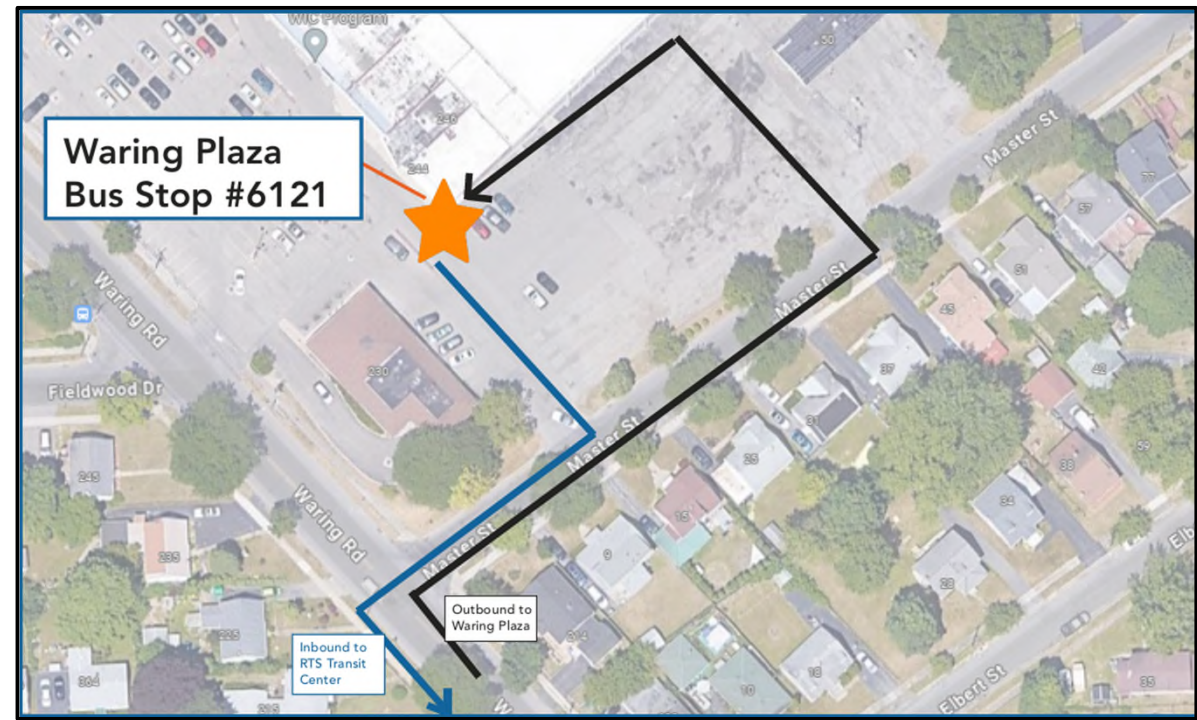
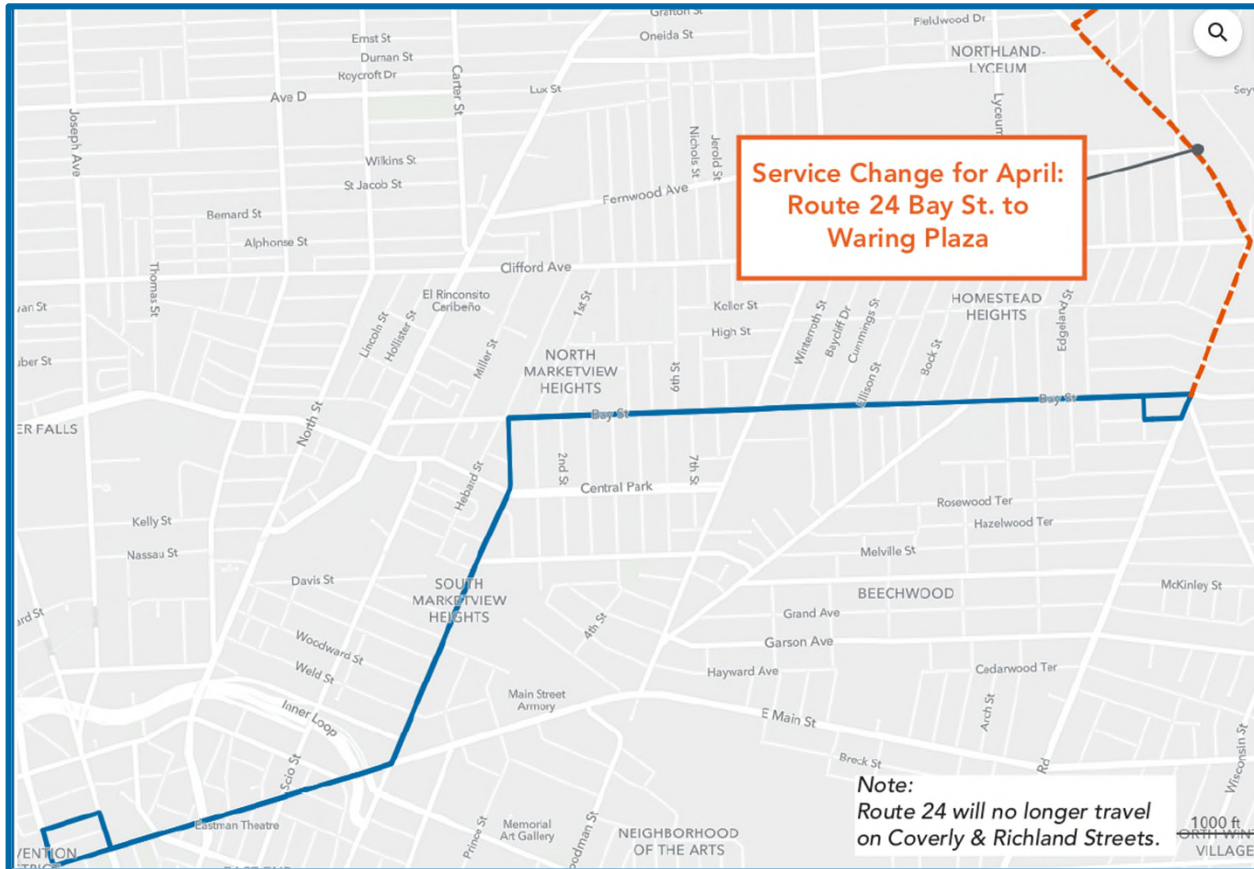
Leadership Rochester was an immersive experience that provided visibility into the challenges and strengths of our community. Through the bonds formed with classmates leveraging their collective talents and experiences, we developed a deeper understanding of the social and economic challenges in the community and strengthened our community leadership. The Simulated Society (SIMSOC) experience was the most impactful to me as it allowed a broadened perspective and, for me, connected each of the program days together. The SIMSOC exercise structured the cohort into separate groups of varying social and economic means and, through various exercises, we attempted to function as a society. It was eye-opening on how the natural tendency was to serve our own self-interests, but in doing so all of society failed. It really brought to life how working toward solutions for the whole is for the betterment of the entire community.

March 11, 2024 2:43 pm (GMT -4:00)

Powered by TEBJA/VIA

# Rt. 24 Bay Extension to Waring Plaza

## Starting April 1<sup>st</sup>



### New Access to:

- NYS Department of Labor
- Rochester Works
- Monroe County WIC Program
- USPS
- Norton Village Recreation Center
- Family Dollar / Dollar Tree
- M&T Bank
- Fernwood Park Apartments

# Other Updates: Title VI

- **Title VI Service Change Evaluations**

- Q1 2024—There is one (1) fixed route service change that met the Authority's Title VI policy for Major Service Changes, the Route 24 Bay Street extension which is effective April 1st. In summary, as a service enhancement, there are no adverse impacts, and no mitigation is necessary.

# CEO Report

*Questions?*



## **Resolution: RGRTA 5-2024**

### **ADOPTION OF THE 2024-25 COMPREHENSIVE STRATEGIC PLAN AND 2024-25 FINANCIAL PLAN FOR RGRTA AND ITS SUBSIDIARY COMPANIES**

WHEREAS, on March 14, Miguel Velázquez, Chief Executive Officer, submitted to the Board of Commissioners (hereinafter the “Board”) the proposed 2024-25 Comprehensive Strategic Plan for the Rochester Genesee Regional Transportation Authority (RGRTA) containing the proposed Strategic Plan, Operating Initiatives, Financial Plan and Performance Measurements for RGRTA and its subsidiary companies for the fiscal year ending March 31, 2025; and

WHEREAS, Board members have had sufficient opportunities to review the document, ask questions, and obtain additional information, as they deem appropriate.

NOW, THEREFORE, BE IT RESOLVED, that the Board hereby approves the proposed 2024-25 Comprehensive Strategic Plan. The Comprehensive Strategic Plan contains the Strategic Plan, Operating Initiatives, Financial Plan and Performance Measurements for fiscal year 2024-25; for RGRTA and its subsidiary companies; and further authorizes that the Capital Reserve fund receive up to Three Million Seven Hundred Ninety Three Thousand and Two Hundred Ninety Five Dollars (\$3,793,295); said funds to be transferred from (1) the total consolidated budgeted depreciation expense for fiscal year 2024-25 of Three Million Four Hundred Fifty One Thousand and Six Hundred Dollars (\$3,451,600) and (2) the total debt service payment for the RTS Transit Center internal borrowing in the amount of Three Hundred Forty One Thousand Six Hundred Ninety Five Dollars (\$341,695).

### **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 March 14, 2024 and that the Resolution is still in full force and effect.

---

Donald Jeffries, Chairman

Date: March 14, 2024  
Rochester, New York



# **Resolution for the Adoption of the 2024-25 Comprehensive Strategic Plan and Financial Plan for RGRTA and Its Subsidiary Companies**

**RGRTA 5-2024**

*Presented by Miguel Velázquez, Chief Executive Officer  
Scott Adair, Chief Financial Officer*



# Comprehensive Plan Overview

2024 - 2025



# Vision, Mission, Values

## Our Vision\*

- We connect the community.

## Our Mission\*

- We provide safe, reliable, convenient, and sustainable transportation.

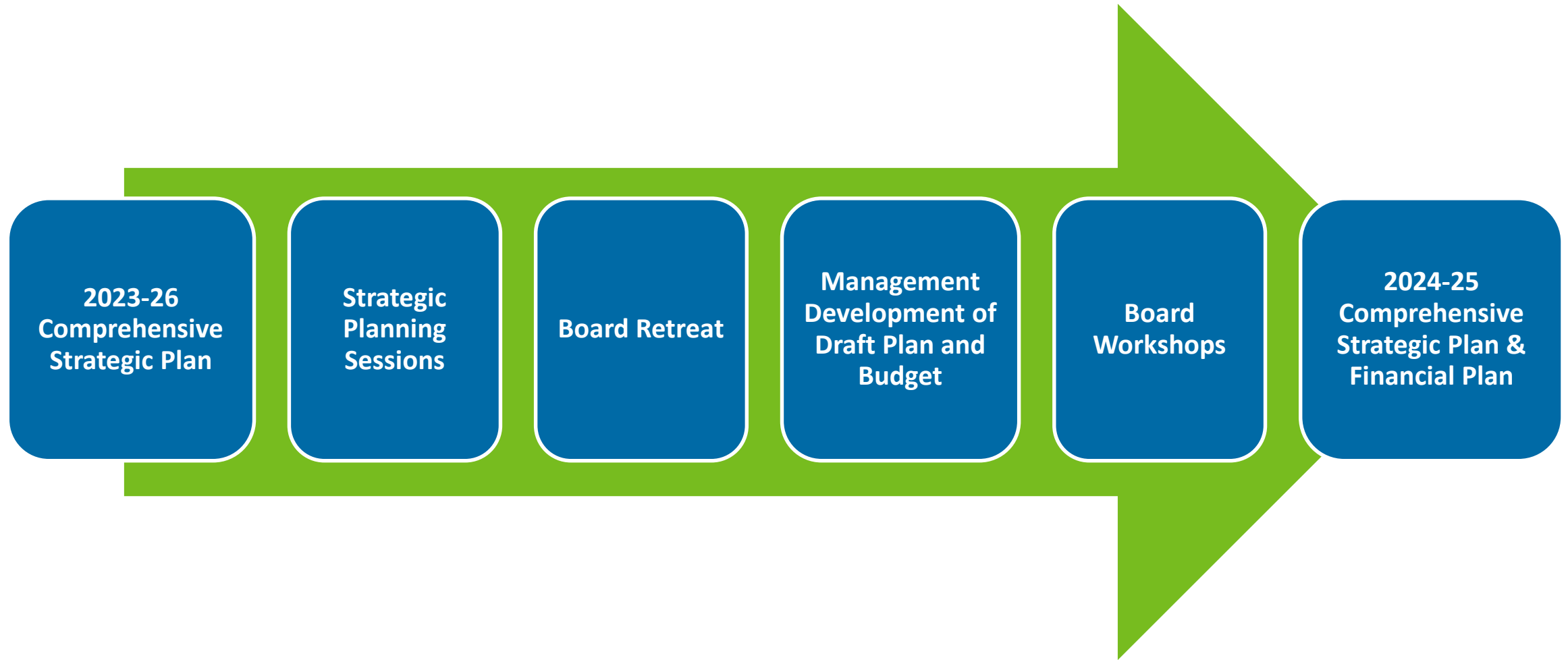
## Our Values

- Integrity
- Respect
- Diversity, Equity, and Inclusion
- Engagement & Collaboration
- Agility & Innovation
- Performance Focus





# Comprehensive Plan Development



# Our Collaborative Planning Process

- One-year plan (2024-25)
  - One year plan based on feedback to focus on employees
- Comprehensive Strategic Planning Process
  - Conducted five strategic planning sessions with EMT & LT
  - Heard directly from community and industry leaders on current and future trends
  - SWOT assessment conducted by RTS employees
  - Evaluation of input gathered through DEI-related outreach
  - Review of employee and customer survey results
  - Board input from Governance retreat

# Plan Assumptions

- Demographics & Population Trends
- Business, Higher Education, and Employment Trends
- Uncertainty in workforce and staffing
- Continue to see increases in absenteeism and long-term leaves
- Continued partnership with RCSD
- Employees expect support for healthy work-life balance
- Enhanced focus on safety
- Revenues continue to be outpaced by expenses
- Service levels remain unchanged
- Continued investment in infrastructure & zero-emission efforts

# Operating Plan & Initiatives

# RGRTA Strategic Framework 2024-2025

Provide Safe, Reliable,  
Convenient, and  
Sustainable Transportation

We Connect The  
Community

- Integrity
- Respect
- Diversity, Equity & Inclusion
- Engagement & Collaboration
  - Agility & Innovation
- Performance Focused

## Employee Wellbeing

Institute consistent and frequent communication between managers and direct reports. Progress safety plan in partnership with employees and the community. Implement programs that create a culture of continuous development and learning for all.

## Staffing

Develop performance indicators, initiatives and processes to improve recruitment. Create initiatives to enhance the employee experience. Identify the root causes and strategies to improve absenteeism.

## Processes & Resources

Identify and implement high priority opportunities in operational efficiencies that deliver sustainable services.

## Customer & Financial Performance

Clearly identify, track and advance areas supporting the organization's financial stability while delivering excellent customer experiences

Wildly  
Important  
Goal:

Improve  
18-month  
retention rates  
by 6%.

# Employee Wellbeing

Institute consistent and frequent communication between managers and direct reports. Progress safety plan in partnership with employees and the community. Implement programs that create a culture of continuous development and learning for all.

# Tactics: Employee Wellbeing

Strategic Area	Tactics
<b>Safety</b>	Develop a multi-year safety training program to establish a culture of safety and security.
	Establish a sub-committee of the RGRTA Joint Safety Committee to focus on bus barrier design.
<b>Communications &amp; Development</b>	Create project team and implementation schedule for addition of UKG Talk feature to improve communication and engagement with employees.
	Create a culture of continuous learning and development by leveraging the UKG Learning Management System (LMS) to focus on guided and directed training.
	Work with vendor to evaluate current employee engagement survey and identify opportunities to improve engagement, analysis, and strategic planning.
<b>Work/Life Balance</b>	Establish a Scheduling and Bus Operator focus group to improve collaboration through the schedule development process.
	Evaluate and improve the mechanism for Bus Operators to interact with quarterly schedules and select their work.

# Staffing

Develop performance indicators, initiatives and processes to improve recruitment. Create initiatives to enhance the employee experience. Identify the root causes and strategies to improve absenteeism.



# Tactics: Staffing

Strategic Area	Tactics
<b>Recruitment</b>	Implement a maintenance technician apprenticeship program to strengthen recruitment efforts and create succession opportunities within the maintenance department.
<b>Retention</b>	Complete Diversity and Inclusion Climate Assessment and utilize results to improve workplace culture, support organizational strategies, and achieve DEI goals.
<b>Absenteeism</b>	Develop and implement processes to proactively support employees' return to work from long-term absences.
	Reduce absenteeism rates by identifying the root causes.

# Processes & Resources

Identify and implement high priority opportunities in operational efficiencies that deliver sustainable services.

# Tactics: Processes & Resources

Strategic Area	Tactics
<b>Performance Metrics Review</b>	Review current TOPS performance metrics and conduct a pilot program with new metrics for potential implementation in FY 2025-26.
<b>Service Efficiency Improvements</b>	Evaluate all current public transit services and provide recommendations for improvements and potential cost containment efficiencies, including fare increase and sustainability of ODS.
<b>Zero-Emission Transition</b>	Take delivery of new Hydrogen Fuel Cell vehicles and put them into service.
	Make infrastructure upgrades to existing facilities for the addition of Hydrogen Fuel Cell vehicles.

# Customer & Financial Performance

Clearly identify, track and advance areas supporting the organization's financial stability while delivering excellent customer experiences.

# Tactics: Customer & Financial Performance

Strategic Area	Tactics
<b>Budget Process Review</b>	Analyze and provide recommendations on bonding for new facilities.
<b>New Sustainable Services</b>	Develop implementation plan for the recently completed Regional service studies.
<b>Facilities &amp; Infrastructure</b>	Complete construction of new RTS Wyoming facility.
	Complete construction of new RTS Seneca facility.
	Identify site for new RTS Wayne facility.
	Procure and award contract for final design of new RTS Access facility.
	Construct new Hylan Drive Connection Hub.
	Complete final design of new Irondequoit Plaza Connection Hub.
<b>Technology Innovation</b>	Pilot new mobility technology for the Regional Operation to improve access to information and trip planning.

# Performance Measurement

# Performance Measurement

## Transit Organization Performance Scorecard (TOPS)

*Measures, monitors & reports “critical to success” metrics*

- **FPI: Financial Performance Index**
  - End of Year Net Income (Deficit)
- **CSI: Customer Service Index**
  - Net Promoter Score (NPS) and Customer Surveys
- **SPI: Service Performance Index**
  - On-Time Performance (OTP)
- **EEl: Employee Engagement Index**
  - Employee Engagement & Satisfaction


# Detailed TOPS Scorecard FY 2024-25

Strategic Pillars 2024-25	Metric	FY 2023-24 Plan Goal	FY 2024-25 Plan Goal	Goal Points	Max Points	Min Points
Financial Performance Index	End of Year Net Income (Deficit) Projection	\$0.0	\$0.0	20.00	26.00	14.00
	<b>Total FPI Score</b>			<b>20.0</b>	<b>26.0</b>	<b>14.0</b>
Customer Service Index	Net Promoter Score - RTS	35%	35%	27.92	36.30	19.54
	Customer Satisfaction - RTS Access	95%	95%	0.26	0.34	0.18
	Customer Satisfaction - RTS Genesee	95%	95%	0.26	0.34	0.18
	Customer Satisfaction - RTS Livingston	95%	95%	0.26	0.34	0.18
	Customer Satisfaction - RTS Ontario	95%	95%	0.26	0.34	0.18
	Customer Satisfaction - RTS Orleans	95%	95%	0.26	0.34	0.18
	Customer Satisfaction - RTS Seneca	95%	95%	0.26	0.34	0.18
	Customer Satisfaction - RTS Wayne	95%	95%	0.26	0.34	0.18
	Customer Satisfaction - RTS Wyoming	95%	95%	0.26	0.34	0.18
<b>Total CSI Score</b>			<b>30.0</b>	<b>39.0</b>	<b>21.0</b>	
Service Performance Index	On-Time Performance - RTS	91.50%	92.00%	31.50	40.95	22.05
	On-Time Performance - RTS Access	95.0%	94.5%	0.44	0.57	0.31
	On-Time Performance - RTS Genesee	94.0%	94.0%	0.44	0.57	0.31
	On-Time Performance - RTS Livingston	95.0%	97.0%	0.44	0.57	0.31
	On-Time Performance - RTS Ontario	93.0%	93.0%	0.44	0.57	0.31
	On-Time Performance - RTS Orleans	95.0%	96.0%	0.44	0.57	0.31
	On-Time Performance - RTS Seneca	97.0%	97.0%	0.44	0.57	0.31
	On-Time Performance - RTS Wayne	96.0%	97.0%	0.44	0.57	0.31
	On-Time Performance - RTS Wyoming	97.0%	97.0%	0.44	0.57	0.31
<b>Total SPI Score</b>			<b>35.0</b>	<b>45.5</b>	<b>24.5</b>	
Employee Engagement Index	Employee Engaged Index	28.0%	28.0%	7.50	9.75	5.25
	Employee Satisfaction	4.0	4.0	7.50	9.75	5.25
	<b>Total EEI Score</b>			<b>15.0</b>	<b>19.5</b>	<b>10.5</b>
<b>TOPS Score</b>				<b>100.0</b>	<b>130.0</b>	<b>70.0</b>




# Current & Proposed TOPS Goals

FY 2023-24 Scorecard

 TRANSIT ORGANIZATION PERFORMANCE SCORECARD		
	Q1/Q3 Goal	Q2/Q4 Goal
Financial Performance Index   FPI	20.0	20.0
Customer Satisfaction Index   CSI	40.0	30.0
Service Performance Index   SPI	40.0	40.0
Employee Engagement Index   EEI	--	10.0
<b>TOTAL</b>	<b>100.0</b>	<b>100.0</b>

FY 2024-25 Scorecard

 TRANSIT ORGANIZATION PERFORMANCE SCORECARD		
	Q1/Q3 Goal	Q2/Q4 Goal
Financial Performance Index   FPI	20.0	20.0
Customer Satisfaction Index   CSI	40.0	30.0
Service Performance Index   SPI	40.0	35.0
Employee Engagement Index   EEI	--	15.0
<b>TOTAL</b>	<b>100.0</b>	<b>100.0</b>

# TOPS Summary

- Proposed adjustments to TOPS metrics:
  - On-Time Performance adjusted for RTS Monroe, Access, Livingston, Orleans and Wayne.
- Proposed goal adjustments for EEI and SPI align with organizational priorities.

# 2024-25 Financial Plan



# 2024-25 Financial Overview

## Factors in preparing the 2024-25 Budget:

- Available Unrestricted Net Assets (AUNA) used to balance the budget
- State Operating Aid increased by 2%
- Mortgage Recording Tax budget reduced to actual
- Impact of inflation on our budget

# Operating Budget

Summary FY 2023-24 & 2024-25

<i>millions</i>	2023-24	2024-25	\$ Change	% Change
<b>REVENUES</b>				
Locally Generated	\$39.3	\$39.0*	\$(0.3)	(0.8)%
Governmental Subsidies	\$73.1	\$80.9	\$7.8	10.7%
Mortgage Recording Tax	\$12.1	\$10.6	\$(1.5)	(12.4)%
<b><u>TOTAL REVENUES</u></b>	<b>\$124.5</b>	<b>\$130.5</b>	<b>\$6.0</b>	<b>4.8%</b>
<b>EXPENSES</b>				
Personnel	\$89.1	\$94.3	\$5.2	5.8%
Non-Personnel	\$35.4	\$36.2	\$0.8	2.3%
<b><u>TOTAL EXPENSES</u></b>	<b>\$124.5</b>	<b>\$130.5</b>	<b>\$6.0</b>	<b>4.8%</b>
<b>Net Income (Deficit)</b>	<b>\$ --</b>	<b>\$ --</b>	<b>\$ --</b>	
<b>Appropriated Working Capital</b>	<b>\$ --</b>	<b>\$ --</b>	<b>\$ --</b>	
<b>Net Income (Deficit)</b>	<b>\$ --</b>	<b>\$ --</b>	<b>\$ --</b>	

\*Includes \$15.9M of AUNA

# Multi-Year Budget

Consolidated Projection FY 2025-26 to 2027-28

<i>Millions</i>	Projected 2023-24*	Budget 2024-25	Projection 2025-26	Projection 2026-27	Projection 2027-28
<b>TOTAL REVENUES</b>	\$124.9	\$130.5**	\$105.9	\$106.4	\$106.8
<b>TOTAL EXPENSES</b>	\$124.5	\$130.5	\$141.1	\$152.7	\$165.7
Net Income (Deficit) From Operations & Subsidies	\$0.4	\$ -	(\$35.1)	(\$46.4)	(\$58.8)
Estimated Available Unrestricted Net Assets EOY	\$108.0	\$92.1	\$57.0	\$10.6	(\$48.2)

\* As of 12/31/23 \*\* Includes \$15.9M of AUNA

# Multiyear Budget

- **Where we started**

- *Anticipated deficit of \$37.7M in 2024-2025*
- *Projected deficit of \$80.3M by 2026-2027*

- **What we did**

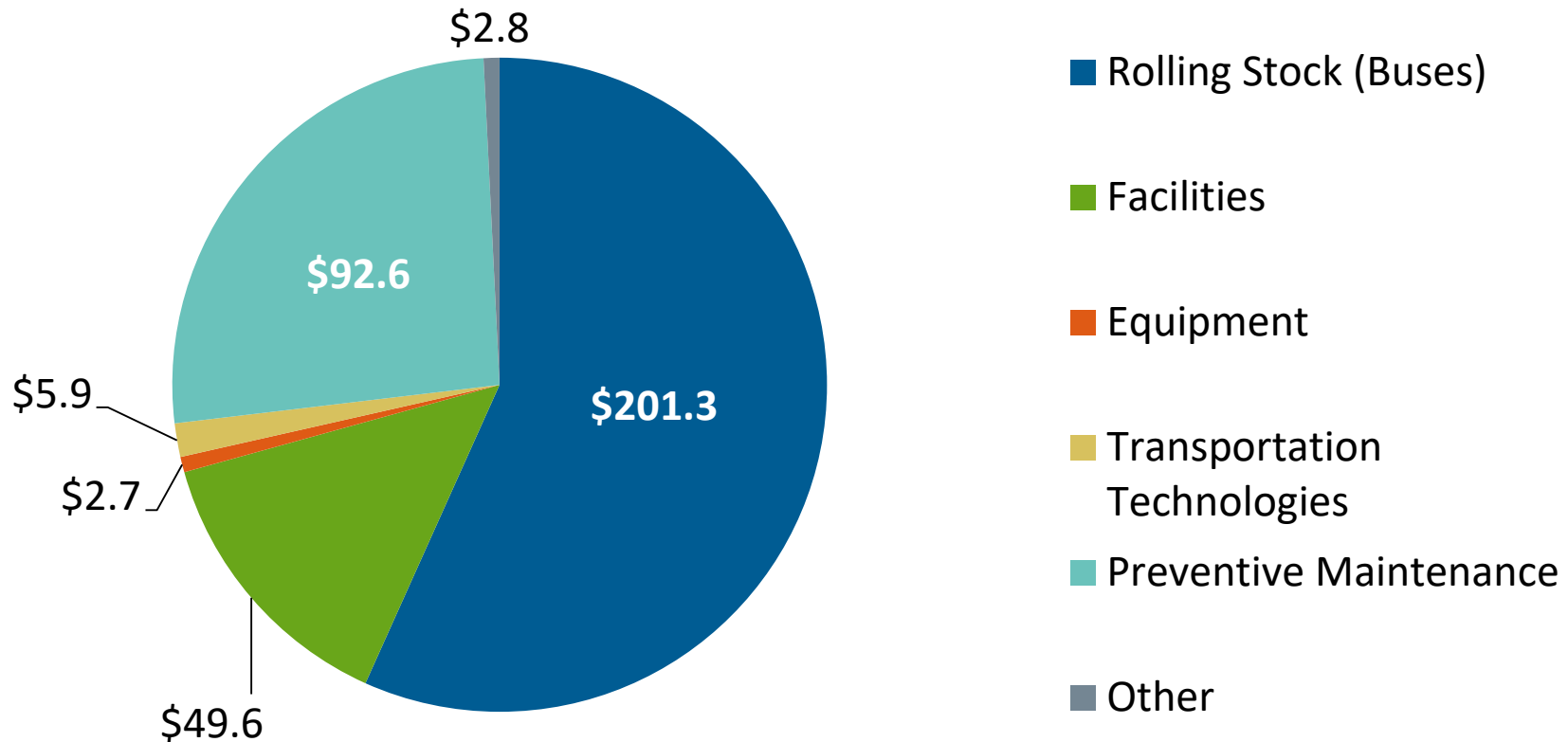
- *State Operating Aid Increased \$8.9M*
- *Federal 5307 increased \$7.6M*
- *Mortgage Recording Tax decreased by \$1.8M*
- *Expenses reduced by \$3.5M*
- *Applied \$15.9M of AUNA (Current Budget used \$17.7M)*

- **Big Picture Multiyear takeaways**

- *Operations are funded through 2026-2027*
- *Revenues essentially flat*
- *Expenses increase by 8% annually*

# Ten Year Capital Improvement Plan

## Use of Funds by Objects of Expense: \$354.9 Million





# Summary & Recommendation

# Comprehensive Plan Summary

To continue our efforts to improve the transit system, RTS will:

- Prioritize focus on equitable approach to employee well-being and staffing
- Monitor the system, make necessary adjustments, and measure our performance
- Enhance safety and security efforts for employees and customers
- Add new features to UKG HCM system to improve employee engagement
- Continue efforts to meet zero-emission goals for the bus fleet
- Focus on new facilities for RTS Access and several Regional properties
- Align TOPS goals to performance trends
- Responsibly manage our finances

# Recommendation

- That the Board of Commissioners approve the proposed 2024-25 Comprehensive Strategic Plan. The Comprehensive Strategic Plan contains the Strategic Plan, Operating Initiatives, Financial Plan and Performance Measurements for fiscal year 2024-25 for RGRTA and its subsidiary companies.



**ROCHESTER  
GENESEE REGIONAL  
TRANSPORTATION  
AUTHORITY**

**BOARD OF COMMISSIONERS  
AGENDA ITEM COVER SHEET**

Board Meeting Date:	March 14, 2024
Presenter:	Scott Adair
Subject:	Endorsing the FFY 2024 Program of Projects for the Urbanized Area and Authorizing the Filing of Applications for Capital Assistance with the United States Department of Transportation and New York State Department of Transportation.
Background:	<p>In accordance with Federal regulations, the Authority is required to annually adopt a Program of Projects (“POP”), Attachment A. The POP represents those projects for which the Authority intends to seek federal funding for a particular Federal Fiscal Year for the urbanized area. This proposed POP consists of carryover funding and anticipated appropriations for FFY2024.</p> <p>The resolution endorses a POP and authorizes staff to conduct a public hearing at which any interested party can offer comments. Comments can also be submitted via the US Postal Service. Any comments that are received will be shared with the Commissioners at the subsequent meeting of the Board for its consideration. In the event that no comments are received, the proposed POP automatically becomes the final POP.</p> <p>Thereafter, as authorized by this resolution the Authority staff will file and execute both Federal and New York State grant applications and subsequent grant agreements.</p>
Financial Impact:	The Program of Projects requires an up to twenty (20) percent match. These matching funds are provided for in the Authority’s capital reserve fund.
Recommendation:	The Board endorses the POP and adopt the proposed POP as the final POP if no comments are received. Further, authorize the filing and execution of both Federal and New York State grant applications and subsequent grant agreements.



## **Resolution: RGRTA 6-2024**

### **ENDORISING A FFY 2024 PROGRAM OF PROJECTS FOR THE URBANIZED AREA AND AUTHORIZING THE FILING OF APPLICATIONS FOR CAPITAL ASSISTANCE WITH THE UNITED STATES DEPARTMENT OF TRANSPORTATION AND NEW YORK STATE DEPARTMENT OF TRANSPORTATION**

WHEREAS, the United States Secretary of Transportation is authorized to make grants for mass transportation projects; and

WHEREAS, the Rochester Genesee Regional Transportation Authority (the "Authority") is seeking to submit grant applications for mass transportation projects to the Secretary of Transportation; and

WHEREAS, the Authority is required to develop a Program of Projects that lists the projects the Authority seeks to implement and to make the Program of Projects available for public review and comment; and

WHEREAS, the grant for financial assistance will impose certain obligations upon the Authority, including a provision requiring the funding of a local share of the cost of the Program of Projects; and

WHEREAS, it is required by the United States Department of Transportation in accordance with the provisions of Title VI of the Civil Rights Act of 1964, as amended, that in connection with the filing of an application for assistance, the applicant give an assurance that it will comply with Title VI of the Civil Rights Act of 1964 and the United States Department of Transportation thereunder; and

WHEREAS, it is the goal of the Authority that disadvantaged business enterprises be utilized to the fullest extent possible in connection with these projects, and that definite procedures be established and administered to ensure that disadvantaged businesses shall have the maximum feasible opportunity to compete for contracts when procuring construction, supplies, equipment, or consultant and other services.

NOW, THEREFORE, BE IT RESOLVED by the Board that:

1. The attached proposed Program of Projects is endorsed by the Board for the use of FTA Section 5307 & FTA Section 5339 funds made available by the Federal Transit Administration for federal fiscal year 2024.
2. The Chief Executive Officer or his designee is authorized to publish a Notice of Public Hearing, inviting the public and private transportation providers to comment upon the application and hold such hearing. If no comments are received in response to this Public Hearing, the proposed Program of Projects shall become the Authority's final Program of Projects.
3. The Chief Executive Officer or his designee is authorized to execute and file and/or amend any necessary application on behalf of the Authority for matching funds or supplemental funding for this Program of Projects with the United States Department of Transportation and the New York State Department of Transportation.

4. The Chief Executive Officer or his designee is authorized to execute and file with such applications, and assurance or any other document required by the United States Department of Transportation effectuating the purpose of Title VI of the Civil Rights Act of 1964.
5. The Chief Executive Officer or his designee is authorized to furnish such additional information as the United States Department of Transportation or the New York State Department of Transportation may require in connection with the applications for this Program of Projects.
6. The Chief Executive Officer or his designee is authorized to set forth and execute affirmative disadvantaged business policies in connection with the Program's procurement needs.
7. The Chief Executive Officer or his designee is authorized to execute grant contract agreements, amendatory or supplemental grant contract agreements, and related documents on behalf of the Authority with the United States Department of Transportation, Federal Transit Administration and the New York State Department of Transportation for aid in the financing of the elements of the Program of Projects.
8. The non-federal share of this Program of Projects will be derived from New York State legislated programs, from local constituent governments as required by State law and from the Authority.
9. 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.
10. This Resolution shall apply, in its entirety, to this Program of Projects, as approved by the Authority's Board for execution.

### **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 March 14, 2024 and that the Resolution is still in full force and effect.

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Donald Jeffries, Chairman

Date: March 14, 2024  
Rochester, New York

**ROCHESTER GENESEE REGIONAL TRANSPORTATION AUTHORITY**  
**Proposed Program of Projects - FFY 2024**

Project Description	FFY 2024 5307 & 5339 Funds (Federal Share)	FFY 2024 Non-Federal Share	Total Estimated Project Funding
Replace 28 Transit Buses	\$ 5,570,564	\$ 16,429,133	\$ 21,999,697
Preventive Maintenance	\$ 12,610,487	\$ 3,152,622	\$ 15,763,109
Hydrogen Facility Upgrades	\$ 3,554,241	\$ 888,560	\$ 4,442,801
Replace 12 Paratransit Buses	\$ 1,264,464	\$ 316,116	\$ 1,580,580
Replace 10 On Demand Vehicles	\$ 1,053,719	\$ 263,430	\$ 1,317,149
Connection Hubs	\$ 1,041,832	\$ 260,458	\$ 1,302,290
Sprinkler Water Main Replacement	\$ 400,000	\$ 100,000	\$ 500,000
Associated Transit Improvements	\$ 128,231	\$ 32,058	\$ 160,289



**ROCHESTER  
GENESEE REGIONAL  
TRANSPORTATION  
AUTHORITY**

**BOARD OF COMMISSIONERS  
AGENDA ITEM COVER SHEET**

Board Meeting Date:	March 14, 2024
Presenter:	Scott Adair
Subject:	Authorizing the Execution of Grant Agreements for Accelerated Transit Capital (ATC) Funding and Public Transportation Modernization and Enhancement Program (MEP) Funding between the Authority and the New York State Department of Transportation (NYSDOT).
Background:	<p>New York State authorized multiple years of funding under the Accelerated Transit Capital (ATC) Program and a Public Transportation Modernization and Enhancement (MEP) Program.</p> <p>The Authority’s Board of Commissioners are required to authorize the execution of all ATC and MEP grant agreements.</p> <p>The Authority’s appropriated ATC Program Fund totals \$7,717,406, currently. The Authority’s ATC grant agreement is to provide funding for 28 Diesel 40-Ft. Buses totaling \$7,717,406.</p> <p>Additionally, RGRTA is requesting that \$392,629 in ATC funding be reallocated from a prior project completed under budget for 28 Diesel 40-Ft Buses.</p> <p>The Authority’s appropriated MEP Program Fund totals \$11,369,258, currently. The Authority’s grant agreement is to provide funding for 28 Diesel 40-Ft Buses totaling \$6,926,457.</p> <p>These grant agreements allow the Authority to utilize the oldest ATC and MEP authorized appropriations for projects requiring funding.</p> <p>If approved, the Authority will have approximately \$4.4M in MEP Program Funds, available for future programing.</p>





Financial Impact:	The Accelerated Transit Capital and Public Transportation Modernization and Enhancement funds are 100% New York State funded and will have no financial impact to the Authority's 2024-2025 Operating Budget.
Recommendation:	That the Board authorize the CEO to enter into grant contract agreements with the New York State Department of Transportation for the receipt of the grant funds.

## **Resolution: RGRTA 7-2024**

### **AUTHORIZING THE EXECUTION OF GRANT AGREEMENTS FOR ACCELERATED TRANSIT CAPITAL (ATC) FUNDING AND PUBLIC TRANSPORTATION MODERNIZATION AND ENHANCEMENT PROGRAM (MEP) FUNDING BETWEEN THE AUTHORITY AND THE NEW YORK STATE DEPARTMENT OF TRANSPORTATION (NYSDOT)**

WHEREAS, the Rochester Genesee Regional Transportation Authority (the "Authority") desires to utilize Accelerated Transit Capital Funding in the amount of \$8,110,035 for 28 Diesel 40-Ft Buses; and

WHEREAS, the Authority desires to utilize Public Transportation Modernization and Enhancement Funding in the amount of \$6,926,457 for 28 Diesel 40-ft Buses; and

NOW, THEREFORE, BE IT RESOLVED that the Chief Executive Officer or his designee is authorized to execute grant contract agreements, amendatory or supplemental grant contract agreements, and related documents on behalf of the Authority with the New York State Department of Transportation for aid in financing the projects; and

BE IT FURTHER RESOLVED that the Chief Executive Officer and 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 in 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 March 14, 2024, and that the Resolution is still in full force and effect.

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Donald Jeffries, Chairman

Date: March 14, 2024  
Rochester, New York



**ROCHESTER  
GENESEE REGIONAL  
TRANSPORTATION  
AUTHORITY**

## **BOARD OF COMMISSIONERS AGENDA ITEM COVER SHEET**

Board Meeting Date:	March 14, 2024
Presenter:	Rusty Korth
Subject:	Amending RGRTA 41-2022 Resolution Authorizing the Utilization of the Low or No Emission Grant Program (Low-No Program) to Purchase Three (3) Hydrogen Fuel Cell Electric 40-Foot Buses and a Mobile Hydrogen Fueling System
Background:	<p>On December 15, 2022, the Board of Commissioners approved resolution RGRTA 41-2022, which authorized the execution of a contract with EIDorado National California Inc. for the purchase of three (3) Hydrogen Fuel Cell Electric 40-Foot Buses.</p> <p>On January 30, 2024, the Authority received notice from EIDorado National California Inc. that it plans to wind down its bus manufacturing operations, which is a result of various factors, including financial strains, challenges within its supply network, market conditions, and the evolving nature of the commercial transit bus industry. As a result of this notice, the Authority received approval from the Federal Transit Administration (FTA) to re-allocate the Low or No Emission Grant to purchase three (3) Hydrogen Fuel Cell Electric 40-Foot Buses using the Authority’s existing contract with New Flyer of America, Inc.</p> <p>The Authority concluded that the pricing offered by New Flyer of America, Inc. is fair and reasonable and that they appear to be a responsible firm.</p> <p>The Authority notes the change in manufacturer results in a lower overall cost of approximately \$125,000 which will be used in other aspects of the Zero Emission projects as allowed by the original Low-No Program.</p> <p>If approved, the Authority’s master contract will have forty-five (45) remaining options.</p>
Financial Impact:	<p>The total cost of three (3) Hydrogen Fuel Cell Electric 40-Foot Buses including specialized tools and training is \$4,532,596. In addition, the Authority is requesting a contingency of \$210,835 for the order with a total authorization not to exceed \$4,743,431.</p> <p>The purchase will be funded with FTA Section 5339 funds (80%) and RGRTA funds (20%).</p>

Recommendation:

That the Chief Executive Officer or his designee be authorized to execute a purchase order for three (3) Hydrogen Fuel Cell Electric 40-Foot Buses with New Flyer of America, Inc. in the amount of \$4,532,596. Additionally, the Chief Executive Officer or his designee is authorized to increase the value of the order by \$210,835 for a total authorization not to exceed \$4,743,431.

**Resolution: RGRTA 8-2024**

**AMENDING RGRTA 41-2022 RESOLUTION AUTHORIZING THE UTILIZATION OF THE LOW OR NO EMISSION GRANT PROGRAM (LOW-NO PROGRAM) TO PURCHASE THREE (3) HYDROGEN FUEL CELL ELECTRIC 40-FOOT BUSES AND A MOBILE HYDROGEN FUELING SYSTEM**

WHEREAS, on December 15, 2022, the Board of Commissioners approved resolution RGRTA 41-2022, which authorized the execution of a contract with EIDorado National California Inc. for the purchase three (3) Hydrogen Fuel Cell Electric 40-Foot Buses; and

WHEREAS, on January 30, 2024, the Authority received notice from EIDorado National California Inc. that it plans to wind down its bus manufacturing operations, which is a result of various factors, including financial strains, challenges within its supply network, market conditions, and the evolving nature of the commercial transit bus industry; and

WHEREAS, as a result of this notice, the Authority received approval from the Federal Transit Administration (FTA) to re-allocate the Low or No Emission Grant to purchase three (3) Hydrogen Fuel Cell Electric 40-Foot Buses using the Authority's existing contract with New Flyer of America, Inc.; and

WHEREAS, the Authority concluded that the pricing offered by New Flyer of America, Inc. is fair and reasonable and that they appear to be a responsible firm.

NOW, THEREFORE, BE IT RESOLVED, that the Chief Executive Officer or his designee is granted authority to execute a purchase order for three (3) Hydrogen Fuel Cell Electric 40-Foot Buses including specialized tools and training with New Flyer of America, Inc. in the amount of \$4,532,596; and

BE IT FURTHER RESOLVED that the Chief Executive Officer or his designee is authorized to increase the value of the order by \$210,835 for justified orders on contract, which would increase the total authorization to not exceed \$4,743,431; 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 resolutions.

**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 March 14, 2024, and that the Resolution is still in full force and effect.

\_\_\_\_\_  
Donald Jeffries, Chairman

Date: March 14, 2024  
Rochester, New York



**ROCHESTER  
GENESEE REGIONAL  
TRANSPORTATION  
AUTHORITY**

## **BOARD OF COMMISSIONERS AGENDA ITEM COVER SHEET**

Board Meeting Date:	March 14, 2024
Presenter:	Corinda Reaves
Subject:	Resolution Authorizing the Award of a Contract for Market Research and Customer Surveys
Background:	<p>The Authority seeks to engage an outside vendor to assist with collecting and analyzing data necessary for community engagement, marketing/advertising, dissemination of public information, employee engagement, and governmental projects and programs.</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 <u>Transit Talent</u> on November 20, 2023, the <u>Rochester Business Journal</u> on November 24, 2023 and the <u>Minority Reporter</u> on November 30, 2023.</p> <p>Over one-hundred firms were notified of the RFP and two (2) responsive proposals were received on December 20, 2023.</p> <p>An evaluation and systematic scoring process was undertaken based on the following five (5) criteria:</p> <ul style="list-style-type: none"><li>• Qualifications, Resources, and Experience</li><li>• Project Understanding</li><li>• Project Plan/Technical Description</li><li>• Compliance with MWBE Requirements</li><li>• Price</li></ul> <p>The Authority scored the firms as follows:</p> <ul style="list-style-type: none"><li>• Level 7 Market Research of Victor, NY: 75</li><li>• TransPro Consulting, LLC of Spring Hill, FL: 73</li></ul> <p>Interviews were conducted by the Authority with both firms. After careful consideration of all of the criteria being evaluated, the Authority determined that the proposal submitted by Level 7 Market Research was the most favorable.</p> <p>The Authority determined that Level 7 Market Research appears to be a responsible firm and submitted a responsive proposal.</p>

Financial Impact:	<p>The cost for the first year of the contract is \$119,200. Prices will be held flat for the first year of the contract and will be adjusted annually by the lesser of 3% or the Annual 12-month Percent Change of the Consumer Price Index (CPI) CUUR0000SA0 (All Urban Consumers) for the preceding year.</p> <p>Funding for these services are included in the Authority's 2024-2025 Operating Budget and will be for subsequent years.</p>
Recommendation:	<p>That the Chief Executive Officer or his designee be granted authority to enter into an Agreement with Level 7 Market Research for the period of five (5) years in an amount not to exceed \$632,850.</p>

**Resolution: RGRTA 9-2024**

**RESOLUTION AUTHORIZING THE AWARD OF A CONTRACT FOR MARKET RESEARCH AND CUSTOMER SURVEYS**

WHEREAS, the Rochester Genesee Regional Transportation Authority (the "Authority") seeks to engage an outside vendor to assist with collecting and analyzing data necessary for community engagement, marketing/advertising, dissemination of public information, employee engagement, and governmental projects and programs; 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 Transit Talent on November 20, 2023, the Rochester Business Journal on November 24, 2023 and the Minority Reporter on November 30, 2023; and

WHEREAS, over one-hundred firms were notified of the RFP and two (2) responsive proposals were received on December 20, 2023; and

WHEREAS, the Authority conducted a thorough evaluation of the proposals received and concluded that Level 7 Market Research submitted the most favorable proposal that was responsive to the Authority's specifications; and

WHEREAS, the Authority determined that Level 7 Market Research's pricing is fair and reasonable and they appear to be a responsible firm.

NOW, THEREFORE, BE IT RESOLVED, that the Chief Executive Officer or his designee is authorized to enter into a contract with Level 7 Market Research for a term of five (5) years with a year one cost of \$119,200; and

BE IT FURTHER RESOLVED that the Chief Executive Officer or his designee is authorized to adjust the prices on the contract annually by the lesser of 3% or the Annual 12-month Percent Change of the Consumer Price Index (CPI) CUUR0000SA0 (All Urban Consumers) for the preceding year;

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 resolutions.

**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 March 14, 2024, and that the Resolution is still in full force and effect.

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Donald Jeffries, Chairman

Date: March 14, 2024  
Rochester, New York





**ROCHESTER  
GENESEE REGIONAL  
TRANSPORTATION  
AUTHORITY**

**BOARD OF COMMISSIONERS  
AGENDA ITEM COVER SHEET**

Board Meeting Date:	March 14, 2024
Presenter:	Corinda Reaves
Subject:	Resolution Authorizing the Award of a Contract for Creative Marketing Services
Background:	<p>The Authority seeks to engage an external vendor to assist the Marketing Department with the design, development, and production of customer information, education, and marketing materials and campaigns.</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>, the <u>Rochester Business Journal</u>, and the <u>Minority Reporter</u> on December 8, 2023.</p> <p>Over one-hundred firms were notified of the RFP and six (6) responsive proposals were received on January 19, 2024.</p> <p>An evaluation and systematic scoring process was undertaken based on the following five (5) criteria:</p> <ul style="list-style-type: none"> <li>• Qualifications, Resources and Experience</li> <li>• Creativity and Strategic Soundness of the Proposed Work Plan/Project Team</li> <li>• Experience on Similar Projects</li> <li>• Price</li> <li>• Civil Rights Compliance</li> </ul> <p>The Authority scored the firms as follows:</p> <ul style="list-style-type: none"> <li>• Angry Apples Marketing, LLC of Jenkintown, PA:36</li> <li>• D2 Media Team LLC of Rochester, NY: 34</li> <li>• KathodeRay Media, Inc. of Cairo, NY: 72</li> <li>• Kleehammer Communications, Inc. of Spencerport, NY: 82</li> <li>• The Visual Brand of Westport, CT: 49</li> <li>• White Knight Productions, Inc. of Vestal, NY: 56</li> </ul> <p>The Authority conducted a thorough evaluation of proposals received and determined that Kleehammer Communications, Inc. submitted a responsive proposal that is the most favorable to the Authority.</p>

	<p>Kleehammer Communications, Inc. appears to be a responsible firm and the rates provided for professional services in Attachment A are fair and reasonable.</p>
<p>Financial Impact:</p>	<p>Attachment A identifies the hourly rates to be charged by job function for the professional services rendered.</p> <p>The cost of creative marketing services is contained in the Authority's 2024-2025 Operating Budget at approximately \$97,000. We anticipate funding will be available in subsequent years operating budgets at the same level.</p>
<p>Recommendation:</p>	<p>That the Chief Executive Officer or his designee be granted authority to enter into an Agreement with Kleehammer Communications, Inc. for a period of five (5) years at the rates provided in Attachment A.</p>

**Resolution: RGRTA 10-2024**

**RESOLUTION AUTHORIZING THE AWARD OF A CONTRACT FOR  
CREATIVE MARKETING SERVICES**

WHEREAS, the Authority seeks to engage a vendor to assist the Marketing Department with the design, development, and production of customer information, education, and marketing materials and campaigns. This vendor will assist with the design and content of brochures, advertising, informational displays, direct mail, email, and social media marketing messages, videos, and materials; and

WHEREAS, the Authority sought proposals by issuing a Request for Proposals (RFP) and publicly advertising it in the New York State Contract Reporter, the Rochester Business Journal, and the Minority Reporter on December 8, 2023; and

WHEREAS, over one-hundred firms were notified of the RFP and six (6) proposals were received on January 19, 2024; and

WHEREAS, the Authority conducted a thorough evaluation of proposals received and determined that Kleehammer Communications, Inc. submitted a responsive proposal that is the most favorable to the Authority; and

WHEREAS, the Authority determined that Kleehammer Communications, Inc. appears to be a responsible firm and that the rates provided in Attachment A are fair and reasonable; and

NOW, THEREFORE, BE IT RESOLVED, that the Chief Executive Officer or his designee be granted authority to enter into an Agreement with Kleehammer Communications, Inc. for a period of five (5) years at the rates provided in Attachment A; 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 resolutions.

**CERTIFICATION**

The undersigned hereby certifies that the above is an excerpt from the Minutes of a Meeting of the Rochester-Genesee Regional Transportation Authority, which was held on March 14, 2024, and that the Resolution is still in full force and effect.

\_\_\_\_\_  
Donald Jeffries, Chairman

Date: March 14, 2024  
Rochester, New York

**ATTACHMENT A**

Page 1 of 1

**KLEEHAMMER COMMUNICATIONS STAFF**

<b>JOB FUNCTION</b>	<b>HOURLY RATE</b>
Creative Director	\$135
Sr. Art Director	\$115
Jr. Art Director / Mechanical Artist	\$95
Copywriter	\$125
Account Supervisor	\$125
Project Manager	\$100

**SUBCONTRACTOR PARTNER STAFF**

<b>JOB FUNCTION</b>	<b>HOURLY RATE</b>
Graphic Designer	\$100
Copywriter	\$125
Production Coordinator	\$100
Videographer	\$200
Video Editor / Animator	\$150



**ROCHESTER  
GENESEE REGIONAL  
TRANSPORTATION  
AUTHORITY**

## **BOARD OF COMMISSIONERS AGENDA ITEM COVER SHEET**

Board Meeting Date:	March 14, 2024
Presenter:	Kenneth Boasi
Subject:	Resolution Authorizing a Collective Bargaining Agreement between RTS Genesee and the Service Employees International Union, Local 200 United
Background:	<p>The Service Employees International Union (SEIU), Local 200 United, represents RTS Genesee Bus Operators, a total of 9 employees.</p> <p>The previous agreement expired on September 30, 2023 and the SEIU Local 200 United ratified the new agreement on January 24, 2024. The term of the proposed new agreement is October 1, 2023 through September 30, 2026.</p> <p>Some key items in the new agreement includes a new starting wage rate of \$18.50 per hour (currently \$15 per hour) for new operators; a longevity of service award ranging from 5 years of service - \$250 to 25 years of service - \$1,500; and the use of other operators outside of the bargaining unit when complete shifts are left open.</p> <p>All detail changes to the agreement are detailed in Attachment A.</p>
Financial Impact:	<p>Overall, we estimate the cost of the new agreement will result in an approximately 18.6% increase operating cost in year one of the agreement.</p> <p>This financial impact of approval is included in the Authority's 2024-2025 Operating Budget. Future years operating budgets will contain appropriate funding.</p>
Recommendation:	The CEO be granted authority to enter into this agreement with the Service Employees International Union, Local 200 United.

**Resolution: RGRTA 11-2024**

**RESOLUTION AUTHORIZING A COLLECTIVE BARGAINING AGREEMENT  
BETWEEN RTS GENESEE AND THE SERVICE EMPLOYEES INTERNATIONAL  
UNION, LOCAL 200 UNITED**

WHEREAS, Service Employees International Union (SEIU), Local 200 United is the exclusive bargaining agency for the titles of the RTS Genesee Unit which includes the titles of full-time and part-time Bus Operators; and

WHEREAS, the current contract between the Authority and the SEIU expired on September 30, 2023; and

WHEREAS, the Authority and the SEIU have reached a tentative agreement (the "Agreement"), subject to the approval of the Board of Commissioners and the SEIU membership, which the Agreement includes the key changes summarized on Attachment A; and

WHEREAS, the SEIU membership voted to approve the Agreement on January 24, 2024.

NOW, THEREFORE, BE IT 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 resolutions.

**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 March 14, 2024, and that the Resolution is still in full force and effect.

\_\_\_\_\_  
Donald Jeffries, Chairman

Date: March 14, 2024  
Rochester, New York

**ATTACHMENT A**

Page 1 of 1

**RTS Genesee and  
Service Employees International Union, Local 200 United  
Collective Bargaining Agreement**

**Term of Agreement:** October 1, 2023 – September 30, 2026

**Covered Employees:** Bus Operators- 9

**Wages:**

- Starting rate moved to \$18.50 per hour from \$15.00 per hour.
- Operators will receive a retroactive payment back to October 1, 2023.
- Operator hourly rates will be as follows:

<b>Year 1 of Contract</b>	
New Employee	\$ 18.50
0 to 2 years of service	\$ 18.75
3 to 4 years of service	\$ 19.50
5 to 8 years of service	\$ 19.75
9 to 15 years of service	\$ 22.75
16 and above of service	\$ 23.00

- Year 2 of Contract Operators will receive a 3% increase; Year 3 of Contract Operators will receive a 3.25% increase.
- Operators shall receive the following longevity payments, upon reaching the following years of service milestones:

<b>At Years</b>	<b>Payment</b>
5	\$ 250.00
10	\$ 500.00
15	\$ 750.00
25	\$1,500.00

- Operators who train other operators on routes or demand response service shall receive an additional \$1 per hour of training.
- Operators who sign up for shuttle or special event work shall be paid double their hourly rate.
- The Authority has the right to increase hourly rates for all job classifications by the same percentage up to twice a year during this agreement.
- Holiday pay shall match the employee's work hours as per their bid choice.

**Benefits:**

- Bereavement: leave provides for two extra days if traveling over 100 miles round trip to services.

**Other:**

- The Authority will be permitted to utilize operators from outside the bargaining unit to complete shifts that have been passed over by RTS Genesee Operators. RTS Genesee operators may also accept shifts outside this bargaining unit without obligation to the Union.
- Operators may change positions within the bargaining unit 2 times per year (instead of 1 in the current contract).





**ROCHESTER  
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TRANSPORTATION  
AUTHORITY**

**BOARD OF COMMISSIONERS  
AGENDA ITEM COVER SHEET**

Board Meeting Date:	March 14, 2024
Presenter:	James Stack
Subject:	Resolution Authorizing GTCS, Inc. to execute a Lease for Office Space for Genesee Transportation Council
Background:	<p>The Genesee Transportation Council (GTC) office space has long been located in the CityPlace building and was provided by Monroe County as an in-kind match to federal metropolitan transportation planning funds. In 2023 GTC was displaced to another space that does not fully meet GTC staff needs. The GTC Executive Committee authorized the search for new office space. GTC engaged CBRE to provide Tenant Representation Services.</p> <p>The GTC By-Laws require the principal office of the Council be located in Monroe County. After screening 22 locations, touring seven spaces, and requesting proposals for five spaces, GTC was presented three potential locations:</p> <ul style="list-style-type: none"> <li>• 1 South Washington Street, Rochester</li> <li>• 1 East Avenue, Rochester</li> <li>• 30 North Union Street, Rochester</li> </ul> <p>The primary criteria were the suitability of the space, the cost of the space, the availability of visitor and staff parking, and proximity to GTC member agencies.</p> <p>1 South Washington Street is recommended based upon the selection criteria and the lowest cost. 1 South Washington Street has 2,549 sq. ft. with a shared conference room for tenant use. The anticipated costs, outlined in the financial impact, include the Base Rent, and landlord Operating Expenses, Tenant Electric use, and Janitorial services.</p> <p>The lease term is for 10 years. There are also two 5-year lease extension options.</p>

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



<b>Financial Impact:</b>	<p>The first-year base rent is \$33,137. The base rent has a 2% annual escalation.</p> <p>The base rent does not include building operating expenses and utilities. These costs are estimated to be approximately \$6,200 in the first year.</p> <p>All costs are included in the GTC Operating Budget from federal Metropolitan Transportation Planning Funds allocated to GTC.</p>
<b>Recommendation:</b>	<p>That the Chief Executive Officer, on behalf of GTCS, Inc., be granted authority to Execute a Lease for Office Space for Genesee Transportation Council Staff with WJM Properties LLC.</p>

## **Resolution: GTCS 1-2024**

### **RESOLUTION AUTHORIZING GTCS, INC. TO EXECUTE A LEASE FOR OFFICE SPACE FOR GENESEE TRANSPORTATION COUNCIL**

WHEREAS, continuing contracts are in place between GTCS, Inc. and the State of New York enabling the Genesee Transportation Council (GTC) to carry out planning tasks assigned to it under an annually developed Unified Planning Work Program (UPWP); and

WHEREAS, said UPWP includes operating expenses for GTC staff; and

WHEREAS, the GTC By-Laws state that the principal office of the Council shall be in the County of Monroe, State of New York; and

WHEREAS, GTC needs to secure new office space for staff; and

WHEREAS, GTC engaged CBRE to provide Tenant Representation Services; and

WHEREAS, CBRE identified twenty two (22) locations based on initial screening criteria; and

WHEREAS, GTC staff toured seven (7) office spaces and requested Proposal for five (5) of the spaces most likely to suit GTC needs; and

WHEREAS, based on its evaluation of the proposals, GTC staff and the GTC Executive Committee concurred that the space offered at 1 South Washington Street is the best value for GTC; and

WHEREAS, GTCS, Inc. is a subsidiary of RGRTA, and serves as the fiscal agent for GTC; and

WHEREAS, pursuant to the Memorandum of Understanding between GTCS, Inc. and GTC dated April 30, 1999, GTCS, Inc. is authorized to accept, develop, and administer contracts for GTC work program related activities, provided the requirements in Section II (E) (3) of the Memorandum of Understanding are fulfilled.

NOW, THEREFORE, BE IT RESOLVED that the Chief Executive Officer or his designee is authorized to Execute a Lease for Office Space for GTC, on behalf of GTCS, Inc., consisting of 2,549 square feet with an initial term of 10 years at a first year cost of \$13 per square foot with an annual escalation of 2% provided that he is reasonably satisfied that the terms and conditions of Section II (E) (3) of the Memorandum of Understanding have been or will be fulfilled.

BE IT FURTHER RESOLVED the costs associated with landlord operating expenses, tenant electric use, and janitorial services are not included in the base rent. These expenses are anticipated to be approximately \$6,200 in the first year and are part of the overall lease agreement.

BE IT FURTHER RESOLVED that GTCS, Inc. is authorized to make payments under such a lease upon receipt of all certifications required under Section II (E) (3) of the Memorandum of

Understanding, subject to reimbursement by GTC upon receipt of the above referenced grant funds, all as required under the Memorandum of Understanding; and

BE IT FURTHER RESOLVED that the Chief Executive Officer or his designee is hereby authorized, empowered, and directed, for and on behalf of GTCS, Inc., to perform any and all actions and to execute any and all documents on behalf of GTCS, Inc. 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 March 14, 2024 and that the Resolution is still in full force and effect.

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Donald Jeffries, Chairman

Date: March 14, 2024  
Rochester, New York