

**MINUTES OF THE REGULAR MEETING OF THE
BOARD OF COMMISSIONERS OF
ROCHESTER-GENESEE REGIONAL TRANSPORTATION AUTHORITY
AND ITS SUBSIDIARIES
September 2, 2021**

A. Roll Call and Determination of Quorum

The meeting was called to order at 12:16 pm by Chairman Donald Jeffries who determined that a quorum was present in person. Commissioner Carlock attended via Zoom.

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 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
Amalgamated Transit Union	Jacques Chapman	=	<u>0 votes</u>

Total Votes Possible	32
Total Votes Present	27
Votes Needed for Quorum	17

Others Present:

Scott Adair, Chief Financial Officer
David Belaskas, Director of Engineering & Facilities Management
Kirk Bethel, Manager of Customer Service
Ken Boasi, Director of Regional Operations
Tom Brede, Public Information Officer
Bill Carpenter, Chief Executive Officer
Mark Contestable, Senior Project Manager
Jay Corey, Director of Service Delivery
Daniel DeLaus, Chief Legal Counsel
Chris Dobson, VP of Transportation Services
Renee Elwood, Director of Well-Being & Inclusion
Justin Feasel, Manager of Purchasing & Project Management
Lea Goodness, Director of Scheduling
Amy Gould, Chief People Officer

Krystle Hall, Director of People Performance & Development
Brandon Hettler, Technical Support Administrator II
Laura Kenyon, Director of Communications & Customer Engagement
Ryan Lokken, Manager of Maintenance Support Operations
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
Aracelis Perez-Diaz, Customer Relationship Marketing Specialist
Janet Snyder, Labor Relations Director
Jim Stack, Executive Director GTC
Miguel Velazquez, Chief Operating Officer

B. Adoption of the Agenda

On motion of Commissioner Kosmerl, seconded by Commissioner Rice, the Agenda was unanimously adopted.

C. Approval of Minutes

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

- RGRTA Quarterly Board Meeting Minutes of August 5, 2021
- Ad Hoc Nominating Committee Meeting Minutes of August 20, 2021

D. CEO Report

Bill Carpenter, Chief Executive Officer, presented the CEO Report which included presentations from Himself and Miguel Velázquez, Chief Operating Officer on the TOPS Highlight and Chris Mahood, Director of Information Technology, on IT Technology Roadmap Update. The power point presentations are attached to these Minutes.

Questions/Comments on the IT Technology Roadmap Update:

- *Commissioner McDonald asked if we see us extending our reach so that our customers can make arrangements for other rides such as bike and scooters. Chris Mahood, Director of Information Technology, stated that we did and this was a reason for choosing the Transit App Software.*

On motion of Commissioner White, seconded by Commissioner Rice, 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.

On motion of Commissioner Ansbro, seconded by Commissioner Kosmerl, the Financial Report was accepted by unanimous vote.

F. Consent Resolutions

Resolution Authorizing the Award of a Contract for Maintenance and Support for the Customer Relationship Management (CRM) System, RGRTA 36-2021

- *Commissioner McDonald asked if this system was through Salesforce, but the contract is for another party to provide support and why isn't Salesforce providing that? Chris Mahood, Director of Information Technology, stated that Salesforce sells their product as software as a service platform and that other vendors provide the necessary maintenance and support.*

Resolution RGRTA 36-2021 was moved on motion of Commissioner Young, seconded by Commissioner McDonald, the aforementioned Resolution, a copy of which is attached to these minutes, was unanimously approved.

G. Calendar

Bill Carpenter, CEO, stated that the Governance Committee met this morning and will meet again in October. We are looking to hold the Governance Retreat the week of November 15th or December 6th. Kelly will send out a doodle poll to identify a date.

H. Motion to Adjourn the Regular Meeting and Move into the Annual Meeting

On motion of Commissioner Bensley, seconded by Commissioner Kosmerl, the Regular Meeting Adjourned and Moved into the Annual Meeting at 12:52PM.

Respectfully submitted,

Edward W. White, Esq., Secretary

Posted Date: September 16, 2021

RGRTA

CEO Report

Presented by: Bill Carpenter, CEO



Chief Executive Officer Report

- [TOPS Highlight](#)
- Project Highlight
- Miscellaneous

TOPS Highlight

*Presented By: Bill Carpenter, CEO &
Miguel Velázquez, COO*



On-Time Performance

- **What is OTP and Why is it important?**
 - On-Time Performance is a company metric for RTS Connect service quality. It is calculated as the percentage of total time points encountered inside the specified parameters of less than 2:00 minutes early to less than 5:00 minutes late from a timepoint.
- **Our Customers Top 5 Attributes**
 1. Reliability (OTP) 49%
 2. Security and Safety 29%
 3. Ease of Purchasing Fare 24%
 4. Route Coverage 22%
 5. Bus Cleanliness 21%

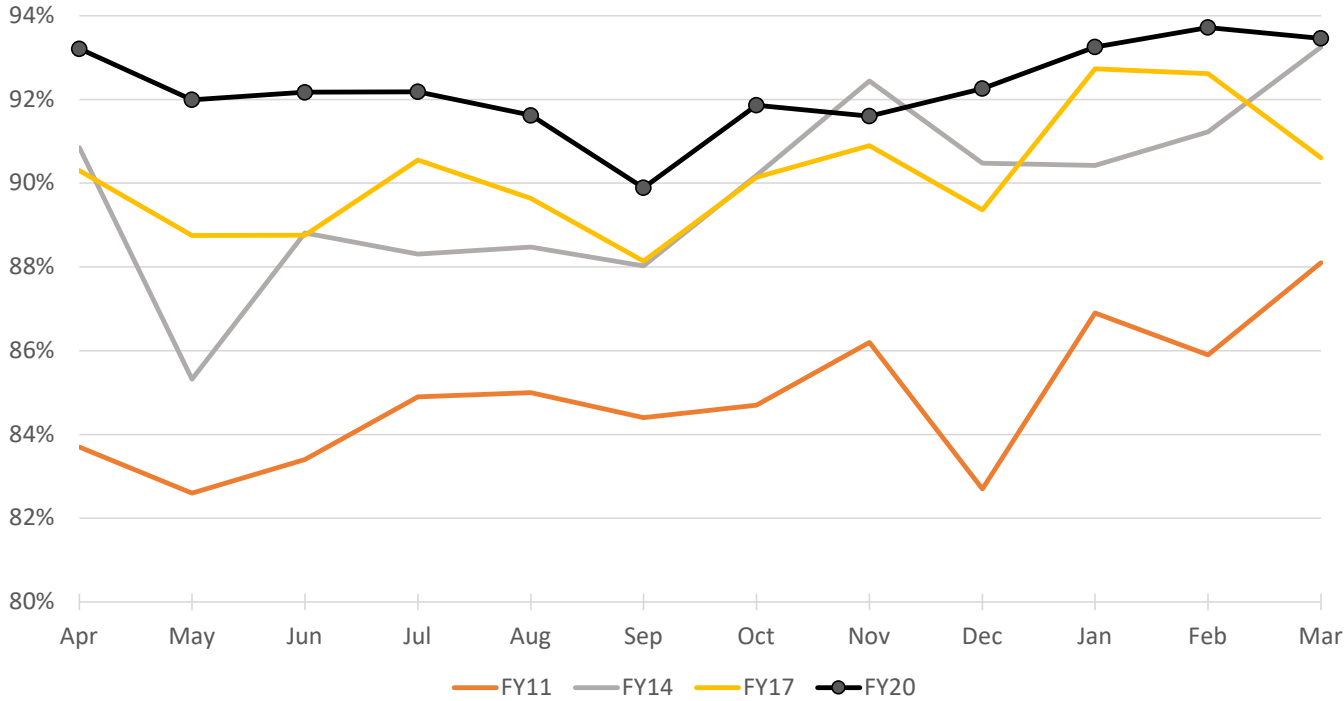
On-Time Performance-Background

- For RTS Monroe, RTS Access, RTS Livingston and RTS Ontario we track OTP using GPS on the bus as the vehicle passes specific time points. For RTS Monroe we have more than six thousand time points
- We have a history of improving performance because of the rich data information available to identify gaps and continuous improvement process used to raise our reliability
- The system redesign launched in May introduces a new starting position for OTP results



OTP-RTS Monroe History 2011-2020

OTP FY11-FY20



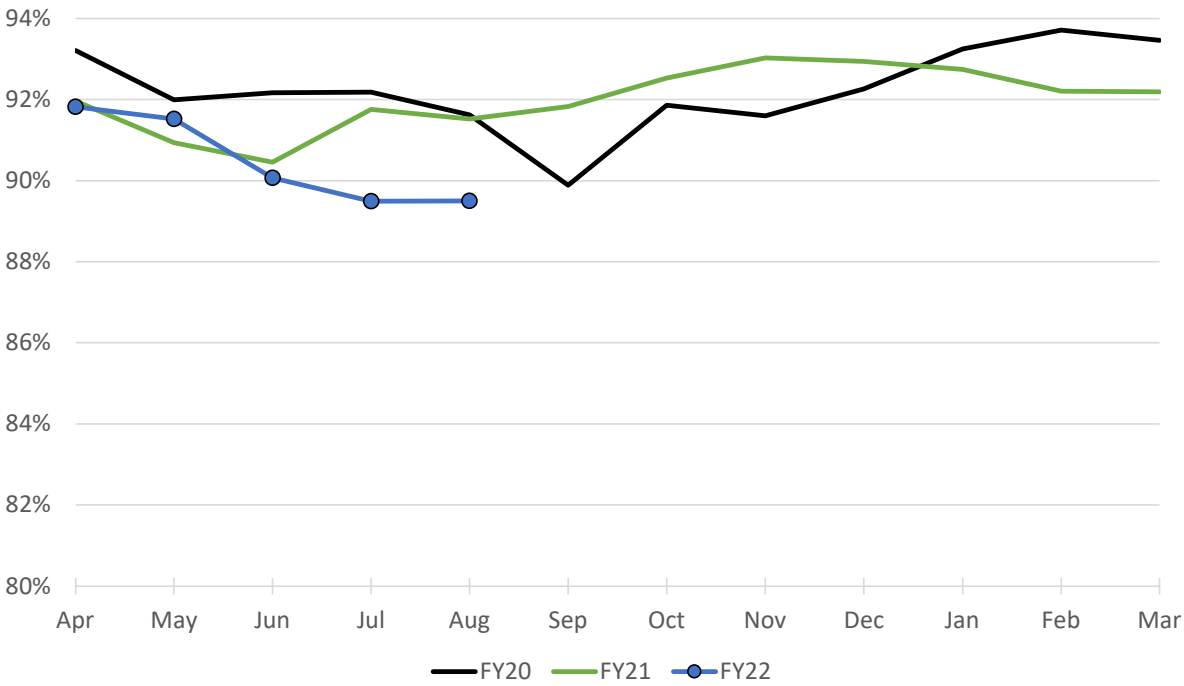
OTP for Reimagine RTS

- We continue to have more than six thousand time points
- The schedule for the system redesign was developed during 2018-2019
- While a number of routes had very few changes, the majority of routes has meaningful changes. We also introduced several brand new routes
- The goal established for the new system (85% for Q2) reflects the uncertainty of how well the initial schedule might mirror actual performance



OTP-RTS Monroe FY2020-Q2 FY22

OTP FY20-FY22



OTP: Customers' Perspective

- **Increased frequency has lessened the importance rating by customers**
 - With 36% of customers saying that more frequent rides are the most beneficial thing from Reimagine, the importance that they place on OTP has dropped 16% and their on-time expectation window slightly loosened to approximately 5 minutes early to 6 minutes late.
- **Customers are currently more satisfied with on-time performance**
 - Customer approval of our arrival times improved over the last few surveys represented by an 8.2 out of 10 rating.

Driving Forward

- **3 drivers of On-Time Performance**
 - Technology
 - Operator Performance
 - Schedules
- **Our technology is performing well and informing us where gaps in performance exist**
- **Operators have now adjusted to the new system and we are focusing on their performance**
- **Schedule timing adjustment are being analyzed for implementation in January**
 - All current schedule times were done as part of the system design pre-COVID
- **However, schedule changes under the new system is more complex and sensitive than before given the commitment to frequent service.**

Complexity of Schedule Adjustments

- Schedules are changed / adjusted 4 time per year
- Routes with poor OTP are analyzed to adjust route schedules
- Timing is also affected by seasonality: School, Winter, Construction, etc.
- It takes approximately 6 months from when poor performance is identified for any changes to be implemented
- Interesting transit insight: Adjusting schedules because of early performance is more complicated than it seems.

Summary

- **We continue to give OTP the required attention as it is our customer's #1 priority**
- **Focus is on operator performance and schedule adjustments**
- **Schedule adjustments are a complex and long process. The next adjustments will take effect in January**
- **This year we are identifying the new baseline for which we will improve performance going forward**

Chief Executive Officer Report

- TOPS Highlight
- Project Highlight
- Miscellaneous

IT Technology Roadmap Update

*Presented By: Christian Mahood
Director of Information Technology*





Background

- RGRTA IT department supports a complex organization with a focus on the delivery of customer service through a multitude of different product suites
- The numerous systems shape and provide our service delivery information to the end customer
- **Departments Supported:**

Operations	Scheduling	RTS Access Operations	People Department
Finance	Engineering	Security Operations	Legal Department
Maintenance	Transit Center	Customer	Regional

Supported Systems



235 Databases
200 Virtual Machines



Technology Roadmap Background

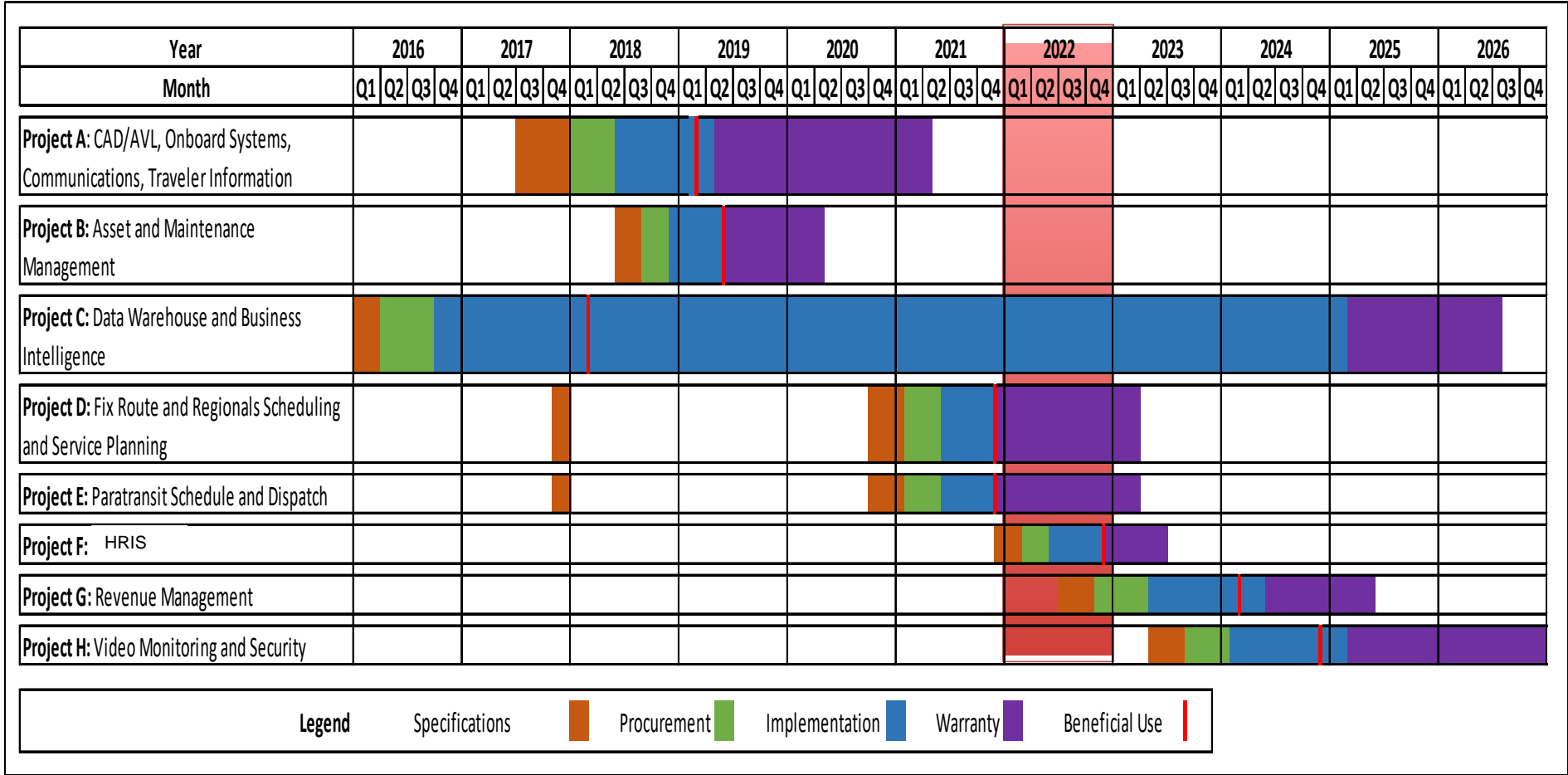
- **A technology strategic plan created in 2004 guided the Authority's technology investments from 2004-2015**
- **An effort for a new technology strategic plan or Technology Roadmap began in 2014 via resolution 29-2014 and completed in February of 2016**
- **This roadmap helps shape our deployment and plan of projects for today and the future**
- **Peer comparisons within the development of the roadmap help to shape the planning of funds to support the organization**

Technology Roadmap

- **The Authority has made significant investments in technologies over the last 15 years**
- **The roadmap provided a prioritized list of investment and improvement of technologies within their useful lifecycle**
- **The timeline provided within plan shows our current progress through the existing roadmap**



Technology Roadmap



Recently completed Implementations

- **FY2022 included closedown or implementation of 3 separate technology systems defined in the roadmap**
 - [RTS Access Web Scheduling and App](#)
 - Enables paratransit customers 24/7 access to schedule rides
 - Automatic assignment of ride to vehicle
 - [Revenue Management improvements through mobile ticketing](#)
 - Introduction of Transit App for real-time bus information and fare payment
 - [Upgrade to Enterprise Asset Management platform to latest version](#)
 - Included replacement and improvement of all maintenance system technologies supporting the RTS Advanced Environmental Service Building (AESB)
- **Implementation of RTS OnDemand software**

Upcoming Technology Resolutions

- **HRIS Replacement (Human Resources Information System)**
 - RFP released to market on 6/30/21
 - RFPs received 8/31/21
 - Resolution expected to come before the Board in December 2021

- **Paratransit CAD/AVL & Contactless Fares**
 - RFP to the street 8/15/21
 - Vendor selection 10/6/21
 - Resolution expected to come before the Board in December 2021

Summary

- **The amount of technology and its usefulness to support the organization continue to grow**
- **RGRTA is following the roadmap to advance the projects in priority order to improve our technology in all the areas identified by our consultants**
- **We are coming up on the opportunity to reassess our technology investments and extend the roadmap for an additional 7-10 years**

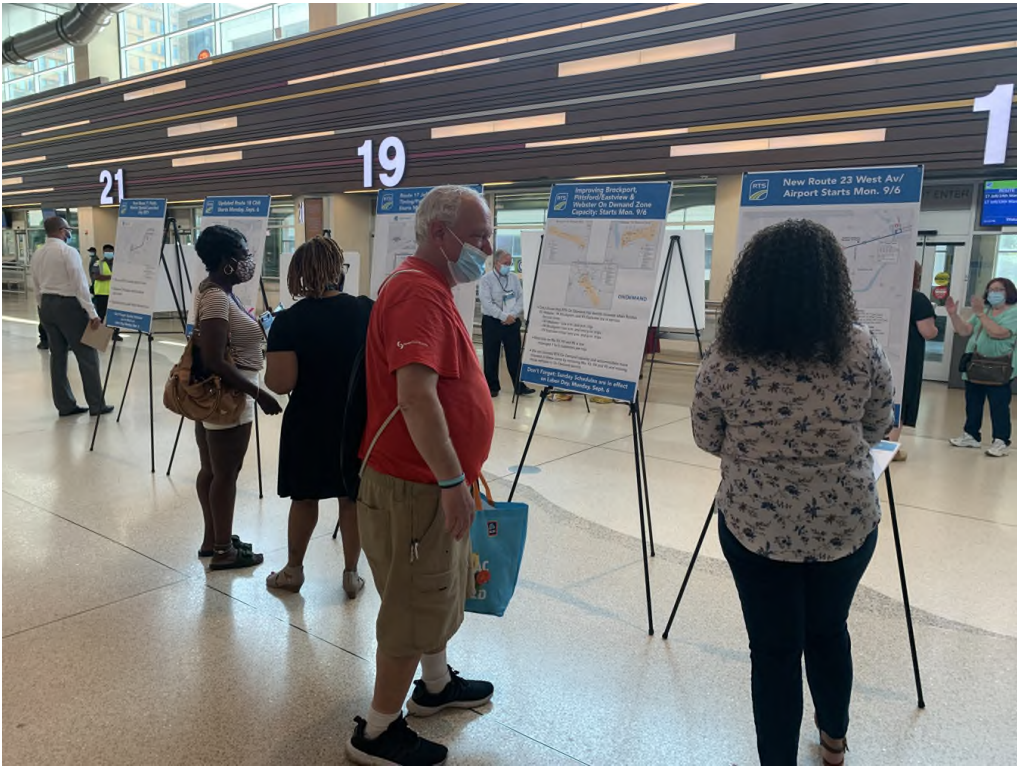
Chief Executive Officer Report

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- Miscellaneous



RTS Customer Open House

August 26, 2021



- United Way Systems Integration Meeting
- Meeting with the Mayor and City Commissioner Kirkmire on downtown development
- APTA Bus Operations Monthly Meeting
- Greater Rochester Chamber: A Conversation with Congressman Joe Morelle
- NYS DOT Commissioner Dominguez call with representatives from transit, rail, airports and bicycles to discuss policy ideas
- Meeting with Assemblymember Jen Lundsford
- Greater Rochester Community Transportation Foundation Board Meeting
- FTA Listening Session on Restoring Transit
- Urban League of Rochester Powerbroker Meeting
- NYPTA Strategic Planning Meeting
- Meeting with Assemblymember Sara Clark
- The Bus Coalition Board Call
- Genesee Transportation Council Board Meeting
- Connected Communities Town Hall Meeting
- APTA Diversity & Inclusion Council Meeting

Financial Report

Presented by: Scott Adair, CFO

Financial Report

RGRTA - Consolidated Budget Status Report (000's) - FY 2021-2022
7/31/2021

<u>Revenues</u>	<u>Budget 2021-22</u>	<u>FYTD 7/31/2021</u>	<u>Projected 3/31/2022</u>	<u>Budget Variance</u>
Total Locally Generated	\$ 16,459	\$ 4,564	\$ 16,459	\$ -
Total Government Subsidies	\$ 83,677	\$ 20,893	\$ 83,677	\$ -
Mortgage Tax	\$ 11,557	\$ 5,849	\$ 11,557	\$ -
Grand Total Revenue	\$ 111,693	\$ 31,305	\$ 111,693	\$ -
<u>Expenses</u>				
Personnel				
Salary & Wages	\$ 56,292	\$ 17,162	\$ 56,292	\$ -
Fringe Benefits	\$ 25,905	\$ 7,479	\$ 25,905	\$ -
Total Personnel	\$ 82,197	\$ 24,641	\$ 82,197	\$ -
Non-Personnel				
Services	\$ 9,921	\$ 2,802	\$ 9,921	\$ -
Fuel/Lubricants	\$ 5,591	\$ 1,330	\$ 5,591	\$ -
Parts	\$ 4,026	\$ 1,165	\$ 4,026	\$ -
Other	\$ 9,959	\$ 1,355	\$ 9,959	\$ -
Total Non-Personnel	\$ 29,496	\$ 6,652	\$ 29,496	\$ -
Grand Total Expenses	\$ 111,693	\$ 31,293	\$ 111,693	\$ -
Net Income/Deficit From Operations & Subsidies	\$ -	\$ 12	\$ -	\$ -



**ROCHESTER
GENESEE REGIONAL
TRANSPORTATION
AUTHORITY**

**BOARD OF COMMISSIONERS
AGENDA ITEM COVER SHEET**

Board Meeting Date:	September 2, 2021
Presenter:	Amy Gould
Subject:	Resolution Authorizing the Award of a Contract for Maintenance and Support for the Customer Relationship Management (CRM) System
Background:	<p>The Authority utilizes a Customer Relationship Management (CRM) System built on the Salesforce platform. The current contract for CRM System Maintenance and Support is set to expire and the Authority seeks to engage an outside contractor to provide these services.</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>Minority Reporter</u> and the <u>Rochester Business Journal</u> on May 28, 2021.</p> <p>Thirty-three (33) sets of the RFP document were requested and six (6) responsive proposals were received on July 9, 2021.</p> <p>An evaluation and systematic scoring process was undertaken based on the following three (3) criteria:</p> <ul style="list-style-type: none"> • Qualifications, Resources and Experience • Problem Reporting and Resolution Procedure • Price <p>The Authority conducted an initial scoring of the proposals and invited the top three scoring firms in for interviews. After considering the interviews and their written proposals, the firms final scores were as follows:</p> <ul style="list-style-type: none"> • Astreca Consulting of Iselin, NJ: 32 • JPW Consulting of Summit, NJ: 42 • MTX B2B Solutions, LLC of Slingerlands, NY: 83 • Serigor, Inc. of Baltimore, MD: 78 • SkyPlanner of Miami, FL: 50 • StackNexus, Inc. of Schenectady, NY: 81



	<p>The Authority has determined MTX B2B Solutions, LLC submitted the proposal that is the most favorable and in the best interest of the Authority when considering all of the evaluation criteria identified in the RFP.</p> <p>MTX B2B Solutions, LLC appears to be a responsible firm and the pricing offered is fair and reasonable.</p>
Financial Impact:	<p>The cost for the total five (5) year term for support, maintenance and minor enhancements is not to exceed \$247,500. Additional services, if any, beyond support and maintenance, will be charged at the rates in Attachment A with a not to exceed amount of \$25,000 for the term of the contract.</p> <p>The cost of this contract is funded in the Authority's 2021-2022 Operating Budget and will be included in future operating budgets.</p>
Recommendation:	<p>That the Chief Executive Officer or his designee is authorized to execute a contract with MTX B2B Solutions, LLC to provide maintenance and support for the Customer Relationship Management (CRM) system for a term of five (5) years.</p>

Resolution: RGRTA 36-2021

RESOLUTION AUTHORIZING THE AWARD OF A CONTRACT FOR MAINTENANCE AND SUPPORT FOR THE CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEM

WHEREAS, the Authority seeks to engage an outside contractor to provide software maintenance and support for the Customer Relationship Management (CRM) system; 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 Minority Reporter and the Rochester Business Journal on May 28, 2021; and

WHEREAS, thirty-three (33) sets of the RFP document were requested and six (6) responsive proposals were received on July 9, 2021; and

WHEREAS, the Authority has determined MTX B2B Solutions, LLC submitted the proposal that is the most favorable and in the best interest of the Authority when considering all of the evaluation criteria identified in the RFP; and

WHEREAS, the Authority determined that MTX B2B Solutions, LLC appear to be responsible firm and that the prices included in Attachment A are fair and reasonable.

NOW, THEREFORE, BE IT RESOLVED, that the Chief Executive Officer or his designee is authorized to execute a contract with MTX B2B Solutions, LLC to provide maintenance and support for the Customer Relationship Management (CRM) system at a cost not to exceed \$247,500 for a term of five (5) years; and

BE IT FURTHER RESOLVED that the Chief Executive Officer or his designee is hereby authorized, to execute Change Orders on the Contract for additional services beyond support and maintenance, at an amount not to exceed \$25,000 for the five (5) year term. These additional services will be charged at the rates in Attachment A; 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 the Regular Meeting of the Rochester Genesee Regional Transportation Authority which was held on September 2, 2021 and that the Resolution is still in full force and effect.

Donald Jeffries, Chairman

Date: September 2, 2021
Rochester, New York

Attachment A to Resolution: RGRTA 36-2021

Prices for Additional Services

Resource	Hourly Rate
Project Manager	\$195.00
Project Coordinator	\$150.00
Technical Architect	\$225.00
Technical Lead	\$195.00
Business Architect	\$225.00
Business Analyst	\$195.00
Integration Consultant	\$195.00
UXUI Consultant	\$195.00
Developer	\$195.00
Developer – Offshore	\$115.00
Quality Assurance	\$135.00
Quality Assurance – Offshore	\$90.00
Trainer	\$195.00
Instructional Designer	\$195.00



2021 STANDING CALENDAR

Document Date: 8/27/21 *Calendar is subject to revisions/additions*

MEETING INFORMATION	DATE	TIME
RGRTA Compensation Committee Meeting	Tuesday, March 2, 2021	4:00PM – 5:00PM
RGRTA Regular Board Meeting	Thursday, March 4, 2021	Noon - 2:00PM
RGRTA Governance Committee Meeting	Wednesday, March 10, 2021	4:00PM – 5:00PM
RGRTA Compensation Committee Meeting	Thursday, March 25, 2021	9:00AM – 10:00AM
RGRTA Finance/Investment Committee Meeting	Thursday, April 1, 2021	10:30AM - 11:30AM
RGRTA Regular Board Meeting	Thursday, April 1, 2021	Noon - 2:00PM
RGRTA Quarterly Board Meeting	Thursday, May 6, 2021	Noon - 2:00PM
RGRTA Special Board Meeting	Friday, May 21, 2021	8:30AM – 9:30AM
RGRTA Regular Board Meeting	Thursday, June 3, 2021	POSTPONED
RGRTA Annual Meeting	Thursday, June 3, 2021	POSTPONED
RGRTA Audit/Finance Committee Meeting	Thursday, June 24, 2021	10:00AM – 11:30AM
RGRTA Regular Board Meeting	Thursday, June 24, 2021	Noon – 2:00PM
RGRTA Regular Board Meeting	Thursday, July 1, 2021	CANCELLED
RGRTA Governance Committee Meeting	Thursday, August 5, 2021	POSTPONED
RGRTA Quarterly Board Meeting	Thursday, August 5, 2021	Noon - 2:00PM
RGRTA Governance Committee Meeting	Thursday, September 2, 2021	10:30AM – 11:30AM
RGRTA Regular Board Meeting	Thursday, September 2, 2021	Noon - 2:30PM
RGRTA Annual Board Meeting	Thursday, September 2, 2021	Noon - 2:30PM
RGRTA Governance Committee Meeting	Thursday, October 7, 2021	10:30AM – 11:30AM
RGRTA Regular Board Meeting	Thursday, October 7, 2021	Noon - 2:00PM
RGRTA Quarterly Board Meeting	Thursday, November 4, 2021	Noon – 2:00PM
RGRTA Annual Governance Training	November 2021	TBD
RGRTA Audit Committee Meeting	Thursday, December 2, 2021	10:30AM - 11:30AM
RGRTA Regular Board Meeting	Thursday, December 2, 2021	Noon - 2:00PM