

TARC BOARD OF DIRECTORS MEETING



Special Meeting Notice:

Pursuant to KRS 61.823, the TARC Board of Directors will hold a special meeting regarding action items from the regular May meeting, which was adjourned due to lack of quorum. This special meeting will be held at:

**TARC's Headquarters, Board Room
1000 W. Broadway, Louisville, KY 40203**

Friday, May 26, 2023 at 8:30 a.m.

This meeting is also being held via teleconference as permitted by KRS 61.826.

Members of the public and/or TARC staff may watch a livestream of the meeting by going to www.facebook.com/ridetarc; the livestream will be at the top of the page; No Facebook account is needed.

Pursuant to the Americans with Disabilities Act, persons with a disability may request a reasonable accommodation for assistance with the meeting or meeting materials. Please contact Maria Fischer-Boothe at 502.561.5106. Requests made as early as possible will allow time to arrange accommodation.

TARC BOARD OF DIRECTORS MEETING



Agenda – May 26, 2023

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|------|--|-----------------|-----------|
| I. | Quorum Call/Call to Order | | 8:30 |
| II. | Election of Chair Pro Tem | | 8:35 |
| III. | Action Items | | 8:35–9:00 |
| | a. Amendment to Resolution 2022 - 01
Financial Management Oversight Policy Revision
TARC's Financial Management Policy 2023 | Matt Abner | |
| | b. Resolution 2023 - 08
Implementation of August 2023 Service Changes
Service Equity Analysis for August 2023 Service
Public Comments Summary for August 2023 Service | Aida Copic | |
| | c. Resolution 2023 – 09
Mobile Ticketing Services | Chris Ward | |
| | d. Resolution 2023 - 10
Government Relations, Public Relations, Marketing,
and Creative Services Consulting and Professional Services | Alex Posorske | |
| | e. Contract Amendments | | |
| | i. Amendment to Resolution 2021-12 Transmission Parts | Maria Harris | |
| | ii. Amendment to Resolution 2021-5 Hybrid Bus Batteries | Maria Harris | |
| | iii. Amendment to Resolution 2022-03 Security Services | Keith Shartzter | |
| IV. | Adjournment | Chair Pro Tem | 9:00 |



MEMORANDUM

To: TARC Board of Directors

From: Carrie Butler, Executive Director

Date: May 23, 2023

Re: Amendment to Resolution 2022-01
Financial Management Policy Revision

In continuing with the 2018 recommendation from the Federal Transit Administration, TARC has amended its Financial Management Policy as part of its annual policy review process. The policy has been amended to make updates to job titles and responsibilities; and clarified and/or modified the budget, financial and procurement processes included in the policy.

Updates include but are not limited to changes in title from Chief Executive Officer (CEO) and Assistant Executive Director to Executive Director and Chief Operating Officer (COO), respectively. These changes align those positions with the current organizational charts and job titles.

There is also an update to the section regarding TARC's expenditures procedures. This section was updated and expanded to include the processes for issuing payments electronically since the implementation of Expert AP in April 2023.

My recommendation is that the Board adopt this Financial Management Policy via resolution so that TARC remains in compliance with the recommendation of the Financial Management Oversight Program (FMO) audit and to update our policy to reflect our current processes.

Please call me at 502-561-5100, if you have any questions.



RESOLUTION 2022-01 AMENDMENT NO. 1 FINANCIAL MANAGEMENT POLICY REVISION

A resolution adopting an updated Financial Management Policy as recommended by the Federal Transit Administration resulting from the FMO to clarify job titles and responsibilities and to accurately depict our current budget, financial, and procurement processes.

WHEREAS, this revision is part of TARC's annual policy review; and

WHEREAS, the policy was previously revised in January 2022; and

WHEREAS, TARC wishes to update its Financial Management Policy to clarify job titles and responsibilities, and update the processes set forth therein to reflect current practices; and

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of The Transit Authority of River City that:

The updated Financial Management Policy is hereby adopted to make clarifications as recommended by the FMO and to reflect current budget, financial and procurement processes.

ADOPTED THIS 23rd DAY OF MAY 2023

Chair Pro Tem of the Board of Directors



MEMORANDUM

To: TARC Board of Directors

From: Carrie Butler, Executive Director

Date: May 23, 2023

Re: Resolution 2023 – 08 Implementation of August Service Changes and Title VI Equity Analysis

Transit Authority of River City (TARC) is proposing route and service changes that will take effect on August 6, 2023. These changes are aligned with TARC’s strategic and operating goals, financial resources, budget, cost of service, and ridership performance. A summary of the proposed changes was presented to the Board of Directors at the January 24, 2023 Board meeting. The service changes include discontinuation of inefficient, low performing express trips on Routes: 17X, 31X, 40X and elimination of Route 61X. These express trips and Route 61X have very low ridership and thus a high cost per passenger boarding. The proposal also includes realignment of duplicated service along the Dixie Highway corridor, new service along Manslick Road and St. Andrews Church Road, a service extension to the Valley Station area, and new passenger service from Downtown to the Westport Road area. There are also schedule changes on five local routes: #4, #6, #18, #72 and #74. In the long-term, this service adjustment will prepare TARC for future route restructuring as well as systemwide service efficiency improvements.

TARC has a longstanding commitment to meet both the spirit and letter of Title VI of the Civil Rights Act of 1964 that prohibits discrimination based on race, color, or national origin in programs or activities that receive federal financial assistance (pursuant to the Federal Transit Administration (FTA) Circular C 4702.1B). Thus, as part of TARC’s route and service planning process, whether it is a new route or a reduction of service, a Service Equity Analysis is performed, which includes an opportunity for public comment on the proposed service modifications. TARC’s goal is to avoid, eliminate, or minimize any adverse impacts of service changes that would be borne disproportionately by minority or low-income populations. Any potential adverse or disproportionate effects of service changes on minority or low-income passengers will be monitored and mitigated with proposed alternative measures. A summary of the public participation process and a summary of the service change analysis follows, with a full Service Equity Analysis and Public Input Summary attached herein.

Public Participation Process: In accordance with the TARC’s Public Participation Policy, TARC has solicited public comments on the proposed route changes through various channels of communication, including hosting three open-house, in-person public meetings and one virtual public meeting in March and April 2023.

The public has been solicited to comment through a news release widely distributed to the media, local elected officials, and social media. TARC also solicited comments through the ridetarc.org website, TARC information line, and social media outlets, such as Twitter and Facebook. In addition, the public could provide comments via phone, email, letters and social media. A Summary of the Public Comments is attached to this Memo. All public comments have been reviewed and public input considered before presenting to the Board for its final consideration and approval.



Attached to this Memorandum is the Service Equity Analysis and Title VI Analysis including detailed description of the proposed changes. In accordance with TARC's Major Service Change Policies, the Summary explains data used, methodology, and outcomes of the analysis for service changes.

Service Changes Analysis: Changes proposed to routes #4, #18, #74, and #61X present major service changes in the TARC system. Based on the outcomes of TARC's performed equity analyses, these changes do not present disproportionate burden or disparate impact on minorities and low-income ridership and the community.

For express trips discontinued with these changes, local routes are available to mitigate for minor impact created by loss of these express trips.

Data analysis and any potential impact, along with available mitigation options, for each change are outlined in the attached Title VI Equity Analysis Summary. Express trips proposed for elimination have low ridership and serve a very small percentage of TARC's weekday passengers.

TARC will continue monitoring ridership on a regular basis, and any potential impact on TARC customers, with particular focus on minority and low-income passengers. Any potential concerns related to proposed service changes will be mitigated if needed through other routes or schedule adjustments.

The attached resolution seeks approval from the Board of Directors for the Service Equity Analysis for the proposed August 2023 service changes.

If you have any questions, please call me at 502-561-5100.



RESOLUTION 2023-08 IMPLEMENTATION OF AUGUST 2023 SERVICE CHANGES

A Resolution authorizing TARC to implement service changes in accordance with Federal Transit Administration requirements and guidelines, Circular FTA C 4702.1B.

WHEREAS, as part of TARC's overall service planning and improvement process, TARC is implementing service changes on August 6th 2023; and

WHEREAS, TARC has a longstanding commitment to comply with Title VI of the Civil Rights Act of 1964 that prohibits discrimination based on race, color or national origin in programs or activities that receive federal financial assistance; and

WHEREAS, under the Federal Transit Administration requirements and guidelines, FTA Circular C 4702.1B, TARC has developed a Service Equity Analysis evaluation process with a purpose of evaluating and determining ways to address any potential impact of service changes on minority and low-income TARC passengers; and

WHEREAS, in accordance with TARC's Public Participation Policy, TARC has solicited public comments on the proposed service changes through various channels of communication which included three in-person open houses and one virtual public meeting held March and April; and

WHEREAS, TARC's goal with these regulations and policies is to avoid, eliminate or minimize any adverse impact of said service changes that would be borne disproportionately by minority or low-income populations and to mitigate with existing or proposed alternative measures any potential adverse or disproportionate effects of service changes on minority or low-income passengers; and

WHEREAS, statistically the Service Equity Analysis, included herein by reference, does not indicate potential disparate impact or disproportionate burden on TARC customers; and statistically the Title VI Analysis does not indicate potential disparate impact or disproportionate burden on TARC's minority or low-income passengers; and

WHEREAS, routes proposed for elimination are some of TARC's lowest performing service ones, with historically low ridership and high cost per rider; and

WHEREAS, any potential impact will be mitigated through other service options available in the areas affected; and

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Transit Authority of River City that:
The TARC August 2023 Service Changes Title VI Equity Analysis is hereby approved.

ADOPTED THIS 23RD OF MAY 2023

Chair Pro Tem of the Board of Directors





MEMORANDUM

To: TARC Board of Directors

From: Carrie Butler, Executive Director

Date: May 23, 2023

Re: Resolution 2023-09 Mobile Ticketing Fare Payment Solution

This past October, the Procurement Department issued a revised Request for Proposals (RFP 20221781) for a Mobile Ticketing solution. On February 21, 2023, TARC received proposals from seven (7) responsive and responsible vendors. A committee of TARC staff from departments that would manage and work with the solution evaluated and independently scored the seven proposals. Three (3) proposals were short-listed, and the vendors were asked to present at in person interviews with TARC staff providing a demonstration of their solution. The three vendors were:

- Token Transit
- Genfare
- Unwire US, Inc.

Following the presentations and interviews, the evaluation committee once again rated the three proposals. Factors considered during the evaluation process included cost, technical approach, features and functionality, professional references, and relevant experience successfully completing similar projects. Additionally, a best and final offer (BAFO) was requested from all three (3) proposers. After scoring and careful consideration, the evaluation committee unanimously recommends an award to Token Transit.

Token Transit's proposal includes a transaction fee of 8% of mobile ticket sales. The 8% covers all credit card payment processing fees, transaction fees, gateway fees, rider-facing customer service, marketing support, and integrations to the trip planning applications Transit, Moovit, and Google maps.

In addition to the transaction fee, Token Transit's proposal includes a cost for integration with the Genfare Fast Fare barcode scanner. That cost is \$125,400 annually. Funds for the first year will come from grant KY-95-X011.

At this time, the Board of Directors is hereby asked to approve this resolution to authorize the Executive Director to negotiate and enter into a contract with Token Transit at a cost not to exceed 8% of mobile ticket transactions and \$125,400 annually for software licensing for Genfare integration. TARC will attempt to negotiate a lower price for the integration. There are no up-front installation or implementation costs associated with Token Transit's proposal. The contract will include an initial term of five (5) years with an option for up to five (5) additional years.



RESOLUTION 2023-09 MOBILE TICKETING FARE PAYMENT SOLUTION

A Resolution authorizing the Executive Director to negotiate and enter into a contract with Token Transit for a Mobile Ticketing Fare Payment Solution at a cost not to exceed 8% of mobile ticket transactions and \$125,400 annually for software licensing for Genfare integration.

WHEREAS, TARC seeks a mobile ticketing payment solution provider to furnish and assist TARC with its mobile ticketing requirements; and

WHEREAS, seven (7) responsive proposals were received from providers of mobile ticketing solutions; and

WHEREAS, an evaluation committee comprised of knowledgeable TARC staff from relevant departments reviewed and scored each of the proposals; and

WHEREAS, three (3) proposals were determined to fall within a competitive range and invited to interviews with the evaluation committee; and

WHEREAS, following completion of the interviews the evaluation committee scored the three proposals again; and

WHEREAS, Best and Final Offers were requested from each of the three finalists; and

WHEREAS, the evaluation committee recommends an award to Token Transit as the best value solution for TARC; and

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Transit Authority of River City that:

The Executive Director is hereby authorized to negotiate and enter into a contract with Token Transit for a Mobile Ticketing Fare Payment Solution at a cost not to exceed 8% of mobile ticket transactions and \$125,400 annually for software licensing for Genfare integration.

ADOPTED THIS 23rd DAY OF MAY 2023

Chair Pro Tem of the Board of Directors



MEMORANDUM

To: TARC Board of Directors

From: Carrie Butler, Executive Director

Date: May 23, 2023

Re: Resolution 2023 - 10 Government Relations, Public Relations, Marketing, and Creative Services Consulting and Professional Services

In December 2022, the Procurement Department issued a Request for Proposals (RFP 20221787) seeking Government Relations, Public Relations, Marketing, and Creative Services Consulting and Professional Services. The current contracts for these services had been held by a number of firms with varying contract expiration dates. The intent of the solicitation was to develop a comprehensive set of services for TARC to best manage all aspects of external relations and marketing. In March, TARC received proposals from eight (8) responsive and responsible vendors. It was deemed that one submission had either a real or perceived conflict of interest due to a former TARC team member having left TARC to work for the private firm, thus only seven (7) proposals were reviewed. A committee of TARC staff from departments that would manage and work with firms evaluated and independently scored the proposals. Four (4) proposals were short-listed, and the vendors were asked to present at in person interviews in April to describe their overall project approach and describe their team. The four teams were led by:

- BCH Agency
- Cornerstone Government Affairs
- Fieldtrip
- TransPro Consulting

Following the presentations and interviews, the evaluation committee once again rated the proposals with the evaluation criteria from the first step: Qualifications, Experience, Availability and Presence, Financial Health; Technical and Quality; Understanding of Project Requirements; and Certifications, Regulatory Compliance, Terms and Conditions. After scoring and careful consideration, the evaluation committee unanimously recommends an award to Transpro Consulting, which includes a team comprised of Parson +Associates and Babbage Cofounder.

At this time, the Board of Directors is hereby asked to approve this resolution to authorize the Executive Director to negotiate and enter into a contract with TransPro Consulting for a two (2) year term with a one (1) year option. The estimated annual fees, including government relations, is approximately \$265,000 annually. Expenditures that exceed that amount would be brought to the Board for a change order or contract amendment.

Please contact me with any questions. Thank you.



**RESOLUTION 2023-10
GOVERNMENT RELATIONS, PUBLIC RELATIONS, MARKETING,
AND CREATIVE SERVICES CONSULTING AND PROFESSIONAL
SERVICES**

A Resolution authorizing the Executive Director to negotiate and enter into a contract with TransPro Consulting to provide professional and consulting services.

WHEREAS, TARC seeks a comprehensive set of services for government relations, public relations, marketing and creative services; and

WHEREAS, eight (8) responsive proposals were received from teams of firms that provide these services; and

WHEREAS, an evaluation committee comprised of knowledgeable TARC staff from relevant departments reviewed and scored each of the proposals; and

WHEREAS, four (4) proposals were determined to fall within a competitive range and invited to interviews with the evaluation committee; and

WHEREAS, following completion of the interviews the evaluation committee scored the four proposals again; and

WHEREAS, the evaluation committee recommends an award to the team led by TransPro Consulting as the best solution for TARC; and

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Transit Authority of River City that:

The Executive Director is hereby authorized to negotiate and enter into a contract with TransPro for a two (2) year term with a one (1) year option with an estimated annual spend of \$265,000.

ADOPTED THIS 23rd DAY OF MAY 2023

Chair Pro Tem of the Board of Directors



MEMORANDUM

To: TARC Board of Directors

From: Carrie Butler, Executive Director

Date: May 23, 2023

Re: Amendment to Resolution 2021-12 – Amendment No. 1 Transmission Parts (Contract 20201032)

In April 2021, the TARC Board of Directors approved Resolution 2021-12 to execute a multi-vendor contract for Transmission Parts. One of the vendors, which provides a majority of the parts needed to maintain TARC's transmissions is Clarke Power Services. The contract with Clarke Power was executed in May 2021 for a base term of three (3) years. The total not-to-exceed amount for the base term was \$705,189.20.

In April 2023, Clarke Power Services increased their pricing due to the current high costs of parts contained in its transmissions. The Procurement department performed an independent cost estimate (ICE) for these increases and found that the average increase of 31% across their items is fair and reasonable. A total of a \$43,901.86 increase will be realized during the base term of contract and a new not-to-exceed amount for the remaining term is \$749,091.06.

This Resolution requests the Board of Directors to authorize the Executive Director to amend Contract 20201032 for Transmission Parts according to the above specifications.

Please call me at (502) 561-5100 if you have any questions. Thank you.



RESOLUTION 2021-12 AMENDMENT NO. 1 TRANSMISSION PARTS

A Resolution authorizing the Executive Director to amend the contract for Transmission Parts due to the increase by Clarke Power Services, the majority provider of TARC's transmissions, due to the parts increase their experiencing in parts for a total increase on \$43,901.86 over the term of such contract:

WHEREAS, Clarke Power Services, TARC's majority provider of transmissions, is seeking an increase in providing such transmissions due to its increase in the parts it uses to construct transmissions of \$43,901.86; and,

WHEREAS, TARC's Procurement Department did an independent cost analysis of Clark Power Services' requested increase and determined that the increase was fair and reasonable; and,

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Transit Authority of River City that:

The Executive Director is hereby authorized to amend the contract for Transmission Parts to take into account of increases of Clarke Power Services for a new not-to-exceed amount of \$749,091.06.

ADOPTED THIS 23RD DAY OF MAY 2023

Chair Pro Tem of the Board of Directors



MEMORANDUM

To: TARC Board of Directors

From: Carrie Butler, Executive Director

Date: May 23, 2023

Re: Amendment to Resolution 2021-05 - Amendment No. 1 Hybrid Bus Batteries
(Contract 20201038)

In September 2021, the Board approved Resolution 2021-05 for Hybrid Bus Batteries and authorized the Executive Director to execute a single-bid contract with Clarke Power Services for such items with a not-to-exceed amount of \$852,815.29.

In April 2023, Clarke Power Services increased their pricing due to the current high costs of hybrid batteries. TARC's Procurement department performed an independent cost estimate for these increases and found that the average increase of 22% is fair and reasonable. A total of \$42,726.00 increase will be realized during the term of contract and a new not-to-exceed amount for the term is \$895,541.00.

This Resolution requests that the Board of Directors authorize the Executive Director to amend the Contract 20201038 for Hybrid Bus Batteries to allow for the price increase.

Please call me at (502) 561-5100 if you have any questions. Thank you.



RESOLUTION 2021-05 AMENDMENT No. 1 HYBRID BUS BATTERIES

A Resolution authorizing the Executive Director to amend the contract with Clarke Power Services (“Clarke”) for Hybrid Bus Batteries due to price increases Clarke is experiencing to provide such items:

WHEREAS, Clarke Power Services provides TARC with Hybrid Bus Batteries and has experienced an increase in costs to provide such batteries to TARC of \$42,726.00; and,

WHEREAS, TARC’s Procurement Department did an independent cost analysis of Clark Power Services’ requested increase and determined that the increase was fair and reasonable; and,

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Transit Authority of River City that:

The Executive Director is hereby authorized to amend the contract with Clarke Power Services for Hybrid Bus Batteries for a new not-to-exceed amount of \$895,041.

ADOPTED THIS 23RD DAY OF MAY 2023

Chair Pro Tem of the Board of Directors



MEMORANDUM

To: TARC Board of Directors

From: Carrie Butler, Executive Director

Date: May 23, 2023

Re: Amendment to Resolution 2022-03 - Amendment No. 2 – Security Guard Services, Armed and Unarmed (RFP 2020640)

TARC, pursuant to a competitive procurement process, awarded Morgan Security Services (“Morgan”) in January 2022 a contract to provide armed and unarmed security services. In March 2022, the TARC Board of Directors authorized an amendment of the Security Guard Services – Armed and Unarmed to include services at the 10th Street building location. The total service is not to exceed the amount of \$1,142,622.00.

In December 2022, Safety and Security re-evaluated the needs of the facility and determined that twenty-four (24) security coverage was required and the number of guards needed to be increased at the 10th street guard shack location.

With the contract currently in its second year, it was determined the contract should be amended to include increases to ensure and enhance the safety and security of our employees and campus. An independent cost estimate was done on the increased and enhanced security services and the costs for such services were deemed fair and reasonable.

The requested increases are to provide 24 hour coverage and additional security at 10th Street Guard Shack for an additional contract amount of \$1,315,678.00.

This amendment to Resolution 2022-03 requests that the Board of Directors authorize the Executive Director to amend its current agreement with a not to exceed amount of \$2,458,300.00 for the contract term of 5 years.



RESOLUTION 2022-03 AMENDMENT NO.2 SECURITY GUARD SERVICES ARMED AND UNARMED

A Resolution authorizing the Executive Director to amend its current contract with Morgan Security Services (“Morgan”) to provide additional security services throughout TARC properties to a new not to exceed amount of \$2,458,300:

WHEREAS, TARC seeks its current security service provider, Morgan, to increase and provide additional safety and security guard surveillance services; and,

WHEREAS, TARC’s procurement department performed an independent cost estimate on the increased and enhanced security services and deemed such costs for such services fair and reasonable; and,

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Transit Authority of River City that:

The Executive Director to amend the current agreement with Morgan to provide an increase and enhancement in security services at TARC properties for a not to exceed amount of \$2,458,300.00 over the remaining term of the contract.

ADOPTED THIS 23rd DAY OF MAY 2023

Chair Pro Tem of the Board of Directors