



**REGIONAL  
TRANSIT AUTHORITY**  
OF SOUTHEAST MICHIGAN

## **Board of Directors Meeting**

Thursday, July 18 , 2024  
SEMCOG Office, Woodward Room  
1001 Woodward Avenue, Suite 1400, Detroit, MI 48226  
[Zoom Virtual Public Participation](#)  
1:00 PM

### **AGENDA**

1. Call to Order
2. Roll Call
3. **Approval of Agenda**
4. Public Comment- Time Limitation for Public Comment = 3 minutes per speaker
5. Executive Directors Report
6. Presentations
  - a. QLINE Transfer Agreement Overview
  - b. MDOT State Safety Office
  - c. FY2025-26 Budget Overview
7. Consent Agenda
  - a. **Approval of the June 2024 Board Meeting Summary**
  - b. **Approval of Media Relation Services Notice of Award Memo**
8. Regular Agenda
  - a. **Approval of Financial Reports for June 20, 2024**
9. New Business
10. Adjourn

*The Board may, at its discretion, revise this agenda or take up any other issues as needed, and time allows. Request for reasonable accommodation at RTA meetings requires advanced reservations. Individuals with disabilities requiring assistance should contact RTA Information Services at least 48 hours in advance of the meeting. Documents and information are available in a variety of formats. Contact the RTA at [info@rtamichigan.org](mailto:info@rtamichigan.org) or call 313-402-1020 to discuss your format needs.*



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**Proposed Meeting Summary**

**Board of Directors**

Thursday, June 20, 2024

1:00 PM

- a. **Call to order at 1:03 PM**
  
- b. **Roll Call:** Freman Hendrix; Helaine Zack; Don Morandini; Jon Moore; Alma Smith; Ned Staebler; Dave Massaron. A quorum was present.  
**RTA Representatives Present:**  
 Ben Stupka; Khalil Davis; Melanie Piana; Corri Wofford; Kameron Bloye; Isaac Constans; Kristin Caffray; Julia Roberts; Shauna Morris.  
**Other Meeting Participants:**  
 Morrow and Associates – RTA Consultant  
 WSP – RTA Consultant  
 CoStaff – Consultant  
 Dykema – Consultant  
 Miller Canfield – Consultant  
 Lisa Nuzkowski – M1 Rail  
 Michelle Hodges, Rehmann – RTA Consultant
  
- c. **Approval of Agenda**  
 Moved by Helaine Zack and supported by Jeannette Bradshaw. The June 20, 2024, Agenda was approved.
  
- d. **Public Comment**
  - Robert Pawlowski provided comment regarding the SOAR Bill and the need for the continuation of work on increased transportation funding.
  
- e. **Executive Directors Report**  
 Mr. Stupka presented the Executive Directors Report to the Board providing a summary in relation to:
  - Michigan Central Station Reopening
  - Government updates – State Economic Development Package (LBO House and Senate Recommendations)
  - Forthcoming plans and projects

- Mobility Wallet RFP
- Coordinated Human Services Transportation Plan (CHSTP)
- D2A2 Rider Survey
- D2A2 and DAX Ridership
- Mackinac Policy Conference
- RTA Communications engagement
- Administrative updates
  - Procurement and Contract Manager Position
  - Media Relations RFP
  - Upcoming Diversity, Equity, Inclusion, and Access (DEIA) workshop
  - RTA Rebranding
  - FY 2025 Budget Development
- QLine Transition Plan
- RTA Budget Cycle

f. **Presentations**

- a. Matt Carpenter, CEO, TheRide, presented an overview of the state of the system. The full presentation is [here](#).
- b. Ben Stupka provided an update regarding the QLine Transfer Agreement [here](#).
- c. Julia Roberts provided a detailed update on Planning & Innovation projects. The full presentation is [here](#).

g. **Consent Agenda**

- a. [Approval of the May 16, 2024 Meeting Summary](#)
- b. [Approval of Financial Reports for May 2024](#)
- b. [Approval of Website Vendor Contract Award](#)  
Moved by Jon Moore and supported by Freman Hendrix, the Consent Agenda was approved.

h. **Regular Agenda**

- a. n/a

i. **New Business**

There was no new business.

j. **Meeting adjourned at 2:22 PM**



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**BOARD OF DIRECTORS MEMORANDUM**

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**TO:** RTA Board of Directors

**FROM:** Melanie Piana, Program Director

**SUBJECT:** Media Relation Services

**DATE:** July 12, 2024

**REQUESTED ACTION:** Requesting Board of Directors Approval

**Approval Request:**

Motion to approve the recommendation to award the competitive contract not to exceed \$120,000 fixed price contract that will run for a period of one year with the option of up to three one-year extensions to Mario Morrow and Associates LLC to provide a range of media relations, brand awareness, and communication services.

**Background:**

The RTA External Affairs team seeks a multidisciplinary team to support the team in promoting the agency and delivering its annual media, marketing, and communications work plan, and the Qline. The scope of services includes media and public relations services, crisis management, social media strategy and management support, service marketing (DAX, D2A2, Qline), content creation and distribution, and graphic design.

**Information:**

The RTA received 14 competitive media relations proposals in response to RFP#2024-003 Media Relations Services. An internal team of five evaluated and scored all proposals and invited the top three scoring vendors for an interview. The team selected Mario Morrow and Associates LLC based on their deep experience with the RTA, sub-contract partnership with Martin Waymire, a PR firm located in Lansing, and ability to scale in response to the agency's growth, and deliver the scope of services.

The new contract starts August 1, 2024.

**Regional Transit Authority of Southeast Michigan**  
**Statement of Position**  
**as of**  
**June 30, 2024**

	<b>Current Yr 6/30/2024</b>	<b>Prior Yr 6/30/2023</b>
<b>Assets</b>		
Cash and Cash Equivalents	\$ 116,148	\$ 77,939
Accounts Receivable	517,060	141,966
Prepays and Other Current Assets	540	185
<b>Total Assets</b>	<b><u>\$ 633,748</u></b>	<b><u>\$ 220,090</u></b>
<b>Liabilities</b>		
Accounts Payable	\$ 491,001	\$ 110,845
Accrued Payroll and Related Liabilities	52,677	25,377
Refundable Advance	81,361	81,361
<b>Total Liabilities</b>	<b><u>\$ 625,039</u></b>	<b><u>\$ 217,583</u></b>
<b>Net Assets</b>		
Fund Balance	\$ 7,813	\$ 1,413
Net Revenue	896	1,094
<b>Total Net Assets</b>	<b><u>\$ 8,709</u></b>	<b><u>\$ 2,507</u></b>
 <b>Total Liabilities and Net Assets</b>	 <b><u>\$ 633,748</u></b>	 <b><u>\$ 220,090</u></b>

**Regional Transit Authority of Southeast Michigan**  
**Statement of Activity**  
**Admin - FY2024 YTD Comparison to Budget**  
**June 30, 2024**

	Actual	Actual	Actual	Admin YTD	Budget YTD	Annual Budget
	ADMIN - ARPA	ADMIN - MDOT 2023/2024	Interest/Other Admin	Total		
<b>Revenue</b>						
Federal Grants	\$ 1,215,877	\$ -	\$ -	\$ 1,215,877	\$ 2,223,370	\$ 2,964,493
State Grants - Matching	-	-	-	-	-	-
State Grants	-	226,477	-	226,477	269,765	359,687
Local Grants	-	-	-	-	-	-
In-Kind Revenue	-	1,500	-	1,500	-	-
Project Match Revenue	-	-	-	-	-	-
RTA Regional Planning Set-Aside	-	-	-	-	-	-
Other	-	-	1,085	1,085	-	-
<b>Total Revenue</b>	<b>\$ 1,215,877</b>	<b>\$ 227,977</b>	<b>\$ 1,085</b>	<b>\$ 1,444,939</b>	<b>\$ 2,493,135</b>	<b>\$ 3,324,180</b>
<b>Administrative Expenses</b>						
<b>Operating:</b>						
Personnel	\$ 781,626	\$ -	\$ -	\$ 781,626	\$ 1,127,582	\$ 1,503,443
Conferences/Travel/Training	-	34,607	-	34,607	34,054	45,405
Memberships and Subscriptions	-	9,448	-	9,448	8,443	11,257
Board & Public Mtg Management	-	6,794	11	6,806	12,450	16,600
Finance, Legal, Government Relations	129,165	71,728	13	200,906	214,425	285,900
Insurance	-	15,857	-	15,857	11,138	14,850
Rent and Utilities	-	7,784	-	7,784	17,100	22,800
Telephone and Internet	-	4,177	-	4,177	6,173	8,230
Computer Equipment and IT Support	-	17,246	-	17,246	26,741	35,655
Supplies	-	548	165	713	1,875	2,500
<b>Total Operating</b>	<b>910,791</b>	<b>168,189</b>	<b>189</b>	<b>1,079,170</b>	<b>1,459,980</b>	<b>1,946,640</b>
<b>Planning:</b>						
Planning Services	267,236	-	-	267,236	286,088	381,450
Specialized Planning Services	6,000	-	-	6,000	386,250	515,000
CHSTP	-	-	-	-	112,500	150,000
Community Engagement	-	-	-	-	112,500	150,000
<b>Total Planning</b>	<b>273,236</b>	<b>-</b>	<b>-</b>	<b>273,236</b>	<b>897,338</b>	<b>1,196,450</b>
<b>External Affairs:</b>						
Branding	31,850	-	-	31,850	33,750	45,000
External Communications	-	54,000	-	54,000	63,000	84,000
Social Media Management	-	1,195	-	1,195	5,850	7,800
Website	-	101	-	101	22,680	30,240
Graphics/Photography	-	900	-	900	7,613	10,150
Promotional Items	-	-	-	-	1,425	1,900
Miscellaneous Items	-	3,591	-	3,591	1,500	2,000
<b>Total External Affairs</b>	<b>31,850</b>	<b>59,787</b>	<b>-</b>	<b>91,637</b>	<b>135,818</b>	<b>181,090</b>
<b>Total Expenses</b>	<b>\$ 1,215,877</b>	<b>\$ 227,977</b>	<b>\$ 189</b>	<b>\$ 1,444,043</b>	<b>\$ 2,493,135</b>	<b>\$ 3,324,180</b>
<b>Net Increase/(Decrease) in Net Assets</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 896</b>	<b>\$ 896</b>	<b>\$ -</b>	<b>\$ -</b>

**Project Budget Tracker**

**Title**                                    **Detroit to Ann Arbor Express Bus (D2A2)**  
**Description**                         Express bus connecting downtown Detroit to downtown Ann Arbor.  
**Schedule**                                October 2021 - December 2024

Budget Tracker			
	Total	ITD	Balance
<b>Cost</b>	<b>\$ 8,202,699</b>	<b>\$ 6,291,953</b>	<b>\$1,910,746</b>
Grants			
MI-2021-036-01	\$4,311,592	\$4,311,592	(\$0)
2017-0119/P7/R2	\$1,635,893	\$1,282,051	\$353,842
Fares/Contrib	\$955,214	\$698,310	\$256,904
FY2023 CMAQ*	\$1,300,000	\$0	\$1,300,000
	\$8,202,699	\$6,291,953	\$1,910,746

\*Funding is secured and being amended into the grant.

**NOTE: the FY2024 Q3 AAATA invoice has not been received to date**

**Title**                                    **Regional Mobility Management (MyRide2)**  
**Description**                         Call center/website with information for seniors and persons with disabilities.  
**Schedule**                                October 2017 - September 2026

Budget Tracker			
	Total	ITD	Balance
<b>Cost</b>	<b>\$1,850,920</b>	<b>\$1,413,692</b>	<b>\$437,228</b>
Grants			
MI-2017-031-02	\$1,069,444	\$1,069,444	\$0
2017-0119/P2/R4	\$267,361	\$267,361	\$0
FY2023-2024 5310*	\$411,292	\$61,510	\$349,782
State Grant*	\$102,823	\$15,378	\$87,445
	\$1,850,920	\$1,413,692	\$437,228

\*Funding is secured and being amended into the grant.

**NOTE: the FY2024 Q3 AgeWays invoice has not been received to date**

**Title**                                    **Universal Basic Mobility Pilot**  
**Description**                         Mobility wallet fare technology pilot focused on Detroit jobseekers.  
**Schedule**                                June 2023 - July 2026

Budget Tracker			
	Cost	ITD	Balance
<b>Cost</b>	<b>\$1,025,000</b>	<b>\$391,626</b>	<b>\$633,374</b>
Grants			
2022-0126-P3	\$1,025,000	\$391,626	\$633,374
	\$1,025,000	\$391,626	\$633,374

**Title** **Downtown to Airport Express**  
**Description** Express bus connecting downtown Metro Airport to Downtown Detroit.  
**Schedule** March 2024 - March 2025

Budget Tracker			
	Cost	ITD	Balance
Cost	<b>\$3,019,087</b>	<b>\$681,784</b>	<b>\$2,337,304</b>
Grants			
MI-2024-002	\$2,000,000	\$454,347	\$1,545,653
2022-0126-P4 R1	\$500,000	\$113,587	\$386,413
Fares/Contrib	\$519,087	\$113,850	\$405,237
	<b>\$3,019,087</b>	<b>\$681,784</b>	<b>\$2,337,304</b>

**Title** **Access to Transit Program**  
**Description** Grant program for safety and access improvements at bus stops.  
**Schedule** October 2024 - December 2026

Budget Tracker			
	Cost	ITD	Balance
Cost	<b>\$2,000,000</b>	<b>\$0</b>	<b>\$2,000,000</b>
Grants			
FY2024 CMAQ*	\$1,600,000	\$0	\$1,600,000
State Grant*	\$400,000	\$0	\$400,000
	<b>\$2,000,000</b>	<b>\$0</b>	<b>\$2,000,000</b>

\*Funding is secured. Will be amended into the grant at a future date.

**Title** **Regional Technology Strategic Plan**  
**Description** Inventory and assessment of providers technology and identification of goals.  
**Schedule** August 2024 - June 2025

Budget Tracker			
	Cost	ITD	Balance
Cost	<b>\$125,000</b>	<b>\$0</b>	<b>\$125,000</b>
Grants			
2017-0119/P10	\$125,000	\$0	\$125,000