

Office of the  
City Clerk

Metropolitan Tulsa Transit Authority  
BOARD of TRUSTEES MEETING  
Tuesday, August 29, 2023  
R.O. Laird Board Room  
510 South Rockford Avenue, Tulsa, Oklahoma  
To Be Held 12:00 p.m.

**AGENDA**

**INTRODUCTION AND NOTICE TO THE PUBLIC:** The Board of Trustees will consider, discuss, and may take action on, adopt, amend, reject, or defer action on any item listed on this Agenda.

**I. CALL TO ORDER and BOARD MEMBER ROLL CALL**

**II. INTRODUCTIONS**

**III. APPROVAL OF THE July 25, MEETING MINUTES** [Page 3](#)

**IV. PUBLIC COMMENTS**

*Anyone wishing to comment on an agenda item shall notify the board secretary of their wish to speak, as well as the specific agenda item that they wish to speak about. Each speaker will be allowed three minutes to present. No person shall be allowed to comment without registering with the board secretary.*

**V. COMMITTEE BUSINESS and REPORTS**

*With respect to any action on a financial matter below, the Board may also consider and possibly approve, adopt, deny, or amend its current or proposed budget as warranted to add, delete, increase, or decrease programs, appropriations, expenditures, and amounts thereof.*

**A. Finance/Budget Committee – James Wagner, Committee Chair**

1. Review of Ridership – Chase Phillips (Information) [Page 6](#)
2. Review and approval of July 2023 Financial Statements—Rebecca Walner (Action) [Page 13](#)
3. General Manager Expenses – Rebecca Walner (Action) [Page 26](#)
4. Upcoming Procurements—Jack Van Hooser (Information) [Page 27](#)

**B. Operating/Marketing Committee— Ann Domin, Committee Chair**

1. Re-Branding Update- Scott Marr (Information) [Page 28](#)
2. Award of two-year Option term for ADA Eligibility Assessment Services – Jack Van Hooser (Action) [Page 46](#)

Award the ADA Paratransit Eligibility Assessment Services contract to Adaride.com LLC for a final two-year option term for an amount not to exceed \$93,204 per year and authorize the General Manager to negotiate final terms and conditions.

3. Auto and General Liability and Claims Management Services— *Jack Van Hooser*(Action) [Page 47](#)  
Authorize the General Manager to enter a five- contract and the option for an additional five-year term with TRISTAR Claims Management Services Inc., for liability claims management in an amount not to exceed \$93,000 per year during the initial contract period and to negotiate final terms and conditions.

4. Call Center Asphalt Overlay & Admin Concrete Work – *Jack Van Hooser* (Action) [Page 49](#)  
Authorize the General Manager to negotiate final terms and conditions with Affordable Asphalt to provide an asphalt overlay and to S & A Concrete Inc. for an amount not to exceed \$100,000.

5. On Call Marketing, Advertising, Promotions and Market Research Services option year. – *Jack Van Hooser* (Action) [Page 50](#)  
Authorize the General Manager to award the two option years, with the following firms for the purchase of marketing and other specialized services for MTTA and to negotiate final terms and conditions.

- Resolute PR, LLC,
- Propeller Communications, LLC,
- Pavlov Advertising, LLC,
- ETC Institute (market research services only)

C. **Executive Committee**—*Adam Doverspike, Board Chair*

1. General Manager Annual Review

Discussion of and possible vote regarding annual review for the General Manager and possible vote to enter executive session regarding same. 25 O.S. 307(B)(1).

**VII. TRUSTEES AND GENERAL MANAGER COMMENTS**

Members of the Board of Trustees and the General Manager will have an opportunity to comment on Tulsa Transit, its services and/or other issues related to Tulsa Transit. Action will not be taken by the Board of Trustees on these comments.

**VIII. NEW BUSINESS**

Pursuant to the Oklahoma Open Meetings Act, new business is any matter not known about or which could not have been reasonably foreseen prior to the time of posting the agenda. Title 25 O.S. sec. 311(A)(9).

**IX. ADJOURN**

The next regularly scheduled meeting of the  
Tulsa Transit Board of Trustees will be held on  
**Tuesday, September 26, 2023, at 12:00 PM**

**CALL TO ORDER/ROLL CALL**

<b>Trustee</b>	<b>In-Person</b>	<b>Absent</b>
Adam Doverspike, Chair	✓	
James Wagner, Vice Chair	✓	
Emily Hall		✓
Tina Peña		✓
Emeka Nnaka		✓
Phyllis Joseph	✓	
Ann Domin	✓	
<b>Totals</b>	<b>4</b>	<b>3</b>

**OTHERS PRESENT:**

Lori Soderstrom, Secretary to the Board of Trustees; Jean Ann Hudson, City-Appointed Attorney.

**IN ATTENDANCE:** Scott Marr, General Manager; Rebecca Walner, MTTA CFO; Jack Van Hooser, MTTA Procurement Specialist; Chase Phillips, MTTA Director of Planning.; Randy Cloud, MTTA Director of Maintenance; Ofir Bar, MTTA Director of IT; BreAnna Hall, MTTA Marketing Manager.

In accordance with the Oklahoma Open Meetings Act, the meeting was preceded by advance notice of the date, time, and place filed with the Municipal City Clerk’s office on November 1, 2022. An announcement was also given at least twenty-four (24) hours in advance by posting notice of the date, time and place and agenda of the meeting on July 24, 2023 @ 9:18am, at the Municipal City Clerk’s office and at Tulsa Transit Administrative offices on July 24, 2023.

**I. CALL TO ORDER**

Adam Doverspike called the meeting to order at 12:03 pm.

**II. INTRODUCTIONS**

Scott Marr introduced the MTTA Staff.

**III. APPROVAL OF THE June 27, 2023, MEETING MINUTES**

James Wagner and Ann Domin moved to approve the June 27, 2023, meeting minutes.

Yeas 4 Nays 0 Abstained 0 Absent 3 -- Motion Carried.

**IV. PUBLIC COMMENTS**

None

**V. COMMITTEE BUSINESS and REPORTS**

**A. Finance/Budget Committee – James Wagner, Committee Chair**

1. Review of Ridership

Chase Phillips gave an update on the June ridership. Fixed ridership was 40% more than targeted, BRT was 29k more than last month, Paratransit was 23% more than targeted.

2. Review and approval of June 2023 Financial Statements

Rebecca Walner presented the June financials. June total expenses were 15% less than projections. The underspending was reflected in Salaries, Lift Program, and Planning/Marketing. Rebecca went over goals, complaints, absences, passenger per hour and cost per trip.

**Phyllis Joseph and Adam Doverspike** moved to approve June 2023 Financial statements.

Yeas 4 Nays 0 Abstained 0 Absent 3 -- Motion Carried.

3. Upcoming Procurements – Jack Van Hooser

Jack went over the upcoming procurements.

4. Contract to provide Operator Uniforms

Jack and Scott talked about the new operator uniforms that Unifirst will provide.

**Ann Domin and Phyllis Joseph** moved to authorize the General Manager to negotiate final terms and conditions with Unifirst to provide Operators with uniform services, include uniforms, repairs and cleaning, for an amount not to exceed \$40,000. This will be a three-year agreement with an optional two years.

Yeas 4 Nays 0 Abstained 0 Absent 3 -- Motion Carried.

**B. Operating/Marketing Committee – Ann Domin, Committee Chair**

1. Upcoming Route Changes for August

Chase went over the route changes for August. Nightline and Sunday all routes changes to Microtransit. Route 310 will be eliminated due to low ridership. New route 250 will be a crosstown, Route 460 is renamed to 320 with major changes. Route 109, 112 has timing changes and route 900 has alignment changes. The implementation of the daytime Microtransit with new zones.

**Executive Committee – Adam Doverspike, Committee Chair**

1. General Manager Annual Review

Adam Doverspike will have the committee meet and will present the survey from the GM’s direct reports to the Board in September.

2. Sanitary Sewer Easement to the City of Tulsa

Discussion of and possible vote regarding annual review for the General Manager and possible vote to enter executive session regarding same. 25 O.S. 307(B)(1).

**James Wagner** and **Phyllis Joseph** moved to approve of execution and conveyance of two sanitary sewer easements to the City of Tulsa through, over, under and across property owned by MTTA and located at 1332-1428 East 5<sup>th</sup> Place, Tulsa.

Yeas 4      Nays 0      Abstained 0      Absent 3      --      Motion Carried.

3. Board Officer Elections

Officer nominations for Vice-Chair and Chair

**Ann Domin** made the nomination for **Adam Doverspike** for Chair and **James Wagner** as Vice-Chair.

**Ann Domin** and **Phyllis Joseph** made the motion to appoint **Adam Doverspike** to Chair and James Wagner to Vice-Chair.

Yeas 4      Nays 0      Abstained 3      Absent 0      --      Motion Carried

Operating/Marketing Committee Chair **Adam Doverspike** will appoint someone next Board meeting.

Executive Committee Chair will remain **James Wagner**.

4. Board Strategy Session

**Adam Doverspike** asked the trustees if they would like to meet on a Saturday ½ day morning, during the weekday, what schedule would they like. Workday is too hard to schedule, Saturday is easier to schedule. **Adam Doverspike** will look at October to schedule around fall break.

VI. TRUSTEES AND GENERAL MANAGER COMMENTS

VII. NEW BUSINESS

None

VIII. ADJOURN

**Adam Doverspike** adjourned meeting at 12:57pm.

Sincerely,

Lori Soderstrom  
Secretary to the Board of Trustees

# Fixed Route

**Passengers per Rev. hour:**

18.1

## Highest FX Ridership:

- 110: 19,266 – 16.2 Pass/Rev. Hr.
- 130: 16,841 – 31.3 p/rh
- 201: 13,570 – 22.9 p/rh
- 114: 12,947 – 22.6 p/rh
- 140: 12,061 – 20.6 p/rh

\*Excludes Flex

## Cost per trip:

\$6.97 (based on GFI ridership)

\$6.02 (APC ridership)

Agency Goal is \$6.16

**Avg Weekday Ridership:**

9,674

\*Includes Flex

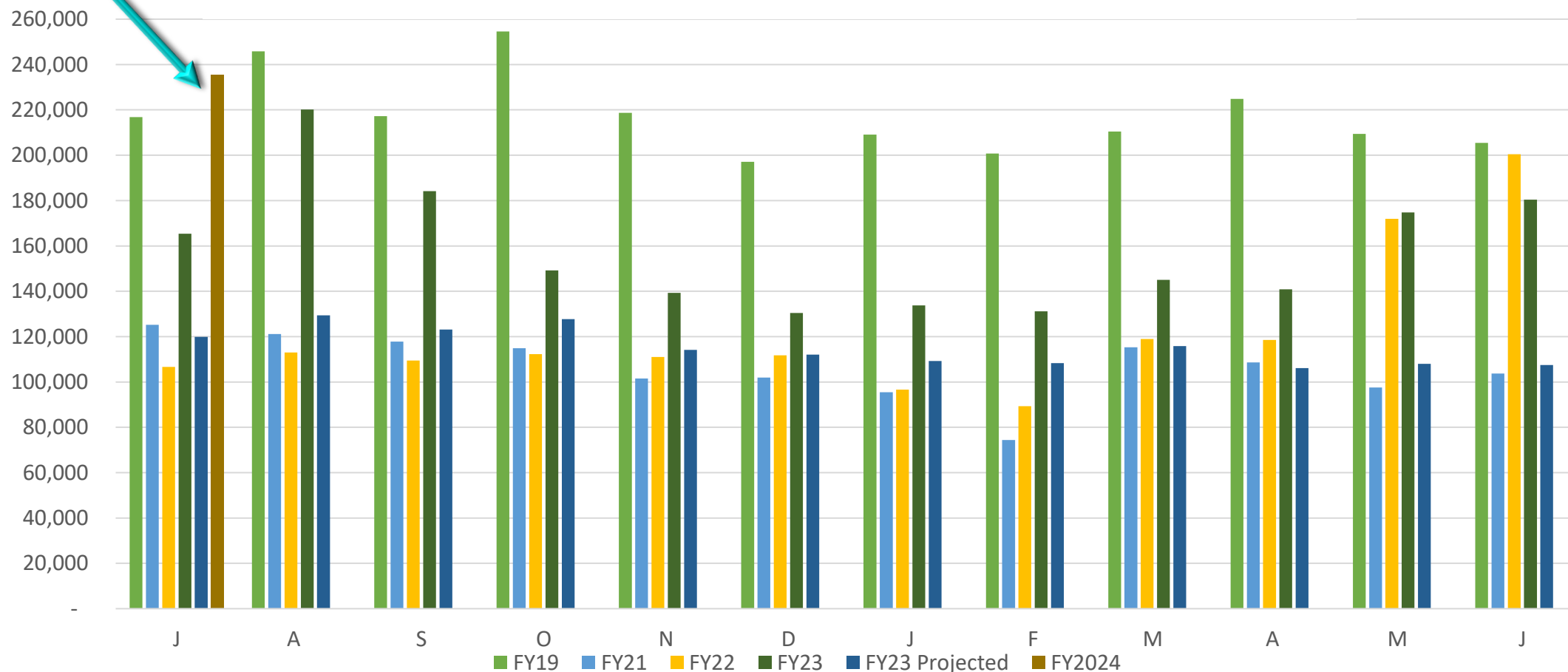
**Avg Weekend Ridership:**

4,786

\*Includes Flex

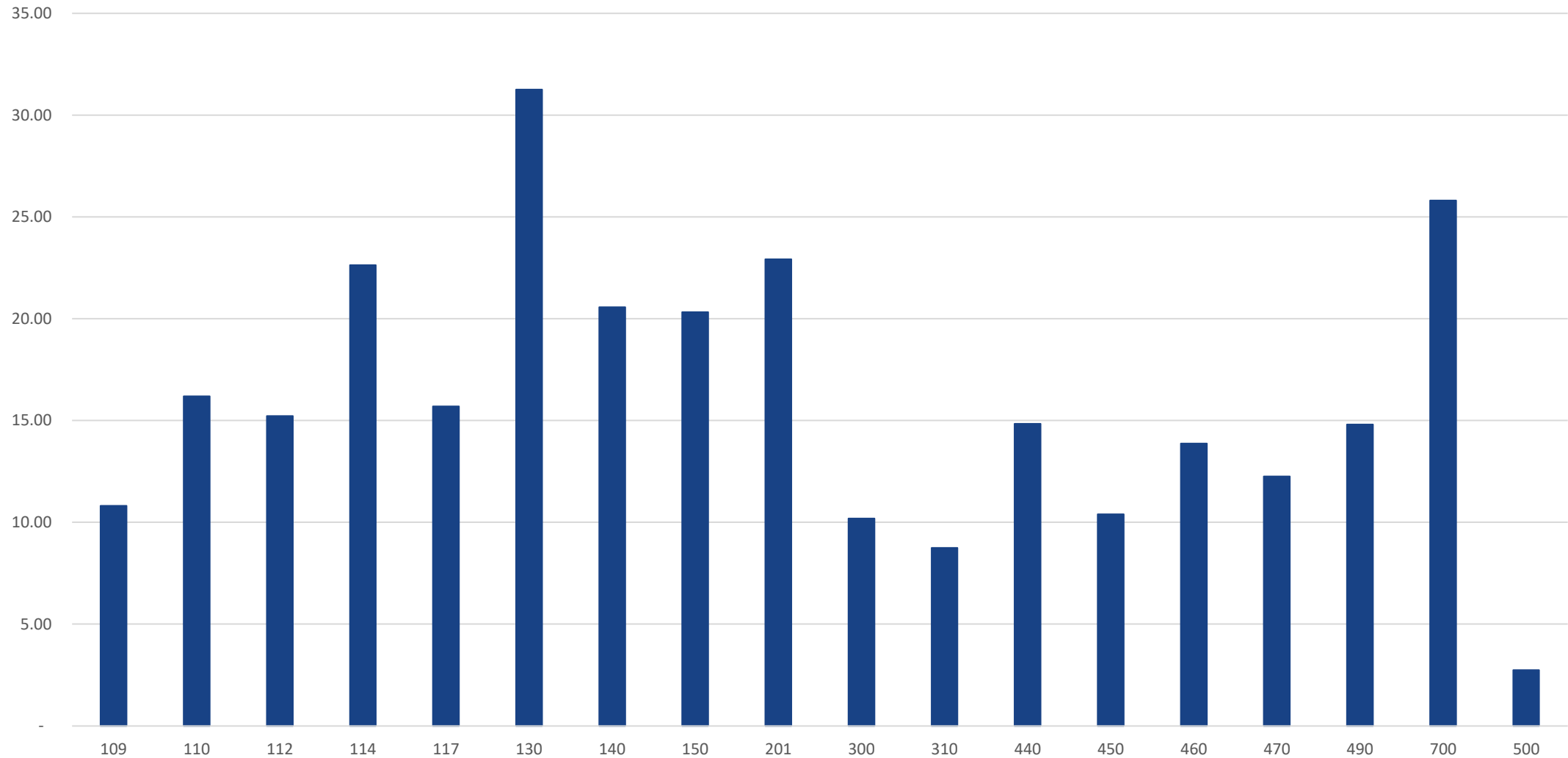
# Fixed Route Ridership

Last month's ridership of 237K exceeded FY23 by 72K



\*Note: Fy20 removed

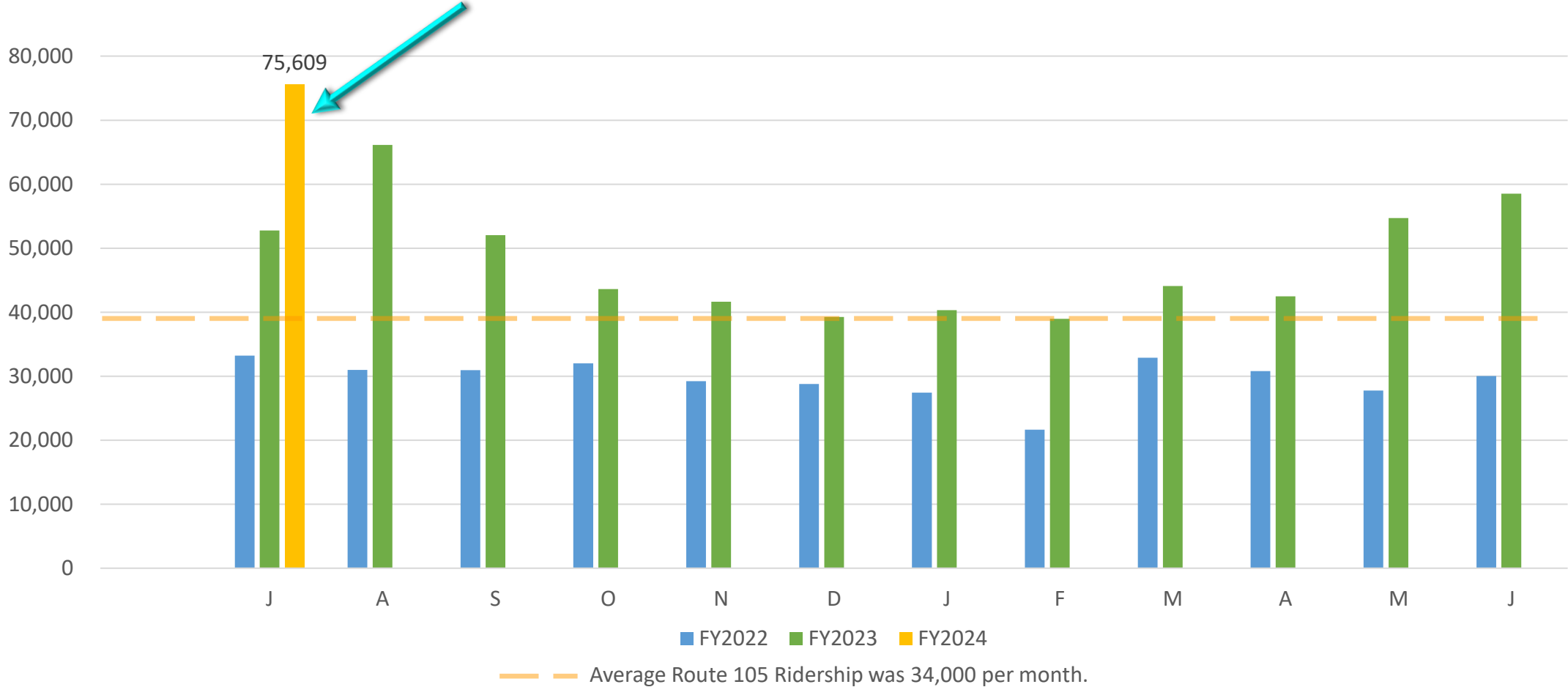
# Passengers Per Revenue Hour By Route





# BRT Ridership

Last month's BRT ridership of 76K is 23K more than FY23 Ridership and 32K more than Route 105 Avg.  
 BRT passenger per revenue hour is riders 25.8 per hour.



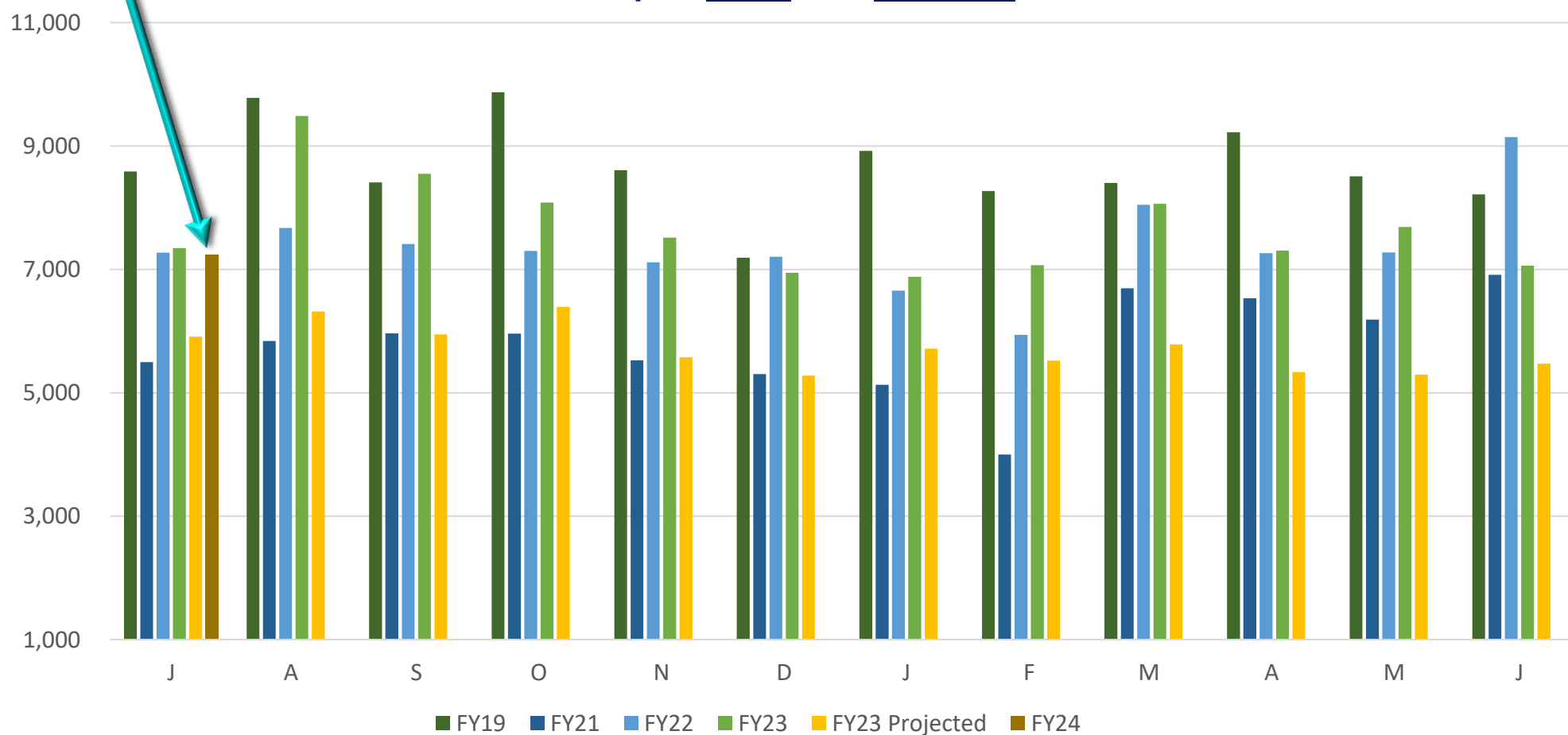
# Lift Ridership

July average: 289  
trips per day

July FY24 Ridership  
was the less than  
FY23, but still  
exceeds projections

# Lift Ridership

Last month's ridership of 7,231 was 113 less than FY23.



# FY24 projections in-progress

- Still working on FY24 Projections
- Projections are still challenging. FY23 were significantly off.
- Looking for guidance.

**METROPOLITAN TULSA TRANSIT AUTHORITY  
BOARD MEETING  
August 29, 2023  
Finance/Audit Committee**

To: Board of Trustees  
From: Rebecca Walner, Chief Financial Officer  
Subject: FY24 Financial Statement Summary through July 31, 2023

**Recommendation:**

Review and approve the FY24 July Financial Statement Summary.

**Analysis:**

July operating expenses of \$1.8M were 388K or 17% less projections based on the FY2024 budget.

YTD we have a zero surplus with total expenses of 1.8M which are \$388K or 17% less than projected. Revenues from Operations are up due to the sponsored rides in July 2023 and online sales continued during that time. The FY24 underspending of \$388M is reflected in the following areas: Payroll & Fringe \$78K, Material and Supplies 207K, Planning/Marketing 34K. Below is a summary of our YTD FY23 operating results before audit:

Summary of Year to Date Expenses  
As of July 31, 2023

<i>Item</i>	<i>Actual</i>	<i>Budget</i>	<i>Variance %</i>	<i>Prior Year</i>
<b>Revenue</b>				
Revenue from Operations	\$255,990	\$210,041	21.88%	\$189,461
Operating Grant Funding	\$1,625,491	\$2,059,197	(21.06%)	\$1,895,086
<b>Total Operating Revenues</b>	<b>\$1,881,481</b>	<b>\$2,269,238</b>	<b>(17.09%)</b>	<b>\$2,084,547</b>
<b>Operating Expenses</b>				
Labor and Fringe	\$1,369,414	\$1,447,131	(5.37%)	\$1,173,106
Transportation Services	\$0	\$0	#DIV/0!	\$284,246
Administrative Services	\$67,449	\$86,535	(22.06%)	\$119,183
Materials and Supplies	\$225,675	\$433,187	(47.90%)	\$305,305
Utilities	\$44,367	\$66,252	(33.03%)	\$67,687
Insurance	\$53,062	\$79,902	(33.59%)	\$42,116
Marketing and Planning	\$121,516	\$156,232	(22.22%)	\$92,901
<b>Total Operating Expenses</b>	<b>\$1,881,483</b>	<b>\$2,269,239</b>	<b>(17.09%)</b>	<b>\$2,084,544</b>
<b>Budget Surplus (Deficit)</b>	<b>(\$2)</b>	<b>(\$1)</b>	<b>(100.00%)</b>	<b>\$3</b>



**FY23 Executive Summary**  
For the One Month Ending July 31, 2023

Summary of Activities*	Actual	Budget	Var%
Revenues From Operations \$	256	\$ 210	22%
Grant Revenues	1,625	2,059	-21%
<b>Total Operating Revenues</b>	<b>1,881</b>	<b>2,269</b>	<b>-17%</b>
Total Expenses	(1,881)	(2,269)	-17%
<b>Surplus (Deficit) \$</b>	<b>(0)</b>	<b>(0)</b>	<b>0%</b>

Operating Revenues*	Actual	Budget	Var%
City of Tulsa \$	1,010	\$ 977	3%
Federal Grants	471	946	-50%
State Grants	96	96	0%
Other Grants	49	40	22%
Fare Revenues	142	130	9%
Advertising Revenues	101	65	55%
Other Revenues	13	15	-13%
<b>Total Operating Revenues \$</b>	<b>1,881</b>	<b>\$ 2,269</b>	<b>-17%</b>

Operating Expenses*	Actual	Budget	Var%
Payroll & Fringe \$	1,369	\$ 1,447	-5%
Transportation Services	-	-	0%
Administrative Services	67	87	-22%
Materials & Supplies	226	433	-48%
Utilities	44	66	-33%
Insurance	53	80	-34%
Marketing & Planning	122	156	-22%
<b>Total Expenses \$</b>	<b>1,881</b>	<b>\$ 2,269</b>	<b>-17%</b>

**Goal 1. Operate a Safe Transit System**

Accidents (Per 100K miles)	FY23	FY22	Change	Target
Fixed Route	2.42	1.02	137%	1.80
Lift Program	4.71	8.90	-47%	1.20

**Goal 2. Meet and Exceed Customer Expectations**

Complaints	FY23	FY22	Change	Target
Fixed Route	-	2.90	0%	4.35
Lift Program	-	44.93	0	23.00

**Goal 3. Maintain a Quality Workforce**

Absences (Per weekday)	FY23	FY22	Change	Target
Operators	7	11	-32%	12
Lift Program	0	1	-46%	50.00%

**Goal 4. Operate an Effective Transit System**

Passengers Per Hour	FY23	FY22	Change	Target
Fixed Route	14.00	12.43	12.63%	14.00
Lift Program	1.75	2.02	-13%	2.00

**Goal 5. Operate an Efficient Transit System**

Cost Per Trip	FY23	FY22	Change	Target
Fixed Route \$	6.97	\$ 9.58	-86%	\$ 6.16
Lift Program \$	59.54	\$ 60.44	-1%	\$ 50.91

Tulsa Transit connects people to progress and prosperity.

Fixed Route and Nightline Preventable Accidents - FY24								
	\$0 to \$500	\$500 to \$1,000	\$1,000 to \$2,500	\$2,500 to \$5,000	\$5,000 to \$10,000	\$10,000 to \$20,000	Over \$20,000	Total
<b>MONTH</b>								
July	6							6
August								0
September								0
October								0
November								0
December								0
January								0
February								0
March								0
April								0
May								0
June								0
<b>TOTAL</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>6</b>
<b>Percent of Total</b>	<b>100%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>100%</b>

Fixed Route and Nightline Preventable Accidents - FY23								
	\$0 to \$500	\$500 to \$1,000	\$1,000 to \$2,500	\$2,500 to \$5,000	\$5,000 to \$10,000	\$10,000 to \$20,000	Over \$20,000	Total
<b>MONTH</b>								
July	1		1					2
August	2		1					3
September	1		1					2
October	3	1						4
November								0
December	5	1					1	7
January	8	2		1	1			12
February	3			1				4
March	3	1	7	1			1	13
April	8	1		1				10
May	3		1					4
June	1			1				2
<b>TOTAL</b>	<b>38</b>	<b>6</b>	<b>11</b>	<b>5</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>63</b>
<b>Percent of Total</b>	<b>60%</b>	<b>10%</b>	<b>17%</b>	<b>8%</b>	<b>2%</b>	<b>0%</b>	<b>3%</b>	<b>100%</b>

Lift Preventable Accidents - FY23								
	\$0 to \$500	\$500 to \$1,000	\$1,000 to \$2,500	\$2,500 to \$5,000	\$5,000 to \$10,000	\$10,000 to \$20,000	Over \$20,000	Total
<i>Month</i>								
July	3							3
August								0
September								0
October								0
November								0
December								0
January								0
February								0
March								0
April								0
May								0
June								0
<b>Total</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Percent of Total</b>	<b>100%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>

Lift Preventable Accidents - FY23								
	\$0 to \$500	\$500 to \$1,000	\$1,000 to \$2,500	\$2,500 to \$5,000	\$5,000 to \$10,000	\$10,000 to \$20,000	Over \$20,000	Total
<i>Month</i>								
July	1		1					2
August	6				1			7
September	5	1			1	1		8
October	3							3
November								0
December	3		1					4
January	1							1
February	5							5
March	3				1			4
April			3					3
May	3	1						4
June	2					1		3
<b>Total</b>	<b>32</b>	<b>2</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>44</b>
<b>Percent of Total</b>	<b>73%</b>	<b>5%</b>	<b>11%</b>	<b>7%</b>	<b>5%</b>	<b>0%</b>	<b>0%</b>	<b>100%</b>



**SUMMARY OF OPERATING BUDGET VARIANCE ANALYSIS**

Projected expenses within +/- \$1,000 and +/- 5% YTD variance are considered consistent with projections.

	YTD	YTD	YTD	
	\$	Var\$	Var%	Details
<b>Operating Revenues</b>				
Fixed Route Revenues	114,889.00	7,318.00	0%	Fixed Route Revenue is about on Target, currently due to Incog partnership.
Advertising Revenue	100,759.00	35,759.00	55%	Advertising Revenue is higher in July as we had many prepay in FY23 that we had to carry of for FY24
Lift Program Revenues	26,882.00	4,902.00	22%	Lift Revenue is higher than projected due to Incog partnership.
	<b>YTD</b>		<b>YTD</b>	
<b>Expenses</b>	<b>\$</b>		<b>Var%</b>	<b>Details</b>
Payroll and Fringe	1,369,414.00	(77,717.00)	-5%	Payroll & Fringe is 5% less than projected as we are watching overtime closely as we know we have added this year many new employees.
Transportation Services	-	-	0%	This has been removed in FY24, keeping on list for FY24 to be removed in FY25 as we watch budget to actuals in totals.
Advertising Commissions	25,984.00	(349.00)	-1%	Advertising expense will fluxuate dependent on how high Advertising Revenue.
Legal	8,258.00	(1,180.00)	-13%	Legal expenses are currently lower than budgeted as we have wrapped up union negotiations.
Audit Fees	3,617.00	-	0%	Audit fees are on target for FY24.
Bldg. & Facility Services	10,998.00	(5,934.00)	-35%	Building and Facility Services are currently under budgeted as we have not ramped up any new projects.
Professional and Technical	18,065.00	(7,388.00)	-29%	Professional & Technical is less than expected.
Fuel	118,572.00	(60,594.00)	-49%	Fuel is less than expected as we have not been using the diesel vehicles as much.
Gasoline	16,038.00	(1,829.00)	-10%	Gasoline is slightly lower than projected based on gas prices and not having the gas MicroTransit vehicles on the street yet.
Oil & Lubricants	10,777.00	(3,237.00)	-23%	With the Eletric vehicles in service it has decrease oil and lubricant needs.
Tires & Tubes	24,492.00	10,489.00	75%	July trends to need more tire replacements than most months.
Facility Repairs	43,106.00	(20,126.00)	-32%	We have not started new facility repair projects in July.
Service & Shop Equipment	4,250.00	1,642.00	63%	Due to fewer buses pulling out our expenses have not reached the expected amount.
Other Shop & Garage	3,575.00	(4,167.00)	-54%	Due to fewer buses pulling out our expenses have not reached the expected amount.

Repair Parts	55,581.00	(128,420.00)	-70%	We didn't have to outsource as many items in July has expected.
Servicing Supplies	2,108.00	(1,507.00)	-42%	We have many items on hand and did not need to purchase as many in July.
Utilities	44,367.00	(21,885.00)	-33%	Communication amounts have significantly decreased by using 3CX phones vs land lines.
Insurance	53,062.00	(26,840.00)	-34%	The amounts for is Workers Comp came in lower than expected, budget revision may need to be done later in FY24.
Planning	18,914.00	(48,379.00)	-72%	Studies have not kicked off yet.
Marketing & Advertising	41,976.00	13,133.00	46%	Free Fares local portion of 20K and the wrap along with promotional for Micro causes this to look high. Should level out around October.
General Office Expense	45,567.00	(5,568.00)	-10%	Attempting to cut and review closer needs of the office.
	<b>YTD</b>		<b>YTD</b>	
<b>Grant Revenues</b>	<b>\$\$</b>		<b>Var%</b>	<b>Details</b>
Other Operational Assistance	49,140.00	8,736.00	22%	These revenues represent contracts with the City of Broken Arrow, Jenks, and Sand Springs, as well as MMS. Broken Arrow Contract has been reduced due to one express versus two and there was a 5% increase for FY24 for the city contract as well as college contracts.
Oklahoma State Funding	95,833.00	-	0%	ODOT Funding has not been released and the the current budget amount is on target.
FTA Planning	54,508.00	(39,793.00)	-42%	YTD Planning expenses are 42% less than expected due to not doing a study at this time.
FTA Audit/Leases	-	(15,027.00)	-100%	
FTA ADA Lift	-	89,411.00	-100%	ADA Grant Revenue will be moved to Operations as when we took this in house vs contractor we can not longer pull this down as ADA, it converts to Operational. It was delayed to be moved until FTA approved the budget Revision that was Received in August of 23.
FTA - Operations	179,938.00	(191,889.00)	-52%	Operations is currently under budget significantly due to the amount reimbused coming in under budget.
FTA Preventive Maintenance	236,524.00	(138,953.00)	-37%	PM is under budget due to Repair Parts being significantly under budget.

METRO TULSA TRANSIT AUTHORITY  
Income Statement  
For the One Month Ending Monday, July 31, 2023

	Actual	Budget	Var %	PY	PY %	Act YTD	Bgt YTD	Var%	PY YTD	PY %
<b>Operating Revenues</b>										
Passenger	\$110,889	\$104,397	10.05%	\$110,147	4.31%	\$110,889	\$104,397	10.05%	\$110,147	4.31%
Nightline	\$2,000	\$1,883	(100.00%)	\$7,644	(100.00%)	\$2,000	\$1,883	(100.00%)	\$7,644	(100.00%)
Sunday Service	\$2,000	\$1,291	(100.00%)	\$3,984	(100.00%)	\$2,000	\$1,291	(100.00%)	\$3,984	(100.00%)
Advertising	\$100,759	\$65,000	55.01%	\$52,560	91.70%	\$100,759	\$65,000	55.01%	\$52,560	91.70%
Investments	\$9,475	\$11,790	(19.63%)	\$2,286	314.56%	\$9,475	\$11,790	(19.63%)	\$2,286	314.56%
Lift Program - ADA	\$26,882	\$21,980	22.30%	\$11,287	138.18%	\$26,882	\$21,980	22.30%	\$11,287	138.18%
Other Revenue	\$3,985	\$3,700	7.71%	\$1,553	156.66%	\$3,985	\$3,700	7.71%	\$1,553	156.66%
<b>Total Operating Revenues</b>	<b>\$255,990</b>	<b>\$210,041</b>	<b>21.88%</b>	<b>\$189,461</b>	<b>35.12%</b>	<b>\$255,990</b>	<b>\$210,041</b>	<b>21.88%</b>	<b>\$189,461</b>	<b>35.12%</b>
<b>Operating Expenses</b>										
<b>Labor:</b>										
Operators	\$567,498	\$570,032	(0.44%)	\$386,071	46.99%	\$567,498	\$570,032	(0.44%)	\$386,071	46.99%
Transportation Administration	\$151,384	\$138,757	9.10%	\$118,052	28.23%	\$151,384	\$138,757	9.10%	\$118,052	28.23%
Maintenance	\$128,899	\$110,937	16.19%	\$101,706	26.74%	\$128,899	\$110,937	16.19%	\$101,706	26.74%
Maintenance Administration	\$26,595	\$32,673	(18.60%)	\$27,903	(4.69%)	\$26,595	\$32,673	(18.60%)	\$27,903	(4.69%)
Administration & Accounting	\$81,356	\$118,704	(31.46%)	\$74,585	9.08%	\$81,356	\$118,704	(31.46%)	\$74,585	9.08%
<b>Total Labor</b>	<b>\$955,732</b>	<b>\$971,103</b>	<b>(1.58%)</b>	<b>\$708,317</b>	<b>34.93%</b>	<b>\$955,732</b>	<b>\$971,103</b>	<b>(1.58%)</b>	<b>\$708,317</b>	<b>34.93%</b>
<b>Fringe Benefits:</b>										
FICA Taxes	\$81,382	\$87,108	(6.57%)	\$65,120	24.97%	\$81,382	\$87,108	(6.57%)	\$65,120	24.97%
Pension Plan Expense	\$68,445	\$105,539	(35.15%)	\$97,531	(29.82%)	\$68,445	\$105,539	(35.15%)	\$97,531	(29.82%)
Health & Dental Insurance	\$135,541	\$122,712	10.45%	\$117,045	15.80%	\$135,541	\$122,712	10.45%	\$117,045	15.80%
Life & Disability Insurance	\$14,517	\$14,375	0.99%	\$5,788	150.81%	\$14,517	\$14,375	0.99%	\$5,788	150.81%
Sick Leave	\$5,727	\$36,555	(84.33%)	\$16,877	(66.07%)	\$5,727	\$36,555	(84.33%)	\$16,877	(66.07%)
Holiday Pay	\$47,443	\$36,478	30.06%	\$40,761	16.39%	\$47,443	\$36,478	30.06%	\$40,761	16.39%
Vacation Pay	\$42,126	\$43,918	(4.08%)	\$59,577	(29.29%)	\$42,126	\$43,918	(4.08%)	\$59,577	(29.29%)
Uniform Allowance - Drivers	\$17,292	\$10,417	66.00%	\$40,439	(57.24%)	\$17,292	\$10,417	66.00%	\$40,439	(57.24%)
Clothing/Tool Allowance - Mechanics	\$10,897	\$2,678	306.84%	\$1,494	629.14%	\$10,897	\$2,678	306.84%	\$1,494	629.14%
Unemployment Compensation	(\$12,738)	\$2,167	(687.92%)	\$2,157	(690.56%)	(\$12,738)	\$2,167	(687.92%)	\$2,157	(690.56%)
Other Fringe Benefits	\$3,050	\$14,081	(78.34%)	\$18,000	(83.06%)	\$3,050	\$14,081	(78.34%)	\$18,000	(83.06%)
<b>Total Fringe Benefits</b>	<b>\$413,682</b>	<b>\$476,028</b>	<b>(13.10%)</b>	<b>\$464,789</b>	<b>(11.00%)</b>	<b>\$413,682</b>	<b>\$476,028</b>	<b>(13.10%)</b>	<b>\$464,789</b>	<b>(11.00%)</b>
<b>Total Loaded Payroll</b>	<b>\$1,369,414</b>	<b>\$1,447,131</b>	<b>(5.37%)</b>	<b>\$1,173,106</b>	<b>16.73%</b>	<b>\$1,369,414</b>	<b>\$1,447,131</b>	<b>(5.37%)</b>	<b>\$1,173,106</b>	<b>16.73%</b>
<b>Transportation Services:</b>										
Fixed Route	-	-	0.00%	\$49,554	(100.00%)	-	-	0.00%	\$49,554	(100.00%)
Sunday Service	-	-	0.00%	\$26,053	(100.00%)	-	-	0.00%	\$26,053	(100.00%)
Lift Program - ADA	-	-	0.00%	\$208,639	(100.00%)	-	-	0.00%	\$208,639	(100.00%)
Circulator Service-Downtown/Midtown	-	-	0.00%	-	0.00%	-	-	0.00%	-	0.00%
Lift Services - Meals On Wheels	-	-	0.00%	-	0.00%	-	-	0.00%	-	0.00%
<b>Total Transportation Services</b>	<b>-</b>	<b>-</b>	<b>0.00%</b>	<b>\$284,246</b>	<b>(100.00%)</b>	<b>-</b>	<b>-</b>	<b>0.00%</b>	<b>\$284,246</b>	<b>(100.00%)</b>
<b>Administrative Services:</b>										
Advertising	\$25,984	\$26,333	(1.33%)	\$29,608	(12.24%)	\$25,984	\$26,333	(1.33%)	\$29,608	(12.24%)
Legal Fees	\$8,258	\$9,438	(12.51%)	\$2,597	217.91%	\$8,258	\$9,438	(12.51%)	\$2,597	217.91%
Audit Fees	\$3,617	\$3,617	0.00%	\$3,475	4.08%	\$3,617	\$3,617	0.00%	\$3,475	4.08%
Office Equipment / Computers	\$527	\$3,204	(83.57%)	\$2,098	(74.90%)	\$527	\$3,204	(83.57%)	\$2,098	(74.90%)
Building & Facility Services	\$10,998	\$16,932	(35.05%)	\$16,796	(34.52%)	\$10,998	\$16,932	(35.05%)	\$16,796	(34.52%)
Professional & Technical Services	\$17,864	\$16,028	11.45%	\$22,990	(22.30%)	\$17,864	\$16,028	11.45%	\$22,990	(22.30%)
Software Maintenance & Service	\$201	\$9,425	(97.87%)	\$41,619	(99.52%)	\$201	\$9,425	(97.87%)	\$41,619	(99.52%)
Security Services	-	\$1,558	(100.00%)	-	0.00%	-	\$1,558	(100.00%)	-	0.00%
<b>Total Administrative Services</b>	<b>\$67,449</b>	<b>\$86,535</b>	<b>(22.06%)</b>	<b>\$119,183</b>	<b>(43.41%)</b>	<b>\$67,449</b>	<b>\$86,535</b>	<b>(22.06%)</b>	<b>\$119,183</b>	<b>(43.41%)</b>

Total Services	\$67,449	\$86,535	(22.06%)	\$403,429	(83.28%)	\$67,449	\$86,535	(22.06%)	\$403,429	(83.28%)
Materials & Supplies:										
Fuel	\$62,386	\$122,980	(49.27%)	\$74,434	(16.19%)	\$62,386	\$122,980	(49.27%)	\$74,434	(16.19%)
Gasoline	\$16,038	\$17,867	(10.24%)	\$14,568	10.09%	\$16,038	\$17,867	(10.24%)	\$14,568	10.09%
Oil & Lubricants	\$10,777	\$14,014	(23.10%)	\$5,673	89.96%	\$10,777	\$14,014	(23.10%)	\$5,673	89.96%
Tires & Tubes	\$24,492	\$14,003	74.90%	\$5,746	326.21%	\$24,492	\$14,003	74.90%	\$5,746	326.21%
Facility Repairs & Maintenance	\$43,106	\$63,232	(31.83%)	\$37,892	13.76%	\$43,106	\$63,232	(31.83%)	\$37,892	13.76%
Service & Shop Equipment	\$4,250	\$2,608	62.96%	\$13,240	(67.90%)	\$4,250	\$2,608	62.96%	\$13,240	(67.90%)
Other Shop & Garage Expense	\$3,575	\$7,742	(53.82%)	\$7,192	(50.29%)	\$3,575	\$7,742	(53.82%)	\$7,192	(50.29%)
Repair Parts	\$55,581	\$184,001	(69.79%)	\$141,445	(60.71%)	\$55,581	\$184,001	(69.79%)	\$141,445	(60.71%)
Servicing Supplies	\$2,108	\$3,615	(41.69%)	\$2,019	4.42%	\$2,108	\$3,615	(41.69%)	\$2,019	4.42%
Transportation & Safety	\$161	\$837	(80.76%)	\$1,758	(90.84%)	\$161	\$837	(80.76%)	\$1,758	(90.84%)
Schedules	-	\$1,446	(100.00%)	-	0.00%	-	\$1,446	(100.00%)	-	0.00%
Passes & Transfers	\$3,201	\$842	280.29%	\$1,338	139.27%	\$3,201	\$842	280.29%	\$1,338	139.27%
Total Materials & Supplies	\$225,675	\$433,187	(47.90%)	\$305,305	(26.08%)	\$225,675	\$433,187	(47.90%)	\$305,305	(26.08%)
Utilities:										
Light, Heat, Power, and Water	\$36,702	\$36,188	1.42%	\$36,371	0.91%	\$36,702	\$36,188	1.42%	\$36,371	0.91%
Communications	\$7,665	\$30,064	(74.51%)	\$31,316	(75.52%)	\$7,665	\$30,064	(74.51%)	\$31,316	(75.52%)
Total Utilities	\$44,367	\$66,252	(33.03%)	\$67,687	(34.45%)	\$44,367	\$66,252	(33.03%)	\$67,687	(34.45%)
Insurance:										
Insurance Premiums	\$53,387	\$79,902	(33.19%)	\$37,949	40.68%	\$53,387	\$79,902	(33.19%)	\$37,949	40.68%
Self Insurance	(\$325)	-	0.00%	\$4,167	(107.80%)	(\$325)	-	0.00%	\$4,167	(107.80%)
Total Insurance	\$53,062	\$79,902	(33.59%)	\$42,116	25.99%	\$53,062	\$79,902	(33.59%)	\$42,116	25.99%
Miscellaneous:										
Planning & Rideshare	\$18,914	\$67,293	(71.89%)	\$18,509	2.19%	\$18,914	\$67,293	(71.89%)	\$18,509	2.19%
Dues & Subscriptions	\$3,178	\$4,150	(23.43%)	\$2,722	16.73%	\$3,178	\$4,150	(23.43%)	\$2,722	16.73%
Travel & Meetings - Staff	\$11,601	\$4,769	143.24%	\$17,455	(33.54%)	\$11,601	\$4,769	143.24%	\$17,455	(33.54%)
Travel & Meetings - Board	\$280	\$42	571.95%	-	0.00%	\$280	\$42	571.95%	-	0.00%
Marketing & Advertising	\$41,976	\$28,843	45.53%	\$25,872	62.25%	\$41,976	\$28,843	45.53%	\$25,872	62.25%
General Office Expense	\$9,526	\$13,138	(27.50%)	\$9,119	4.47%	\$9,526	\$13,138	(27.50%)	\$9,119	4.47%
Other Miscellaneous Expenses	\$26,699	\$13,680	95.17%	\$11,247	137.39%	\$26,699	\$13,680	95.17%	\$11,247	137.39%
Bank & Credit Card Fees	\$6,296	\$4,974	26.59%	\$3,641	72.95%	\$6,296	\$4,974	26.59%	\$3,641	72.95%
Leases & Rentals	\$3,046	\$19,343	(84.25%)	\$4,336	(29.74%)	\$3,046	\$19,343	(84.25%)	\$4,336	(29.74%)
Total Miscellaneous	\$121,516	\$156,232	(22.22%)	\$92,901	30.80%	\$121,516	\$156,232	(22.22%)	\$92,901	30.80%
Total Expenses	\$1,881,483	\$2,269,239	(17.09%)	\$2,084,544	(9.74%)	\$1,881,483	\$2,269,239	(17.09%)	\$2,084,544	(9.74%)
Net Operating Loss	(\$1,625,493)	(\$2,059,198)	(21.06%)	(\$1,895,083)	(14.23%)	(\$1,625,493)	(\$2,059,198)	(21.06%)	(\$1,895,083)	(14.23%)
Operational Grant Funding										
Operating Assistance - Other	\$49,140	\$40,404	21.62%	\$97,873	(49.79%)	\$49,140	\$40,404	21.62%	\$97,873	(49.79%)
Oklahoma State Funding	\$95,833	\$95,833	(0.00%)	\$95,833	0.00%	\$95,833	\$95,833	(0.00%)	\$95,833	0.00%
FTA - Planning Assistance	\$54,508	\$94,301	(42.20%)	\$70,883	(23.10%)	\$54,508	\$94,301	(42.20%)	\$70,883	(23.10%)
FTA - Leases / Audit	-	\$15,027	(100.00%)	\$9,185	(100.00%)	-	\$15,027	(100.00%)	\$9,185	(100.00%)
FTA - ADA LIFT	-	\$89,411	(100.00%)	\$55,750	(100.00%)	-	\$89,411	(100.00%)	\$55,750	(100.00%)
FTA - CMAQ	-	-	0.00%	-	0.00%	-	-	0.00%	-	0.00%
FTA - Preventative Maintenance	\$236,524	\$375,477	(37.01%)	\$315,102	(24.94%)	\$236,524	\$375,477	(37.01%)	\$315,102	(24.94%)
FTA - Operations	\$179,938	\$371,827	(51.61%)	\$357,209	(49.63%)	\$179,938	\$371,827	(51.61%)	\$357,209	(49.63%)
COT - Vision Assistance	\$390,132	\$357,500	9.13%	\$280,034	39.32%	\$390,132	\$357,500	9.13%	\$280,034	39.32%
COT - Operating Assistance	\$619,416	\$619,417	(0.00%)	\$613,217	1.01%	\$619,416	\$619,417	(0.00%)	\$613,217	1.01%
Total Operational Grant Funding	\$1,625,491	\$2,059,197	(21.06%)	\$1,895,086	(14.23%)	\$1,625,491	\$2,059,197	(21.06%)	\$1,895,086	(14.23%)
Budget Surplus (Deficit)	(\$2)	(\$1)	(151.43%)	\$3	(400.00%)	(\$2)	(\$1)	(151.43%)	\$3	(400.00%)

Capital Revenues

Capital Assistance - FTA	-	\$255,486	(100.00%)	\$7,156	(100.00%)	-	\$255,486	(100.00%)	\$7,156	(100.00%)
Capital Assistance - COT	\$115,000	\$183,836	(37.44%)	\$132,500	(13.21%)	\$115,000	\$183,836	(37.44%)	\$132,500	(13.21%)
Capital Assistance - Other	-	-	0.00%	-	0.00%	-	-	0.00%	-	0.00%
Gain (Loss) on Sale of Assets	-	-	0.00%	-	0.00%	-	-	0.00%	-	0.00%
<b>Total Capital Revenues</b>	<b>\$115,000</b>	<b>\$439,322</b>	<b>(73.82%)</b>	<b>\$139,656</b>	<b>(17.65%)</b>	<b>\$115,000</b>	<b>\$439,322</b>	<b>(73.82%)</b>	<b>\$139,656</b>	<b>(17.65%)</b>
Depreciation	\$361,874	\$470,000	(23.01%)	\$353,472	2.38%	\$361,874	\$470,000	(23.01%)	\$353,472	2.38%
Debt Service	-	-	0.00%	-	0.00%	-	-	0.00%	-	0.00%
COT Pass Through	-	-	0.00%	-	0.00%	-	-	0.00%	-	0.00%
<b>Change in Net Assets</b>	<b>(\$246,876)</b>	<b>(\$30,679)</b>	<b>704.71%</b>	<b>(\$213,813)</b>	<b>15.46%</b>	<b>(\$246,876)</b>	<b>(\$30,679)</b>	<b>704.71%</b>	<b>(\$213,813)</b>	<b>15.46%</b>

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Assets

Current Assets:

Cash and Cash Equivalents		\$168,020
Restricted Cash		\$2,826,977
Trade Accounts Receivable	\$268,275	
FTA Operating & Capital Grants Receivable	\$21,375,300	
COT Operating & Capital Grants Receivable	<u>\$27,085,967</u>	
		\$48,729,541
Inventories		\$1,197,446
Prepaid Expenses		<u>\$655,997</u>
Total Current Assets		\$53,577,982

Capital Assets, at cost:

Revenue Equipment	\$38,567,739	
Service Equipment	\$574,172	
Security Equipment	\$908,189	
Buildings & Improvements	\$12,920,749	
Passenger Shelters	\$2,092,715	
Shop and Garage Equipment	\$3,276,044	
Computers & Other Equipment	\$6,268,117	
Office Furniture and Fixtures	\$209,681	
Land & Improvements	\$3,333,309	
Construction in Progress	\$1,155,908	
Less: Accumulated Depreciation	(\$45,180,747)	
Non- Depreciating Assets	<u>\$1,897,327</u>	
Total Capital Assets		\$24,125,876

Total Assets		<u><u>\$77,703,857</u></u>
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Deferred outflows of resources, pension related amounts		<u>\$1,586,911</u>
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Liabilities

Current Liabilities:

Trade Accounts Payable	\$2,844,602	
Accrued Wages & Withholdings	\$326,595	
Accrued Insurance	\$73,400	
Deferred Grant Revenues	\$47,342,739	
Other Current Liabilities	<u>\$13,369</u>	
Total Current Liabilities		\$50,600,705

Noncurrent Liabilities:

Advance Payable to COT	\$326,674	
Net Pension Liability	\$6,022,964	
Accrued Compensated Absences	<u>\$688,360</u>	
Total Noncurrent Liabilities		<u>\$7,037,998</u>

Total Liabilities		\$57,638,703
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Deferred inflows of resources, pension related amounts		<u>\$7,191,815</u>
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Net Position:

Invested in Capital Assets	\$24,125,876	
Restricted for Capital Acquisitions	\$571,585	
Restricted for Workmen's Comp.	\$179,755	
Unrestricted	<u>(\$4,812,062)</u>	
Total Net Assets		\$20,065,154

Total Liabilities & Net Assets		<u><u>\$77,703,857</u></u>
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For the One Month Ending July 31, 2023

METROPOLITAN TULSA TRANSIT AUTHORITY  
PERFORMANCE INDICATOR SUMMARY

Fixed Route	Month	YTD	Target	Details	
Preventable accidents per 100,000 miles	2.42	2.42	1.80	There were 2.42 preventable accidents in June and average 2.42 for FY23YTD accidents are 0 vs. 1.02 in prior year.	•
OSHA Accidents per 200k Manhours	-	-	6.00		•
*Total Complaints Per 10,000 boarding's	-	2.90	2.00	Of the 34 total complaints	•
On-time Performance	92%	0.92	0.85	Based off the 10 minutes late window.	●
Miles between road calls	6,194	6,194	7,500	YTD is 10% less than target.	✓
Operator Absences per weekday	7.00	7.00	12.00	YTD Operator Absences are 4% more than target.	✓
Passengers per Hour (PPH)	14.00	14.00	14.00	YTD PPH is 19% less than target.	●
Cost per Trip (CPT)	\$ 6.97	\$ 6.97	\$ 6.16	YTD CPT is 70% more than target and is due to reduced frequency in routes.	✓

Lift Operation	Month	YTD	Target	Details	
Preventable accidents per 100,000 miles	4.71	8.90	1.20	There were 4.71 preventable accidents in June an average 8.9 for FY23YTD accidents are 4.71 vs. 8.9 in prior year.	✓
Total Complaints per Per 10,000 boarding's	-	-	23.00	Of the 22 total complaints ADA - 1 Attitude - 1 Incorrect Info/Order - 1 Injury - 2 No Show - 3 Other - 9 Route Driven Wrong - 1 Incorrect Order via CSR - 2 Not on Time - 1 Scheduling on Board CSR - 1	✓
OSHA Accidents per 200k Manhours	0.00	0.00	10.00		✓
On-time performance	95%	95%	95%	YTD On-time Performance is consistent with target.	●
Miles Between Road Calls	7,080	7,080	22,500	YTD Miles Between Road Calls is 19% less than target,.	●
Passengers per hour (PPH)	1.75	1.75	2.00	YTD PPH is 3% more than target.	●
Cost per Trip (CPT)	\$ 59.54	\$ 59.54	\$ 50.91	YTD CPT is 13% more than target projected .	✓

\* Includes Nightline and Sunday Service  
 ✓ Inconsistance or worse than target  
 ● Consistent with or better than target

DA = Driver Attitude      Reckless Driving = RD  
 II = Incorrect Information      Route Driven Wrong = RDW  
 CC = Call Center      No Show = NS

Fixed Route Report (July 2022 to June 2023)							
Description	Current Month	Prior Year	Percent Change	YTD Monthly Average	Prior Year	Percent Change	Goal
<b>1) Operate a Safe Transit System</b>							
Preventable Vehicle Accidents per 100k Miles	2.42	1.02	137.25%	2.42	1.02	137.25%	1.80
OSHA Accidents per 200k Manhours	-	-	-	-	-	-	6.00
<b>2) Meet and Exceed Customer Expectations</b>							
Complaints per 10k Boardings	-	2.90	0.00%	-	2.90	0.00%	4.35
On-time Performance	91.63%	0.00%	0.00%	91.63%	0.00%	0.00%	85.00%
Miles Between Road Calls	6,194.00	7,826.00	-20.86%	6,194.00	7,826.00	-20.86%	7,500.00
<b>3) Maintain a Quality Workforce</b>							
Operator Absences per Weekday	5.00	6.00	-5.26%	5.00	6.00	-5.26%	9.00
Total Absences per Weekday	7.00	11.00	-32.39%	7.00	11.00	-32.39%	12.00
Employee Turnover	39.62%	74.23%	-45.95%	39.62%	74.23%	-45.95%	35.00%
<b>4) Operate an Effective System</b>							
Ridership	204,353.00	165,355.00	23.58%	204,353.00	165,355.00	23.58%	235,416.00
Passengers per Service Hour	14.00	12.43	12.63%	14.00	12.43	12.63%	14.00
Average Weekday Ridership	8,618.00	6,950.00	24.00%	8,618.00	6,950.00	24.00%	10,000.00
Average Saturday Ridership	5,187.00	5,272.00	-1.60%	5,187.00	5,272.00	-1.60%	4,500.00
<b>5) Operate an Efficient System</b>							
Cost Per Service Hour	97.66	119.06	-17.97%	97.66	119.06	-17.97%	82.50
Cost Per Trip	6.97	9.58	-27.24%	6.97	9.58	-27.24%	6.16
Fare Revenue per Trip	0.10	0.74	-86.49%	0.10	0.74	-86.49%	0.78

\*Note: Includes Nightline



Lift Key Performance Indicators: For the One Month Ending July 31, 2023							
	Month			YTD Average			Target
	Current	Prior Year	% Change	Current	Prior Year	% Change	
<b>1) Operate a Safe Transit System</b>							
Preventable Van Accidents per 100k Miles	4.71	8.90	-47.08%	4.71	8.90	-47.08%	1.20
OSHA Accidents per 200k Manhours	-	-	0.00%	-	-	0.00%	10.00
<b>2) Meet and Exceed Customer Expectations</b>							
Complaints per 10k Boardings	-	44.93	0.00%	-	44.93	0.00%	23.00
On-time Performance	95.35%	96.75%	-2.06%	95.35%	96.75%	-2.06%	95.00%
Miles Between Road Calls	7,080.00	15,722.00	-54.97%	7,080.00	15,722.00	-54.97%	22,500.00
Average Call Center Minutes on Hold Time	8.63	0.72	1098.61%	8.63	0.72	1098.61%	1.00
<b>3) Maintain a Quality Workforce</b>							
Employee Turnover	92.31%	78.69%	16.46%	92.31%	78.69%	16.46%	50.00%
<b>4) Operate an Effective System</b>							
Ridership	7,231.00	7,344.00	-1.54%	7,231.00	7,344.00	-1.54%	9,082.00
Van Passengers per Service Hour	1.75	2.02	-13.37%	1.75	2.02	-13.37%	2.00
Average Weekday Ridership	344.00	367.00	-6.23%	344.00	367.00	-6.23%	470.00
<b>5) Operate an Efficient System</b>							
Cost Per Service Hour	104.34	121.94	-14.43%	104.34	121.94	-14.43%	72.25
Cost Per Trip	59.54	60.44	-1.49%	59.54	60.44	-1.49%	50.91
Fare Revenue per Trip	0.26	1.54	-83.12%	0.26	1.54	-83.12%	2.79

# GM July 2023 Expenses

- APTA Conference Fee \$975.00

TRAINING FOR 2023 TRANSPORTATION October 2023

## Upcoming Procurements

Est. Board Date	Good/Service	Type	Estimated Amt.	Status
Aug-23	<b>Digital Signage @DAS</b>	RFP	Budget \$50,000	ARP
	Infrastructure - IT			
Oct-23	<b>Perimeter Fence Repair</b>	IFB	Budget \$270,000	BBF FY19-21
	Security Access			
Feb-24	<b>Rolling Stock - Fixed Route</b>	RFP	>\$250,000	Prep Stage
	Contract for purchase of Fixed Route Vehicles			
Feb-24	<b>Rolling Stock - ADA Lift &amp; Microtransit Vehicles</b>	RFP	>\$250,000	Prep Stage
	Contract for purchase of ADA Lift & Microtransit Vehicles			
Feb-24	<b>Plumbing/HVAC Contractor</b>	RFP	>\$250,000	Prep Stage
	Contract for On Call Plumbing/HVAC services.			
Feb-24	<b>Bus Vacuum</b>	RFP	>\$250,000	Prep Stage
	Replacement of old bus vacuum that is worn out			
Feb-24	<b>Call Center Remodel</b>	RFP	>\$250,000	Prep Stage
	Remodel and modernize the Call Center Phone Rep area.			
Feb-24	<b>Tap Card</b>	Sole Source	\$100,000	Working on scope/explanation
	Fare payment card			
Mar-24	<b>On Call Consulting</b>	RFQ	\$150,000	On hold
	On Call Consulting contract with 3 to 5 vendors to supply various consulting services.			
Jun-24	<b>Bus Stop Signs</b>	RFQ	\$150,000	On hold
	Replace bus stop signs along all routes with new name and look			



# Tulsa Transit Authority

## Rebranding: Research Results

# INTRODUCTION

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## SUMMARY

The Metropolitan Tulsa Transit Authority believes the time has come to change its name and brand. In short, they've outgrown the name. The organization has expanded service offerings dramatically in recent years and plans to continue that growth. It also serves residents well beyond the City of Tulsa. Staff and board feel they would be served better by a name that isn't tied to a specific municipality and one that evokes a more vibrant and visionary feeling. The Propeller team agrees.

Before beginning work on a new name, logo and overarching brand, we studied two key audiences first:

1. Actual current customers
2. Community partners and thought leaders

Our goal was to establish a baseline of their attitudes and beliefs so that we build a new brand that feels consistent with the constituents we serve. In this way, the brand will both be aspirational for the transit system staff continues to build and evolve but also authentic to the community it presently serves.

# INTRODUCTION

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## WHAT WE DID

Although some of this work cites percentages and other specific data, it's important to know this research was structured in a qualitative way and should be viewed as such rather than quantitative.

We engaged with the two key audiences in the following ways:

- **Rider Survey** – A digital survey was sent to the Tulsa Transit database of 2,474 known riders. The questionnaire was designed to determine their thoughts and opinions about using a transit system and also to test types of words that would be used within a new name.
- **Partner Interviews** – Of the many community partners and influencers available, we worked with staff to identify 10 people that would best represent the feelings of various relevant organizations. The interviewees represented a variety of categories – elected officials, municipal entities, charitable service providers, large employers and potential partners for new targeted routes.

***We Rode the Bus!*** In addition to asking riders and partners their views, we rode the bus for ourselves. We took the Aero from 81<sup>st</sup> and South Lewis to downtown and back.

# INTRODUCTION

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## WHAT WE DID

*We Rode the Bus!* We took the Aero from 81<sup>st</sup> and South Lewis to downtown and back (with a pit stop).



# INTRODUCTION

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## WHAT WE ASKED

Branding is both fact and emotion. We want the new name and brand to be consistent with how customers *feel* about the organization and its services. We also want the brand to match what customer experience. Our work sought to understand the following:

- Current thoughts about Tulsa Transit
- What comes to mind when thinking about riding the bus
- The ideal bus and ride
- The ideal bus stop
- Reactions to 24 different possible words that might be similar to a new name
- What words they currently use to describe the system they use

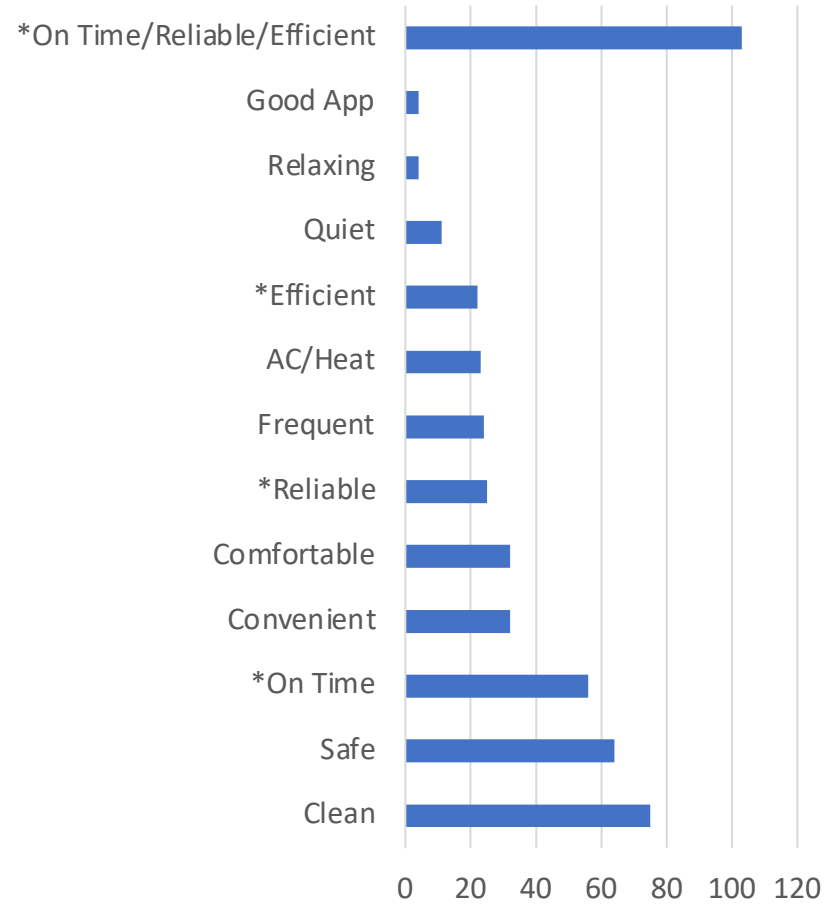


# RIDER SURVEY



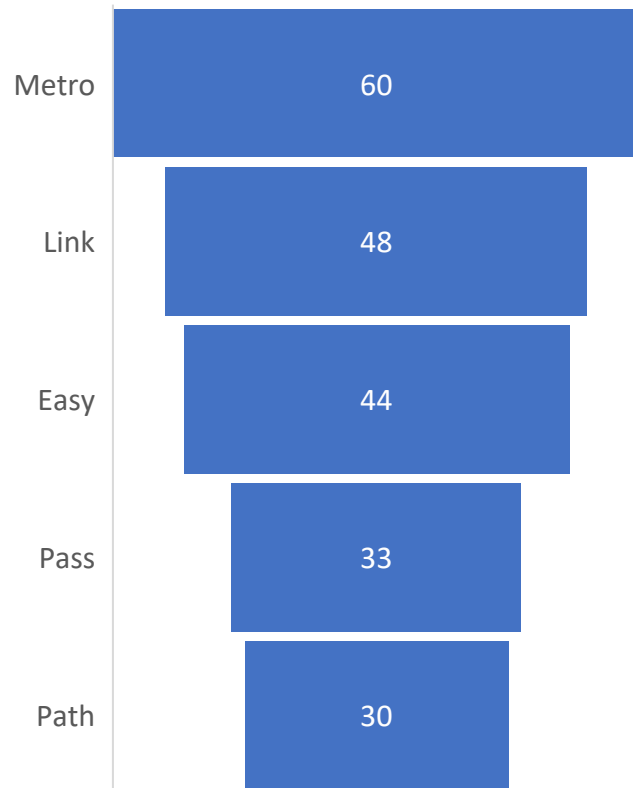
# EXPECTATIONS

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# NAME TESTING

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## Other Names Tested

Rapid  
Speed  
Line  
Transit  
Urban  
Motor  
Way  
Public  
Transport  
Municipal  
City  
Via  
Pace  
Community  
Express  
Navigate  
Map  
Road  
Street  
Route

# EXISTING NICKNAME?

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“the bus”

# PARTNER INTERVIEWS



# HEADER

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## CURRENT FEELINGS

The results from interviewing 10 partners and/or community thought leaders aligned very well with the rider survey in several ways:

- They want reliability
- They want safety
- They want cleanliness

# HEADER

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When asked about whether they had used transit systems in other cities:

- 9 of 10 had done so
- Few could remember official names
- No memories of colors, logos, taglines or other brand elements

8 of 10 had ridden with Tulsa Transit.

When asked what they liked about other transit systems:

- Reliability
- Safety
- Cleanliness

# RECOMMENDATIONS





# RECOMMENDATIONS

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## WHAT WE LEARNED

### **Freedom to Rebrand**

In short, the research shows we have broad latitude in choosing a new brand. Participants don't seem to have a strong emotional connection to public transit. Their expectations are simple. They want a transit system that is: reliable, safe and clean.

### **No Nicknames to “Undo”**

Further good news is that there isn't a well-used nickname already in place we have to compete with. Current customers just say “the bus.” So we don't have something we need to change. On the other hand, we should be prepared for customers to say “the bus” even if we develop what we think is a really great alternative name.

### **Simple, Easy Name**

The new name should be no more than two words, each just one syllable, ideally. This is perhaps the only area where the research gives some light guidance about what to choose and to stay away from longer, complicated words.

### **Brand Family**

Although we didn't test this, we know the new brand needs to work with several sub brands, including the existing Aero, MicroTransit and possible future special services like routes to the Gathering Place or Zoo.

# RECOMMENDATIONS

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## **An Image of Trust**

Because this research shows people want reliability, safety and cleanliness above all else, the new brand should reflect trust first and foremost. The name, logo and overall brand look should be one of dependability and confidence. It should lean toward to serious but that doesn't mean stuffy and boring. Secondary brand elements can reflect fun, simplicity and ease.

## **Two Audiences**

The brand must work for two audiences with different needs:

- 1. The frequent rider** – here for a ride and just trying to get to work, school or other necessity. Less concerned with fancy amenities and more interested to know there are options to get to the different places they need to go throughout their week. The bus empowers them. Will appeal more to the reliable, serious image.
- 2. The choice rider** – here because they want to be. Might be riding to shopping, dining or a show. Might be riding with their kids to the library. They also want reliability, safety and cleanliness, but they will respond to the more aspirational brand voice that is fun and energetic.

# BRAND VOICE

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## **Empowerment: Felt by Select Frequent Riders**

For most typical riders, it's just a ride. It's not a different way to shop or dine out like it might be for choice riders.

- One person said the transit system made them feel “more independent”
- another said it made them feel “kinda like a business woman who's in a rush and always late for work.”

These are very important emotional elements to tap into. It should be noted that these emotions are serious rather than playful and tap into the feeling of empowerment.

# NEXT STEPS



# NEXT STEPS

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- Review Name and Logo Options – Late September
- Finalize Name and Logo – Late October
- Complete Broader Brand Details – by End of Year
- Brand Rollout – TBD, Early 2024

**METROPOLITAN TULSA TRANSIT AUTHORITY**  
**BOARD MEETING**  
**August 29, 2023**  
**Consent Calendar Item**

To: Board of Trustees  
From: Jack Van Hooser  
Subject: Award of two-year Option term for ADA Eligibility Assessment Services

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**Recommendation**

Award the ADA Paratransit Eligibility Assessment Services contract to Adaride.com LLC for a final two-year option term for an amount not to exceed \$93,204 per year and authorize the General Manager to negotiate final terms and conditions.

**Background**

Customers who wish to utilize Tulsa Transit's Lift Program must be certified ADA paratransit eligible. An assessment of the applicant's functional abilities related to transportation services is conducted to determine if the individual can ride fixed-route buses some or all the time and/or if the individual is eligible to ride the Lift for some or all trips. For the past three years, Adaride.com LLC has been MTTA's provider of ADA Eligibility Assessment Services.

**Analysis**

Proposals were solicited from firms interested in providing ADA Paratransit Eligibility Assessment Services. The RFP authorizes a one-time two-year additional option for service to expire Sept 30, 2025. MTTA has been satisfied with the services provided and the outstanding customer support by Adaride.com LLC. The optional two-year period price increased by a small amount to \$93,204 per year, or \$7,767 per month. This represents a 6% increase over the previous three-year period.

**Financial Impact**

The \$93,204 annual cost (years four through five) for ADA Paratransit Eligibility Assessment Services will be paid 80 percent by the Federal Transit Administration and 20 percent by the City of Tulsa.

**METROPOLITAN TULSA TRANSIT AUTHORITY**  
**BOARD MEETING**  
**August 29, 2023**  
**Marketing & Operations Committee**

To: Board of Trustees  
From: Jack Van Hooser – Procurement Manager  
Subject: **Auto and General Liability and Claims Management Services**

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**Recommendation**

Authorize the General Manager to enter a five- contract and the option for an additional five-year term with TRISTAR Claims Management Services Inc., for liability claims management in an amount not to exceed \$93,000 per year during the initial contract period and to negotiate final terms and conditions.

**History**

Tulsa Transit is self-insured for liability claims arising out of its fixed route bus operations. Tulsa Transit does not have an internal claims department. To assist in handling and settling these liability claims Tulsa Transit has traditionally contracted with a professional liability claims handling company. This has proven to be a cost effective way to keep liability costs at a minimum.

**Analysis**

A Request for Proposals for Auto and General Liability and Claims Management Services was developed and advertised for these services. Townsend Claims, who is the incumbent, is closing the firm, so they did not seek another term. Adjusteck and one other firm, TRISTAR Claims Management Services Inc., responded.

An evaluation committee reviewed the two proposals and TRISTAR Claims Management Services was determined to be the best overall value. Prices between the two competing firms was similar, with TRISTAR have the lowest overall price. A big factor in the evaluation team’s decision is the software developed by TRISTAR for this purpose. The software is cloud based and allows easier communication between the agency, the Claims service and any attorneys assigned. The Evaluation Team considered this to be a game changer.

See TABLE 1 TOTAL POINTS SUMMARY on the next page:

TABLE 1 TOTAL POINTS SUMMARY				
		TRISTAR		Adjusteck
CRITERIA USED	Points Possible	Points		Points
Project Understanding	20	15.33		6.667
Technical Capabilities & Solution Functionality	20	16.67		4.667
Quality, Experience of Proposed Key Project Personnel	20	16.67		8
Past Project related experience & client references	20	18		10
Price	20	20		18.67
DBE Points	5	0		0
<b>Total</b>	<b>105</b>	<b>86.67</b>		<b>48</b>

The price for these services will start at \$6,608 per month and increase an average of 4% per year for each year thereafter one through five. This cost includes photography, postage, and copying costs.



**METROPOLITAN TULSA TRANSIT AUTHORITY  
BOARD MEETING  
August 29<sup>th</sup>, 2023, Consent Calendar Item**

To: Board of Trustees

From: Jack Van Hooser – Procurement Manager

Subject: Call Center Asphalt Overlay & Admin Concrete Work

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Recommendation

Authorize the General Manager to negotiate final terms and conditions with Affordable Asphalt to provide an asphalt overlay and to S & A Concrete Inc. for an amount not to exceed \$100,000.

Background

The MTTA parking areas have become old and crumbling in several spots. This is occurring on both the asphalt section at the Call Center and the concrete on the Admin/Maintenance side. Despite MTTA’s desire and need to locate to another property, for the time being maintenance needs must be tended to.

This project is to be broken down into two sections. The first section is to provide an asphalt overlay for the parking section over at the Call Center. The second portion of the scope for this project is to provide concrete repairs on the remainder of the Admin/Maintenance parking areas.

For the asphalt portion of this project, our Facility Manager requested quotes from Bryton Enterprises, Affordable Asphalt and Dunham’s Asphalt Services. For the concrete portion, quotes were obtained from Bryton Enterprises, Heritage Concrete Construction and S & A Concrete.

The tables included below shows the pricing for each evaluated firm. The difference between the quoted price and the requested amount of \$100,000 is for contingencies like material prices that are subject to change.

<b>FIRM</b>	<b>Asphalt Cost</b>	<b>Concrete Cost</b>	
<b>BRYTON</b>	\$83,032	\$79,050	
<b>DUNHAMS</b>	\$65,332		
<b>AFFORDABLE</b>	\$47,450		\$47,450
<b>HERITAGE</b>		47,500	
<b>S &amp; A</b>		\$45,000	\$45,000
<b>COST TOTAL</b>	\$47,450	\$45,000	\$92,450

Financial Impact

The costs of this project will be funded by formula funding source 5339 at 80% and local match at 20%.

**METROPOLITAN TULSA TRANSIT AUTHORITY**  
**BOARD MEETING**  
**August 29, 2032**  
**Marketing and Operations Committee**

To: Board of Trustees  
From: Jack Van Hooser – Procurement Manager  
Subject: On Call Marketing, Advertising, Promotions and Market Research Services  
option year.(Action)

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Recommendation

Authorize the General Manager to award the two option years, with the following firms for the purchase of marketing and other specialized services for MTTA and to negotiate final terms and conditions.

- Resolute PR, LLC,
- Propeller Communications, LLC,
- Pavlov Advertising, LLC,
- ETC Institute (market research services only)

Background

Previously MTTA requested proposals from firms for ***On Call Marketing, Advertising, Promotions and Market Research Services*** (On-Call Marketing Services). The solicitation provided the services of one or more professional advertising/marketing firms for short notice and “as-needed” services relating to developing and executing marketing, advertising, promotional, market research, and similar programs. All on call services are initiated and governed by task orders with work to be completed in a timely and professional manner. Task orders will contain a defined scope of work, the consultant’s proposal, and firm costs as established by pre-determined hourly rates and eligible reimbursed costs.

On-call projects to be undertaken by these firms that exceed the \$25,000 threshold will be presented to the Board of Trustees for approval on a project to project basis.

Financial Impact

Where possible, projects from the on-call will be funded up to 80% by federal funds under FTA grants. The total annual value of all projects contracted under the on-call is estimated to be \$25,000 to \$350,000 per year but will be limited by available funding and Board approvals.