



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

BUSINESS MANAGEMENT COMMITTEE

THURSDAY, APRIL 25, 2024

ATLANTA, GEORGIA

MEETING SUMMARY

1. CALL TO ORDER AND ROLL CALL

Committee Chair James Durrett called the meeting to order at 9:30 A.M.

Board Members

Present:

Al Pond
Freda Hardage
James Durrett
Kathryn Powers
Roderick Frierson
Stacy Blakley
William Floyd
Valencia Williamson
Jennifer Ide
Jacob Tzegaegbe
Sagirah Jones

Board Members

Absent:

Russell McMurry
Rita Scott
Thomas Worthy
Jannine Miller

Staff Members Present:

Collie Greenwood
Melissa Mullinax
Rhonda Allen
Ralph McKinney
Peter Andrews
Carrie Rocha
Michael Kreher
George Wright
Kevin Hurley

Also in Attendance: Justice Leah Ward Sears, Phyllis Bryant, Constance Dennis, Paula Nash, Victor Hall, Kenya Hammond, Jacqueline Holland, Tyrene Huff, Nancy Joseph, Torrey Kirby, Paula Nash, Greg Patterson and Emil Tzanov

2. APPROVAL OF THE MINUTES

Minutes from March 28, 2024

Approval of the Business Management Committee March 28, 2024 Minutes. On a motion by Board Member Hardage, seconded by Board Member Durrett, the motion passed by a vote of 6 to 0 with 6 members present.

3. RESOLUTIONS

Resolution Authorizing the solicitation of Proposals for the Procurement of a Mass Notification System, RFP P50515

Approval of the Resolution Authorizing the Solicitation of Proposals for the Procurement of a Mass Notification System, RFP P50515 On a motion by Board Member Hardage, seconded by Board Member Pond, the resolution passed by a vote of 7 to 0 with 7 members present.

Resolution Authorizing a Modification in Contractual Authorization for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, P27978

Approval of the Resolution Authorizing a Modification in Contractual Authorization for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, P27978. On a motion by Board Member Hardage, seconded by Board Member Pond, the resolution passed by a vote of 10 to 0 with 10 members present.

Resolution Authorizing the Award of a Contract for DocuSign – Electronic Signature Enterprise, IFB B50401

Approval of the Resolution Authorizing the Award of a Contract for DocuSign – Electronic Signature Enterprise, IFB B50401. On a motion by Board Member Williamson, seconded by Board Member Durrett, the resolution passed by a vote of 10 to 0 with 10 members present.

Resolution Authorizing the Award of a Sole Source Contract for Microsoft Unified Support Services, RFPP P50507

Approval of the Resolution Authorizing the Award of a Sole Source Contract for Microsoft Unified Support Services, RFPP P50507. On a motion by Board Member Hardage, seconded by Board Member Durrett, the resolution passed by a vote of 10 to 0 with 10 members present.

Resolution Authorizing the Award of a Contract for Professional Consulting Services for MARTA's Oversight Committee (MARTOC) Management Audit, Letter of Agreement (LOA) L50516

Approval of the Resolution Authorizing the Award of a Contract for Professional Consulting Services for MARTA's Oversight Committee (MARTOC) Management Audit, Letter of Agreement (LOA) L50516. On a motion by Board Member Pond, seconded by Board Member Williamson, the resolution passed by a vote of 10 to 0 with 10 members present.

Resolution Authorizing the Award of a Contract for the Procurement of MARTA's Mystery Customer Program, RFP P50370

Approval of the Resolution Authorizing the Award of a Contract for the Procurement of MARTA's Mystery Customer Program, RFP P50370. On a motion by Board Member Williamson,

seconded by Board Member Blakley, the resolution passed by a vote of 11 to 0 with 11 members present.

Resolution Authoring the Approval of MARTA's Updated Advertising Policy

Approval of the Resolution Authoring the Approval of MARTA's Updated Advertising Policy. On a motion by Board Member Powers, seconded by Board Member Blakley, the resolution passed by a vote of 11 to 0 with 11 members present.

4. BRIEFING

Briefing - FY24 3rd Quarter Financial Highlights and Financial Performance Indicators (As of March 31, 2024)

Greg Patterson, Senior Director Budget & Grants and LaTeeka Washington, AGM Central Program Management Office briefed the Committee on the FY24 3rd quarter financial highlights.

5. OTHER MATTERS

None

6. ADJOURNMENT

The Committee meeting adjourned at 10:41 A.M.

YouTube link: <https://www.youtube.com/live/YxTder0Qtzk?feature=shared>



Resolution Authorizing the solicitation of Proposals for the Procurement of Mass Notification System, RFP P50515

Constance Dennis, Manager of Intelligent Transportation Systems (ITS)
Department of Technology



Resolution Authorizing the solicitation of Proposals for the Procurement of Mass Notification System, RFP P50515

Purpose

- Replace our current mass messaging system (Everbridge).
- This system shall simultaneously broadcast real-time alerts and information to large numbers of individuals.
 - Alerts the public to important rider information (emergencies, bus bridges, service alerts and rail station updates).
 - Potential threats or emergency situations.
 - Notifies employees of important company information (weather, deployments, emergencies).

Benefits

- Upon completion, all MARTA's mass messaging will be managed and delivered through this system
 - via email, text, voice, chat, MOTG app, itsmarta.com, Digital signage and social media.
 - Alerts to employees or managers via text message or directly communicate with employees using a chat functionality



Resolution Authorizing the solicitation of Proposals for the Procurement of Mass Notification System, RFP P50515

Procurement Considerations

Following approval by the Board of Directors to advance this Request for Proposals, staff intends to seek proposals from the marketplace. These proposals will be evaluated by staff based upon clearly defined criteria and responsiveness of the proposals.

Financial Considerations

Technology recommends seeking a five (5) year contract.

DBE Goal

No DBE Goal is assigned at this time.

Request Board Approval

The Department of Technology requests the Business Management Committee recommend approval of the resolution authorizing the solicitation of proposals for the Procurement of Mass Notification System, RFP P50515.



Thank You



**RESOLUTION AUTHORIZING THE SOLICITATION OF PROPOSALS FOR THE
PROCUREMENT OF MASS NOTIFICATION SYSTEM, RFP P50515**

WHEREAS, the Authority is authorized by Section 14(m) of the MARTA Act to procure goods and services without competitive bidding if it is impracticable to prepare adequate specifications and an adequate description on the basis of which to solicit competitive bids; and

WHEREAS, the General Manager/CEO has certified, in accordance with Section 14(m) of the MARTA Act, that the procurement of Mass Notification System is impracticable through the solicitation of competitive bids; and

WHEREAS, award of a Contract for the procurement of Mass Notification System, after the solicitation of proposals and selection of a preferred proponent pursuant to Section 14(m) of the MARTA Act, is subject to approval by the Board of Directors.

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO, or his designee be, and hereby is, authorized to solicit proposals for the procurement of Mass Notification System by means other than competitive bidding, in accordance with Section 14(m) of the MARTA Act, through the use of Request for Proposals

Approved as to Legal Form:

DocuSigned by:
Peter J. Andrews
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**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



Resolution Authorizing a Modification in Contractual Authorization for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, P27978

Torrey Kirby, Director of
Technology Applications
Department of Technology

Resolution Authorizing a Modification in Contractual Authorization for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, P27978

Purpose

Technology is seeking permission to fulfill the first two components of our three-part Oracle Cloud strategy:

- Renew the current Oracle cloud modules (Human Capital Management & Recruiting).
- Purchase of the remaining Oracle cloud modules (Finance, Supply Chain Management, Project Portfolio Management, and Guided Learning).
- Renew the current licensing for Enterprise Business Suite application and associated environments.

Request

Technology is seeking permission to fulfill the following request:

- Extend the current Oracle Cloud modules for Core HR and Oracle Recruiting for a term of 2 years.
- Purchase the remaining legacy Cloud modules being Finance, Purchasing, Budgeting, Portfolio Management, and Guided Learning, also for a term of 1 year.



Resolution Authorizing a Modification in Contractual Authorization for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, P27978

Business Benefits

Create a more interconnected enterprise solution leading to one system of record

Automate several processes within Finance, Capital Programs, Supply Chain, and Human Resources to improve overall operational efficiency

Adapt to an Industry Standard baseline that increases business agility and adaptability



Resolution Authorizing a Modification in Contractual Authorization for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, P27978

Financial Considerations

Current Contract Value	\$ 21,106,961.05
Additional Funds Requested	\$ 1,474,913.17 (Audited, Fair and Reasonable)
	<u>\$ 356,400.00 (Audited, Unsubstantiated)</u>
	\$ 1,831,313.17
New Total Contract Value	\$ 22,938,274.22

DBE Considerations

The Office of Diversity and Inclusion did not assign a DBE goal for this single source procurement.



Resolution Authorizing a Modification in Contractual Authorization for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, P27978

Request Board Approval

The Department of Technology requests the Business Management Committee recommend approval of the Resolution Authorizing the modification of the existing contract for maintenance and support of Oracle Database, ERP, and ID Management Licenses P27978, with Oracle America, Inc. by \$1,831,313.17 and maximum contract value of \$22,938,274.22.



Thank You



**RESOLUTION AUTHORIZING THE MODIFICATION IN CONTRACTUAL
AUTHORIZATION FOR MAINTENANCE AND SUPPORT FOR ORACLE DATABASE,
ERP AND ID MANAGEMENT LICENSES, P27978**

WHEREAS, on December 02, 2012 the General Manager entered into a Contract with Oracle America, Inc. for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, Request for Price Proposals RFP27978; and

WHEREAS, on April 14, 2015 MARTA's Board of Directors of the Metropolitan Atlanta Rapid Transit Authority authorized the General Manager/CEO or his delegate to increase the contractual authorization to add additional funds for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, Request for Proposals P27978 in the amount of \$1,277,024.50; and

WHEREAS, on December 15, 2016 the General Manager/CEO's contingency of \$189,851.20 was requested and utilized; and

WHEREAS, on April 13, 2017 MARTA's Board of Directors of the Metropolitan Atlanta Rapid Transit Authority authorized the General Manager/CEO or his delegate to increase the contractual authorization to add additional funds for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, Request for Proposals P27978 in the amount of \$1,316,623.05; and

WHEREAS, on April 12, 2018 MARTA's Board of Directors of the Metropolitan Atlanta Rapid Transit Authority authorized the General Manager/CEO or his delegate to increase the contractual authorization to add additional funds for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, Request for Proposals P27978 in the amount of \$684,543.30; and

WHEREAS, on October 6, 2018 MARTA's Board of Directors of the Metropolitan Atlanta Rapid Transit Authority authorized the General Manager/CEO or his delegate to extend the contract term and increase the contractual authorization to add additional funds Maintenance and Support for Oracle Database, ERP and ID Management Licenses, Request for Proposals P27978 in the amount of \$7,704,727.00; and

WHEREAS, on August 12, 2021 MARTA's Board of Directors of the Metropolitan Atlanta Rapid Transit Authority authorized the General Manager/CEO or his delegate to increase the contractual authorization to add additional funds for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, Request for Proposals P27978 in the amount of \$7,219,680.00; and

WHEREAS, on December 13, 2021 the General Manager/CEO's contingency of \$194,512.00 was requested and utilized; and

WHEREAS, MARTA staff has determined that it is in the best interest of the Authority to extend the contract term and increase the contract value to provide for known

changes and additions to the contract; and

WHEREAS, all contractual changes and additions for this modification will follow the Authority's procurement policies and guidelines; and

WHEREAS, the Department of Internal Audit performed a cost/price analysis and determined that the amount of \$1,474,913.17 was supported with sufficient documentation and considered fair and reasonable. The remaining amount of \$356,400.00 was unsubstantiated since these items are unique to MARTA and no comparable invoices are available.

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO or his delegate be, and hereby is, authorized to extend the contract term and increase the authorization for Contract No. P27978 Maintenance and Support for Oracle Database, ERP and ID Management Licenses from \$21,106,961.05 to \$22,938,274.22.

Approved as to Legal Form:

DocuSigned by:
Peter J. Andrews
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**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



**Resolution Authorizing the Award of
a Contract For the Procurement of
Application DocuSign – Electronic
Signature Enterprise, IFB B50401**

Victor Hall, Interim AGM/CIO

Department of Technology



Resolution Authorizing the Award of a Contract For the Procurement of Application DocuSign – Electronic Signature Enterprise, IFB B50401

Background

- DocuSign software provides a digital transaction management service that facilitates the electronic signature (e-signature) of contracts and other documents requiring signature via email. MARTA utilizes DocuSign's integrated applications to enhance the efficiency of approval processes via email.
- The current DocuSign contract will expire on July 25, 2024.



Resolution Authorizing the Award of a Contract For the Procurement of Application DocuSign – Electronic Signature Enterprise, IFB B50401

Procurement Considerations

Advance Notices to Bidders was sent to 27 vendors
2 bids were submitted
1 bid deemed non-responsive
DocuSign, Inc. presented pricing of \$560,309.00.

DBE Considerations

No DBE goal was assigned



Resolution Authorizing the Award of a Contract For the Procurement of Application DocuSign – Electronic Signature Enterprise, IFB B50401

Financial Considerations

Base Term (Three Years) and One Option Year

Base Term: \$415,044.00

Option year: \$145,265.00

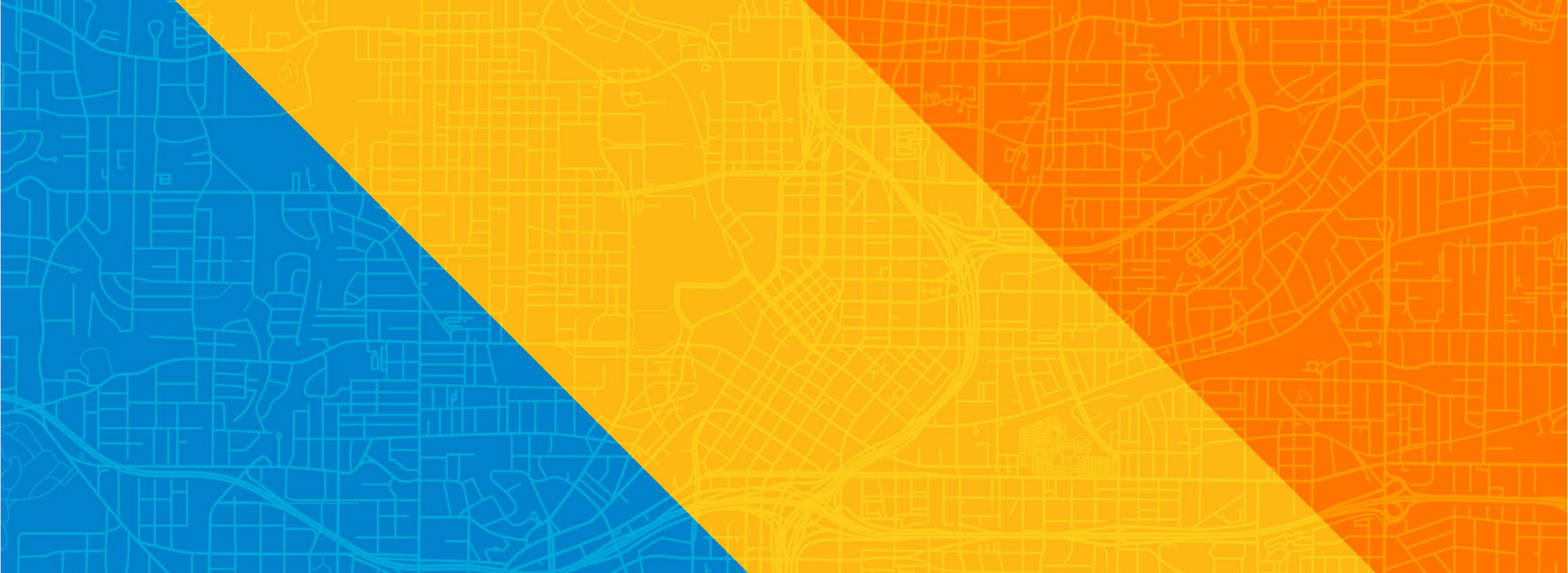
Total: \$560,309.00



Resolution Authorizing the Award of a Contract For the Procurement of Application DocuSign – Electronic Signature Enterprise, IFB B50401

Board Request

The Department of Technology requests the Business Management Committee recommend approval of the **Resolution Authorizing the Award of a Contract For the Procurement of Application DocuSign – Electronic Signature Enterprise, IFB B50401** to DocuSign, Inc for a maximum contract value of \$560,309.00



Thank You



**RESOLUTION AUTHORIZING AWARD OF A CONTRACT FOR
DOCUSIGN – ELECTRONIC SIGNATURE ENTERPRISE, IFB B50401**

WHEREAS, the Authority’s Department of Technology has identified the need for DocuSign – Electronic Signature Enterprise, Invitation for Bids Number B50401; and

WHEREAS, on January 23 & 26, 2024, the Metropolitan Atlanta Rapid Transit Authority duly sent a notice of the Invitation for Bids to potential Bidders; and

WHEREAS, notice of the said Invitation for Bids were advertised in the local newspaper of the largest circulation in the Atlanta metropolitan area, once in each of the two weeks prior to opening bids; and

WHEREAS, all Bidders were given an opportunity to protest the bid instructions, specifications, and/or procedures; and

WHEREAS, On February 19, 2024, at 10:00 a.m., local time, two (2) bids were publicly opened and read aloud; and

WHEREAS, the lowest bid submitted by Kambrian Corporation, was determined to be non-responsive; and

WHEREAS, the second lowest bid submitted by 4 Tech Solutions LLC., was determined to be non-responsible; and

WHEREAS, staff determined that it is in the best interest of the Authority to negotiate with DocuSign, Inc.; and

WHEREAS, the Department of Internal Audit conducted a Cost Analysis and determined the price submitted by DocuSign, Inc. is fair and reasonable; and

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO or his delegate be, and hereby is, authorized to execute a Contract on substantially the same terms and conditions as contained in the Invitation of Bids Number B50401, for DocuSign – Electronic Signature Enterprise between the Authority and DocuSign, Inc., in the amount of \$560,309.00.

Approved as to Legal Form:

DocuSigned by:
Peter J. Andrews
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**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



**Resolution Authorizing the Award of a
Contract for the Procurement of
Microsoft Unified Services, P50507**

Nancy Joseph, Director of Technology
Infrastructure and Production

Department of Technology

Background

The Microsoft Unified Service provides extensive support coverage of our entire Microsoft portfolio by providing proactive support and optimizing technology usage throughout the IT lifecycle. Microsoft Unified Services offers a complete and integrated range of IT support services, which includes

- Technical Support (24/7)
- Troubleshooting
- Maintenance
- Security

Financial/DBE Considerations

Microsoft Unified Services offering is a Sole Source exclusively available from Microsoft for \$849,466.00.

Financial Consideration

This 3-year contract in the amount of \$849,466.00. is funded with local operating funds.

DBE Consideration

The DBE goal is zero as this is a Sole Source procurement.

Board Request

The Department of Technology requests the Business Management Committee recommend approval of the Resolution Authorizing the Award of a Contract for the Procurement of Microsoft Unified Services, P50507 to Microsoft in the amount of \$849,466.00



Thank You



**RESOLUTION AUTHORIZING AWARD OF A CONTRACT FOR THE PROCUREMENT OF
MICROSOFT UNIFIED SUPPORT SERVICES
PRICE PROPOSAL NUMBER P50507**

WHEREAS, the Authority's Office of Information Technology has identified the need for the procurement of Microsoft Unified Support Services, Request for Price Proposal Number P50507 and

WHEREAS, on February 7, 2024, the Metropolitan Atlanta Rapid Transit Authority duly sent the Request for Price Proposal to Microsoft Corporation the Sole Source Proprietor; and

WHEREAS, it is necessary to procure Microsoft Unified Support Services; and

WHEREAS, the Department of Internal Audit has been requested to perform a Cost/Price Analysis to determine fair and reasonable pricing; determination is pending a final audit; and

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO or his delegate be, and hereby is, authorized to execute a Sole Source Contract on substantially the same terms and conditions as contained in the Request for Price Proposal Number P50507 between the Authority and Microsoft Corporation, for the procurement of Microsoft Unified Support Services in the amount of \$849,466.00.

Approved as to Legal Form:

DocuSigned by:

Peter J. Andrews

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**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



**RESOLUTION AUTHORIZING THE
AWARD OF A CONTRACT FOR
PROFESSIONAL CONSULTING
SERVICES FOR MARTA'S
OVERSIGHT COMMITTEE (MARTOC)
MANAGEMENT AUDIT, LETTER OF
AGREEMENT (LOA) L50516**

**Emil Tzanov
AGM Internal Audit**

Background

MARTOC Management Audit

- Required under the MARTA Act (Section 17e)
- Must be approved by MARTOC and performed at the expense of the Authority every 4 years.
- Deadline 12/31/2024
- Letter outlining proposed scope and engagement process for the 2024 Management Audit sent to MARTOC Chair
- Recommendation coordinated with and agreed by the MARTOC Chair
- 2020 Management Audit performed by KPMG



MARTA ACT



Financial Overview

- Two proposals received:
 - ✓ KPMG - \$219,990.40
 - ✓ Crowe LLP – \$198,550
- Recommend KPMG because of the firm’s prior history of successfully executing the 2020 MARTOC Management Audit, proposed faster execution timeline vs. Crowe, and GA-based DBE participation
- Request approval of the resolution to award the contract for the Procurement of Management Audit Services to KPMG and authorization in the amount of \$231,214.40 which includes \$219,990.40 plus \$11,224 (5.1%) contingency allowance, if needed, for unforeseen additional audit work
- The proposed hourly rate represents a 2.5% increase compared to hourly rate for the 2020 MARTOC audit
- The requested amount is included in the Department of Internal Audit FY25 operating budget
- The requested amount was audited and deemed to be fair and reasonable



marta

Bus Stop 

For Information: (404) 848-5000

**RESOLUTION AUTHORIZING THE AWARD OF A CONTRACT FOR PROFESSIONAL
CONSULTING SERVICES FOR MARTA's OVERSIGHT COMMITTEE (MARTOC)
MANAGEMENT AUDIT, LETTER OF AGREEMENT (LOA) L50516**

WHEREAS, the Authority's Office of Internal Audit has identified the need for the procurement of Professional Consulting Services for MARTA's Oversight Committee (MARTOC) Management Audit, Letter of Agreement Number L50516; and

WHEREAS, on February 28, 2024, the Metropolitan Atlanta Rapid Transit Authority received a proposal from KPMG, LLP; and

WHEREAS, it is necessary to procure Professional Consulting Services for MARTA's Oversight Committee (MARTOC) Management Audit; and

WHEREAS, the Department of Internal Audit has been requested to perform a Price Analysis to determine fair and reasonable pricing;

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO or his delegate be, and hereby is, authorized to execute a Letter of Agreement (LOA) on substantially the same terms and conditions as contained in the L50516, between the Authority and KPMG, LLP, for Professional Consulting Services for MARTA's Oversight Committee (MARTOC) Management Audit in the amount of \$231,214.40.

Approved as to Legal Form:

DocuSigned by:

Peter J. Andrews

**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



Mystery Customer Program

Resolution Authorizing the Award of a Contract for the Procurement of MARTA's Mystery Customer Program

RFP P50370

Business Management Committee
April 25, 2024

Purpose

The Mystery Customer Program is a tool used in monitoring the Authority's compliance with the ADA and evaluating the full spectrum of the Authority's customer services, with special emphasis on the performance and behavior of frontline employees in fulfilling MARTA's strategic goals of meeting customer demands and exceeding customer expectations.



Scope Overview

- Evaluate the performance and behavior of frontline employees in meeting customer expectations.
- Evaluate the condition of ADA related equipment and components.
- Assess ADA compliance
- Assist management in pinpointing both problems and opportunities.
- Contractor will conduct 200 rides per quarter (bus, rail, mobility) and provide results of the rides/shops
- Contractor will provide Key Performance Indicator (KPI) report monthly.



Benefits

- Helps identify opportunities to retrain employees
- Identifies which buses/ rail cars have malfunctioning automated announcement systems
- Provides Customer Information Center with data to update their KPIs
- Demonstrates a meaningful commitment to ADA compliance and accessible services



Award Analysis and Contract Term & Value

- Two (2) Proposals Received and Deemed Responsive and Responsible
- 1 Base Year + (4) 1-year options
- Funded with local operating funds
- DBE Goal 25%

Year	Total Cost
Base Term	\$121,800.00
Option Year One	\$125,274.00
Option Year Two	\$128,854.00
Option Year Three	\$132,539.96
Option Year Four	\$136,332.12
Total	\$644,800.18

Recommendation

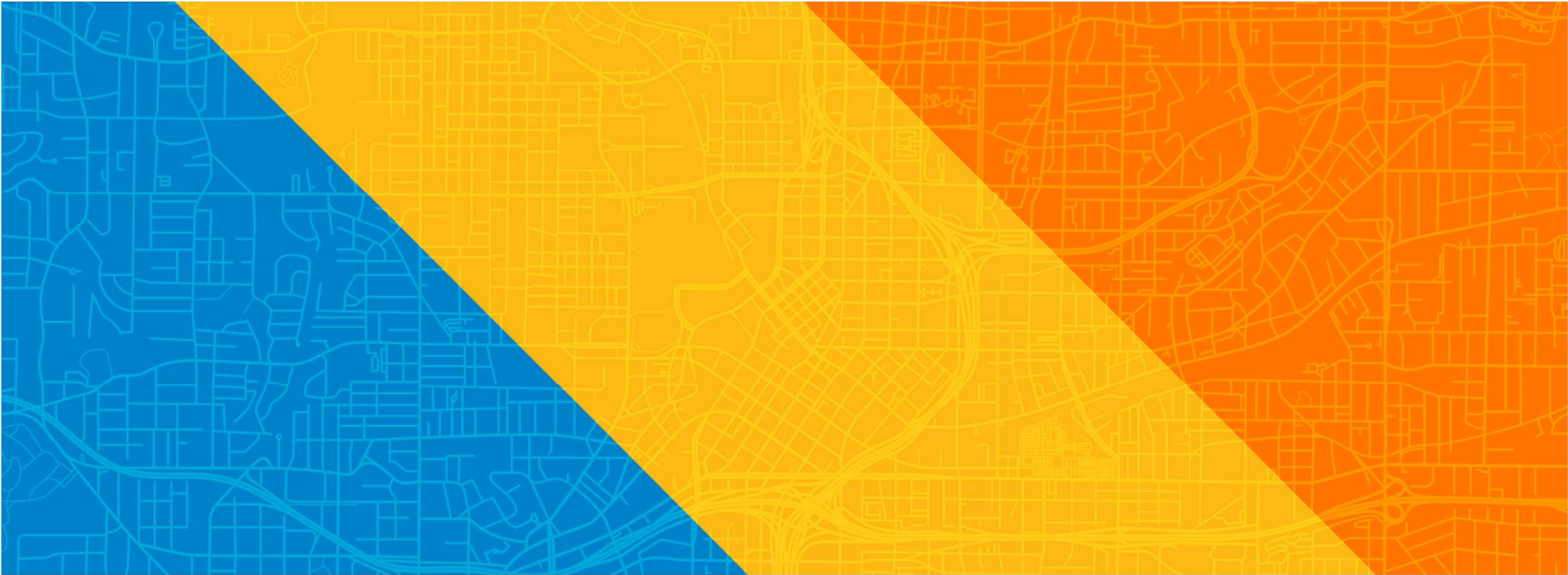
P50370 – Mystery Customer Program

- Alesig Consulting, LLC
- Total Award Amount \$644,800.18



Board Action

I respectfully request the Business Management Committee recommend approval of a Resolution Authorizing the Award of a Contract with Alesig Consulting, LLC for the Procurement of MARTA's Mystery Customer Program RFP P50370 in the amount of \$644,800.18



Thank You



**RESOLUTION AUTHORIZING AWARD OF A CONTRACT FOR THE PROCUREMENT OF
MARTA's MYSTERY CUSTOMER PROGRAM REQUEST FOR PROPOSALS NUMBER
P50370**

WHEREAS, the Authority's Office of Diversity and Inclusion has identified the need for the Procurement of MARTA's Mystery Customer Program, Request for Proposals Number P50370; and

WHEREAS, On November 11 & 29, 2023 the Metropolitan Atlanta Rapid Transit Authority duly sent to potential Offerors notice of its Request for Proposals for MARTA's Mystery Customer Program, P50370; and

WHEREAS, notice of the said Request for Proposals was advertised in the local newspaper of the largest circulation in the Atlanta metropolitan area once in each of the two weeks prior to the proposal deadline; and

WHEREAS, all Proponents were given the opportunity to protest the proposal instructions, specifications, and/or procedures; and

WHEREAS, on December 13, 2023, at 2:00 p.m., local time, two (2) proposals were received; and

WHEREAS, the Authority's staff determined that Alesig Consulting, Inc. submitted the most advantageous offer and other factors considered and is technically and

financially capable of providing the services.

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO or his delegate be, and hereby is, authorized to execute a Contract on substantially the same terms and conditions as contained in the Request for Proposals Number P50370, between the Authority and Alesig Consulting, Inc. for the procurement of MARTA's Mystery Customer Program in the amount of \$644,800.08.

Approved as to Legal Form:

DocuSigned by:
Peter J. Andrews
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Chief Legal Counsel,
Metropolitan Atlanta Rapid Transit Authority

**RESOLUTION AUTHORIZING THE APPROVAL OF MARTA'S UPDATED ADVERTISING
POLICY**

WHEREAS, MARTA recognizes the strategic importance of maintaining a consistent brand image across all MARTA-owned assets that display advertising;

WHEREAS, MARTA desires to amend its current advertising policy to align with its mission to maximize advertising revenue;

WHEREAS, MARTA's Staff has reviewed the amendments to the current advertising policy;

WHEREAS, it is in the best interest of MARTA to proceed with approving the amendments to the advertising policy;

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO hereby is, authorized to update MARTA's advertising policy as follows:

BE IT FURTHER RESOLVED that the modified amended advertising policy, attached hereto as Exhibit A and incorporated herein by this reference, shall be deemed adopted by the Board of Directors on behalf of the Metropolitan Atlanta Rapid Transit Authority.

RESOLUTION AUTHORIZING THE APPROVAL OF MARTA'S UPDATED ADVERTISING POLICY

Approved as to Legal Form:



Peter Andrews
Chief Legal Counsel

Counsel, Metropolitan Atlanta Rapid Transit Authority



Financial Highlights Third Quarter Ended March 31, 2024

FY24

Key Performance Indicators

Third Quarter Ended

March 31, 2024

Third Quarter Operations Performance

March 31, 2024 (\$ in Millions)

	Actual	Budget	Variance	
	\$	\$	\$	%
Prior Year Carry Forward	42.7	42.7	0	0%
Net Revenue	435.9	433.2	2.7	0.6%
Net Expenses	471.8	471.3	(0.5)	-0.1%
Net Surplus/(Deficit)	6.8	4.6	2.2	

COMMENTS

- YTD Net Revenues are favorable to budget by \$2.7M
- YTD Net Expenses are unfavorable to budget by (\$0.5M)
- YTD Net Surplus of \$6.8M compared to a \$4.6M budget surplus

Third Quarter Operating Revenues and Expenses

March 31, 2024 (\$ in Millions)

	Actual	Budget	Variance	
	\$	\$	\$	%
SOURCES				
Prior Year Carry Forward	42.7	42.7	0	0%
REVENUES				
Sales Tax	269.3	260.2	9.1	3.5%
Title Ad Valorem Tax	25.1	25.8	(0.7)	-2.8%
Federal Assistance	61.1	61.1	0.0	0%
Passenger Revenue	55.0	61.2	(6.2)	-10.1%
Lease Income	7.2	7.7	(0.5)	-6.5%
Station Parking	1.4	1.3	0.1	7.7%
Other Revenues	16.8	15.9	0.9	5.7%
Net Operating Sources	478.6	475.9	2.7	0.6%
EXPENSES				
Salaries and Wages	211.3	229.5	18.2	7.9%
Overtime	30.6	29.2	(1.4)	-4.8%
Total Benefits	103.0	117.9	14.9	12.6%
Contractual Services	76.6	77.6	1.0	1.2%
Total Materials and Supplies	44.4	43.2	(1.2)	-2.8%
Other Non-Labor	39.8	35.1	(4.7)	-13.4%
Gross Operating Expenses	505.8	532.6	26.8	5.0%
Less: Capital Charges	(34.0)	(61.3)	(27.3)	-44.4%
Net Operating Expenses	471.8	471.3	(0.5)	-0.1%

REVENUE COMMENTS – YTD revenues are \$2.7M above budget

- Sales Tax performance is \$9.1M above budget as a result of an active local economy and the associated impact of inflation.
- Passenger Revenue is below budget by (\$6.2M). This includes adjustments for mobile fare revenues and recognizing fare evasion from mobile application.
- Other Revenues are above budget by \$0.9M driven primarily by interest earned on the unified reserve.

EXPENSE COMMENTS – YTD expenses are (\$0.5M) above budget

- Salaries and Wages are below budget by \$18.2M primarily due to vacant positions
- Overtime is \$1.4M unfavorable primarily due to vacant positions
- Total Benefits are \$14.9M below budget primarily due to vacant positions
- Contractual Services are \$1.0M below budget primarily due to lower than forecasted External Support Services, Professional Services and Temporary Services
- Total Materials and Supplies are unfavorable by (\$1.2M) largely due to costs associated with Rebuilds and Repairable work
- Other Non-Labor Expenses are (\$4.7M) unfavorable largely due to higher than forecasted third party liability expenses
- Capital Charges are (\$27.3M) unfavorable to budget and are contingent on direct labor charges for capital projects

Current Month Operations Performance

March 31, 2024 (\$ in Millions)

	Actual	Budget	Variance	
	\$	\$	\$	%
Prior Year Carry Forward	19.7	19.7	0	0%
Net Revenue	44.5	45.3	-0.8	-1.8%
Net Expenses	53.7	65.0	11.3	17.4%
Net Surplus/(Deficit)	10.5	0.0	10.5	

COMMENTS

- Revenues are unfavorable to budget by (\$0.8M) for the month of March
- Expenses are favorable to budget by \$11.3M for the month of March
- Net Surplus for March is 10.5M compared to a balanced budget

Current Month Operating Revenues and Expenses March 31, 2024 (\$ in Millions)


	Actual	Budget	Variance	
	\$	\$	\$	%
SOURCES				
Prior Year Carry Forward	19.7	19.7	0	0%
REVENUES				
Sales Tax	26.6	26.6	0.0	0%
Title Ad Valorem Tax	2.8	2.9	(0.1)	-3.4%
Federal Assistance	6.8	6.8	0.0	0%
Passenger Revenue	6.0	6.9	(0.9)	-13.0%
Lease Income	0.9	0.6	0.3	33.0%
Station Parking	0.1	0.1	0.0	0%
Other Revenues	1.3	1.4	-0.1	-7.1%
Net Operating Sources	64.2	65.0	-0.8	-1.8%
EXPENSES				
Salaries and Wages	23.4	34.3	10.9	31.8%
Overtime	3.7	3.3	(0.4)	-12.1%
Total Benefits	11.5	17.5	6.0	34.3%
Contractual Services	8.3	10.3	2.0	19.4%
Total Materials and Supplies	5.2	5.1	(0.1)	-2.0%
Other Non-Labor	5.1	3.4	(1.7)	-51.5%
Gross Operating Expenses	57.2	73.8	16.6	22.5%
Less: Capital Charges	(3.5)	(8.8)	(5.3)	-60.7%
Net Operating Expenses	53.7	65.0	11.3	17.4%

REVENUE COMMENTS – Monthly revenues are (\$0.8M) below budget

- Passenger Revenue is below budget by (\$0.9M) due to lower than forecasted ridership

EXPENSE COMMENTS – Monthly expenses are \$11.3M below budget

- Salaries and Wages are below budget by \$10.9M primarily due to a combination of vacant positions and the budgeting of three pay periods when the leap year created two.
- Total Benefits are \$6.0M below budget and are directly related to the vacant positions
- Contractual Services are \$2.0M below budget due to lower than forecasted Temporary Services, Vehicle Maintenance Services, and External Support Services
- Other Non-Labor Expenses are (\$1.7M) above budget largely due higher than forecasted third party liability expenses
- Capital Charges are (\$5.3M) unfavorable to budget and are contingent on direct labor charges for capital projects

The top of the slide features a decorative background with a blue and orange diagonal pattern on the left, transitioning into a solid blue bar on the right. A thin blue line with three white circular nodes connects the pattern to the logos.

FY24 3rd Quarter Ridership Key Performance Indicators

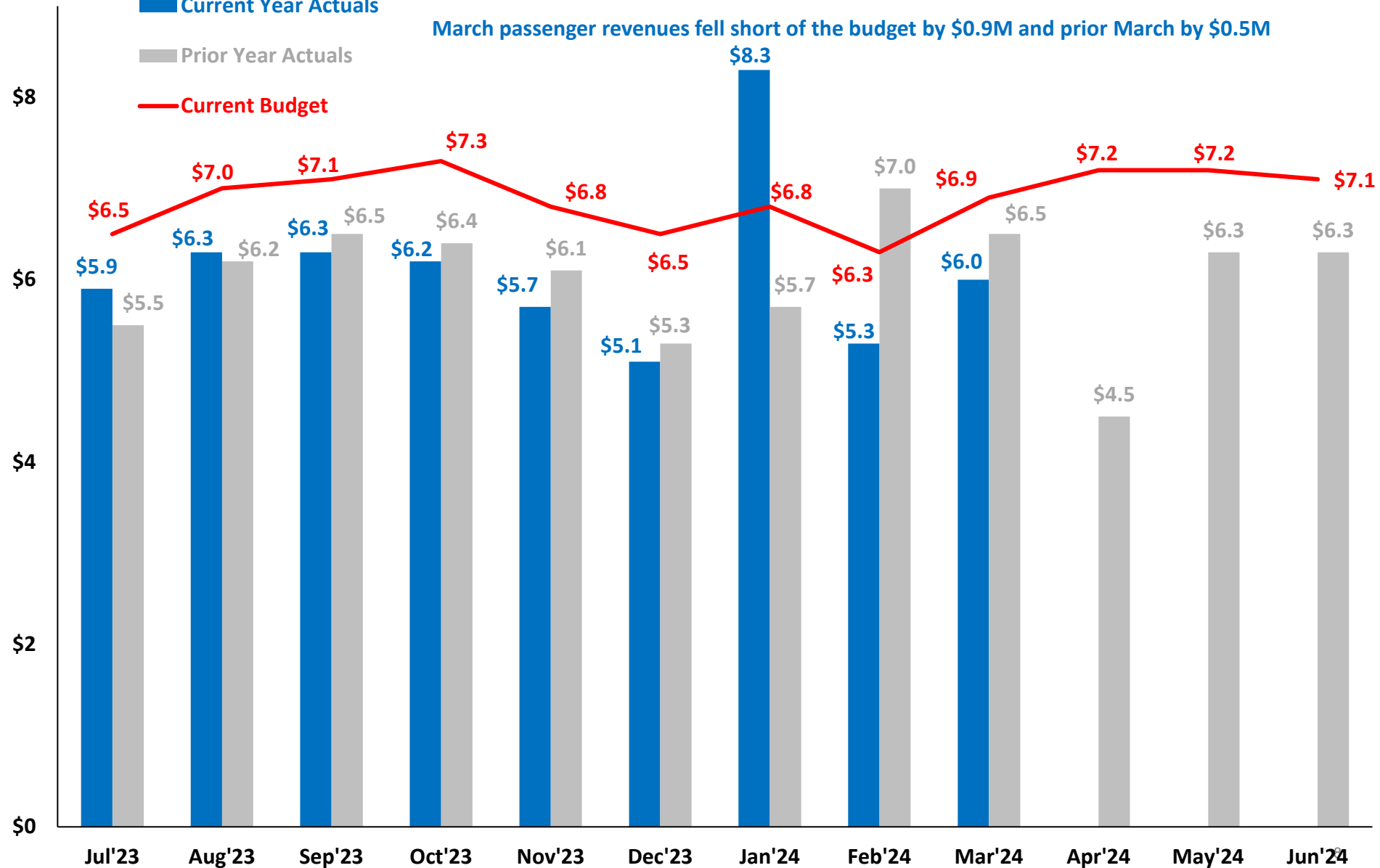
Passenger Revenues (millions)

■ Current Year Actuals

■ Prior Year Actuals

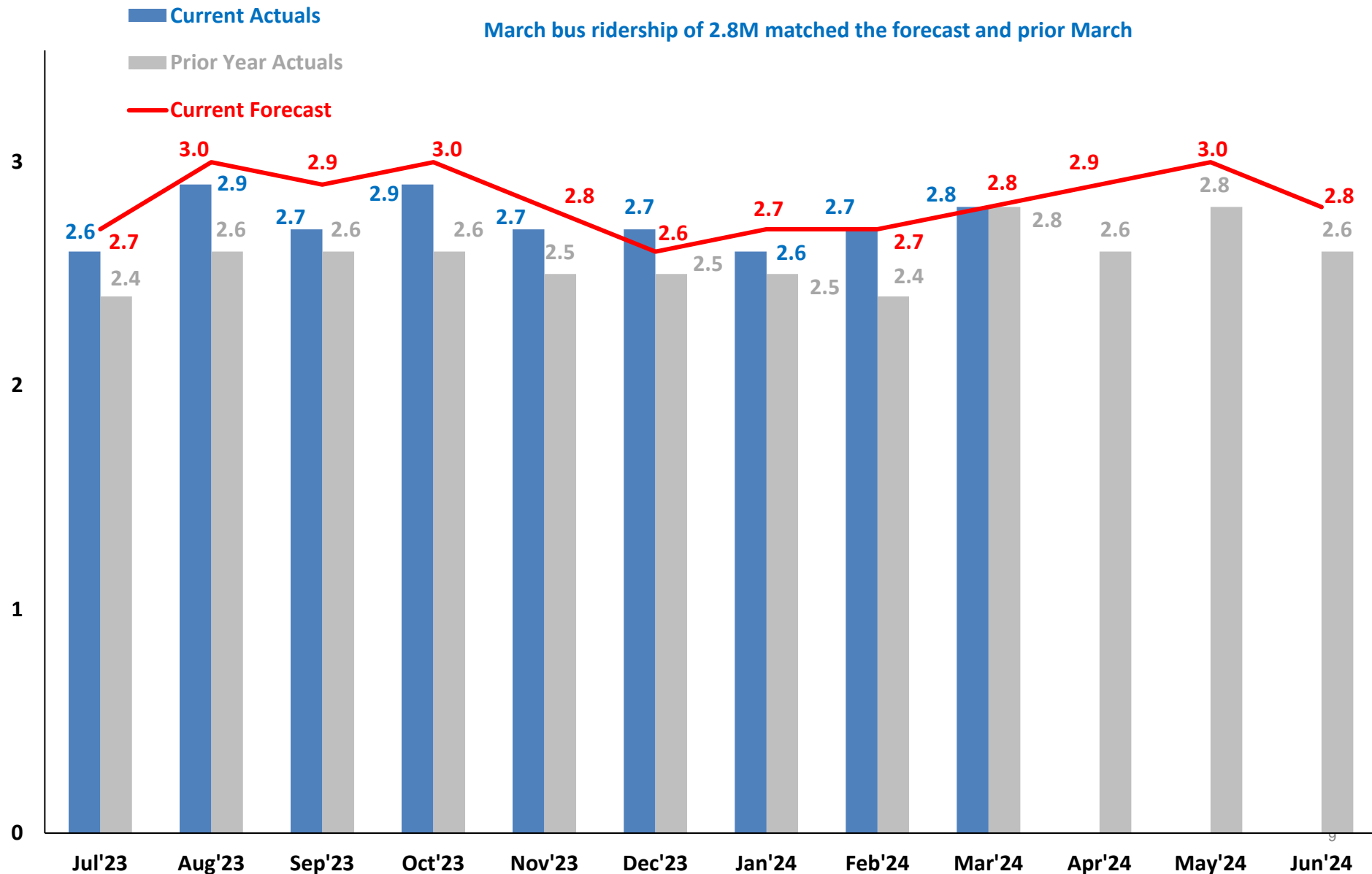
— Current Budget

March passenger revenues fell short of the budget by \$0.9M and prior March by \$0.5M



Bus Ridership (unlinked trips, millions)

March bus ridership of 2.8M matched the forecast and prior March



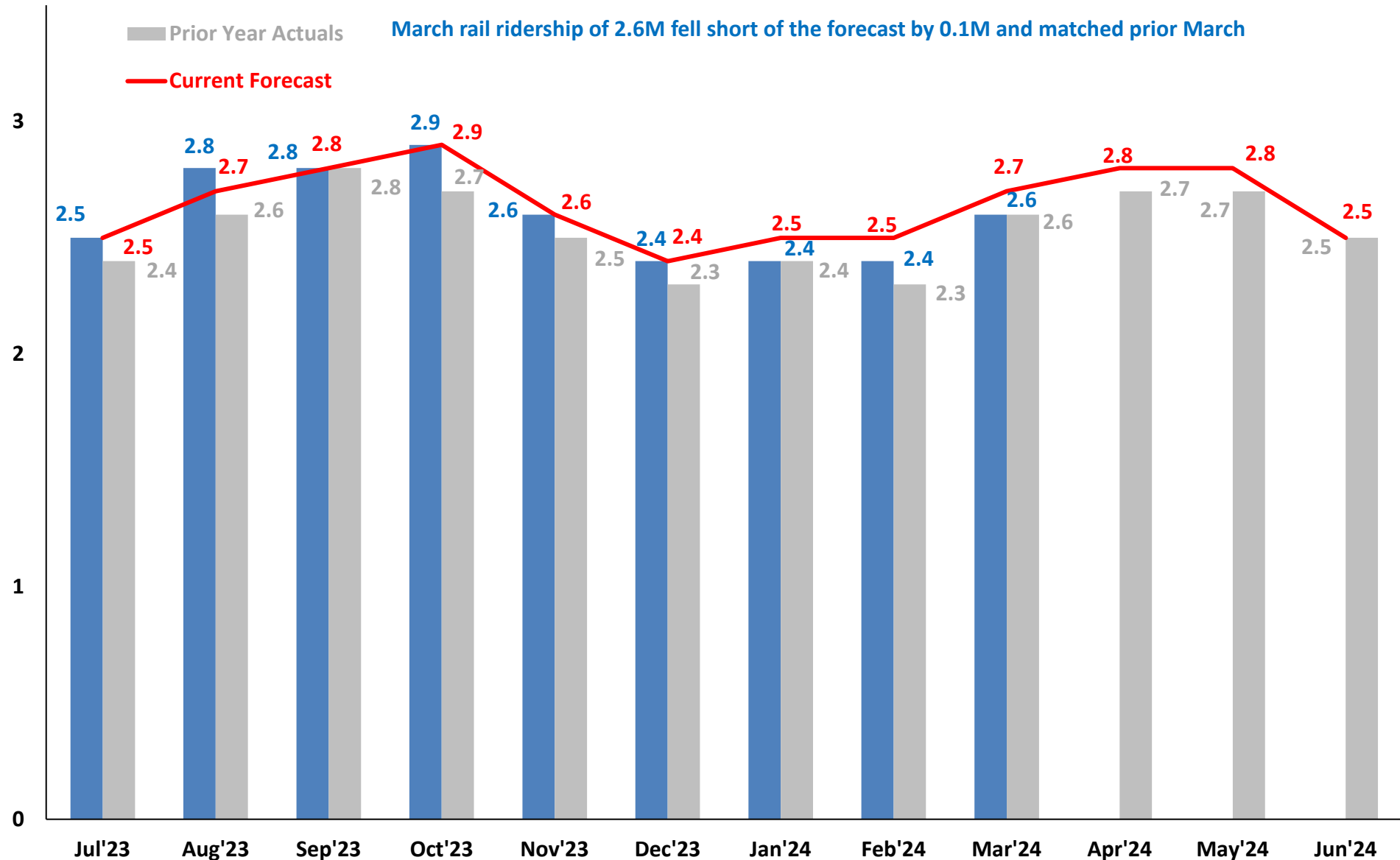
Rail Ridership (unlinked trips, millions)

■ Current Actuals

■ Prior Year Actuals

— Current Forecast

March rail ridership of 2.6M fell short of the forecast by 0.1M and matched prior March





FY24 Capital Highlights March 31, 2024

Capital Sources and Uses by Category - State of Good Repair (SGR)
Year-To-Date thru March 2024
(\$ in Millions)

	YTD ACTUAL	YTD BUDGET	BUDGET VARIANCE	
	\$	\$	\$	%
SOURCES OF FUNDS				
Beginning Balance	67.7	5.4	62.3	1153.7%
Sales Tax	201.8	195.0	6.8	3.5%
Federal Funds	26.6	63.0	-36.4	-57.8%
Other Revenue	2.9	0.8	2.2	286.7%
Total Sources of Funds	299.0	264.2	34.8	13.2%
USES				
Facilities & Stations	58.7	100.5	41.8	41.6%
Maintenance of Way	7.6	18.1	10.5	57.9%
Non-Asset	39.8	72.5	32.8	45.2%
Systems	49.3	98.8	49.5	50.1%
Vehicles	36.6	52.4	15.8	30.1%
Subtotal CIP:	192.0	342.3	150.3	43.9%
Debt Service	104.3	113.6	9.3	8.2%
Total Uses	296.3	455.9	159.6	35.0%

Top 10 Projects by Expenditures - State of Good Repair (SGR)
Year-To-Date thru March 2024
(\$ in Millions)

Rank	Project	Project Name	Category	Actuals	Annual	% Annual
				\$M	Budget	
1	32177	Rail Station Rehabilitation	Facilities	26.9	52.1	51.6%
2	32130	CQ400 New Rail Car Procurement	Vehicles	15.3	30.3	50.5%
3	32246	CPMO (SGR)	Non-Asset	13.2	24.0	54.9%
4	32276	Parking Lot Repair	Facilities	12.3	20.7	59.2%
5	32242	Clayton Bus Maintenance Facility	Facilities	9.6	11.0	87.3%
6	31703	Train Control Systems Upgrade	Systems	8.8	11.4	77.5%
7	32097	Escalators Rehabilitation	Systems	8.5	14.4	59.1%
8	31701	Track Renovation Phase IV	MOW	7.2	18.5	39.1%
9	32299	MARTA Site Relocation	Facilities	6.7	13.1	50.8%
10	32272	Radio System Upgrade Program	Systems	6.1	11.1	54.9%
Total - Top 10 Projects				\$114.5	\$206.6	55.4%

Capital Sources and Uses by Category - More MARTA - City of Atlanta
Year-To-Date thru March 2024
 (\$ in Millions)

		YTD ACTUAL	YTD BUDGET	BUDGET VARIANCE	
		\$	\$	\$	%
SOURCES OF FUNDS					
	Sales Tax	41.6	40.2	1.4	3.5%
	Other Revenue	8.1	8.1	0.0	0.0%
Total Sources of Funds		49.7	48.3	1.4	2.9%
USES					
	Expansion	18.9	163.5	144.6	88.4%
Total Uses		18.9	163.5	144.6	88.4%

Top Projects by Expenditures - More MARTA - City of Atlanta
Year-To-Date thru March 2024
(\$ in Millions)

Rank	Project	Project Name	Category	Actuals \$M	Annual Budget \$M	% Annual Budget
1	40001.170701	MARTA Rapid Summerhill	Expansion	10.37	48.0	21.6%
2	40001.170708	Five Points Station Transformation	Expansion	6.83	62.0	11.0%
3	40001.170720/21	Cleveland Ave/Metropolitan Pwky (ART)	Expansion	1.18	30.0	3.9%
4	40001.170702	Campbellton/Greenbriar (BRT)	Expansion	0.27	1.0	26.8%
5	40001.170704	Streetcar East Extension (LRT)	Expansion	0.12	12.0	1.0%
6	40002.170701	Communications	Expansion	0.10	0.5	20.0%
7	40002.170700	CPMO City of Atlanta	Expansion	0.08	27.0	0.3%
8	40001.170713	Clifton Corridor (HCT)	Expansion	0.08	17.8	0.4%
Total - Top Projects				19.01	\$198.3	9.6%

Capital Sources and Uses by Category - Clayton County Expansion
Year-To-Date thru March 2024
(\$ in Millions)

		YTD ACTUAL	YTD BUDGET	BUDGET VARIANCE	
		\$	\$	\$	%
SOURCES OF FUNDS					
	Sales Tax	25.8	25.0	0.9	3.5%
	Other Revenue	7.7	7.7	0.0	0.0%
Total Sources of Funds		33.5	32.7	0.9	2.7%
USES					
	Expansion	3.9	21.5	17.6	81.8%
Total Uses		3.9	21.5	17.6	81.8%

Top Projects by Expenditures - Clayton County Expansion
Year-To-Date thru March 2024
(\$ in Millions)

Rank	Project	Project Name	Category	Actuals \$M	Annual Budget \$M	% Annual Budget
1	70002.170700	Clayton Multipurpose O&M	Facilities	2.32	2.3	102.6%
2	70003.170700	Clayton Southlake (BRT)	Expansion	0.93	18.0	5.2%
3	70003.170701	Justice Center Transit Hub	Expansion	0.44	1.0	43.6%
4	70004.170701	CPMO Clayton County Comm	Expansion	0.19	0.5	37.6%
5	70000.170700	Clayton SR54 (BRT)	Expansion	0.04	4.7	1.0%
Total - Top Projects				3.92	26.5	14.8%



Thank You

