



## Agenda

February 17, 2011

Ann Arbor Transportation Authority

Board of Directors Meeting

Ann Arbor District Library, 343 South Fifth Avenue, Ann Arbor, Michigan, 6:30 p.m.

- 1.0 Public Hearing – None Scheduled
- 2.0 Communications and Announcements
- 3.0 Public Time – Comment on Agenda Items
- 4.0 Review and Approval of Minutes
  - 4.1 Review and Approval of Minutes of January 20, 2011
- 5.0 Board and Staff Reports
  - 5.1 Chief Executive Officer
  - 5.2 Planning and Development Committee
  - 5.3 Performance Monitoring and External Relations Committee (Handout)
  - 5.4 Local Advisory Council
- 6.0 Question Time
- 7.0 Old Business
- 8.0 New Business
  - 8.1 Consideration of Resolution Authorizing Submission of FY2012 Application to Michigan Department of Transportation
  - 8.2 Consideration of Resolution Authorizing Execution of a Contract for Media Planning and Placement Services
- 9.0 Public Time
- 10.0 Adjourn



Proposed Minutes  
January 20, 2011  
Ann Arbor Transportation Authority  
Board of Directors Meeting  
Ann Arbor District Library, 343 South Fifth Avenue, Ann Arbor, Michigan, 6:30 p.m.

Board Members Present: Jesse Bernstein (Chair), Charles Griffith, Roger Kerson, Sue McCormick, David Nacht, Rich Robben

Board Members Absent: Anya Dale

Staff Present: Ron Copeland, Michael Ford, Dawn Gabay, Jan Hallberg, Ed Robertson, Mary Stasiak, Phil Webb, Chris White

Guests: Rick Nau, URS

Local Advisory Council: Karen Wanza

Recording Secretary: Karen Wheeler

Chairman Jesse Bernstein declared that a quorum was present and called the meeting to order at 6:32 p.m.

1.0 *Public Hearing*

There was no public hearing.

2.0 *Communications and Announcements*

2.1 *The American Public Works Association Metro Detroit Branch Project of the Year Award for Plymouth Road Park and Ride Facility*

Jesse Bernstein announced that the American Public Works Association honored AATA with its 2010 Project of the Year Award for the Plymouth Road Park and Ride Facility in recognition of reducing traffic congestion and improving parking availability in the City of Ann Arbor by constructing a parking facility implementing environmentally preferred best management practices. Mr. Bernstein congratulated staff on receipt of the award and presented a plaque to Chris White who played a key role in the project.

2.2 Mr. Bernstein called the Board's attention to the new Ride Guide, at each Board member's place, noting that the first 30 pages have been redesigned and include a significant amount of information. The guide details information about AATA partners, Adopt A Stop partners, and information on how riders can connect to various other services including Michigan Flyer, the WAVE, and Megabus. Mr. Bernstein complimented staff on an excellent job.

### 3.0 *Presentation on Ann Arbor Connector Feasibility Study*

Richard Nau from URS made a presentation on the Ann Arbor Connector Feasibility Study. Mr. Nau indicated that work on the project has taken place over the past year, and is nearing completion.

Mr. Nau provided an overview of the consultant's findings. The purpose of the study is to determine the feasibility of advanced transit options for the city to meet the growing transportation demands. The collaborating agencies are the City of Ann Arbor, the Ann Arbor Downtown Development Authority, the University of Michigan and AATA.

The study area forms a crescent shape which connects US-23 and I-94. The area extends from the northeast corridor through UM's east medical campus, north campus, central campus to downtown Ann Arbor and south near the I-94 South State Street interchange. The study determined that the key corridors that are congested are Plymouth Road and State Street. Mr. Nau reviewed development that is expected to occur in the corridors from now until 2035, and noted that widening roads is not in the plan.

The study defines the need for regional connectivity for intercity rail initiatives, support for countywide transit, the need to attract choice riders and the inclusion of Park and Ride intercept service. The report includes current ridership on AATA in the corridors with primary destinations the UM Medical Center, downtown Ann Arbor, and UM Central Campus. There are often standing loads which necessitate adding buses at peak times. Mr. Nau reviewed volume-to-capacity ratios and provided ridership data for the UM intercampus bus system which is operating at critical capacity.

A comprehensive set of advanced transit technologies were considered in the project and case studies conducted of how various technologies functioning across the United States could work in Ann Arbor. The team concluded that the technologies that could best meet Ann Arbor's needs include Light Rail Transit, Bus Rapid Transit, Elevated Automated Guideway Transit (AGT) and Streetcar. Mr. Nau touched on the service offerings of each alternative. Mr. Nau reviewed a forecast of daily connector ridership detailing high demand core and moderate ridership shoulders in the corridor, noting that there is travel demand between all activity centers.

Based on the findings, the consultant recommends connecting the activity centers with

a Connector Service Concept. The Bus Rapid Transit (BRT), Light Rail Transit, and elevated AGT technologies could be utilized in the core; and BRT, Streetcar and Bus for end-to-end technologies. The study findings include engineering and environmental challenges, but it believed the challenges are not barriers but would be considerations in the cost and design of a new transit system. Mr. Nau highlighted funding for other major transit investments noting that it typically comes from multiple sources. Mr. Nau indicated that the project could qualify for up to 50% federal funding.

Board members commented on the presentation and Mr. Nau responded to questions on the topics of the least expensive alternative, demand and density on other corridors in the city that were not chosen for the study, and the high level of ridership on the UM bus service.

Mr. Nau explained that the proposed alternatives would not replace AATA bus service, but would provide supplemental and connecting service in a separate guideway off of the streets. This would allow for reduced travel times over standard bus service. Articulated buses could be used which would provide significantly more capacity. Suggestions choosing one service alternative to make the service most attractive to riders and continuing to study the congested corridors not included in the project. It was noted that the Connector Study fits very nicely within the Transit Master Plan process.

Mr. Bernstein thanked Mr. Nau for his presentation and Mr. Nau thanked the Board for the opportunity to work on the project. Mr. Nacht requested that Michael Ford provide a printed copy of the final report to Board members. A copy of Mr. Nau's presentation is posted to the Connector Study website: [www.aconnector.com](http://www.aconnector.com).

#### 4.0 *Public Time – Comment on Agenda Items*

Jim Mogensen appeared before the Board. Mr. Mogensen commented on the award for the Plymouth Road Park and Ride lot, the Connector Study presentation, Commuter Express bus service, and the Operating Statement contained in the Performance Monitoring and External Relations Committee report. Mr. Mogensen also commented on AATA's sources of income and the amount of funding being directed to provide commuter services. Mr. Mogensen suggested that the MRide program is a test case for the Connector Study and noted that the headway for fixed-route bus service on Plymouth Road used to be every 15 minutes and is now one hour. Mr. Mogensen suggested that funds previously used to support that fixed-route service for Ann Arbor taxpayers were redirected to operating money to support other programs.

Thomas Partridge appeared before the Board. Mr. Partridge commented on service improvements that have been made within the last 10 years, and particularly the last two years to the AATA system. Mr. Partridge suggested that the real problems have not been addressed: going beyond current core ridership areas to connect vital locations

throughout the county and connecting AATA with other bus systems in southeastern Michigan. Mr. Partridge suggested that there is more of a need for movement from the Detroit River to the northwest corridor of the region than the area contained in the Connector Study.

No one further appearing, Mr. Bernstein declared public time closed.

Mr. Nacht requested the opportunity for Board members to continue discussing the report on the Connector Study. Mr. Bernstein indicated that the discussion could take place during Question Time.

## 5.0 *Review and Approval of Minutes*

### 5.1 *Review and Approval of Minutes of December 16, 2010*

David Nacht moved approval of the minutes as written with support from Charles Griffith. The motion passed unanimously.

## 6.0 *Board and Staff Reports*

### 6.1 *Chief Executive Officer*

Michael Ford reported on the Rider Forum held prior to the Board meeting. Mr. Ford reported that the majority of the work effort over the past several weeks has been focused on the "Alternative Futures", the three scenario options for the Transit Master Plan. Mr. Ford distributed a list of upcoming community forum meetings and encouraged Board members to participate and attend one of the meetings.

Mr. Ford reported on a new image campaign to promote the value of public transportation. Fourteen individual commercials of community leaders and riders, representing different demographics, were recently produced. A collaboration of the videos was played. Mr. Ford thanked staff for their efforts on the project.

Mr. Ford reported that the Planning and Development Committee recommended that the Board adopt the Capital and Categorical Grant Program, and the Performance Monitoring and External Relations Committee discussed working to deliver a model that provides better access of real-time information to AATA's customers.

Mr. Ford noted that the schedule of meetings around the Transit Master Plan was abbreviated over the holidays.

## 6.2 *Planning and Development Committee*

Rich Robben reported that the Committee made the third and final review of the Capital and Categorical Grant Program and recommended approval by the full Board. Mr. Robben noted that there were no major changes from the version submitted to the Board in December. Mr. Robben indicated that MDOT has given notice that there will not be toll credits for matching funds in FY2012. This could cause a reduction in the amount of federal grant funds available to AATA.

Mr. Robben reported that the committee received an excellent presentation on the Transit Master Plan alternative futures and made recommendations that might improve the presentation. The committee discussed the Board's annual planning retreat which could possibly revolve entirely around the Transit Master Plan. Staff will report back to committee with specific recommendations regarding the retreat.

## 6.3 *Performance Monitoring and External Relations Committee*

Charles Griffith reported that there were small variances in the year to date Report of Operations and reported on a change in the Report to Treasurer in the way the local property tax portion is allocated. Mr. Griffith indicated that the change, which shows the spread of funds across the services provided by AATA, was an important move to show more transparency about how local millage dollars are being used.

Mr. Griffith noted that the committee reviewed the Quarterly Service Standards Report. There were only two accidents over the past quarter which more than met the goal. Mr. Griffith reported that the increase in customer complaints and compliments is due to devoting a full-time person to that work. The committee received the presentation on "Alternative Futures"; the three scenarios being offered on the Transit Master Plan.

## 6.4 *Local Advisory Council*

Mr. Bernstein referred to the written report included in the Board packet.

## 7.0 *Question Time*

David Nacht commented on the Connector Study project conducted with the City, University and DDA noting that the AATA Board spent many hours deciding whether to undertake the study. Mr. Nacht indicated that he wants to be sure that there is a process to formulate with partners on the project how to move the conversation forward, and keep the public informed on progress.

Jesse Bernstein announced that the Connector Study fits directly within the Transit Master Plan (TMP) process. The project partners have been involved in discussions on the TMP. Mr. Bernstein indicated that coming to conclusions on the project could be a longer process, that full discussions will certainly take place, and suggested that the project will be discussed in the context of the upcoming 20 public meetings on the Transit Master Plan.

Sue McCormick suggested that it might be appropriate to consider the Connector Study separately from the Transit Master Plan, and that discussions with the project partners will determine the level of interest in the two considerations. Ms. McCormick agreed that the Connector could be an important part of the TMP, but that the Board should discuss with the partners their interests in moving forward on parallel, but independent tracks. Ms. McCormick indicated that it will be important to map out a process for the Board and the partners on how the two projects will be considered.

Charles Griffith agreed that staff should continue talking with the partners to come up with initial recommendations on how to move the project forward. Mr. Griffith noted that funding is an issue, and it will be important to assess the level of funding commitments from each entity. Mr. Griffith indicated that he was encouraged by the partners' willingness to continue discussions, and suggested that following receipt of the final report, it could take many months to determine a direction in which to move.

Roger Kerson suggested that it is appropriate for the Board to assign staff with the specific task of identifying a process for moving forward the two independent processes that need to be joined. Mr. Bernstein responded that the consultant's report is not the end of meetings with partners. Michael Ford added that the project partners are still meeting, and that he and staff prepared an outline of moving the process forward. Mr. Ford indicated that he would send the outline to Board members.

Rich Robben suggested that the other heavily traveled corridors in the City that are not included in the Connector project still need to be studied to identify solutions to increasing congestion.

Jesse Bernstein indicated that the Washtenaw Avenue corridor will be addressed in the Transit Master Plan. The TMP should bring all this together and as a community, it will be necessary to decide which initiatives will move forward, and how the initiatives will be funded. Michael Ford agreed that the TMP help address all of the questions that have been raised, and that as the scenarios are explored, each component will included as part of process.

David Nacht indicated that it was useful to hear that plans are in place to continue discussions on the Connector Study. Mr. Nacht stated that in the past he has seen good consulting work ignored. Mr. Nacht announced the importance of regional transit noting the Board's vote on the mission, vision and direction to go there. Mr. Nacht also

noted that at this moment in time the agency is funded by a millage of the City of Ann Arbor. Mr. Nacht indicated that while the study looked at the core current needs within the city, whatever happens with regard to future plans, the willingness of communities outside the City to share the burden of transit must be considered. Mr. Nacht stated that the University has a significant interest in having their needs met, and questioned who would pay for a bus rapid transit solution that essentially serves the University community. Mr. Nacht stated that he wants to make sure that the needs of the taxpayers of the City of Ann Arbor are being met.

Roger Kerson indicated that given that ridership in the University corridor is at capacity, something has got to happen. Mr. Kerson stated that while new service initiatives are being developed, it is imperative that the needs of AATA's core constituents are considered.

#### 8.0 *Old Business*

There was no old business for the Board to consider.

#### 9.0 *New Business*

Rich Robben moved the following resolution with support from David Nacht.

##### 9.1 *Consideration of Resolution Adopting 2011-2014 Capital and Categorical Grant Program*

WHEREAS, the Ann Arbor Transportation Authority (AATA) is required to develop a four-year program of projects for inclusion in the Transportation Improvement Program (TIP) in order to be eligible for federal funds, and

WHEREAS, the four-year program is required to be submitted to the Washtenaw Area Transportation Study (WATS) to be included in the TIP development process, and

WHEREAS, the AATA is required to submit the program for FY 2012 – FY 2014 to the Michigan Department of Transportation (MDOT) by February 1, 2011 as part of the annual application for FY 2012 funding, and

WHEREAS, the AATA has developed a current program for FY 2011-2015 by updating and revising the previously-adopted program, and

WHEREAS, the attached program has been developed to be consistent with potential funding and to comply with various federal and state requirements, and



WHEREAS, the adopted program may be revised in the future to implement the Transit Master Plan which is currently in development,

NOW, THEREFORE, BE IT RESOLVED, that the Ann Arbor Transportation Authority Board of Directors hereby adopts the FY 2011-2015 Capital and Categorical Grant Program.

**ANN ARBOR TRANSPORTATION AUTHORITY  
FIVE-YEAR CAPITAL & CATEGORICAL GRANT PROGRAM  
THROUGH FISCAL YEAR 2014**

DESCRIPTION	2010 actual	2011	2012	Proposed	2014	2015
				1/6/2011		
					Prepared by: Chris White	
Large Buses - Replacement	Quantity 0 Cost \$0	10 \$6,299,188	7 \$4,480,000	0 \$0	0 \$0	23 \$16,100,000
Medium/Small Buses - Replaceme	Quantity 0 Cost \$0	0 \$0	5 \$750,000	0 \$0	0 \$0	1 \$150,000
Vans for Vanpool Program	Quantity 0 Cost \$0	25 \$625,000	25 \$625,000	25 \$625,000	25 \$625,000	25 \$625,000
Buses for Expanded Service	Quantity 0 Cost \$0	0 \$0	0 \$0	0 \$0	0 \$0	0 \$0
On-Board Systems and Equipment	\$0	\$0	\$0	\$50,000	\$0	\$0
Maintenance Equip. and Bus Components	\$300,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000
Computer Hardware and Software	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000
Park and Ride Lots & Transfer Facilities	\$735,000	\$250,000	\$0	\$0	\$1,500,000	\$0
Preventive Maintenance	\$1,680,000	\$1,680,000	\$1,680,000	\$1,680,000	\$1,680,000	\$1,680,000
Non-revenue Vehicles	Quantity 0 Cost \$0	4 \$100,000	0 \$0	3 \$90,000	0 \$0	3 \$100,000
Passenger Area Facilities and Equip.	\$360,000	\$0	\$50,000	\$80,000	\$50,000	\$80,000
Capital Cost of Contracting	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000
Fixed Facilities	\$1,010,056	\$60,000	\$0	\$500,000	\$0	\$0
Planning	\$675,000	\$400,000	\$400,000	\$400,000	\$400,000	\$400,000
Outreach and Rideshare	\$415,000	\$455,000	\$455,000	\$455,000	\$455,000	\$455,000
<b>TOTAL</b>	<b>\$5,495,056</b>	<b>\$10,439,188</b>	<b>\$9,010,000</b>	<b>\$4,450,000</b>	<b>\$5,280,000</b>	<b>\$20,160,000</b>
<b>Federal Share</b>						

David Nacht noted Governor Rick Snyder's announcement that a biannual budget will be complete in the coming month. Mr. Nacht suggested that the budget, if passed, could have a significant impact on the Capital and Categorical Grant Program. Mr. Nacht indicated that it will be important to operate within a particular fiscal environment and maintain flexibility, in the event changes are

necessitated by reductions in funding from the State.

The motion passed unanimously.

10.0 *Public Time*

Jim Mogensen appeared before the Board. Mr. Mogensen read excerpts from an AATA grant application submitted in 1975 which includes references to providing demand responsive service, express routes, line haul service, experimental shuttle service between downtown and campus, and outcounty service. Mr. Mogensen suggested that despite the passage of time, there is no lack of vision, but money is a major factor.

Thomas Partridge appeared before the Board. Mr. Partridge commented on the length and content of recent Board meetings. Mr. Partridge requested that passing the resolution on the Capital and Categorical Grant program be postponed to give consideration to providing dedicated bus service in the outcounty areas with particular importance given to seniors, people with disabilities, and people with fixed-income. Mr. Partridge called on the Board to work with the county, state and region to pass resolutions directed toward the Michigan Legislature and Federal Department of Transportation to highlight the important need to expand critically needed transportation.

No one further appearing, Mr. Bernstein declared public time closed.

11.0 *Adjourn*

Sue McCormick moved to adjourn the meeting with support from Rich Robben. The motion passed unanimously and the meeting adjourned at 7:52 p.m.

Respectfully Submitted,

Charles Griffith, Secretary

To: Board of Directors  
From: Michael Ford, Chief Executive Officer  
Date: February 11, 2011  
Re: Monthly Report



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### Board Committee Meetings

The **Planning and Development Committee** gave its concurrence to move two items forward for the Board's approval this month: the annual application to the State of Michigan for funding for FY2012, and award of a contract for Media Placement and Planning Services. Documentation explaining the items and resolutions are included in the Board packet.

The committee discussed a preliminary agenda for the Board's annual planning meeting scheduled for June 3, 2011. The majority of the session is slated to be focused on the Transit Master Plan. Staff provided updates on several items which are detailed in the meeting summary included in the Board packet.

The **Performance Monitoring and External Relations Committee** will meet two days prior to this month's Board meeting. The committee will receive a presentation on the FY2010 Audited Financial Statement from Dave Fisher of Rehmann Robson. Staff will provide a report on the PDC's recommendation to award a contract for Media Placement and Planning Services, review progress on the FY2011 Work Plan, and report on a Memorandum of Understanding with the City of Ann Arbor for the Washtenaw Avenue Bus Pull-Out.

The customary reports on financial and operating data will be provided as well as several updates, time permitting. The monthly reports and meeting summary will be published following the meeting.

### Board Meeting Follow-Up

At the December meeting Carolyn Grawi raised some concerns about Night Ride service. Soon after the Board meeting, Blue Cab owner John Etter and I met with Ms. Grawi to discuss the concerns. Some of the concerns are with the service standards for Night Ride established by AATA, which are significantly different than ARide. While the issues were general and not tied to specific incidents, John made a commitment to follow up. Ms. Grawi seemed to leave the meeting with a better idea of what to expect from the service and how to resolve problems.

Following up on an item from January's Board meeting; the final report on the Ann Arbor Connector Feasibility Study is complete. Copies of the report will be distributed

to Board members as requested last month. We are moving forward with next steps for the project which are outlined below:

- Consulting with our partners – we will be meeting with each of the project partners to gain a firm commitment for the project to determine if proceeding to the alternatives analysis is the right course.
- URS will prepare a more specific work plan and cost. As part of their original proposal, URS provided an outline of the work for an alternatives analysis and a general cost estimate. With the completion of the feasibility study, URS is in a position to provide a more specific proposal.
- Determine how AATA can effectively manage the development of an alternatives analysis, if the appropriate level of support is received from the collaborative entities.
- Identify the funding possibilities. We are pursuing federal funds. However, it is likely that a substantial portion of the cost would have to come from local sources.

I will continue to keep you updated on our progress on the project.

#### Meetings in Washington, DC

Last week I traveled to Washington, DC to take our message on the Transit Master Plan and other vital transportation initiatives to our elected officials. I had the opportunity to meet with Senator Debbie Stabenow's Senior Policy Advisor and Legislative Assistant; Senator Carl Levin's Legislative Assistant; Congressman John Dingell's Senior Legislative Assistant; Congresswoman Candice Miller's Legislative Director; Congressman Tim Walberg's Legislative Director and Bill McBride and his Assistant from Governor Rick Snyder's Washington office.

In each of the meetings I provided an overview of the Transit Master Plan: the process, elements and three proposed scenarios. In the meetings with the staff of our Senators and Governor Snyder, I talked about the Fuller Road Station project and the need for assistance with moving the environmental assessment along.

Zak Tomich from Governor Snyder's office offered to provide assistance by coordinating with staff of Senators Levin and Stabenow, Representative Dingell and Governor Snyder on a joint letter of support for the Fuller Road Station project to impress upon the Federal Transit Administration the need to move on acceptance of the Environmental Assessment.

With regard to future funding, several concerns were raised about the possibility that no earmarks will be forthcoming, and spending levels may well be rolled back to levels from three to five years ago. Despite the concerns, the meetings were positive, and our message was well received. I am planning to hold a second series of meetings in March.

### New Image Campaign

At the January Board meeting we viewed a collaboration of 14 videos recently produced for our new public image campaign. The names behind the faces are:

Dr. Susan Martin, president of EMU; Carolyn Grawi, Ann Arbor Center for Independent Living; Jennifer Holmes, director of emergency services at U-M Hospital and A2Express rider; Robert Allen, interim superintendent, Ann Arbor Public Schools; Bill McFarlane, Superior Township Supervisor; Rebecca Lopez Kriss, UM graduate student and A2Y Chamber board member; Ted Annis; Ronnie Peterson, Washtenaw County Commissioner; Donna Moldovan, respiratory therapist at U-M Hospital and A2Express rider; Mary Jo Callan, director of community services for the City of Ann Arbor and Washtenaw County; Albert Berriz, CEO of McKinley Properties; Ann Feeney, former Chelsea Mayor and current city council member; Paul Schreiber, Ypsilanti Mayor; and John Hieftje, Ann Arbor Mayor.

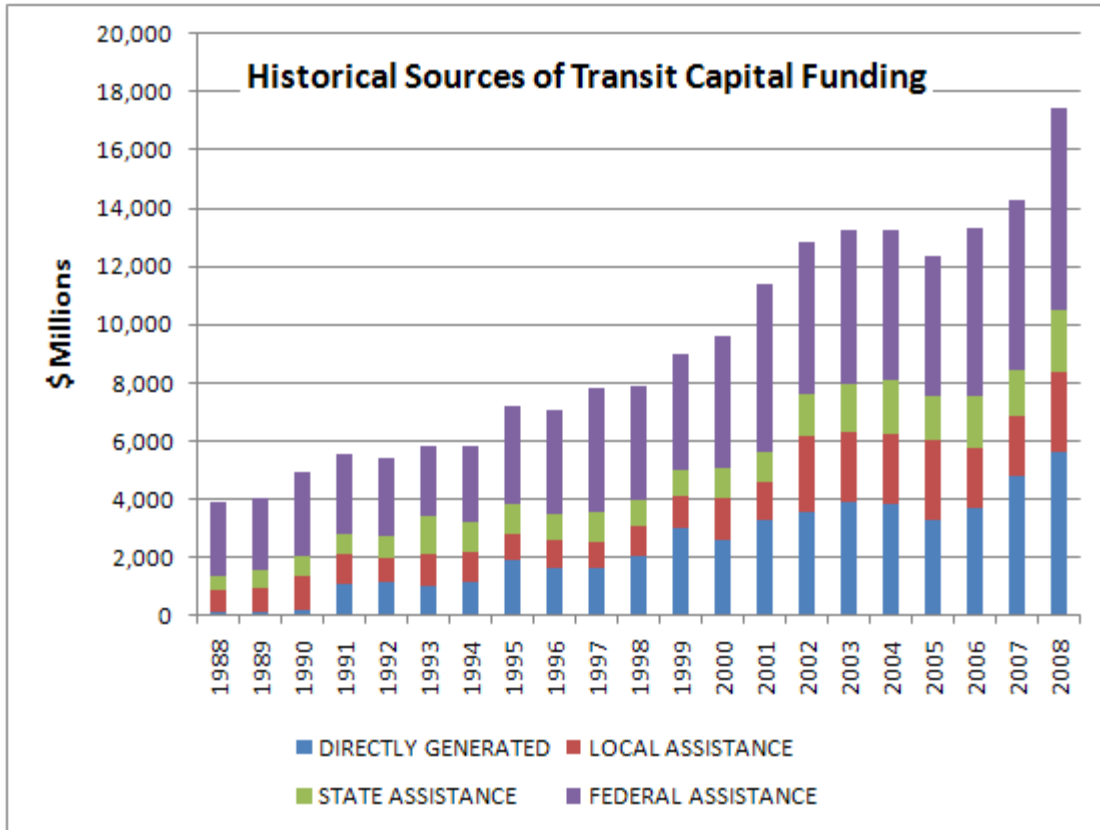
The videos are running on Comcast cable television. In addition to the videos, still photographs were taken for use in newsletters, print ads, flyers and posters. We appreciate the participation of our valued community members.

### Countywide Transit Master Plan

Jesse Bernstein and Roger Kerson were instrumental in finalizing the presentation unveiling the Transit Master Plan scenarios, "Alternative Transit Futures" for our most significant outreach effort to date. The PowerPoint including three scenarios (each with a different theme) was presented to the three Board committees, as well as the TMP Technical and Leadership Committees. The presentation was well received.

The series of public outreach meetings to seek feedback on the preferred scenario launched on February 2. We are already at the half-way mark for this phase of the project. Turnout has been acceptable, even surprisingly large in Ann Arbor on the evening of the impending blizzard. In addition to the scheduled public meetings, we are accepting as many invitations as possible for presentations to organizations, and meeting one-on-one with individuals and small groups. During the meetings, we are utilizing a feedback tool which asks participants to identify their preferred scenario, as well as for ideas on adjusting that Scenario by adding or removing projects.

Work has begun on the funding analysis. This is a critical step. While we cannot be certain about how the funding for our project will line out, the graphic below provides an idea for putting capital costs and local shares for transit into perspective (SOURCE: APTA Fact Book).



Governance

Meetings have resumed considering the governance structure of the organization for providing countywide service. In late January, Jesse Bernstein and I met with Mayor John Hieftje, Terri Blackmore, Jeff Irwin and Eli Cooper to discuss the allocation of Board seats between appointments from the City of Ann Arbor and surrounding entities. More recently we met again with Terri Blackmore to outline the discussion scheduled for later this month that will include Mayor Hieftje and local township, city and village leaders.

We have also been engaged in discussions with legal counsel on our options for becoming an Act 196 entity. I will continue to report as developments warrant.

I am indebted to Board members and the TMP team for their tireless work on this portion of the project.

In addition to the public outreach meetings, the following meetings were held over the past four weeks.

*Business and Community Leaders:* **Joe Fitzsimmons**, former CEO of UMI Microfilm and fundraiser for Governor Rick Snyder; **Norm Herbert**, former Vice President of Finance University of Michigan; **Joe Sefcovic**, general manager Holiday Inn North; **Tony**

**VanderWorp**, director of Economic Development for Washtenaw County; **Mike Garfield**, Ecology Center

*Elected Officials:* **Ronnie Peterson**, County Commissioner for Ypsilanti and Ypsilanti Township

*Business and Community Groups:* **Eastern Leaders Group; Chelsea Retirement Community**

#### Meetings with Local Business Partners

##### ***City of Ann Arbor and Downtown Development Authority***

A meeting to cover two topics was held in late January. Sue McCormick and I discussed the Fuller Road Station (FRS) project and The Ride's ongoing support and commitment towards a Fuller Road intermodal facility. We also discussed the Amtrak Station and next steps for moving improvement efforts forward. My discussions to move the FRS environmental assessment forward are noted in this report under the Washington, DC meetings.

Sue and I were later joined by Susan Pollay (DDA), Terry Black (AATA) and Cresson Slotten from the City to discuss reconstruction of the Blake Transit Center (BTC) and AATA's need to secure a six foot easement owned by the City that is adjacent to the current BTC site. It is expected that approval of the request to sell the property to AATA will be made of City Council in March.

##### ***Downtown Development Authority***

We held a meeting with Nancy Shore, Susan Pollay, Phil Webb, Chris White, Mary Stasiak and Ken Anderson to discuss future funding for the go!pass program. Future funding for the go!pass program from the DDA will be limited. We are looking for ways to ensure the continued viability of program. For fiscal year 2011, the DDA is budgeted to pay \$378,684 which is 78% of the total. The DDA's contribution is expected to increase due to increased ridership of the go!pass program. Measures to reduce their contribution were initiated.

##### ***University of Michigan***

Two meetings have taken place with representatives from the University of Michigan and the City of Ann Arbor to begin making preparations for the impending reconstruction of the Stadium Boulevard bridges. It is anticipated that as a result of the closures, AATA football shuttle ridership could increase substantially.

The discussions included requests that can be made of the City to ease post-game congestion. At this point we are considering requesting two-way traffic on Main Street.

The current configuration has all traffic moving one-way southbound on Main. This would prohibit us from getting to the stadium in any direct fashion.

In addition to UM, we will be working with representatives from the City, UM Department of Public Safety, and the UM Athletic Department to develop a solution that supports providing good service to our customers. Parsons Brinckerhoff has been hired to work with the group to conduct a study of regional traffic flows, local traffic management in and around the stadium, traffic in the neighborhoods, and the transit routes. The team outlined a project timeline that goes through August. We will keep you updated on our progress.

### ***Sue Zielinski***

Michael Benham and I met with Sue, Managing Director of Sustainable Mobility and Accessibility Research and Transformation (SMART) at UM. We discussed SMART's annual summit scheduled for this April, where we are at on the TMP effort and what that shared vision will mean for the region. We have been invited to present at the summit, along with other transportation groups in the region. Other invitees will talk about their respective projects and how we can collaborate on potential funding opportunities for transportation going forward. We were also offered an opportunity to post a link to our project on their web site as they have a large local and international following. We discussed the use of their resources in terms of students and how they may be able to assist us on many transit related opportunities and projects that require research and analysis.

### ***CeCe Grant***

We met with CeCe Grant from Transportation for America to get caught up on the latest discussions taking place in Wayne and Washtenaw Counties around the Ann Arbor to Detroit Rail project. Representatives from the two counties recently raised concerns about a portion of the studies on the project. I will continue to monitor these discussions and report back as developments warrant.

### **Art Fair Meeting**

We are beginning to solidify plans for the annual Art Fairs. The 2011 contract has been signed with Briarwood Mall. Staff has been in attendance at meeting to discuss preparations for this year's event. The Art Fair committee is working to obtain commitments from UM and others for the transportation subcommittee and will schedule that meeting as soon as they can. Work has begun on the map brochures, which will be completed once information is received on construction projects that might impact the fairs and the subcommittee's recommendations. We will continue to be involved in planning efforts, and will report back following the next meeting, scheduled for April.



### Interview with High School Students

I was recently interviewed by three Pioneer High School students for an Advanced Placement Government class project. The trio asked questions about our federal funding, green initiatives and how our services compare to other forms of mass transit. I took the opportunity to share information about the Transit Master Plan initiatives with our guests. It was a pleasure to have young people visit our facility and learn about what we do.

### Travel

I was in Washington, DC mid-month; details on the meetings were included earlier in this report. I attended the American Public Transportation Association's Chief Executive Officer Conference at the beginning of this week.

Three staff members and I attended the Michigan Public Transit Association's mid-year legislative meeting on Wednesday and Thursday of this week. We hosted Jeff Irwin and Rick Olson at a Legislative Breakfast on Thursday morning.

Attendees discussed how we, as transit agencies throughout the state, will relate to our state representatives and senators. We heard from Kurt Steudle, Director of the Michigan Department of Transportation (MDOT) about the importance of performance measurement, finding efficiencies, and sharing resources. Over two-thirds of the legislators are new. We were encouraged to establish relationships with our representatives to help them understand the economic value and importance of public transportation.

We were advised that there is little chance of an increase in the gas tax, though transportation funds from the Department of Community Health were frequently cited as a potential source of funding for transit.

Ann Arbor Transportation Authority Board of Directors  
Planning and Development Committee  
Proposed Meeting Summary  
February 8, 2011 – 5:30 p.m.

Present: Committee –Rich Robben (Chair), David Nacht (participated by telephone)  
  
Staff – Ken Anderson, Terry Black, Dawn Gabay, Ed Robertson, Karen Wheeler,  
Phil Webb, Chris White

Absent: Anya Dale (Committee)

Committee Chair Rich Robben called the meeting to order at 5:31 p.m.

*1.0 Communications and Announcements*

There were no communications or announcements.

*2.0 Public Time – Comment on Agenda Items*

No one appearing, Mr. Robben declared Public Time closed.

*3.0 Action Items*

*3.1 Application to Michigan Department of Transportation for FY2012*

Chris White reported on the FY2012 application for state funding prepared for submission to the Michigan Department of Transportation (MDOT). He noted that staff had met with Anya Dale earlier in the day and had provided a full briefing to her on the application process.

Chris reported that one element of the application is for capital funding and consists of the FY2011 element of the Capital and Categorical Grant Program approved earlier by the Board in January. The second element of the application is an operating budget for FY2012 that the State requires to be submitted at this time. The budget is as estimate based on a continuation of our current service. Once the actual budget is adopted for FY2012, any changes will be sent to the State and adjustments will be made.

Chris noted that the format of the resolution authorizing submission of the application to the state must be closely followed. The committee gave its concurrence on moving the resolution forward to the full Board.

### 3.2 *Contract for Media Planning*

Mary Stasiak provided an overview of the three categories that marketing and communications development is divided into at TheRide: Market Research, Public Relations, and Advertising and Promotion. She noted that last year the Board approved a contract with three different vendors to provide different services in each of the three development categories and described how each vendor supports the overall marketing program.

Mary reported that the current multi-vendor contract expires in March 2011 and does not include services for media planning and placement.

The new contract being proposed is to secure a multi-year relationship with a company that will be able to plan and place cost effective advertising campaigns, publications, telephone and radio advertising for AATA. The successful proposer will identify and buy the appropriate media for advertising and handle the billing procedures. Advertising firms typically have group-buying power and can purchase advertising at lower rates than AATA. Future advertising will be placed with the media and either billed directly to AATA or through the advertising agency.

Expenditures for media purchases are expected to exceed \$100,000. The proposed contract term is for one year from date of issue, with a renewal option for four (4) additional successive one-year periods. The total contract term will not exceed five (5) years.

AATA has received three (3) proposals in response to the RFP for these services that have been evaluated by a staff committee (the Purchasing Contracts Coordinator, Manager of Community Relations and the Administrative Assistant for Community Relations).

Mary provided a draft resolution to award the proposed contract. David Nacht voiced his support of recent marketing efforts. The committee gave its concurrence to move the resolution awarding a contract to the full Board for consideration.

## 4.0 *Continuing Business*

### 4.1 *Strategy Map for Countywide Service*

Dawn Gabay reported Michael Benham was absent from PDC due to a previous commitment involving the Transit Master Plan (TMP). Earlier in the day Mr. Benham had met with Anya Dale to review the Strategy Map for Countywide

Service. He will provide a report at the February PMER meeting, and will meet with the remaining Board members and update them on TMP concerns.

#### 4.2 *Preparation for Annual Planning Meeting*

Dawn Gabay provided an update on preparations for the Board's Annual Planning Meeting. She reported that in accordance with the Board's earlier wishes, staff is developing a half-day session that will be devoted mostly to the Transit Master Plan and a countywide transportation strategy. Attendees discussed the first draft of the agenda for the meeting that has been scheduled for June 3, 2011, beginning at 8:00 a.m. at Weber's Inn. Dawn reported that a facilitator is being considered for the meeting, and requested that Board members share their ideas for additional agenda items. Rich Robben asked staff to time the items on the agenda in order to allow sufficient time to cover all the topics.

#### 4.3 *Vanpool Service*

Ken Anderson reported that Staff has been working with its URS Corporation consultants put together a business plan and procurement strategy for developing a vanpool program. Staff has also participated in meetings with the Michigan Department of Transportation (MDOT) and the Capital Area Transportation Authority (CATA) in Lansing to discuss the use of federal Congestion Mitigation/Air Quality (CMAQ) monies as a possible funding source for locally operated vanpool programs.

The MDOT and CATA meetings along with recently provided information from VPSI (the current private vanpool provider under contract with MDOT) have suggested that a revised approach to AATA's procurement strategy may result in a more robust and cost-effective program and more competition from vendors wishing to provide these services. The procurement revision would enable vendors to submit bids using multiple service delivery models.

Under the new strategy bidders could submit bids to operate the entire program (a turnkey contract), or to bid for individual components of the service. This approach would allow AATA to make comparisons of actual costs between vendors, to compare the ease of implementation for different models, and to avoid potential conflicts with vendors presenting models that may not have been previously considered.

Adopting this new purchasing strategy will revise the timeline for the vanpool procurement. Request for proposals will be developed in February, they would be issued and reviewed in March and April, the Board would be asked for a decision in May, and a vanpool contract would be awarded in June. Ken

reported that no action is requested from the committee at this time, and staff will continue to provide updates as the procurement progresses.

#### 4.4 *URS Draft Connector Study*

Chris White reported that the final report on the Connector Study is complete and out for printing. He asked PDC members whether they wanted to receive electronic or paper copies. Mr. Robben asked for an electronic copy, and Mr. Nacht had no preference.

#### 5.0 *New Business*

There was no new business for the committee to consider.

#### 6.0 *Updates*

##### 6.1 *Ann Arbor Connector Feasibility Study*

The subject had been covered in item 4.4 above.

##### 6.2 *Blake Transit Center*

Terry Black provided an update on the Blake Transit Center (BTC) reconstruction project. A request for proposals has been issued and responses are due in early March and a survey of the property to be acquired from the City will soon be completed. After the land survey, the City will determine a value for the land and present a proposal for the sale of the land to City Council at its March meeting.

Terry is also working with the site manager for the adjacent Federal Building in hopes of developing a “green space” walkway connecting 4<sup>th</sup> and 5<sup>th</sup> Avenues along the property line separating the Federal Building and the BTC. A survey for this is scheduled to be made as part of the City property survey. Once the survey is complete, a formal letter will be sent to the Federal Government requesting the use of the land for a walkway.

Terry reported that a meeting of the Stakeholder Advisory Group will be scheduled in the coming month to provide updates on the floor design and to begin looking at the aesthetics of building.

##### 6.3 *Expansion/Improvement of 2700 Facility*

Terry Black reported that site drawings for the expansion of the 2700 bus storage area and for the overhaul of the retention pond are complete and will be

presented to the City Planning Department for approval this month. Once the drawings are approved, work can begin on the final construction drawings for both projects.

Rich Robben requested that development drawings be presented to the committee for review, and Terry agreed to do so in March or April. In response to a question from Mr. Robben on the ability of the expanded AATA facility to accommodate articulated buses, Terry indicated that the only adjustment needed would be the installation of a three-post hoist replacing the now unused inspection pit.

#### 6.4 *East/West and WALLY Rail*

Dawn Gabay reported that the East/West Rail project is in a holding pattern pending the acquisition of funding to conduct excursion service.

She reported that work on the WALLY Rail project has been put on hold due to the ongoing work of the Transit Master Plan.

#### 6.5 *Transit Master Plan*

Ed Robertson distributed a draft report prepared earlier by Michael Benham updating the committee on the Transit Master Plan.

#### 6.6 *East Ann Arbor Health Center*

Chris White provided an update on expanding service to East Ann Arbor Health Center. UM staff is working on estimating the additional ARide trips that may result by expanding bus service beyond the Geriatric Center to other centers in the complex. AATA and UM staff will collaborate on developing customer information on using a combination of AATA and UM bus service to get to the Center.

#### 6.7 *Ann Arbor-Ypsilanti Work Transportation*

Chris White reported that Blue Cab (the current contractor for Night Ride service), is looking at cost estimates for a pilot program to expand its services east of Golfside. Chris indicated that the service could begin as early as March, and noted that it is important not to degrade the level of Night Ride services for the citizens of Ann Arbor. He reported that efforts are continuing in hopes of finding funding to expand service on Route #4 between Ann Arbor and Ypsilanti.

#### 6.8 *Park and Ride Options for Glencoe Crossing*

Chris White reported that DLZ (AATA's consultant for construction projects), is working together with AATA staff and McKinley Associates personnel to develop a schematic for the use of a portion of Glencoe Crossing for a park-and-ride facility. McKinley is also working on a Use Agreement with AATA.

Chris noted that use of the space for Park and Ride will result in a lost opportunity at Glencoe Crossing, and as a result, the plan is to work with Pittsfield Township for McKinley to receive credits for its parking requirements at an alternate site. Mr. White indicated that he will have a better idea on timing for the project within a few months.

Rich Robben requested information on utilization of the Plymouth Road Park and Ride Lot. Chris responded that the lot is used quite heavily (based upon monthly AATA surveys), particularly when it is remembered that the lot is only in its first year of operation. Chris noted that the lot is used for carpools and vanpools in addition to fixed-route bus riders.

#### 6.9 *Service to Detroit Metropolitan Airport*

Dawn Gabay reported that Staff continues working with representatives from DTW and from Michigan Flyer (the current private service provider) for improved services to the airport. Staff is working toward hourly service between Ann Arbor and DTW with pick-up points at the Blake Transit Center and at the University of Michigan (exact location has yet to be determined). She noted that the service would connect with the SMART at the Airport for people wishing to continue to Detroit. Dawn said a meeting has been scheduled for late February with Michigan Flyer to work on a more defined plan and to determine how to engage funding partners to help pay for the services.

David Nacht asked if there have been any discussions with UM or the Convention and Visitors Bureau regarding sharing costs. Dawn said that UM and the CVB are on the list of prospective partners and noted that Michael Ford has had preliminary discussions with the CVB. Ms. Gabay added that a list names is being compiled of prospective "champions" of the project at UM.

#### 6.10 *ARide Contract*

Dawn Gabay reported on the status of the Request for Proposals for ARide service. The current contract with Select Ride for this service expires on June 30, 2011. Three proposals were received and evaluated in two separate areas: the technical abilities of the providers, and the financial impact upon AATA. Each evaluation area rates 50% of the total points. The technical proposals of the top

two bidders were easily evaluated. The difference in the structure of the top two financial proposals, however, has caused some difficulty in making comparisons. Staff is seeking the assistance of its consultant to help refine AATA next request which will be for Best and Final Offers.

Dawn indicated that no matter which of the proposals is selected, it may be necessary to extend the current contract for a month. Because of the unforeseen difficulties in analyzing the proposals, the original timeline for requesting approval from the Board to award a contract has been moved from February to March.

Ms. Gabay added that information on salaries is being requested from the proposers to determine how that affects the cost of any contract. Although AATA is currently investigating a Living Wage Policy, its requirements cannot be used as a criteria in the evaluations for this service, as the proposals were out prior to the Board's decision to pursue such a policy.

7.0 *Public Time*

No one appearing, Mr. Robben declared public time closed.

8.0 *Future Meetings*

Tuesday, March 8, 2011 at 3:00 p.m.

9.0 *Adjourn*

There being no further business, Mr. Robben adjourned the meeting at 6:15 p.m.

Respectfully Submitted,

Karen Wheeler



UNLESS POSTED LAC MEETINGS ARE HELD THE SECOND TUESDAY OF EVERY MONTH (EXCEPT JULY) FROM 10 A.M. TO 12 NOON AT AATA'S MAIN OFFICE: ANN ARBOR, 2700 S. INDUSTRIAL HYW. (734) 973-6500

## 1.0 INTRODUCTION OF ATTENDEES

**Present LAC Executive Council Members:** Karen Wanza (Chair), Jody Slowins (Co-Chair), Mary Wells, Cheryl Weber, Clark Charnetski, Joanne Weintraub, Eleanor Chang, Lena Ricks, John Kuchinski

**Absent With Notice:**

**Absent Without Notice:** Stephen McNutt

**General LAC Members:**

**Guests:** Dave Reid, Kristen Reid, Maria Velez (SR) Mark Ferrell (WATS), Michaelene Pawlak (WAVE), Doug Anderson (Peoples Express) Chris White (AATA) Lula Jones (Customer)

**AATA Liaison:** Brian Clouse

**Acronyms:**

AACIL	Ann Arbor Center for Independent Living
AATA	Ann Arbor Transportation Authority
AAA1B	Area Agency on Aging 1B
AADL	Ann Arbor District Library
BTC	Blake Transit Center
CSR	Customer Service Representatives
FOIA	Freedom of Information Act
LDA	Learning Disabilities Association
LAC	Local Advisory Council
MDOT	Michigan Department of Transportation
PPA	Partners in Personal Assistance
RICC	Regional Interagency Consumer Committee
RFP	Request For Proposal
SR	Select Ride Inc.
SMART	Suburban Mobility Authority for Regional Transportation
TMP	Transit Master Plan (county wide plan)
WALLY	Washtenaw and Livingston Line
WATS	Washtenaw Area Transportation Study
WCC	Washtenaw Community College
PMER	Performance Monitoring and External Relations

**2.0 COMMUNICATIONS AND ANNOUNCEMENTS**

2.1 Mr. Ferrell said the next WATS meeting would be in March.

**3.0 REVIEW AND APPROVAL OF MINUTES**

The January draft minutes were approved with amendments to item 5.0.

**4.0 PUBLIC COMMENT TIME (5 MINUTE TIME LIMIT PER SPEAKER)**

4.1 Ms. Jones complemented AATA drivers for their service especially on the day of the blizzard. She inquired about driver appreciation & recognition. Mr. Clouse said he would notify the operations supervisor of her compliment and that specific driver compliments are shared in the monthly AATA employee newsletter.

4.2 Ms. Chang inquired on the availability of temporary A-Ride service for persons with temporary disabilities. Mr. Clouse said persons who are temporarily disabled might apply for A-Ride if their impairment lasts longer than the 3-week application process, or at least 90 or more days in length.

**5.0 AATA BOARD MEETING REPORT**

Ms. Wanza reported that the new AATA public announcement commercials were viewed at the meeting. Open discussion regarding the new commercials ensued.

**Governance Committee LAC Items:**

There were no items.

## 6.0 BUSINESS ITEMS

### Old Business

#### 6.1 A-Ride RFP

Mr. Clouse stated that at this time there were no updates. He said that the review process is ongoing and that a Paratransit professional was consulted with on the price evaluations. He stated the next step will be asking the bidders for their best and final offers.

#### 6.2 BTC Update

Ms. Weber stated that there still has been no changes as of yet.

#### 6.3 TMP Update

Mr. Clouse stated that there are no changes to report on since the presentation from Mr. Benham in December. Mr. Charnetski encouraged LAC members to attend any one of the planned TMP meetings. Mr. White distributed TMP brochures with the dates and times of these meetings.

#### 6.4 A-Ride Service Changes

Mr. Clouse explained the approved A-Ride service changes, which resulted from feedback in 2010 public meetings. They are the 5-minute vehicle wait time and the 7 day advanced booking window. He stated that riders will be notified by mail of the changes and that he will host open meetings for persons interested in learning more.

### New Business

#### 6.5 MDOT Vehicle Accessibility Plan

Chris White, Doug Anderson and Michaelene Pawlak described their services and their accessibility plans. The LAC discussed the accessibility plans of AATA, Peoples Express, Northfield Human Services and the WAVE. There were no questions on the accessibility plan updates

**7.0 PUBLIC COMMENT TIME**

- 7.1** Ms. Weintraub stated that during a Night Ride trip on New Year's Eve her trip was late and the driver failed to secure her wheelchair properly. Mr. White said he recently meet with the owner of Blue Cab over similar issues and will see that this driver receives retraining on wheelchair securement.
- 7.2** Ms. Ricks stated that she had trouble using the phone number given out last month because of A-Ride line volume troubles. Mr. Clouse tested the number and it was working properly. Mr. Reid stated that it is extremely rare but 1 in 10,000 callers might be kicked out of the A-Ride line and into the cash line. Mr. Clouse encouraged her to use the 663-6636 number if she has low-volume problems with the A-Ride number.
- 7.3** Mr. Charnetski explained the UofM Magic Bus system. He encouraged LAC members to view the system on the internet at [www.mbus.pts.umich.edu](http://www.mbus.pts.umich.edu)
- 7.4** Ms. Ricks stated her interest in developing a driver appreciation program. It was decided that at the next LAC meeting the development of a driver appreciation committee would be discussed.
- 7.5** Ms. Slowins stated that it would be helpful if the Call Takers would be consistent in providing information to customers on the whereabouts of their ride. She claimed that her trip was late and she had an opportunity to get another ride but the Call Taker could not give her an accurate time of arrival. Mr. Clouse said he agreed with her concern and that Call Takers should be able to inform a rider, within reason, the estimated time of their trips arrival (when late). Open discussion over the differences between customers being told when their vehicle will arrive, as opposed to where it physically is ensued.
- 7.6** Mr. Ferrell explained the educational benefits of attending the WATS Partners in Transit meetings. He invited interested persons to speak with him after the meeting.

**FUTURE AGENDA ITEMS**

**Old Business**

1. RFP Update (TBD)
2. BTC Update (TBD)
3. TMP Update (TBD)

**New Business**

1. AATA Commercials
2. New Driver Recognition Committee
3. LAC Projects 2011

**8.0 ADJOURN**

**9.0 Next Meeting: Tuesday March 8, 2011, 10:00 a.m. to 12 noon.**



Karen Wanza, LAC Chair

Respectfully Submitted,



Brian Clouse  
AATA Liaison

Resolution 9/2011

**RESOLUTION OF INTENT TO APPLY TO APPLY FOR FINANCIAL ASSISTANCE FOR FISCAL YEAR 2012 UNDER ACT 51 OF THE PUBLIC ACTS OF 1951, AS AMENDED**

WHEREAS, pursuant to Act 51 of the Public Acts of 1951, as amended (Act 51), it is necessary for the Ann Arbor Transportation Authority (AATA) established under Act 55 of 1955 to provide a local transportation program for the state fiscal year of 2012 and, therefore, apply for state financial assistance under provisions of Act 51; and

WHEREAS, it is necessary for the AATA, to name an official representative for all public transportation matters, who is authorized to provide such information as deemed necessary by the State Transportation Commission or department for its administration of Act 51; and

WHEREAS, it is necessary to certify that no changes in eligibility documentation have occurred during the past state fiscal year; and

WHEREAS, the performance indicators for this agency have been reviewed and approved by the AATA; and

WHEREAS, the AATA, has reviewed and approved the proposed balanced budget, and funding sources of estimated federal funds \$3,203,900, estimated state funds \$7,810,100, estimated local funds \$9,944,600, estimated fare box \$4,764,600, estimated other funds \$196,000, with total estimated expenses of \$25,919,200.

NOW THEREFORE, be it resolved that the AATA hereby makes its intentions known to provide public transportation services and to apply for state financial assistance with this annual plan, in accordance with Act 51; and

HEREBY, appoints Michael G. Ford as the Transportation Coordinator, for all public transportation matters, who is authorized to provide such information as deemed necessary by the State Transportation Commission or department for its administration of Act 51 for 2012.

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Jesse Bernstein, Chair

February 17, 2011

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Charles Griffith, Secretary

February 17, 2011

## MEMORANDUM

**To:** Planning and Development Committee

**From:** Chris White  
Manager of Service Development

**Re:** FY 2012 State Funding Application

**Date:** February 8, 2011



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We have prepared the FY 2012 application for state funding for submission to MDOT. A Board resolution is required to authorize submission of the application and MDOT has a required format for the resolution. A draft resolution is attached in the required format.

One element of the application is for capital funding. This portion of the application will consist of the FY 2011 element of AATA's Capital and Categorical Grant Program.

The second element is an operating budget for FY 2012. The budget is required to be submitted at this time, but it is understood that the budget is an estimate and subject to change before the beginning of the fiscal year. The state operating assistance we will receive will be based on our actual expenses next year, not the expenses in the application. In addition, we will inform MDOT during the development of the FY 2012 budget later this year if a significant change from the application is being considered. We will provide a copy of our final budget for FY 2012 to MDOT once it is adopted in September. MDOT does use the operating budget submitted in the applications for planning purposes. For this application, I have used a 1% overall increase from the adopted FY 2011 budget.

Resolution 10/2011

Authorization to Execute Contract for Media Planning and Placement Services

**WHEREAS**, the need for media planning and placement services has greatly increased and

**WHEREAS**, AATA issued a short term contract for the purchase of media planning and placement services until a long term contract could be awarded, and

**WHEREAS**, the cost of media planning and placement services is expected to exceed \$100,000 over the course of the contract, and Board policy requires advance authorization to incur products or services over \$100,000, and

**WHEREAS**, a thorough evaluation of the three bids received for this service has shown that Orange Egg of Ann Arbor, Michigan provided the lowest responsive bid that fully meets the specifications set by AATA, now therefore

**IT IS RESOLVED**, that the Ann Arbor Transportation Authority Board of Directors authorizes the Chief Executive Officer to enter into a contract for Media Planning and Placement Services with Orange Egg of Ann Arbor, Michigan for a one year period with four one year renewal options under the same terms and conditions provided.

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Jesse Bernstein, Chair

February 17, 2011

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Charles Griffith, Secretary

February 17, 2011





To: Planning and Development Committee  
From: Mary Stasiak, Manager of Community Relations  
Date: February 8, 2011  
Re: Media Planning and Placement Services

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AATA issued Request for Proposal (RFP) # 2011-02 for provision of Media Planning and Placement Services to thirty-two (32) vendors. The RFP was issued on December 9, 2010 with submittals due January 11, 2011.

The purpose of the RFP is secure a multi-year relationship with a company that can plan and place cost effective advertising campaigns, publications, telephone and radio advertising for AATA. The successful proposer will identify the appropriate media for advertising, place the buy and handle the billing. Typically advertising firms have group-buying power and can purchase advertising at lower rates than AATA. Advertising will be placed with the Media outlets and will be billed either to AATA directly or through the chosen vendor. It is anticipated that expenditures for media purchases over the life of the contract will exceed \$100,000.

The contract term is for one (1) year from date of issue, with a renewal option for four (4) additional successive one-year periods if exercised by AATA under the Contract Terms and Conditions. The total contract term shall not exceed five (5) years.

AATA received three (3) proposals in response to the RFP. The proposals are being evaluated by a committee of three (3) internal staff members including the Purchasing Contracts Coordinator, Manager of Community Relations and the Administrative Assistant for Community Relations.

The evaluation team recommends award of a contract to Orange Egg of Ann Arbor, Michigan who provided the lowest responsive bid that fully meets the specifications set by AATA.