

MISSOULA URBAN TRANSPORTATION DISTRICT
BOARD OF DIRECTORS MEETING OCTOBER 25, 2018 / 12:00 PM
MUTD CONFERENCE ROOM, 1221 SHAKESPEARE STREET

AGENDA

- 1.0 Call to Order & Roll Call (12:00)
- 2.0 Changes or Additions to the Agenda
- 3.0 Public Comment on items not on the Agenda
- 4.0 Discussion Items / Reports / Comments:
 - 4.1 General Manager's Report (Corey Aldridge) (12:05)
- 5.0 Action Items:
 - 5.1 Minutes of September 20, 2018 (12:30)
Recommendation: Approve the minutes of September 20, 2018.
 - 5.2 Financial Statements and Ridership Reports (12:35)
Recommendation: Receive the August 2018 Financial Statements and Ridership
 - 5.3 Advertising Policy (Corey Aldridge) (12:50)
Recommendation: Approve the Advertising Policy for MUTD facilities and vehicles.
 - 5.4 Exterior Advertising Contract (Vince Caristo) (1:00)
Recommendation: Authorize the General Manager to execute a revenue contract with Missoula Broadcasting Company for exterior bus advertising services.
 - 5.5 Strategic Messaging Contract (Vince Caristo) (1:10)
Recommendation: Authorize the General Manager to execute a one-year contract with the firm M+R Strategic Services, Inc. for strategic services in an amount not to exceed \$36,000.
 - 5.6 Disposal of Obsolete Fareboxes (Corey Aldridge) (1:20)
Recommendation: Approve the disposal of obsolete fareboxes.
- 6.0 Adjournment (1:30)



MUTD General Manager Report

To: Board of Directors
From: Corey Aldridge, General Manager
For Meeting: October 25, 2018

<i>Attachments</i>

1. None

Downtown Master Plan

The update of the Downtown Master Plan (DMP) is underway. The last DMP created in 2008-2009 has been closely followed as a guiding document for much of the development and change in the Downtown. From the consultant meeting with the DMP Implementation Committee, the focus of many in the room is on affordable housing and connecting the University. Public transit will have a vital role in meeting both areas of focus. The MUTD Board of Directors can assist in the process by attending public meetings and speaking with stakeholders to advocate/educate for public transit so it's importance is recognized in the final Plan. Positioning MUTD so it has a key role in collaboration/coordination with all projects and development will provide the opportunity to guide development that can be easily supported by public transit in an efficient manner.

Transfer Center Retail Space

Ninja Mike's has really transformed the vibe of the Transfer Center in a positive way. Staff recently learned from the tenant that the corner of the overhang above the street side order window does not provide protection from rain or snow. Staff is working to find a way to provide a mean of mitigating this problem before the snow arrives.

Facilities Master Plan

The project is planned to kickoff at the beginning of November. Staff is finalizing a schedule with DJ&A. The draft schedule has the Plan being completed in August 2019. This is an opportunity to plan for MUTD's facilities for the next 30-40 years.

Electric Buses

Windfall has been working on creating a new paint scheme for the electric buses. This will be an agenda item for the next Planning Committee meeting to make a final selection.

Bus Stop Master Plan

Planning and Operations Staff, along with MUTD's consultant, Territorial Landworks, met with City Engineering this week to review the proposed bus stop locations. The meeting was originally scheduled for 1 hour and ended up lasting nearly 5 hours. The meeting was very productive, and Staff is very appreciative of the City recognizing the importance of this project to MUTD.

Impact Fee Study

Our consultant, TischlerBise, has indicated they will have development projections to share with MUTD on October 19. Once MUTD and TischlerBise are comfortable with the projections, they will begin working on structuring the fees. This will be an agenda item for the next Planning Committee meeting, unless the Board feels it should be addressed by the Finance Committee.

Scooter / Bike Share

Scooters and Bike share are coming to Missoula by next spring. Staff will be working on how to handle potential issues / unforeseen problems which may arise from this new mobility service.

2018 Strategic Plan

The Strategic Plan was presented at a joint TPCC/TTAC meeting on October 4, and again at the Miller Creek Neighborhood Council meeting on October 16. There were many questions and comments from both meetings which we can expect to hear as MUTD moves forward with implementing the phases of our new Plan. Both presentations went well, and show the need for us to be sharing the Plan with more organizations and better understanding the tough questions and concerns as we attempt to address the public transit needs of the community.



**MISSOULA URBAN TRANSPORTATION DISTRICT
BOARD OF September 20, 2018
MUTD CONFERENCE ROOM, 1221 SHAKESPEARE STREET**

Draft

Members Present

Amy Cilimburg, Chair
Jesse Dodson, Vice-Chair
Anna-Margaret Goldman, Secretary
Martin Blair, Treasurer
Don MacArthur

Members Absent

Andrea Davis
Doug Odegaard

Staff

Corey Aldridge, General Manager
Dorothy Magnusen, Fin. & Admin Mgr
Elizabeth Wehling, CSR
Vince Caristo, Project Mgmt Specialist
Bill Pfeiffer, Comm. Outreach Coord.

Guests

None

Call to Order and Roll Call

Dodson called the meeting to order at 12:04 p.m. Roll call was taken.

Changes or Additions to Agenda

Public Comment on Items Not on the Agenda

None

General Manager's Report

Ninja Mike's grand opening occurred on September 4th. Mountain Line looks forward to the change in environment and great food options Ninja Mike's will bring to the Transfer Center.

Staff continues to negotiate the scope of services and cost for the Facilities Master Plan with MUTD's selected consultant, DJ&A.

AN RFQ was released for electric infrastructure engineering designs needed to accommodate the chargers for MUTD's new electric buses that are on order. Three responses were received, and will be discussed on today's agenda.

The Bus Stop Master Plan continues to be updated as Staff reviews every stop along Routes 1 and 2, along with comments from the City. The project is ongoing.

Staff met with CarsonBise for the initial fact finding and data gathering necessary to complete the Transit Impact Fee Study. The Study is projected to be completed by the end of 2018. Updates will continue to be provided.

MUTD's contract with the Missoulian for exterior bus advertising has expired. Staff released a new RFP which closed on August 30th. The new buses on order are not designed to accept advertising frames, so all Mountain Line buses will switch to vinyl advertisements. Three proposals have been received. Staff plans to have the new exterior bus advertising contract for approval at October's meeting.

Staff met with the City to discuss a possible annexing policy requiring properties annexing into the City to also annex into the Transportation District. This is an ongoing project, and Staff will continue with updates.

The 2018 Strategic Plan will be presented at a joint meeting of TPCC and TTAC on October 4th at 10:00 am at the City Council Chambers. The presentation will be given by Staff and Michelle from Jarrett Walker & Associates.

Minutes of August 22, 2018

Dodson made a motion to approve the minutes of August 22, 2018, seconded by Goldman. The motion carried unanimously.

Country Crest Petition into District

Aldridge explained the petition for Country Crest No. 3B, Lot 64 Subdivision for Inclusion into the Transportation District. Staff received the petition into the Transportation District, accompanied by a site plan indicating the lots within the project.

Dodson made a motion to approve Resolution 18-04 to expand the boundaries of the Transportation District to include Country Crest No. 3B, Lot 64 Subdivision, seconded by MacArthur. The motion carried unanimously.

Electric Engineering Design

Caristo described the changes needed to be made to MUTD's current facility to accommodate the electric bus charging stations. A Request for Qualifications was released on August 1st, 2018, and three (3) responses were received. CTA Architect Engineers was determined to be the most qualified for this project. Staff has negotiated a final scope of work and price proposal.

Blair made a motion to authorize the General Manager to execute a contract with the firm CTA Architects Engineers in the amount of \$19,946, plus a 3% contingency, seconded by MacArthur. The motion carried unanimously.

Facilities Master Plan

Caristo discussed the growing need for expanded facilities, as the current MUTD maintenance and operations facility has reached full capacity. Staff worked with the Planning Committee to figure out a scope of work for a planning study capable of identifying MUTD's needs for a new facility.

A Request for Qualifications was issued on May 7th, 2018, looking for firms with civil and structural engineering expertise on the design of federally funded transit facilities to complete the Facilities Master Plan. Responses were received from three (3) firms, and DJ&A was chosen as the most qualified for the project.

Dodson made a motion to authorize the General Manager to execute a contract with the firm DJ&A, P.C., in the amount of \$159,926, plus a 3% contingency, seconded by MacArthur. The motion carried unanimously.

Reserve Policy

Magnusen gave a presentation on the Pro Forma and Reserve Policy revisions. The Finance Committee recommendations were to use Interest Earned to pay for Operating expenses. The following capital reserves were recommended: Operating Reserve, Fleet Replacement Reserve, and Facilities Capital Project Reserve. These are funded from existing reserves and unrestricted net assets.

Blair made a motion to approve the revisions to the Reserve Policy, seconded by Goldman. The motion carried unanimously.

Adjournment

The meeting adjourned at 1:58 p.m.

Submitted by Elizabeth Wehling



MUTD Board Staff Report

To: Board of Directors

From: Dorothy Magnusen, Finance & Administrative Manager

Date: October 25, 2018

Subject: August 2018 Financial Statements and Ridership Reports

Attachments

1. Financial Statements
2. Ridership Reports

Recommendation: The Board receives the August 2018 Financial Statements and Ridership Reports.

Discussion:

The capital and operating reserves are separated into the different categories with cash funds that are available. The accounts receivable will fund the three (3) month operating reserve of \$1,757,370 and \$800,000 towards the fleet replacement reserve once collected later this year.

Statement of Net Position:

- Facilities Capital Project is fully funded at \$2,400,000. No additional contributions are planned for this budgeting cycle.
- Fleet Replacement Reserve is partially funded at \$4,170,753. An additional \$800,000 will be contributed to this later in the year and will be at a seven (7) month reserve. Monthly contributions from operations is \$14,585 and from Phase II funding is \$14,198.
- Phase II Operating Funding is fully funded at \$1,021,385. The monthly contribution from operations is \$5,960.
- The net position of \$16,491,307 includes Unrestricted of \$3,058,164 which will be allocated to the Fleet Replacement Reserve and Operating Reserve once the accounts receivable has been collected.

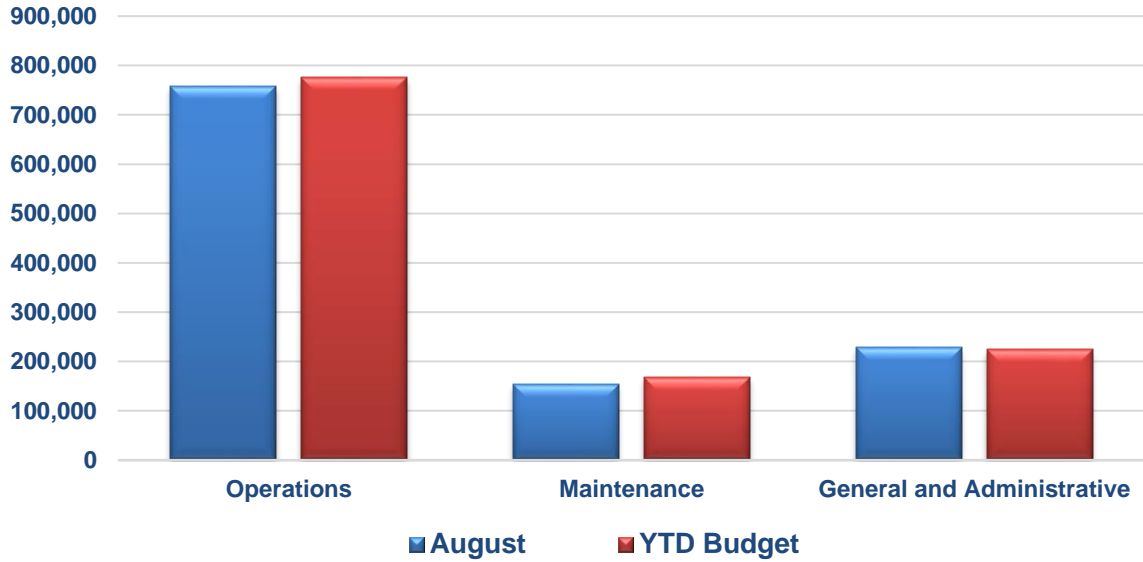
Statement of Revenues, Expenses, and Changes in Net Position:

- The August 2018 financial statements show a net change in position of \$156,312 compared to FY2018 of \$31,363.
- Total Operating Revenue is tracking closely to budget.
- The expenses are 2.5% less than the budget.

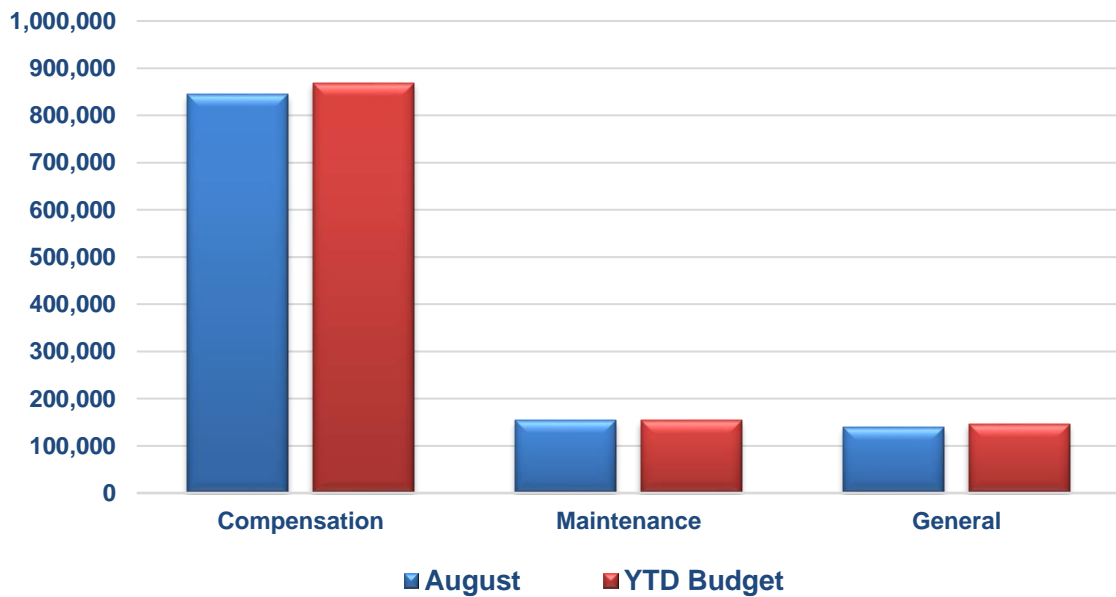
Missoula Urban Transportation District

August, Fiscal Years 2019, 2018

Expense by Department



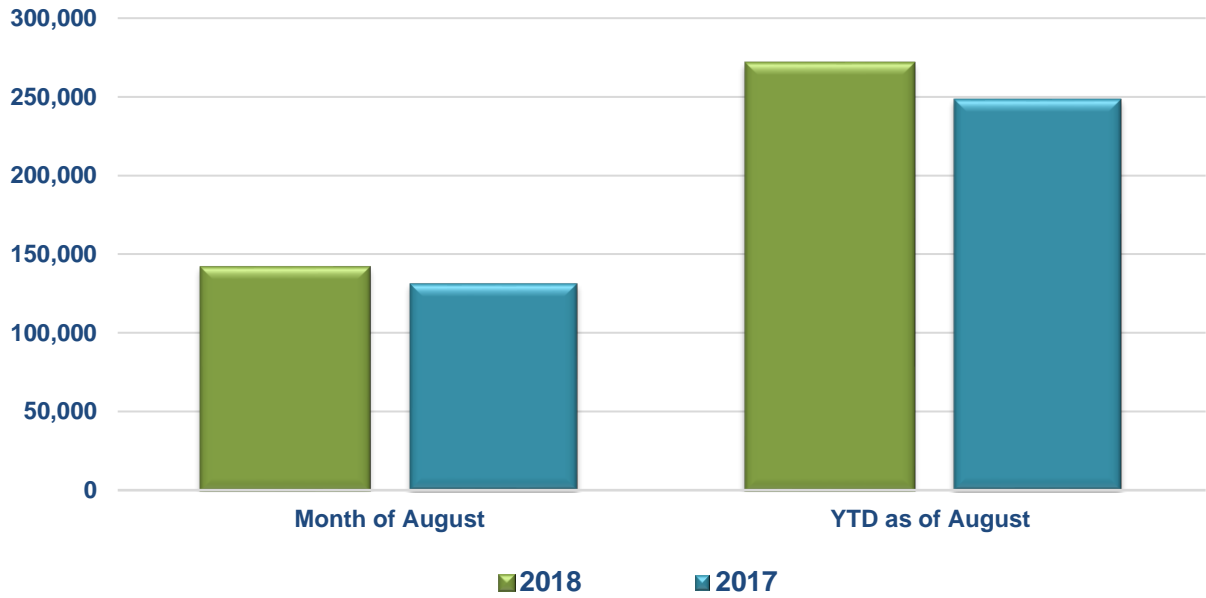
Expense by Category



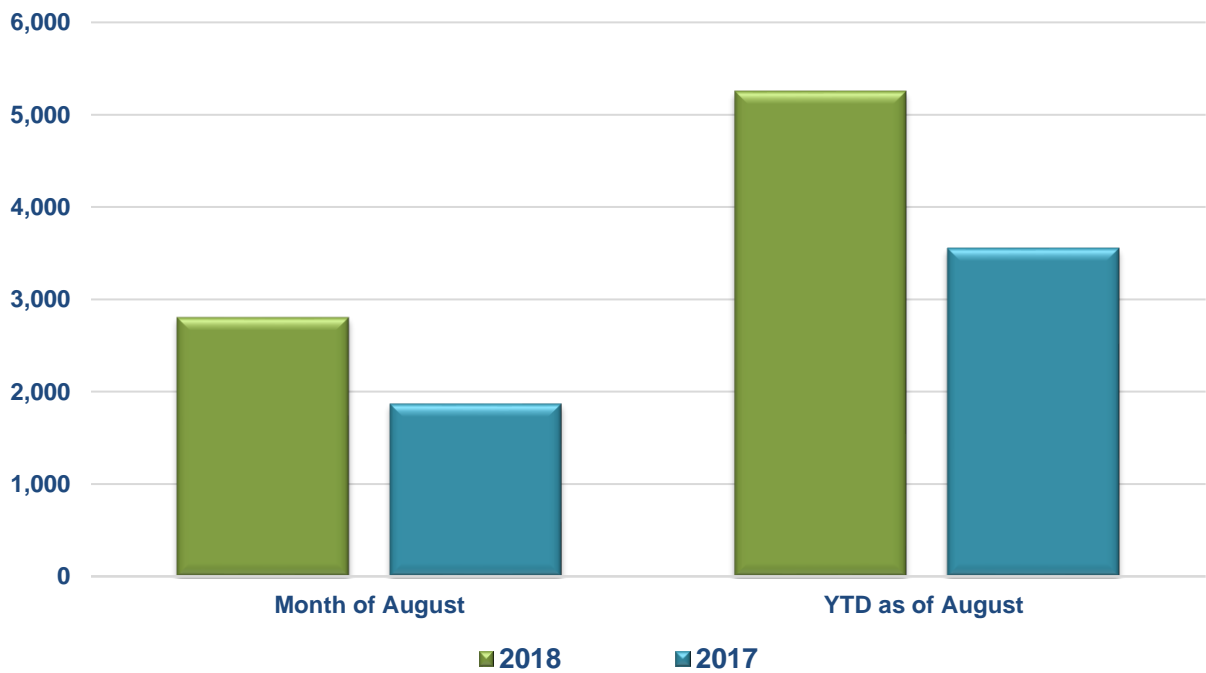
Missoula Urban Transportation District

August, Fiscal Years 2019, 2018

Fixed Route Ridership



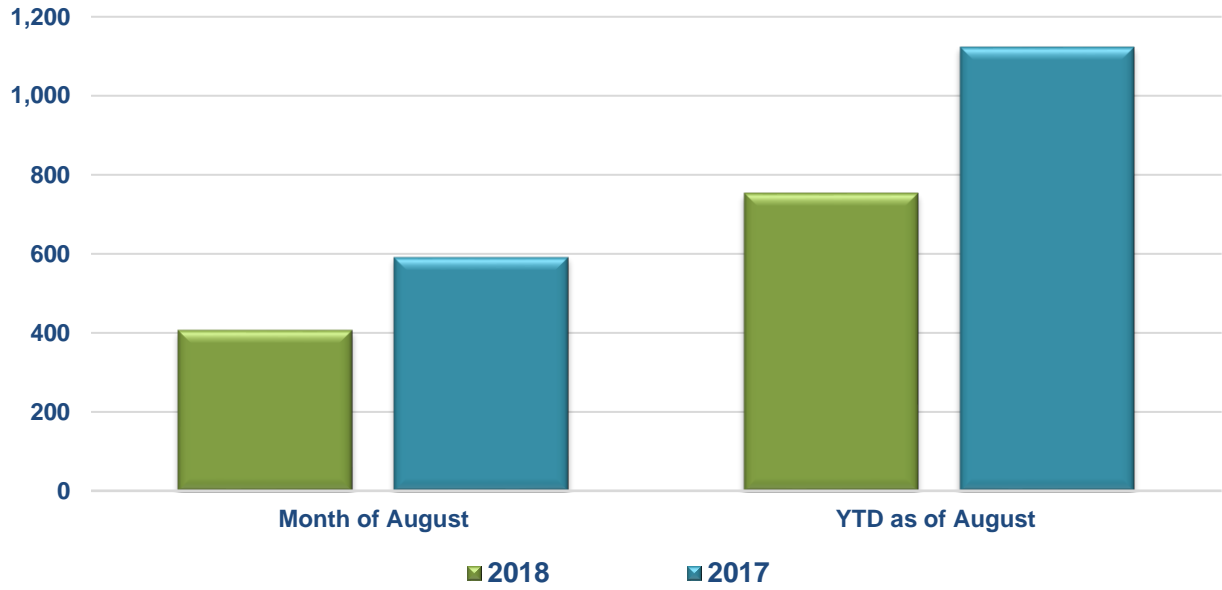
Paratransit Ridership



Missoula Urban Transportation District

August, Fiscal Years 2019, 2018

Senior Van Ridership



Missoula Urban Transportation District

Financial Statements

August 2018



	A	B	C	D	E
1	Missoula Urban Transportation District				
2	Statements of Net Position				
3	August , Fiscal Years 2019 and 2018				
4					
5			FY 2019		FY 2018
6					
7			ASSETS		
8					
9			Current Assets:		
10			316,331		5,604,137
11			20,336		1,493
12			2,400,000		0
13			4,170,753		1,592,202
15			1,021,385		2,193,215
16			2,539,475		487,674
17			1,014,833		1,032,541
18			114,863		98,394
20			<u>11,597,976</u>		<u>11,009,656</u>
21					
22			Inventory:		
23			2,055		960
24			198,092		187,790
25			11,067		15,156
27			<u>211,215</u>		<u>203,906</u>
28					
29			Capital Assets at Cost:		
30			6,152,928		5,853,101
31			9,514,781		9,437,696
32			841,527		795,569
33			119,376		115,876
34			1,252,125		1,118,195
35			80,909		80,909
36			0		82,709
38			<u>17,961,646</u>		<u>17,484,056</u>
39			<u>-12,276,953</u>		<u>-11,642,297</u>
41			5,684,693		5,841,759
42					
44			<u>17,493,884</u>		<u>17,055,321</u>
45					
46					
47			LIABILITIES		
48					
49			Current Liabilities:		
50			168,861		296,668
51			11,812		582,173
52			34,045		111,365
53			381,730		643,411
55			596,449		1,633,618
56					
57			Noncurrent Liabilities:		
58			164,725		115,198
59			241,404		276,060
61			406,129		391,258
62					
64			<u>1,002,577</u>		<u>2,024,876</u>
65					
66			NET POSITION		
67					
68			Net Position:		
69			5,684,693		5,841,759
70			2,400,000		0
71			4,170,754		1,592,202
73			1,021,385		2,193,215
74			3,058,164		5,371,907
75			156,312		31,363
77			<u>16,491,307</u>		<u>15,030,445</u>
78					
80			<u>17,493,884</u>		<u>17,055,321</u>
81					

Missoula Urban Transportation District
Statement of Revenues, Expenses and Changes in Net Position
For the Years Ended June 30, 2019 and 2018
Summary

	2 Mo Ending August 2018 Actual	YTD Budget	Annual Budget	Variance Actual vs YTD Budget	2 Mo Ending August 2017 Actual	YTD Budget	Annual Budget	Variance Actual vs YTD Budget
Operating Revenues:								
Property Taxes	905,121	905,122	5,430,730	0.00%	906,152	906,152	5,436,910	0.00%
Federal/State Operating Assistance	384,530	384,529	2,307,175	0.00%	372,110	372,111	2,232,665	0.00%
Other Revenues	83,019	76,508	459,045	8.51%	66,816	62,544	375,265	6.83%
Total Operating Revenues	1,372,670	1,366,158	8,196,950	0.48%	1,345,078	1,340,807	8,044,840	0.32%
Operating Expenses:								
Operations	756,896	776,413	4,658,480	-2.51%	730,326	737,109	4,422,655	-0.92%
Maintenance	152,918	167,230	1,003,380	-8.56%	131,787	140,737	844,420	-6.36%
General and Administrative	228,730	224,135	1,344,810	2.05%	214,065	208,773	1,252,635	2.53%
Total Operating Expenses	1,138,543	1,167,778	7,006,670	-2.50%	1,076,177	1,086,618	6,519,710	-0.96%
Operating Gain/(Loss)	234,127	198,380	1,190,280	18.02%	268,901	254,188	1,525,130	5.79%
Special Projects:								
Mill Levy Project	8,333	8,333	50,000	0.00%	0	0	0	NA
Transfer Center Remodel	0	0	0	NA	9,167	9,167	55,000	0.00%
Total Special Projects	8,333	8,333	50,000	0.00%	9,167	9,167	55,000	0.00%
Gain/(Loss) After Special Projects	225,794	190,047	1,140,280	18.81%	259,734	245,022	1,470,130	6.00%
Less Reserve Contributions:								
Addition to Phase II Operating Reserve	-5,960	-29,167	-175,000	NA	-29,167	-29,167	-175,000	NA
Addition to Fleet Replacement Reserves	-35,127	-160,880	-965,280	NA	-215,855	-215,855	-1,295,130	NA
Addition to Fleet Capital Reserve Phase II	-28,396	0	0	NA	0	0	0	NA
Total Reserve Contributions	-69,483	-190,047	-1,140,280	NA	-245,022	-245,022	-1,470,130	NA
Gain/(Loss) After Reserve Contributions	156,312	0	0	NA	14,712	0	0	NA
Plus Additional Funding Sources:								
Federal Capital Contributions	0	0	0	NA	16,651	0	0	NA
Total Additional Funding Sources	0	0	0	NA	16,651	0	0	NA
Change in Net Position	156,312	0	0	NA	31,363	0	0	NA

Missoula Urban Transportation District

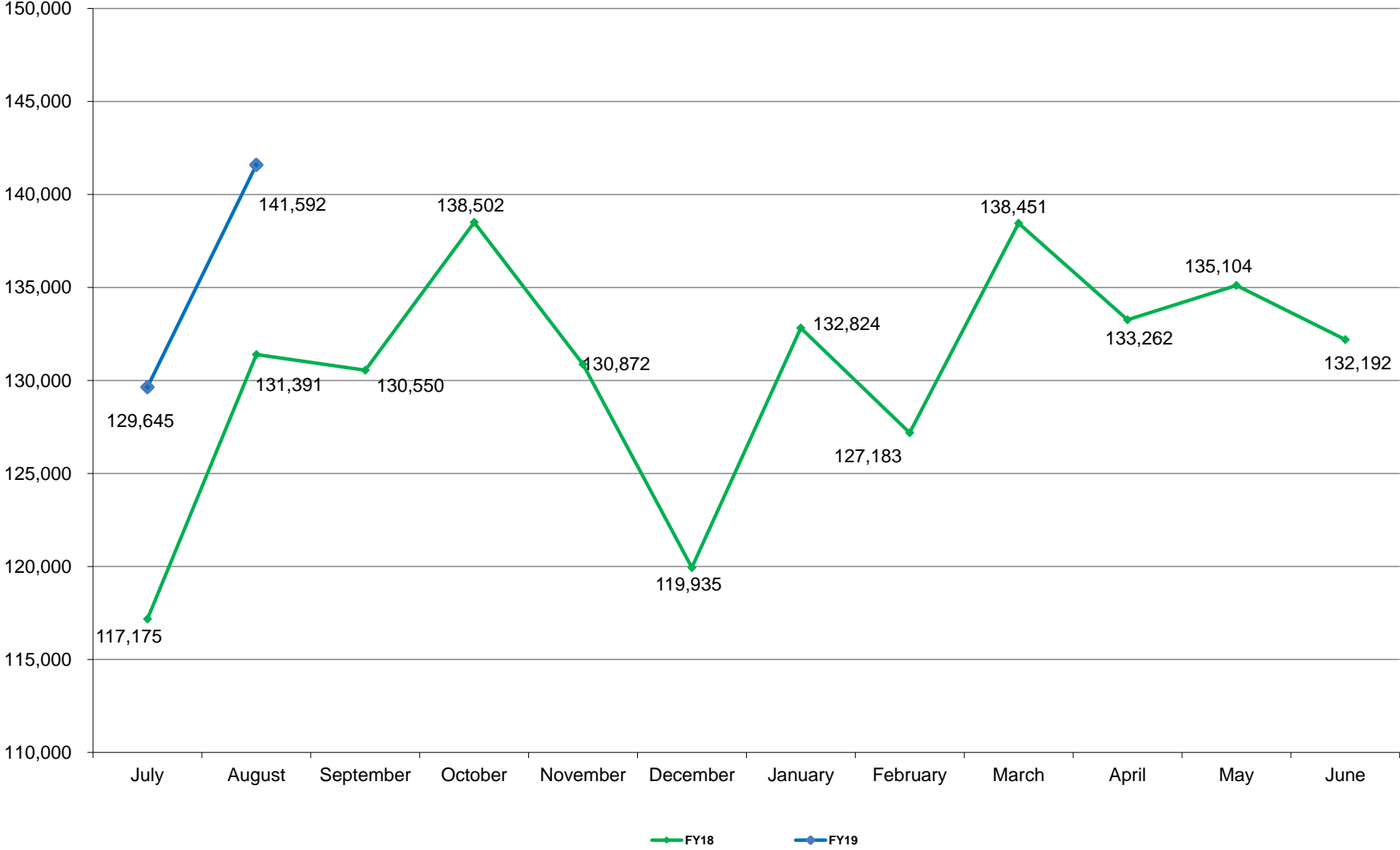
Ridership Reports

August 2018

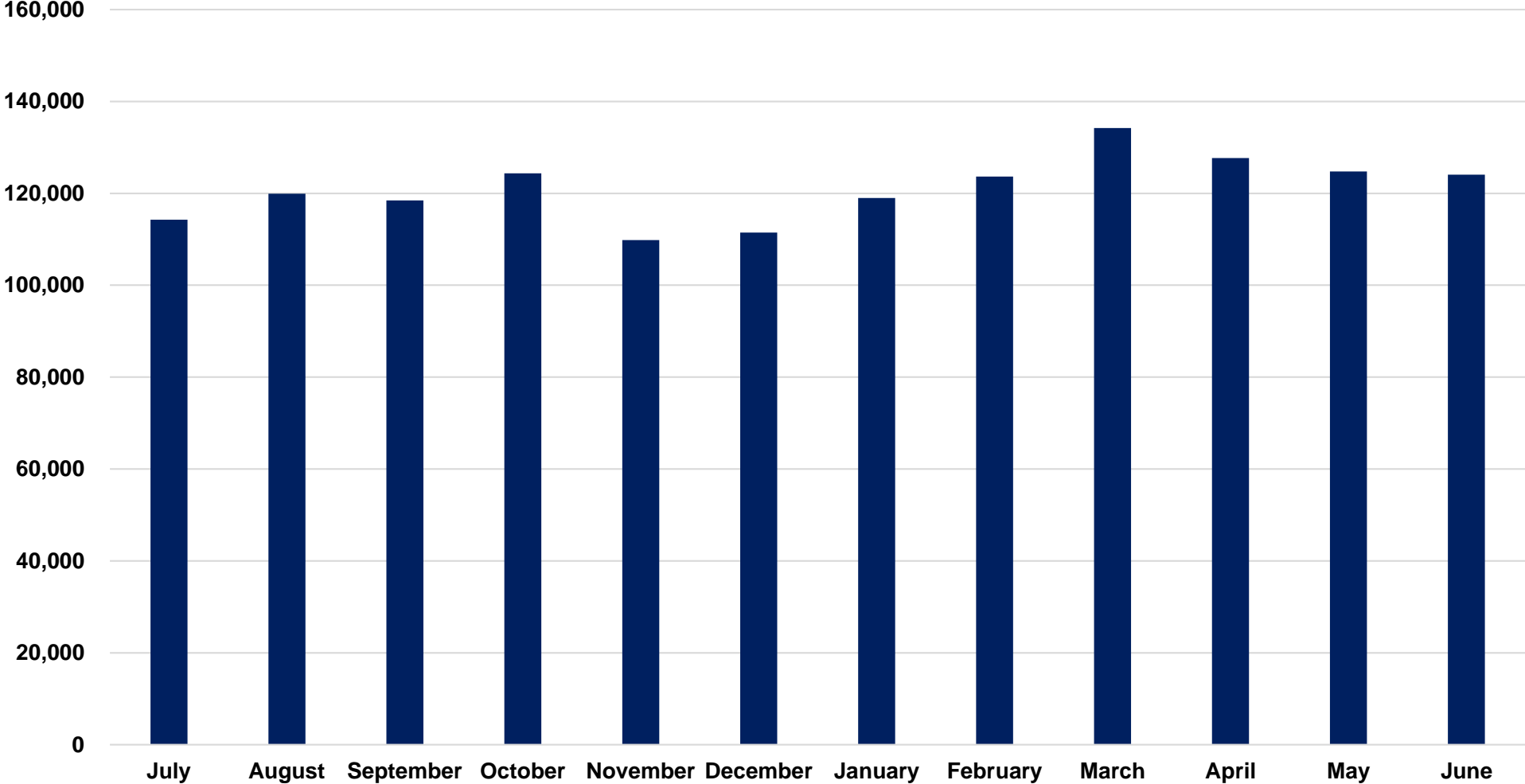


	A	B	E	F	G	AL	AM	AN
1	Missoula Urban Transportation District							
2	FY2019 Fixed Route Statistics							
3						YTD	YTD	
4		July	Aug	Aug	Increase	Total	Total	Increase
5		2018	2018	2017	(Decrease)	FY19	FY18	(Decrease)
6	Passenger Information							
7								
8	Weekday	122,661	133,768	124,223	9,545	256,429	232,503	23,926
9	Saturday	6,984	7,824	7,168	656	14,808	16,063	(1,255)
10	Passengers	129,645	141,592	131,391	10,201	271,237	248,566	22,671
11								
12	Average Weekday Ridership	5,841	5,816	5,401	415	5,828	5,407	421
13	Average Saturday Ridership	1,746	1,956	1,792	164	1,851	1,785	66
14								
15	Service Information							
16								
17	Weekdays	21	23	23	0	44	43	1
18	Saturdays	4	4	4	0	8	9	(1)
19	UM Days	19	8	1	7	27	20	7
20								
24	Weekday Revenue Hours	3,801	4,324	4,278	46	8,118	7,977	141
25	Saturday Revenue Hours	228	232	220	12	460	495	(35)
26	Revenue Hours	4,029	4,556	4,498	58	8,578	8,472	106
27								
35	Revenue Miles	57,358	64,424	63,007	1,417	121,695	118,738	2,957
36								
37	Vehicle Miles	63,180	69,690	69,309	381	132,870	131,619	1,251
38								
39	Revenue Miles per Revenue Hour	14.24	14.14	14.01	0.13	14.19	14.02	0.17
40								
41	Passengers per Mile	2.26	2.20	2.09	0.11	2.23	2.09	0.14
42	Passengers per Hour	32.18	31.08	29.21	1.87	31.62	29.34	2.28
46								
47	Financial Information							
53								
54	Operating Expense per Revenue Mile	\$ 8.47	\$ 7.85	\$ 7.27	\$ 0.58	\$ 8.15	\$ 7.92	\$ 0.23
55	Operating Expense per Revenue Hour	\$ 120.55	\$ 111.06	\$ 101.89	\$ 9.17	\$ 115.61	\$ 111.06	\$ 4.55
56	Operating Expense per Passenger Trip	\$ 3.75	\$ 3.57	\$ 3.49	\$ 0.08	\$ 3.66	\$ 3.79	\$ (0.13)
57								

**Missoula Urban Transportation District
FY2019 & FY2018 Fixed Route Ridership**



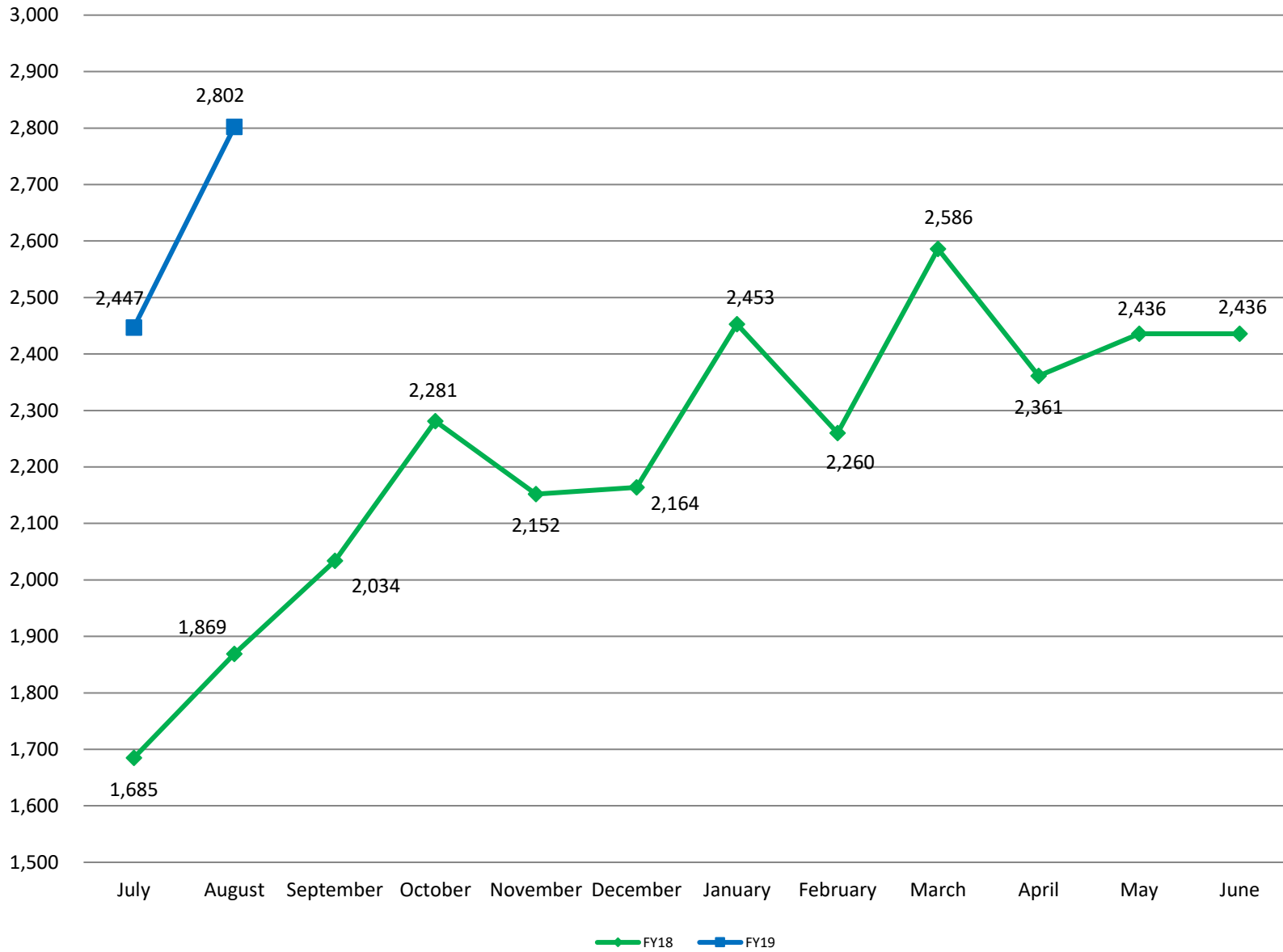
**Missoula Urban Transportation District
Ridership
Monthly Averages FY2015 - FY2019**



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Missoula Urban Transportation District Fixed Route Monthly Ridership History 1978 - 2019 (APC Data Beginning FY2016)														
2															
3															
4															
5															
6	Fiscal														
7	Year	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total	% Change
8	1978						6,072	13,366	10,491	11,382	8,881	18,218	30,183	98,593	
9	1979	20,610	26,005	23,790	29,434	40,037	44,347	58,609	52,080	46,703	43,969	43,461	36,338	465,383	
10	1980	34,710	38,657	36,178	51,724	58,365	62,038	83,266	72,460	57,066	57,077	41,082	39,553	632,176	35.84%
11	1981	35,251	31,934	42,973	54,900	50,580	57,588	67,309	66,827	65,834	63,393	52,725	47,841	637,155	0.79%
12	1982	38,388	35,523	40,464	50,898	49,781	63,026	75,230	73,734	70,361	56,208	48,523	41,120	643,256	0.96%
13	1983	33,761	33,774	38,845	50,686	54,388	60,818	65,174	56,552	55,296	50,097	46,641	43,787	589,819	-8.31%
14	1984	38,040	41,430	47,462	52,016	53,859	66,575	82,799	60,367	56,658	51,627	49,201	36,958	636,992	8.00%
15	1985	32,285	34,272	39,132	52,809	50,447	49,552	62,738	55,560	47,873	46,977	42,388	29,840	543,873	-14.62%
16	1986	28,215	32,730	33,908	47,400	45,673	51,208	58,803	49,661	42,981	42,007	40,778	33,428	506,792	-6.82%
17	1987	34,660	35,711	37,490	51,060	50,341	55,039	62,791	56,898	52,856	47,536	42,054	37,319	563,755	11.24%
18	1988	33,883	36,300	34,822	43,367	45,849	49,840	64,461	52,782	51,956	46,668	42,908	36,977	539,813	-4.25%
19	1989	32,043	36,980	37,807	41,646	45,137	46,140	59,008	49,625	53,553	45,864	43,084	37,321	528,208	-2.15%
20	1990	32,039	34,784	37,382	44,943	46,449	46,799	55,143	46,713	46,835	41,576	45,595	34,190	512,448	-2.98%
21	1991	30,251	32,662	38,456	54,658	56,448	46,626	74,539	60,047	53,968	52,426	48,160	35,278	583,519	13.87%
22	1992	32,282	36,503	33,657	54,032	59,496	52,808	64,245	57,002	52,300	52,154	46,977	35,712	577,168	-1.09%
23	1993	30,399	27,529	38,189	40,659	39,880	43,394	43,890	48,467	48,170	53,365	33,226	30,606	477,774	-17.22%
24	1994	28,277	43,652	41,008	40,230	44,153	43,094	40,839	43,551	47,626	47,116	44,299	35,472	499,317	4.51%
25	1995	33,952	42,380	45,479	46,369	50,902	49,304	51,452	49,725	54,992	46,197	42,446	36,099	549,297	10.01%
26	1996	31,821	35,293	45,430	46,894	48,873	49,850	48,065	63,983	60,544	47,728	46,603	33,077	558,161	1.61%
27	1997	34,148	33,968	46,780	53,983	51,438	58,998	54,180	61,778	59,652	60,573	49,746	50,029	615,273	10.23%
28	1998	51,524	47,026	52,554	59,432	50,548	58,943	53,197	58,920	57,842	60,762	49,176	51,565	651,489	5.89%
29	1999	55,658	49,811	58,525	61,466	52,169	56,300	51,104	60,077	64,575	63,749	51,841	53,118	678,393	4.13%
30	2000	52,016	53,775	60,950	61,706	56,148	58,399	53,905	65,112	63,498	59,932	56,832	51,076	693,349	2.20%
31	2001	48,627	55,562	58,403	63,618	58,389	58,010	55,638	64,809	64,385	61,509	58,987	52,198	700,135	0.98%
32	2002	49,181	53,808	55,756	68,788	61,550	59,033	58,832	64,204	64,005	67,951	59,530	47,369	710,007	1.41%
33	2003	48,105	48,363	50,954	63,041	53,809	54,759	54,174	61,246	61,892	62,189	55,107	47,582	661,221	-6.87%
34	2004	49,853	47,413	56,757	61,539	54,138	58,440	56,833	61,990	66,692	61,051	51,380	52,195	678,281	2.58%
35	2005	50,683	50,568	54,578	56,485	52,355	50,600	50,369	53,254	59,201	60,877	52,125	53,368	644,463	-4.99%
36	2006	47,384	53,325	59,643	60,294	58,512	57,147	57,526	61,658	66,412	61,313	55,963	56,052	695,229	7.88%
37	2007	50,603	60,905	62,089	66,894	64,744	57,293	64,747	61,844	64,453	63,613	61,205	56,853	735,243	5.76%
38	2008	56,130	64,638	56,645	68,167	63,394	58,729	71,600	74,959	69,203	77,519	65,998	68,234	795,216	8.16%
39	2009	73,854	73,502	72,918	76,187	59,577	62,596	69,040	74,024	72,771	69,494	61,184	63,984	829,131	4.26%
40	2010	63,155	58,136	66,870	72,825	60,875	66,163	64,829	70,950	72,598	72,920	60,883	61,449	791,653	-4.52%
41	2011	61,259	64,259	70,153	71,889	67,856	72,845	73,696	80,896	90,857	70,320	70,466	71,105	865,601	9.34%
42	2012	69,584	77,705	76,591	79,173	78,214	72,366	78,396	86,593	88,538	73,082	73,584	70,643	924,469	6.80%
43	2013	67,267	71,082	68,326	82,565	71,606	66,206	78,279	80,474	82,970	76,511	74,527	66,236	886,049	-4.16%
44	2014	69,541	73,403	74,437	82,945	71,337	67,868	75,357	81,465	87,142	78,268	71,355	68,048	901,166	1.71%
45	2015	75,204	72,738	77,044	85,778	68,844	72,650	96,173	100,122	111,202	111,607	100,686	102,574	1,074,622	19.25%
46	2016	128,359	118,852	131,482	137,022	116,186	127,789	119,797	135,427	143,765	128,430	128,254	130,910	1,546,273	43.89%
47	2017	120,786	134,952	134,678	136,182	123,498	125,441	127,263	131,967	143,387	137,475	134,913	130,547	1,581,089	2.25%
48	2018	117,175	131,391	130,550	138,502	130,872	119,935	132,824	127,183	138,451	133,262	135,104	132,192	1,567,441	-0.86%
49	2019	129,645	141,592											271,237	9.12%
50	Average '78 - Cur	52,454	55,436	56,729	64,055	60,418	60,601	66,573	66,963	67,572	63,738	58,469	54,352	727,359	
51															
52	Total Passengers Through Current Month													29,640,529	
53															
54															= Highest year by month

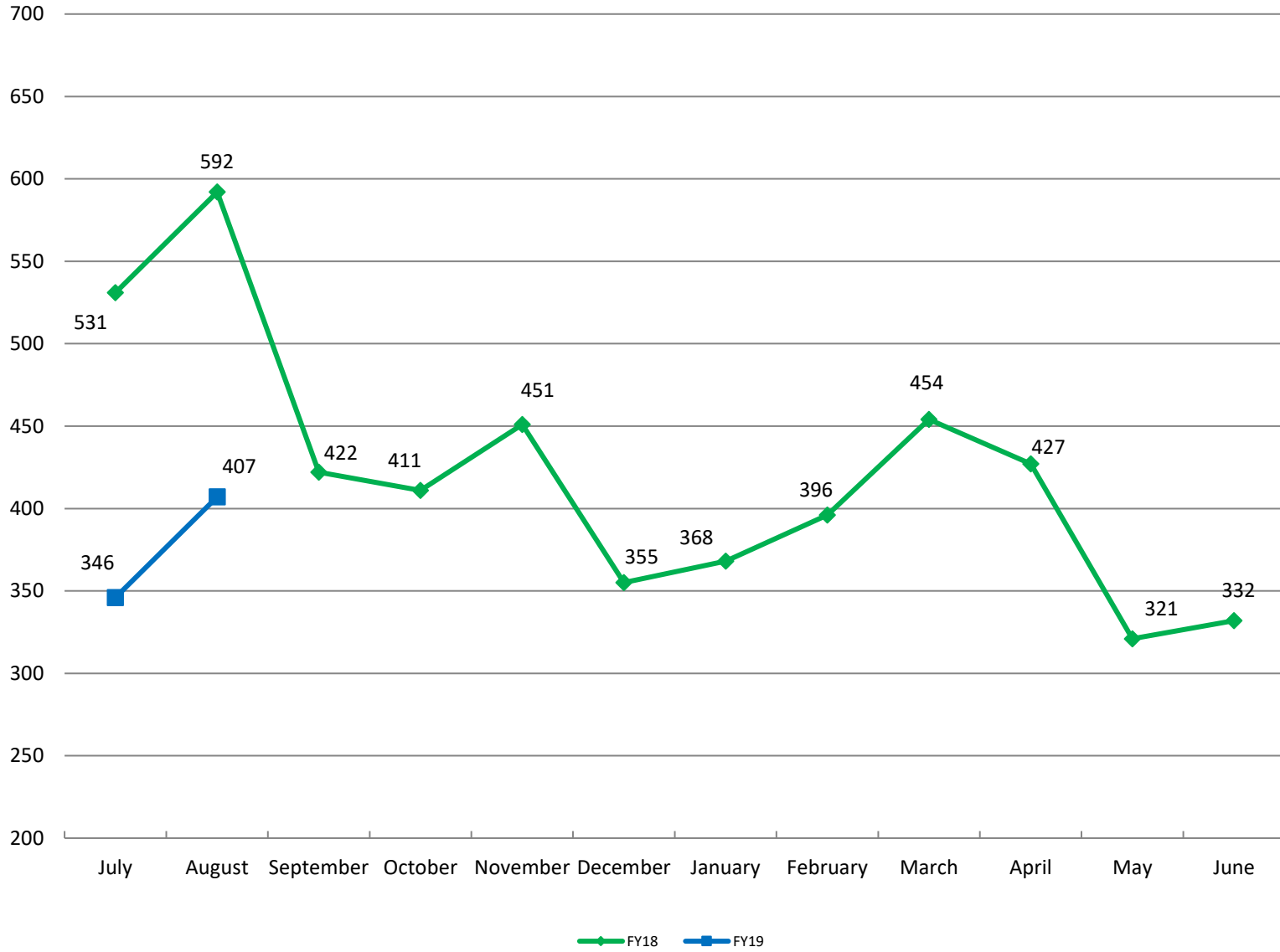
	A	B	E	F	G	AL	AM	AN
58	Missoula Urban Transportation District							
59	FY2019 ADA Paratransit Statistics							
60						YTD	YTD	
61		July	Aug	Aug	Increase/	Total	Total	Increase/
62		2018	2018	2017	(Decrease)	FY19	FY18	(Decrease)
63	Passenger Information							
64								
65	ADA Paratransit Weekday	2,302	2,616	1,760	856	4,918	3,341	1,577
66	ADA Paratransit Saturday	145	186	109	77	331	213	118
67	Total ADA Paratransit Passengers	2,447	2,802	1,869	933	5,249	3,554	1,695
68								
69	Average Weekday Passengers	110	114	77	37	112	78	34
70	Average Saturday Passengers	36	47	27	19	41	24	18
71								
72	Service Information							
73								
74	Weekdays	21	23	23	0	44	43	1
75	Saturdays	4	4	4	0	8	9	(1)
76								
77	Weekday Revenue Hours	1,080	1,223	907	316	2,302	1,683	619
78	Saturday Revenue Hours	58	75	45	30	133	94	39
79	Total Revenue Hours	1,137	1,298	952	346	2,435	1,777	658
80								
81	Weekday Revenue Mileage	12,259	14,121	10,754	3,367	26,380	20,468	5,912
82	Saturday Revenue Mileage	687	885	497	388	1,572	1,022	550
83	Total Revenue Miles	12,946	15,006	11,251	3,755	27,952	21,490	6,462
84								
85	Total Vehicle Miles	14,103	16,249	12,184	4,065	30,352	23,318	7,034
86								
87	Revenue Miles per Revenue Hour	11.38	11.56	11.82	(0.26)	11.48	12.09	(0.61)
88								
89	Passengers per Mile	0.19	0.19	0.17	0.02	0.19	0.17	0.02
90	Passengers per Hour	2.15	2.16	1.96	0.20	2.16	2.00	0.16
91								
95	Financial Information							
97								
98	Operating Expense per Revenue Mile	\$ 5.09	\$ 4.57	\$ 5.31	\$ (0.74)	\$ 4.81	\$ 5.65	\$ (0.84)
99	Operating Expense per Revenue Hour	\$ 57.98	\$ 52.88	\$ 62.74	\$ (9.86)	\$ 55.26	\$ 68.30	\$ (13.04)
100	Operating Expense per Passenger Trip	\$ 26.95	\$ 24.50	\$ 31.96	\$ (7.46)	\$ 25.64	\$ 34.15	\$ (8.51)
101								

Missoula Urban Transportation District FY2019 & FY2018 ADA Paratransit Ridership



	A	B	E	F	G	AL	AM	AN
102	Missoula Urban Transportation District							
103	FY2019 Senior Van Statistics							
104						YTD	YTD	
105		July	Aug	Aug	Increase/	Total	Total	Increase/
106		2018	2018	2017	(Decrease)	FY19	FY18	(Decrease)
107	Passenger Information							
108								
109	Senior Van Weekday	333	391	560	(169)	724	1,060	(336)
110	Senior Van Saturday	13	16	32	(16)	29	63	(34)
111	Total Senior Van Paratransit Passengers	346	407	592	(185)	753	1,123	(370)
112								
113	Average Weekday Passengers	16	17	24	(7)	16	25	(8)
114	Average Saturday Passengers	3	4	8	(4)	4	7	(3)
115								
116	Service Information							
117								
118	Weekdays	21	23	23	0	44	43	1
119	Saturdays	4	4	4	0	8	9	(1)
120								
121	Weekday Revenue Hours	124	144	158	(14)	268	314	(46)
122	Saturday Revenue Hours	9	13	16	(2)	23	33	(10)
123	Total Revenue Hours	133	158	174	(16)	291	347	(56)
124								
125	Weekday Revenue Mileage	1,367	1,393	1,825	(432)	2,760	3,484	(724)
126	Saturday Revenue Mileage	79	102	134	(32)	181	299	(118)
127	Total Revenue Miles	1,446	1,495	1,959	(464)	2,941	3,783	(842)
128								
129	Total Vehicle Miles	1,676	1,641	2,109	(468)	3,317	4,055	(738)
130								
131	Revenue Miles per Revenue Hour	10.85	9.47	11.26	(1.79)	10.11	10.90	(0.79)
132								
133	Passengers per Mile	0.24	0.27	0.30	(0.03)	0.26	0.30	(0.04)
134	Passengers per Hour	2.60	2.58	3.40	(0.82)	2.59	3.23	(0.64)
135								
139	Financial Information							
141								
142	Operating Expense per Revenue Mile	\$ 3.89	\$ 4.46	\$ 3.83	\$ 0.63	\$ 4.18	\$ 3.67	\$ 0.51
143	Operating Expense per Revenue Hour	\$ 42.21	\$ 42.24	\$ 43.08	\$ (0.84)	\$ 42.23	\$ 40.01	\$ 2.22
144	Operating Expense per Passenger Trip	\$ 16.25	\$ 16.38	\$ 12.66	\$ 3.72	\$ 16.32	\$ 12.37	\$ 3.95
145								

Missoula Urban Transportation District FY2019 & FY2018 Senior Van Ridership





MUTD Board Staff Report

To: Board of Directors
From: Corey Aldridge, General Manager
For Meeting: October 25, 2018

Attachments

1. Proposed Advertising Policy

Subject: Advertising Policy

Recommendation: Approve the Advertising Policy for MUTD facilities and vehicles.

Discussion: MUTD's existing Advertising Policy dates to 2007, and states:

"It shall be the policy of the Missoula Urban Transportation District that no advertising concerning alcohol or tobacco products, political candidates or issues, or pornography shall be permitted on, or within the confines of the bus. All advertisements shall be in good taste.

Any person proposing to advertise on Mountain Line buses shall first submit all artwork and copy for each proposed advertisement to the General Manager or the designated staff member for approval. Approval for any proposed advertisement shall be within the sole discretion of MUTD, subject to the requirements set out in the foregoing paragraph."

The proposed Advertising Policy (Attachment 1) provides more detailed descriptions of the types of content that are prohibited from being displayed on MUTD facilities and vehicles.

Financial Impact: None.



Section: Operations
Policy: Advertising Policy

Effective Date: October 25, 2018
Amended:
Union Notification Date: N/A

General Manager

Date

Policy Overview

The advertising program is intended to generate revenue to support the transit system. Transit operations are funded by a combination of federal, state and local funds. MUTD does not intend its acceptance of transit advertising to convert its Transit Vehicles or Transit Facilities into open public forums for public discourse and debate. MUTD's fundamental purpose in accepting transit advertising is to generate revenue to augment its operating budget. In furtherance of that discreet and limited objective, the MUTD retains strict control over the nature of the ads accepted for posting on or in its Transit Vehicles and Transit Facilities and maintains its advertising space as a limited public forum.

It shall be the policy of the Missoula Urban Transportation District (MUTD) that any advertising displayed on MUTD facilities or vehicles shall not contain any of the following elements, as determined by the General Manager or their designee:

- **False, Misleading, or Deceptive Commercial Speech.** The advertisement proposes a commercial transaction, and the advertisement or information contained in the advertisement is false, misleading, or deceptive.
- **Libelous Speech, Copyright Infringement, etc.** The advertisement, or any material contained in it, is libelous or an infringement of copyright, or is otherwise unlawful or illegal or likely to subject MUTD to litigation.
- **Unlawful Goods or Services.** The advertisement or material contained in it, promotes unlawful or illegal goods, services, or activities.
- **Endorsement.** The advertisement or any material contained in it, implies or declares an endorsement by MUTD, its Directors, management, or employees of any service, product, or point of view without prior written authorization from MUTD.
- **Prurient Interest.** The advertisement contains material that describes, depicts, or represents sexual activities, or aspects of the human anatomy in a way that the average adult, applying contemporary community standards, would find

appeals to the prurient interest of minors or adults.

- **“Adult” – Oriented Goods or Services.** The advertisement promotes or encourages or appears to promote or encourage, a transaction related to, or uses brand names, trademarks, slogans or other materials which are identifiable with, films rated “X” or “NC – 17,” adult book stores, adult video stores, nude dance clubs, and other adult entertainment establishments, adult telephone services, adult internet sites, and escort services.
- **Obscenity or Nudity.** The advertisement contains obscene materials or images of nudity.
- **Unlawful and Detrimental Conduct.** The advertisement, or any material contained in it, that promotes or encourages, or appears to promote or encourage, unlawful or illegal behavior or activities, and promotes behavior or activities which are detrimental to the maintenance and safe operations of MUTD.
- **Demeaning or Disparaging.** The advertisement contains images or information that demeans or disparages an individual or group of individuals on account of race, color, religion, national origin, ancestry, gender, age disability or sexual orientation.
- **Violence.** The advertisement either (a) contains images or descriptions of graphic violence, including, but not limited to, the depiction of weapons or other implements or devices used in the advertisement in an act or acts of violence or harm on a person or animal; or (b) the advertisement, or any material contained in it, incites or encourages, or appears to incite or encourage violence or violent behavior.
- **Firearms.** The advertisement contains an image of a firearm.
- **Profanity.** The advertisement contains words recognized by the community as vulgar indecent or profane for display in a public setting that includes minors.
- **Alcohol/Tobacco.** The advertisement promotes the use of alcohol and/or tobacco products.
- **Graffiti.** The advertisement contains graphics or language that promotes, resembles, or otherwise encourages graffiti or vandalism.
- **Inappropriate Graphics.** The advertisement contains graphics recognized by the community as inappropriate, including, but not limited to, the depiction of human or animal bodies or body parts, or fetuses, in states of mutilation, dismemberment, decomposition, or disfigurement.

- **Political Campaign Speech**. Advertising that promotes, or opposes a political party, any person or group of persons holding federal, state or local government elected office, the election of any candidate or group of candidates for federal, state or local government offices, or initiatives, referendums or other ballot measures.



MUTD Board Staff Report

To: Board of Directors
From: Vince Caristo, Project Management Specialist
For Meeting: October 25, 2018

Attachments

1. Missoula Broadcasting Proposal

Subject: Exterior Advertising Contract

Recommendation: Authorize the General Manager to execute a revenue contract with Missoula Broadcasting Company for exterior advertising services.

Discussion: For many years, Mountain Line has generated revenue and in-kind advertising benefits through an agreement with the Missoulian for the sale of exterior bus advertising. The most recent agreement covered the period from July 1, 2015 to June 20, 2018. Since that time, we have had a month-to-month agreement with the Missoulian at 50% of the original contract amounts, while we undertook a competitive process to award a new long-term contract.

Staff issued RFP #19-01 for Exterior Advertising Sales on August 3rd, 2018. Two aspects of the RFP represented a significant change from prior practices – 1) the selected firm would need to physically install the ads on our buses, and 2) the existing metal ad frames would be removed from our buses and the ads would need to be printed on adhesive vinyl material.

Three proposals were received by the August 30th deadline, each from local firms – the Missoulian, Windfall, and Missoula Broadcasting Company. Since each firm's proposal was non-responsive to the terms of the solicitation, in an identical way, each firm was given the opportunity to revise their proposal by September 14th. During this time, the Missoulian rescinded their proposal.

An evaluation committee comprised of several staff members reviewed and scored each of the proposals based on the following criteria that was listed in the RFP: Qualifications and Experience (40%), Revenue (40%), Creative Ideas (15%), and Incentives (5%). The proposal from Missoula Broadcasting Company was determined to provide the best value to the agency in terms of these criteria.

The Missoula Broadcasting Company is offering the following compensation to MUTD for the exclusive rights to manage exterior bus advertising per MUTD's requirements:

- 35% of net advertising revenue
- A minimum monthly guarantee of \$4,000 in year 1, \$4,400 in year 2, and \$4,800 in year 3
- \$29,382 of in-kind radio advertising across 4 local radio stations

- Web banners promoting Mountain Line for the duration of the contract period

The process of transitioning to a new advertising agency and a new advertising format at the same time is proving to be complex. Missoula Broadcasting Company needs time to develop new customers and transition old ones, and MUTD staff need time to remove the existing ad frames and prepare the surfaces for the application of adhesive vinyl. For this reason, staff has determined that it's in the best interest of both MUTD and Missoula Broadcasting Company to establish a transition period in which the minimum monthly guarantee is waived.

Staff recommends that the board authorize the general manager to execute a contract with Missoula Broadcasting Company for exterior advertising sales per the terms of their proposal in response to RFP #19-01, to begin as soon as November 1, 2018, with the exception that the minimum monthly guarantee go into effect no later than March 1, 2019.

Financial Impact: This contract is expected to generate more than \$48,000 in program revenue per year.

Proposal for
Exterior Advertising Sales
RFP # 19-01
Missoula Urban Transportation District (MUTD)
Missoula, MT



PROPOSAL COVER FORM
For
Exterior Advertising Sales
RFP # 19-01

Missoula Urban Transportation District (MUTD)
Missoula, MT

DATE SUBMITTED: August 30, 2018

NAME OF INDIVIDUAL SUBMITTING PROPOSAL: Becky Smith, Owner

CONTACT PERSON: Becky Smith or Heidi Starrett

NAME UNDER WHICH BUSINESS IS CONDUCTED: Missoula Broadcasting Company, LLC

STREET ADDRESS: 2425 West Central Ave, Missoula, MT 59801

MAILING ADDRESS, IF DIFFERENT:

TELEPHONE: 406.721.6800

FAX: 406.329.1850

BUSINESS LICENSE NUMBER: 2014-MSS-GEN-00447

CONDITIONS:

1. The undersigned understands that he/she will be bound by the Proposal as expressed by these forms if an award is made by MUTD. The Contract will be in accordance with this Proposal.
2. The Request for Proposals, Required Forms, and Addenda, if any, are made a part of this Proposal.
3. The undersigned understands that any clarification made to the Proposal Form or any new and different conditions or information submitted in or with the Proposal Form, other than that requested, may render the Proposer unresponsive.

4. The undersigned acknowledges the receipt of the following Addenda:

Addendum #1 issued 8.17.18

5. The undersigned understands that all proposals shall remain in effect for one hundred twenty (120) days from the date of the submittal.
6. The undersigned understands that MUTD reserves the right to reject any or all Proposals or to waive any informality or technicality in any proposal in the interest of MUTD.
7. The undersigned certifies that the Proposal includes all costs for labor, materials, taxes, insurance, overhead, profits, and all other costs necessary to perform the work in accordance with the Contract Documents.
8. The undersigned will submit five sets of their proposal package and one electronic copy of the proposal on a CD or USB drive. The five sets of the proposal package and one electronic copy shall be placed in a sealed box (marked "On-Call Marketing Consulting Services Proposal"). The five sets of a proposer's proposal must be submitted as follows:

One original proposal with required signatures in ink by an officer of the proposer with the District to bind the proposer to the terms of the RFP submitted in a separate securely sealed envelope marked as follows:

ORIGINAL: EXTERIOR ADVERTISING SALES PROPOSAL

Proposers are warned against making erasures or alterations of any kind without initialing each and every change.

Four sets of copies of the proposal submitted in a separate securely sealed envelope marked as follows:

COPY: EXTERIOR ADVERTISING SALES PROPOSAL

One electronic copy of the PROPOSAL on CD or USB drive.


The sealed box shall, prior to 2:00 pm Mountain Time on August 30, 2018 be delivered to:

Vince Caristo
Project Management Specialist
Missoula Urban Transportation District
1221 Shakespeare Street
Missoula, MT 59802

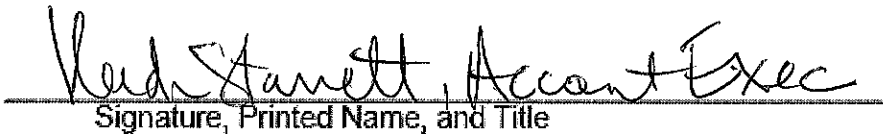
9. The undersigned is prepared to sign the Sample Agreement without alterations or exceptions or if it is requesting modifications to the Sample Agreement and/or any requirements of this RFP, shall include such requested modifications in its proposal.
10. The undersigned confirms the commitment of adequate resources to meet MUTD's quality and schedule expectations.

SIGNED:

The undersigned certify that we sign this Proposal Form with full and proper authorization to do so.

 OWNER/GM

Signature, Printed Name, and Title

 Account Exec

Signature, Printed Name, and Title

**Proposal for
Exterior Advertising Sales
RFP # 19-01
Missoula Urban Transportation District (MUTD)
Missoula, MT**

Evidence of Ability to Provide Insurance



855 Front Street - P.O. Box 4759 - Helena, MT 59604-4759
Customer Service 800-332-6102 or 406-495-5000
Fax 406-495-5020 - TDD/TTY 406-495-5030
Fraud Hotline 888-682-7463 (888-MT-CRIME)
www.montanastatefund.com

MISSOULA URBAN TRANSPORTATION DIST
1221 SHAKESPEARE ST
MISSOULA MT 59802-2307

Policy #: 03-458455-7
Team: Select
Date: 08/29/2018

INSURED: MISSOULA BROADCASTING COMPANY LLC
2425 W CENTRAL AVE STE 203
MISSOULA MT 59801

**CERTIFICATE OF WORKERS' COMPENSATION,
OCCUPATIONAL DISEASE AND EMPLOYERS LIABILITY INSURANCE**

This certificate is for your information only. It does not create a contract between you and Montana State Fund or change any of the policy terms. The policy includes coverage for all employees as required by Montana law.

Employers Liability is included at the following limits of liability:

- \$100,000 Bodily Injury By Accident, Each Accident
- \$100,000 Bodily Injury By Disease, Each Employee
- \$500,000 Bodily Injury By Disease, Policy Limit

The insured may elect coverage for certain employments. We cannot verify the coverage of such employments. You should verify coverage for these employments with the insured.

The policy period is 01/27/2018 to 01/27/2019. We will attempt to notify you if the policy is cancelled.

When the policy expires, you may request a new certificate through the insured.

cc: MISSOULA BROADCASTING COMPANY LLC

To Whom It May Concern:
If Insured gets the Bid
They Will Be able to
increase their Employers
Liability to One million
the same day and
Receive a new Certificate
to show proof of this.
If you have Any question
feel Free to Contact me
406-495-5795 Inam

**Proposal for
Exterior Advertising Sales
RFP # 19-01
Missoula Urban Transportation District (MUTD)
Missoula, MT**

Proposers Qualifications

Summary

The Missoula Broadcasting Company is a locally-owned and operated media company serving Missoula since 2014. Our stations are KDTR-FM (Trail 103.3), KKVU-FM (U104.5), KYJK-FM (Jack 105.9) and ESPN Radio (102.9 FM). The combined reach of our radio group is 43,794 listeners EVERY week (12 yrs +).

We dedicate over 300 hours of advertising a year to local, non-profit organizations. Our entire staff of 16 is also involved in our community, serving as event volunteers and serving on a significant number of nonprofit organization Boards of Directors throughout Missoula.

Firm Experience

To date, Missoula Broadcasting has not provided exterior advertising services to any entity. However, with a seasoned sales staff of 6 with combined experience of over 60 years in media sales including radio, TV, Internet and print we are confident in our ability to generate healthy revenues for Mountain Line

The company is proud of this heritage as well as of the individual connections made by its team of experienced advertising executives, each of whom is heavily invested in the growth and success of Missoula's business, industry and non-profit sectors. Missoula Broadcasting Company is considered by many in Missoula as the "community radio group" with an owner and staff that are engaged and involved in the community and are well known and respected in Missoula. The strong long-term relationships our sales staff has formed with local business leaders will be leveraged to maximize advertising income for MUTD.

Currently, Missoula Broadcasting services over 400 active, on-air clients in addition to an active prospect list of well over 800 accounts. Missoula Broadcasting is on track to meet its 2018 budget of \$1,930,000.

Financial Stability

Missoula Broadcasting Company (MBC) represents the collaboration of four established commercial radio stations with the financial direction, support and leadership of media conglomerate Simmons Media Ventures.

Simmons Media Ventures, which operates radio stations and various other media and advertising companies across the western United States, was founded nearly 40 years ago by president and CEO David Simmons. Simmons Media partnered with Becky Smith to found Missoula Broadcasting Company, LLC in 2014, and the two co-owners have directed and overseen successive years of profitability ever since.

In addition to providing quality entertainment, news and information through its four commercial stations – as well as its websites and social media platforms – MBC has cemented itself as a pillar of the Missoula community. The company is increasingly involved as sponsor of the community's largest events and is a regular contributor to its most important foundations and non-profits. Both Becky and David are excited about utilizing this new advertising opportunity to continue that growth.

Missoula Broadcasting Company has not been named in any past or pending litigation regarding failure to perform in accordance with contractual obligations or alike. Further, there have been no projects that have resulted in time extensions and/or the assessment of liquidated damages against any Missoula Broadcasting Company employee.

See attached financial documents

P& L Statement

Balance Sheet

MISSOULA BROADCASTING CO., LLC

4:27 PM

Profit & Loss

08/29/2018

January 2015 through December 2017

Accrual Basis

	<u>Jan - Dec 15</u>	<u>Jan - Dec 16</u>	<u>Jan - Dec 17</u>	<u>TOTAL</u>
Ordinary Income/Expense				
Income				
Gross Revenue	1,648,761.36	1,699,049.33	1,831,845.67	5,179,656.36
Total Income	<u>1,648,761.36</u>	<u>1,699,049.33</u>	<u>1,831,845.67</u>	<u>5,179,656.36</u>
Cost of Goods Sold	<u>102,002.98</u>	<u>80,214.31</u>	<u>93,520.08</u>	<u>275,737.37</u>
Gross Profit	1,546,758.38	1,618,835.02	1,738,325.59	4,903,918.99
Expense				
Variable Expenses	268,043.14	268,131.31	257,206.22	793,380.67
Transmitter/Studio Expenses	64,023.53	68,013.19	65,874.01	197,910.73
Programming Costs	103,220.47	113,025.27	113,687.56	329,933.30
Promotion/Marketing	46,109.55	74,776.97	74,819.51	195,706.03
General & Admin	212,120.67	224,213.11	227,490.11	663,823.89
Personnel - Salaries & Wages	624,994.95	656,029.98	658,323.18	1,939,348.11
Total Expense	<u>1,318,512.31</u>	<u>1,404,189.83</u>	<u>1,397,400.59</u>	<u>4,120,102.73</u>
Net Ordinary Income	228,246.07	214,645.19	340,925.00	783,816.26
Other Income/Expense				
Other Income	30,158.87	-3,446.44	-325.84	26,386.59
Other Expense	96,784.00	148,311.29	115,617.62	360,712.91
Net Other Income	<u>-66,625.13</u>	<u>-151,757.73</u>	<u>-115,943.46</u>	<u>-334,326.32</u>
Net Income	<u><u>161,620.94</u></u>	<u><u>62,887.46</u></u>	<u><u>224,981.54</u></u>	<u><u>449,489.94</u></u>

MISSOULA BROADCASTING CO., LLC

4:31 PM

Balance Sheet

08/29/2018

As of December 31, 2017

Accrual Basis

	<u>Dec 31, 17</u>	<u>Dec 31, 16</u>	<u>\$ Change</u>
ASSETS			
Current Assets			
Checking/Savings	152,316.46	296,652.30	-144,335.84
Accounts Receivable	208,845.15	195,432.52	13,412.63
Other Current Assets	-15,741.97	-13,608.47	-2,133.50
Total Current Assets	<u>345,419.64</u>	<u>478,476.35</u>	<u>-133,056.71</u>
Fixed Assets			
Property and Equipment			
Fixed Assets	346,293.59	331,624.73	14,668.86
Accumulated Depreciation	-163,275.02	-105,665.56	-57,609.46
Total Property and Equipment	<u>183,018.57</u>	<u>225,959.17</u>	<u>-42,940.60</u>
Intangible Assets			
FCC Licenses	762,873.29	762,873.29	0.00
Accumulated amortization	-170,990.00	-115,406.00	-55,584.00
Total Intangible Assets	<u>591,883.29</u>	<u>647,467.29</u>	<u>-55,584.00</u>
Total Fixed Assets	<u>774,901.86</u>	<u>873,426.46</u>	<u>-98,524.60</u>
TOTAL ASSETS	<u>1,120,321.50</u>	<u>1,351,902.81</u>	<u>-231,581.31</u>
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	2,186.85	4,983.58	-2,796.73
Other Current Liabilities			
Accrued Expenses	82,850.88	77,045.14	5,805.74
Intercompany To SMV	0.00	-44,590.14	44,590.14
Total Other Current Liabilities	<u>82,850.88</u>	<u>32,455.00</u>	<u>50,395.88</u>
Total Current Liabilities	<u>85,037.73</u>	<u>37,438.58</u>	<u>47,599.15</u>
Total Liabilities	<u>85,037.73</u>	<u>37,438.58</u>	<u>47,599.15</u>
Equity			
Retained earnings	204,464.23	141,576.77	62,887.46
Equity	605,838.00	1,110,000.00	-504,162.00
Net Income	224,981.54	62,887.46	162,094.08
Total Equity	<u>1,035,283.77</u>	<u>1,314,464.23</u>	<u>-279,180.46</u>
TOTAL LIABILITIES & EQUITY	<u>1,120,321.50</u>	<u>1,351,902.81</u>	<u>-231,581.31</u>

**Proposal for
Exterior Advertising Sales
RFP # 19-01
Missoula Urban Transportation District (MUTD)
Missoula, MT**

Technical Proposal

Detailed Work Plan

Missoula Broadcasting Company is fully prepared to manage the sales and marketing process, encompassing client sales contracts and the coordination of production of printing services, posting and removing signage, billing and collecting revenues from clients and other customary business practices. Missoula Broadcasting Company will be contracting Big Bear Signs of Missoula in the design (as applicable), printing and installation of exterior signage. However, Missoula Broadcasting will be solely responsible for the requirements set out in the RFP in their entirety.

Well over 60 percent of our clients are committed to annual contracts which are generally reviewed and solidified for the upcoming year in the fourth quarter of the existing year. Exterior advertising will be sold in conjunction with annual radio advertising campaigns and as stand alone campaigns for existing and prospective Missoula Broadcasting Company clients.

Wifi sponsorships will offered as exclusive service and partial service levels on a quarterly or annual basis. Missoula Broadcasting Company would like to work closely with MUTD to determine proper pricing levels that will result in maximum revenues for MUTD.

We intend to fulfill the requirements of this RFP utilizing the existing snap rail system installed on the Mountain Line fleet with the intention of installing the same rail systems on the new buses that will be introduced to the fleet in the coming years. We will offer 5 standard exterior advertising options to clients.

Incentives

As an added benefit to MUTD, Missoula Broadcasting Company will include in the contract \$29, 382 worth of radio advertising on an annual basis which can be utilized to maximize advertising revenues and increase community awareness of the benefits of public transit. Radio spots and live reads will be utilized to educate prospective clients on the benefits of exterior advertising on the Mountain Line Fleet and can also be used to encourage listeners to take public transit.

Exterior advertising revenues will be maximized with messaging to over 43,000 listeners every week across our 4 stations. It is also our hope that it will also garner good will for sustainable transportation

In addition, we will have web banners on our 4 station website promoting Mountain Line exterior advertising for the duration of the contract period.

See attached incentive documents

Radio schedule

Coverage maps

See USB attached for examples of live reads and commercials



Consistently rated Missoula's top commercial radio station, **THE TRAIL 103.3** brings together deep cuts from classic rock artists like Neil Young and the Rolling Stones with lesser-known modern favorites like Wilco, Lucinda Williams and Alabama Shakes.

From popular alternative acts to the overlooked masterpieces of the '70s and '80s to jam bands and even local acts, the Trail is a radio station is progressive rock for adults who love music.

And with a variety of in-house programming from knowledgeable announcers – including shows on bluegrass, the Grateful Dead and even a travelogue – the Trail is a radio station as unique as Missoula.



Engaging, current, unique and entertaining - that's what sets **104.5 the U** apart from the rest.

This station is all about the hits: Genres ranging from singer-songwriters like Ed Sheeran and Adele to power-pop superstars like Taylor Swift and Justin Bieber to even alternative chart toppers like Imagine Dragons and Avicii – with country crossovers and club favorites along the way.

And 104.5 the U takes pride in being a community connection for active listeners, sponsoring multiple community events and prioritizing news, weather and other announcements.



Variety with attitude - that's what listeners get when they tune in to **105.9 JACK FM**.

You never know what song will play next - in fact, you can't even anticipate the *genre*. Pop, rock, 1980s classics, modern dance - Jack spins the hits without worrying about categories.

Listeners and sponsors appreciate Jack's fewer interruptions and more music. And with a self-deprecating attitude, Jack knows how to poke fun at itself and the many "radio-isms" popular with less hip radio DJs.

On Jack you will find fiercely loyal listeners, with a broad appeal among both men and women ages 25-54.



As Missoula's only local sports talk radio, **102.9 ESPN MISSOULA** is *the* place to go for local sports, from the Griz to the Osprey to the high school level.

ESPN Missoula's award-winning "Tootell & Nuanez" features in-house analysis, news and commentary from Ryan Tootell and Colter Nuanez.

But ESPN isn't strictly local - you can also follow all your favorite national sporting news with the affiliate's popular syndicated shows, hourly SportsCenter updates and live broadcasts of all the big games.

ESPN listeners are extremely loyal sports enthusiasts and when they tune in, they stay tuned in all day long.

102.9
ESPN
((RADIO))

Coverage Map



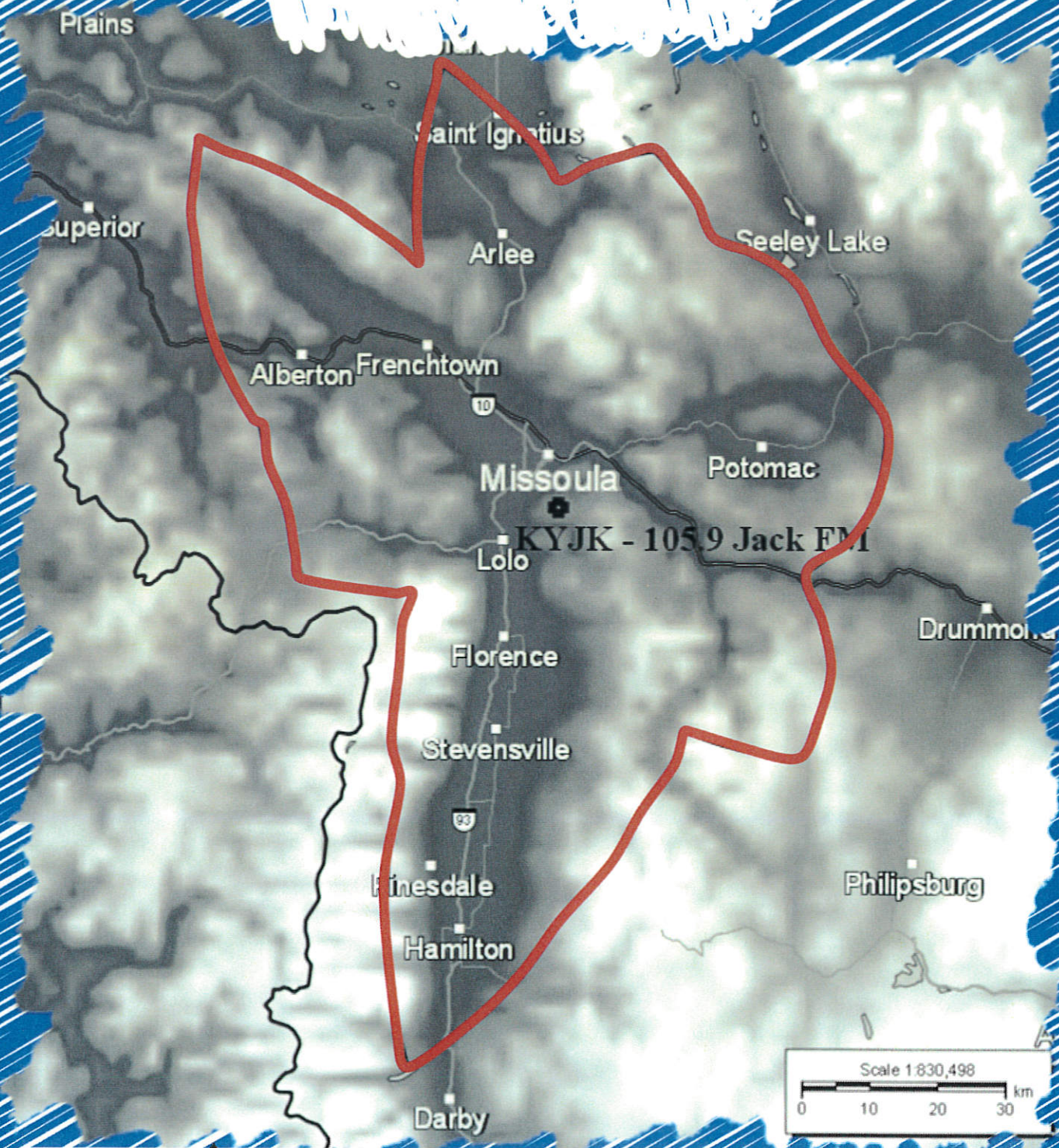
Missoula Broadcasting Company

COVERAGE

105.9

JACK fm
playing what we want®

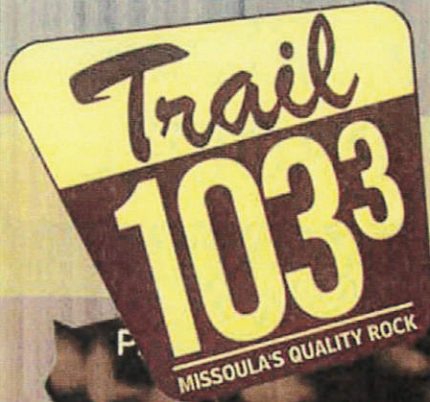
MAP



Missoula Broadcasting Company

2425 W. Central Ave.* Suite 203 Missoula, MT 59801

406-721-6800 | www.jackfmmissoula.com



KDTR

Coverage Map



 **Missoula Broadcasting Company**

2425 W. Central Ave. Suite 203 | (406) 721-6800 | www.1029espn.com



Coverage Map



 **Missoula Broadcasting Company**

Client: MUTD - Bus RFP	Contract Start Date: 10/1/2018	STATIONS (select):	KDTR FM Trail 103.3 Missoula	KKVU FM U-104.5 Missoula
Contact:	Contract End Date: 9/30/2019	Agency Name: Agency Contact: Agency Address: Agency City/St/Zip: Agency Comm %:	KYJK FM Jack 105.9 Missoula	KKVU HD4 ESPN 97.5 Missoula
Address: 1221 Shakespeare Street	Payment Terms: (select)			
City/St/Zip: Missoula, MT 59802	Billing Cycle: Calendar Month			
Phone:	Contract Code:			
Business Type:	Co-Op (select): No			
Account Exec: Heidi Starrett	Co-Op Company:			

Station	Start Date mm/dd/yy	End Date mm/dd/yy	Daypart	Type	Length	MO	TU	WE	TH	FR	SA	SU	Total Spots	Rate	Gross Line Total
KDTR FM Trail 103.3 Missoula	10/1/2018	9/30/2019	5a-mld	ROS	:30		2		2		2		312	\$14.00	\$4,368.00
KKVU FM U-104.5 Missoula	10/1/2018	9/30/2019	5a-mld	ROS	:30		2		2		2		312	\$14.00	\$4,368.00
KYJK FM Jack 105.9 Missoula	10/1/2018	9/30/2019	5a-mid	ROS	:30		2		2		2		312	\$13.00	\$4,056.00
KKVU HD4 ESPN 97.5 Missoula	10/1/2018	9/30/2019	5a-mid	ROS	:30		2		2		2		312	\$10.00	\$3,120.00
				(select)	(select)								0		\$0.00
KDTR FM Trail 103.3 Missoula	10/1/2018	9/30/2019	5a-mld	(select)	:15	1		1		1			157	\$10.00	\$1,570.00
KKVU FM U-104.5 Missoula	10/1/2018	9/30/2019	5a-mid	(select)	:15	1		1		1			157	\$10.00	\$1,570.00
KYJK FM Jack 105.9 Missoula	10/1/2018	9/30/2019	5a-mid	(select)	:15	1		1		1			157	\$10.00	\$1,570.00
KKVU HD4 ESPN 97.5 Missoula	10/1/2018	9/30/2019	4-6p	(select)	LIVE					1			92	\$30.00	\$1,560.00
				(select)	(select)								0		\$0.00
KDTR FM Trail 103.3 Missoula	10/1/2018	9/30/2019		(select)	(select)				banner				12	\$200.00	\$2,400.00
KKVU FM U-104.5 Missoula	10/1/2018	9/30/2019		(select)	(select)				banner				12	\$200.00	\$2,400.00
KYJK FM Jack 105.9 Missoula	10/1/2018	9/30/2019		(select)	(select)				banner				12	\$200.00	\$2,400.00
				(select)	(select)								0		\$0.00
				(select)	(select)								0		\$0.00
				(select)	(select)								0		\$0.00

Client Signature: _____ Date: _____ Account Executive Signature: _____ Date: _____	Client acknowledges that this Traffic Order shall be controlled by the Advertising Agreement executed previously by Client with TMRC. If no Advertising Agreement was executed previously, Client agrees to pay for advertising within 10 days of receipt of invoice. TMRC does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.	Notes: <table border="1" style="width:100%; border-collapse: collapse; margin-top: 10px;"> <tr> <td style="text-align: right;">Total Units</td> <td style="text-align: center;">1807</td> <td style="text-align: right;">GROSS:</td> <td style="text-align: right;">\$29,382.00</td> </tr> <tr> <td style="text-align: right;">Avg Unit Rate</td> <td style="text-align: center;">\$16.26</td> <td style="text-align: right;">NET:</td> <td style="text-align: right;">\$29,382.00</td> </tr> </table>	Total Units	1807	GROSS:	\$29,382.00	Avg Unit Rate	\$16.26	NET:	\$29,382.00
Total Units	1807	GROSS:	\$29,382.00							
Avg Unit Rate	\$16.26	NET:	\$29,382.00							

STATION TOTALS	
KDTR FM Trail 103.3 Missoula	\$8,338.00
KYJK FM Jack 105.9 Missoula	\$8,338.00
KKVU FM U-104.5 Missoula	\$8,026.00
KKVU HD4 ESPN 97.5 Missoula	\$4,680.00
GROSS TOTAL	\$29,382.00
GROSS MATCH?	Yes

MultiRank Report: Ranked On Weekly Cume

Market: Missoula/Hamilton, MT

A12+

MoSu 6a-Midnt

Rank	Call Letters	Weekly Cume
Pop: *		
1	KKVU FM	17,449
2	KDTR FM	13,802
3	KYJK FM	10,710
4	KKVU F4	1,834

Source: Eastlan Fa17+Sp18

Becky Smith

24-Aug-18



Rate Card

See attached

Conformance

Missoula Broadcasting Company would like to request that 4 exterior advertising frames be available for use by Missoula Broadcasting Company on an annual basis. Beyond this one exception, Missoula Broadcasting Company is prepared to meet all of the requirements, terms and conditions as stated in the RFP.

Advertise on the Mountain Line

Put your brand before thousands of current and potential customers every day by advertising on the exterior of the Mountain Line bus fleet!

With signage available in a variety of shape and size options, we'll work with you to implement a marketing campaign tailored to meet your specific business needs.

One bus or a dozen - you'll be sure to be seen throughout Missoula's shopping, neighborhood and university districts by as many as 30,000 people every day!



SIZES & MONTHLY RATES

	3 months	6 months	12 months	PLUS printing/ production*
54.5" x 24"	\$300	\$265	\$235	\$99
66.25" x 21"	\$310	\$275	\$250	\$110
70.5" x 21"	\$325	\$290	\$260	\$130
88.5" x 30"	\$340	\$305	\$270	\$220
108" x 30.25"	\$425	\$370	\$325	\$260

*Billed first month of placement. Allow approximately two weeks for sign printing/production and installation.

PRE-PAYMENT DISCOUNT

3 months save 5% 6 months save 7% 12 months save 10%



Becky Smith
(406) 721-6800
becky@missoulabroadcasting.com

**Proposal for
Exterior Advertising Sales
RFP # 19-01
Missoula Urban Transportation District (MUTD)
Missoula, MT**

Compensation Proposal

Compensation Proposal Form Exterior Advertising Services Request for Proposal #19-01


Enter below the proposed compensation for the functions listed as described in Section II, Scope of Work. Please be as specific as possible.

Exterior Advertising Services					
Compensation Proposal – MUTD Base (Fiscal Years – July 1 – June 30)					
	Year 1 FY 2019-20	Year 2 FY 2020-21	Year 3 FY 2021-22	Option Year 1 FY 2022-23	Option Year 2 FY 2023-24
Minimum Guarantee	\$ 4,000	\$ 4,400	\$ 4,800	\$ 5,200	\$ 5,600
Revenue Share	% 35	% 35	% 35	% 35	% 35
Capacity Incentive	\$ 7,500	\$ 7,500	\$ 7,500	\$ 8,000	\$ 8,000

SIGNED: The undersigned certify that we sign this Price Proposal Form with full and proper authorization to do so.

Missoula Broadcasting Company, LLC

Company Name

 OWNER/GM

Signature, Printed Name, and Title

 Account Exec.

Signature, Printed Name, and Title

*If Contractor is a corporation, two corporate officers must sign on behalf of the corporation as follows: (1) Chairman of the Board, President, or Vice President; and (2) Secretary, Assistant Secretary, Chief Financial Officer, or Assistant Financial Officer. In the alternative, this Contract may be executed by a single officer or a person other than an officer provided that evidence satisfactory to MUTD is provided, demonstrating that such individual is authorized to bind the corporation (e.g., a copy of a certified resolution from the corporation's board or a copy of the corporation bylaws).

**MISSOULA URBAN TRANSPORTATION DISTRICT
A CERTIFICATION CONCERNING CONTROL OF
EMPLOYEE OF CONTRACTOR**

The contractor, by entering into this Agreement with MUTD to perform or provide work, services or materials to MUTD, does hereby certify and assure that in performing the services under this Agreement, the Contractor shall act as an independent contractor and shall have full control of the work and Contractor's employees. Contractor and its employees, under no circumstances whatsoever, shall imply or be considered as an agent(s) or employee(s) of MUTD. Contractor employees, under no circumstances, shall be entitled to part of any pension plan, insurance, bonus, or any similar benefits which MUTD provides its own employees.

Any infraction of this Certification shall be cause for termination of

this agreement. Authorized Representative of Proposer



Signed

OWNER/GM

Title

8/30/18

Date



MUTD Board Staff Report

To: Board of Directors
From: Vince Caristo, Project Management Specialist
For Meeting: October 25, 2018

Attachments

1. Draft Contract with M+R

Subject: Strategic Messaging Contract

Recommendation: Authorize the General Manager to execute a one-year contract with the firm M+R Strategic Services, Inc. for strategic messaging services in an amount not to exceed \$36,000.

Discussion: M+R Consulting has been working with Mountain Line for many years on strategic messaging, media relations, brand maintenance, and community engagement. They were an instrumental component of Mountain Line's successful 2013 mill levy. More recently, they have assisted staff and the board in developing our Zero-Fare partner program and '40 for 40' Campaign, and in refining our messaging related to the 2018 Strategic Plan.

MUTD's recent contract with M+R began on June 1, 2015 ended on May 30, 2018, with an additional 1-year option. Because of their considerable understanding and knowledge of MUTD's operations and history, staff had determined that the costs required to duplicate this knowledge with another firm would outweigh the benefits of competition, and that a 1-year sole source contract extension is justified.

The proposed contract with M+R is a fixed fee of \$3,000 per month and covers activities that fall under the following work elements: Financial Structuring, Community Engagement, Media and Brand Maintenance, and Ongoing Strategic Messaging (see Attachment 1 for more detail). It also includes pricing for optional services to implement and analyze a community survey and to conduct a community stakeholder process.

Staff recommends the board authorize the General Manager to execute a one-year contract with the firm M+R Strategic Services, Inc. for strategic messaging services in an amount not to exceed \$36,000.

Financial Impact: The project is included in the FY2019 budget.



Consulting Agreement

This Consulting Agreement (“Agreement”), dated as of September 7, 2018, is by and between M&R Strategic Services, Inc., (“M+R”), a public affairs consulting firm incorporated in the State of New York, and Missoula Urban Transportation District (“Client”), a governmental agency.

WITNESSETH

WHEREAS, Client desires to avail itself of the expertise and services of M+R and M+R desires to make its expertise and services available to Client upon the terms and conditions set forth herein;

NOW, THEREFORE, in consideration of the agreements below, the parties agree as follows:

1. **CONSULTING SERVICES.** M+R agrees to perform the services in the following areas for Client as described below during the term of this Agreement:

Area 1: Financial Structuring

Area 2: Community Engagement

Area 3: Media Relations and Brand Maintenance

Area 4: Ongoing Strategic Messaging

See Schedule A attached to this agreement for greater detail and specific activity for each area of work.

M+R will provide the services in a professional manner consistent with industry standards.

2. **TERM OF AGREEMENT.** The term of this Agreement shall commence on August 1, 2018, and shall end on June 30, 2019, or on such date as is otherwise agreed by both parties in writing. Termination may occur at any time, at the discretion of either Client or M+R upon 30 days written notice to the other.

3. **COMPENSATION.**

a. **Rate of Compensation.** The compensation for services hereunder shall be a retainer of \$3,000 per month. Invoices will be provided monthly and due and payable no later than 30 days after receipt of invoice. Such compensation may be adjusted by the mutual agreement of the parties as evidenced by a written addendum to this Agreement. M+R reserves the right to charge interest at a rate of 1.5 percent per month for late payment of amounts owed under this Agreement.

b. **Payment Upon Early Termination.** In the event of early termination of this Agreement for any reason, Client shall no longer be obligated to make any payments to M+R. However, any payments due for services rendered prior to such termination, but not yet made in full, shall be due and payable within 30 days of the receipt of notice of termination by either of the parties.

c. **Reimbursement of Expenses.** Client shall reimburse M+R for reasonable travel, lodging and out-of-pocket expenses, such as courier, mail services, long distance phone calls and other necessary services, incurred in connection with the services provided to Client under this Agreement. Mountain Line will provide M+R with a budget limit. Any changes to the budget shall be agreed to with a simple note of agreement. M+R shall provide Client with an itemized invoice and all invoices shall be due and payable no later than 30 days after receipt by Client.

4. **CONFIDENTIALITY.** During the term of this Agreement, the parties may provide each other with information about itself or a related entity, whether oral or written, that is confidential and proprietary. Each party agrees that it will not, directly or indirectly, at any time during the term of this Agreement or thereafter, divulge, furnish, make accessible, or permit the disclosure to any third party of any information divulged by the other party that is either marked as "confidential" or that the party should reasonably understand to be confidential and proprietary information belonging to the other party. Notwithstanding the foregoing, either party may disclose confidential information of the other party to employees with a need to know who have agreed to keep such information confidential. The obligation of confidentiality does not apply to any information that is or becomes generally known to the public or the trade and has become known without the commission of a tortious act by the person disclosing the information.

5. **OWNERSHIP.** Upon payment in full pursuant to this Agreement, M+R hereby transfers and assigns to Client all right, title and interest (including copyright rights) in and to the materials produced by M+R for Client pursuant to this Agreement ("Materials"). Notwithstanding the foregoing, M+R retains all rights to the methodology and other know-how used in creating such materials for Client and has the right to use such methodology and other know-how in work for other clients. In addition, M+R retains all rights to any preexisting work product used by M+R in connection with the deliverables prepared for Client pursuant to this Agreement. M+R hereby grants Client a nonexclusive license to use all such

preexisting work product in the deliverables prepared for Client pursuant to this Agreement. Client understands that M+R has the right to use all preexisting work product in work for other clients. M+R represents and warrants that the Materials shall either be original works or, if not original works, that M+R will procure the necessary licenses and/or releases from third parties to enable Client to use the Materials as contemplated by this Agreement. M+R agrees to indemnify and hold Client harmless from any and all claims, actions, losses, damages, costs and expenses (including reasonable attorneys' fees) arising out of a breach of the foregoing representation and warranty.

6. **OTHER CONSULTING SERVICES.** Client and M+R agree that M+R may provide independent consulting services to other individuals or entities, provided, however, that:

a. Such other independent consulting services shall in no way impair M+R's ability to provide consulting services to Client pursuant to this Agreement and

b. M+R shall observe in full the confidentiality requirements set forth in Section 4 of this Agreement while providing consulting work for other individuals or entities.

7. **INDEMNIFICATION.** Client will indemnify and hold M+R harmless from any liabilities, actions, damages, claims, demands, judgments, losses, attorney's fees and attachments arising from, or related to, any pending suit, threatened or contemplated action, suit or proceeding attributable to the services rendered by M+R to Client under the terms of this Agreement. Client will not indemnify M+R if the liabilities, actions, damages, claims, demands, judgments, losses, attorneys' fees and attachments are due to the gross negligence or willful misconduct of M+R or are the result of any infringement of any copyright by M+R.

8. **INDEPENDENT CONTRACTOR.** The relationship of the parties is strictly that of independent contracting parties, and nothing in this Agreement, or in the relationship contemplated by this Agreement, shall be deemed to make the parties in an employment relationship or to make either party an agent, joint venturer or partner of or for the other party.

9. **ASSIGNMENT.** This Agreement shall be binding upon the successors and assigns of the parties. Either party may assign this Agreement as part of a corporate change of control of such party, upon written notice to the other party. Neither party may assign this Agreement for any other reason without the other party's prior written consent.

10. **DISPUTE RESOLUTION.**

a. Notice. In the event of any controversy or claim arising out of or in connection with the performance of the Agreement, the aggrieved party shall give to the other party written notice specifying with reasonable particularity the nature of the alleged controversy or claim.

b. Meeting. Within 10 business days after receipt of such notice, the parties hereto shall meet face-to-face, and in good faith endeavor to arrive at a mutually satisfactory resolution of such controversy or claim.

c. Arbitration. In the absence of a resolution, said controversy or claim shall be settled by binding arbitration before a single arbitrator in accordance with the Commercial Arbitration Rules of the American Arbitration Association and judgment upon the award rendered by the arbitrator may be entered in any court having jurisdiction thereof.

d. Location. The proceedings shall be held in Washington, DC.

e. Costs. The arbitrator shall assess all expenses of arbitration, including arbitration fees, costs and reasonable attorney's fees, in favor of the party the arbitrator determines to be the prevailing party.

11. **SEVERABILITY.** Any provision of this Agreement that is found to be prohibited or unenforceable in any jurisdiction shall, as to such jurisdiction, be deemed to be modified to the extent necessary to render such provision valid and enforceable; if such provision may not be so saved, it shall be severed and the remainder of the Agreement shall remain in full force and effect. Modification or severance of a provision in any jurisdiction shall not serve to modify, invalidate or render unenforceable such provision in any other jurisdiction.

12. **WAIVER OF OFFICERS AND DIRECTORS LIABILITY.** Neither party shall have recourse or right of action against any shareholder, officer, director or member, in his or her individual capacity as such, past, present or future, of the other party or of any successor thereto, whether by virtue of any statute or rule of law or otherwise, all such liability being, by the acceptance hereof and as part of the consideration of the execution hereof, expressly waived and released.

13. **GOVERNING LAW; CAPTIONS.** This Agreement contains the entire agreement between the parties regarding the subject matter hereto and supersedes all prior and contemporaneous agreements, whether oral or written, between the parties regarding such subject matter. This Agreement shall be governed by the laws of the District of Columbia without regard to its conflict of laws rules. This Agreement may be modified only by written agreement signed by both parties. Section headings are for convenience of reference only and shall not be considered in construing this Agreement.

14. **SURVIVAL.** The provisions of Sections 3b, 4, 5, 7, 10, 12 and 14 shall survive any expiration or termination of this Agreement.

15. **ASSISTANCE WITH GOVERNMENT INQUIRY.** In the event of a government inquiry, M+R agrees to assist Client in a timely and reasonable manner in responding to such inquiry or investigation and Client agrees to compensate M+R for any associated personnel costs and related expenses.

16. **NOTICES.** Any notice or other communications required or permitted hereunder shall be in writing and shall be deemed effective when delivered in person or, if mailed, on the date of deposit in the mail, postage prepaid, addressed, in the case of M+R, to Marlee Miller, COO, 1101 Connecticut Ave., NW, Suite 700, Washington, DC 20036, and, in the case of Client, to Missoula Urban Transportation District, 1221 Shakespeare, Missoula, MT 59802, or such other address as shall have been specified in writing by either party to the other.

IN WITNESS WHEREOF, the Client and M+R each has caused this Agreement to be signed by its duly authorized representative as of the day and year appearing above.

M&R STRATEGIC SERVICES, INC.

MISSOULA URBAN
TRANSPORTATION DISTRICT

By: _____

By: _____

Name: Marlee Miller

Name: _____

Title: Chief Operating Officer

Title: _____

Date: _____

Date: _____

SCHEDULE A – Scope of Work

Area 1: Financial Structuring

A. Strategic financial planning and securing funding for Phases I-V of the 2018 Strategic Plan:

- Research funding alternatives.
- Research costs.
- Determine most appropriate timing for public consideration of a funding proposal–2019 or 2020.
- Prepare report and recommendations.

B. Zero Fare:

- Securing sustainable long-term funding for Zero-fare – '40 for 40' Campaign.
- Assist with recruitment of more members.
- Training for Board of Directors and General Manager to empower program growth.
- Assist with potential change strategy if Zero-fare ends in 2020.

C. Optional additional services if appropriate and agreed to with approximate costs:

1) *Community Stakeholder Process -- \$8,000.*

- *Compiling list of community stakeholders*
- *Interview guide.*
- *Approximately 50 interviews.*

2) *Research – community survey -- \$35,000:*

- *Gauge public interest in key transportation issues in the MUTD.*
- *Help assess results.*
- *Prepare materials for effective use of the survey results.*

Area 2: Community Engagement

- Encouraging involvement for riders and nonriders alike.
- Assist with list building and communications strategies.
- 40th Anniversary Celebration – preparations through end of 2018.
- Business involvement.
- Using community events for list building.
- Continued identification of key stakeholders and constituents.
- Community wide transportation summit – prepare and execute. Summit logistics costs (rental, food, copying, etc.) would be the responsibility of Mountain Line.

Area 3: Media Relations and Brand Maintenance

- Earned media planning -- set quarterly media goals.
- Integrating earned media strategy with outreach and engagement strategies
 - Landing stories
 - Troubleshooting
- Work to integrate social media and digital communications.
- Work in concert with Windfall guiding and providing feedback on branding and paid ads

Area 4: Ongoing Strategic Messaging

- Evaluate current messaging – “Benefits Us All.”
- Incorporate ‘affordability and affordable housing’ messaging.
- Potential messaging materials update.



MUTD Board Staff Report

To: Board of Directors

From: Corey Aldridge, General Manager

For Meeting: October 25, 2018

Subject: Disposal of Obsolete Fareboxes

<i>Attachments</i>
None

Recommendation: Approve the disposal of obsolete fareboxes.

Discussion: In January 2015, Mountain Line went fare free and introduced passenger counting technology, which eliminated the need to use the existing fareboxes. When the fare free program was extended in January 2018 the fareboxes were removed from the buses and placed in storage. The lack of use, vibration issues and the dust from daily service will require extensive maintenance efforts if they were returned to service. Additionally, these are old fareboxes and are well beyond retaining residual value and maintenance will no longer be provided by the manufacturer.

Genfare, the manufacturer of our fareboxes has offered to arrange for shipping of the fareboxes and related parts and equipment, and has offered \$100.00 per box returned. We would stack the boxes and related equipment on pallets for shipping and notify Genfare that they are ready to ship.