



**BOARD OF DIRECTORS**

**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

**BUSINESS MANAGEMENT COMMITTEE**

**THURSDAY, OCTOBER 28, 2021**

**MARTA HEADQUARTERS**

**MEETING MINUTES**

Committee Chair Roderick Frierson called the meeting to order at 11:19 A.M.

<b>Board Members Present</b>	<b>Staff Members Present</b>
Roberta Abdul-Salaam	Collie Greenwood
William Floyd	Raj Srinath
Roderick Frierson, <b>Chair</b>	Ralph McKinney
Al Pond	Melissa Mullinax
Reginald Snyder	Rhonda Allen
	Elizabeth O'Neill
	Peter Andrews
	Luz Borrero
	Michael Kreher

Also in attendance: Board General Counsel Justice Leah Ward Sears of Smith, Gambrell & Russell, LLP, MARTA Police Officer Softly and other staff members: Paula Nash, Jacqueline Holland, Kevin Hurley, Torrey Kirby, Jennifer Jinadu-Wright, Keri Lee, Kenya Hammond, Phyllis Bryant, Tyrene Huff and Board Techs, Courtne Middlebrooks, Jonathan Brathwaite, Adrian Carter and Abebe Girmay.

**Approval of the September 30, 2021 Business Management Committee Meeting Minutes**

Committee Chair Frierson called for a motion to approve the September 30, 2021 minutes. Board Member Abdul-Salaam made a motion to approve, seconded by Board Member Snyder. The minutes were approved unanimously by a vote of 5 to 0 with 5 members present.

**Resolution Authorizing the Award of a Single Source Contract for Eight (8) Parking Deck Callbox Upgrade and Cabling Services, RFPP P49632 [Presentation attached]**

Torrey Kirby, Director of Technology Applications, presented the above resolution for approval. On a motion by Board Member Pond, seconded by Board Member Abdul-Salaam, the resolution was approved unanimously by a vote of 5 to 0 with 5 members present.

- Board Member Pond asked how many callboxes we have, and Mr. Kirby advised approximately 300. Board Members Floyd and Abdul-Salaam had questions about who customers are calling and whether these callboxes are located in the stations. Mr. Kirby advised the callboxes are directed/connected to the MARTA Police and telephones are in the stations. Board Member Snyder asked how often the callboxes are used and Chief Kreher advised he would provide a printout of that information. Chief Kreher also advised, we have a partnership with the City of Atlanta due to the increase in crime in the area.

MARTA Police bicycle units canvas the area where the callboxes are located. Board Member Frierson had questions about the single-source contract; Mr. Kirby responded that Siemens is the current vendor, and they are familiar with our infrastructure.

**Resolution Authorizing the Award of a Contract for Transit and Digital Advertising Services, RFP P48265 [Presentation attached]**

Jennifer Jinadu-Wright, Sr. Director Marketing and Sales, presented the above resolution for approval. On a motion by Board Member Pond, seconded by Board Member Snyder, the resolution was approved unanimously by a vote of 5 to 0 with 5 members present.

- Board Member Pond thanked Ms. Jinadu-Wright for showing the revenue assumptions but asked why it is for 10 years. Ms. Jinadu-Wright replied we allowed the vendor to recoup some of the costs. Board Member Snyder had questions about selling or leasing external space for billboards on MARTA property. Ms. Jinadu-Wright and Ms. Mullinax, Chief of Staff, advised we would need a legislation change, but we are working on this effort. Board Member Floyd asked if this effort was just in the City of Atlanta because some of the bridges in DeKalb Co. would love a welcome sign. Mr. Andrews, Chief Counsel, advised every jurisdiction has its own zoning restrictions. Board Member Abdul-Salaam asked if the signs would be separate/stand-alone; Ms. Jinadu-Wright replied, yes.

**Resolution Authorizing the Award of a Contract for the Procurement of Revenue Shares of Renewable Natural Gas Services, IFB B47835 [Presentation attached]**

Kevin Hurley, Deputy CFO/Treasurer, presented the above resolution for approval. On a motion by Board Member Pond, seconded by Board Member Floyd, the resolution was approved unanimously by a vote of 4 to 0 with 4 members present.

- Board Member Floyd had questions about the bids received. Mr. Hurley and Ms. Holland, Director of Contracts, Procurement & Materials, addressed the questions. Board Member Snyder had a question about the evaluations of the RIN credits fluctuating based on the marketplace; Mr. Hurley answered his question.

**Other Matters**

- (a) FY 2022 August Financial Highlights (Informational Only)
- (b) Summary – Utilization of GSA and State Contracts (Informational Only)

**Adjournment**

The Committee meeting adjourned at 12:03 P.M.

Respectfully submitted,



Tyrene L. Huff  
Assistant Secretary to the Board

YouTube Link: <https://youtu.be/jvHQIQBSM0I>



**Resolution Authorizing the Award of a Single Source Contract for Eight (8) Parking Decks Callbox Upgrade and Cabling Services RFPP P49632**

Torrey Kirby, Director of Technology Applications  
Department of Technology

## **Resolution Authorizing the Award of a Single Source Contract for Eight (8) Parking Decks Callbox Upgrade and Cabling Services RFPP P49632**

MARTA's existing emergency intercom callbox telephone system at the rail stations and eight parking decks are over 30 years old. Communications over the outdated infrastructure is subject to constant fails and operates with parts no longer manufactured. Replacement parts for the outdated system must be custom made and support is at a very high cost.

The Department of Technology recommends an upgrade project that will transition the current unreliable analog intercom system to a stable, scalable IP-based Audio/Video intercom system for eight parking decks that is paramount for safety and security.

Technology is requesting Siemens as a single source for this procurement to provide all equipment, servers, Cisco network switches, and professional services to deliver the upgrade for the eight parking decks.

### Single Source Justification Reasons:

- Siemens is the current vendor supporting MARTA's core terminal unit equipment and callboxes. They are familiar with MARTA's parking deck layout and system configuration.
- Seeking a new vendor will result in additional time and cost to the project for the survey and the architectural design to be completed prior to implementation tasks and staff training will be needed to operate a new system.
- Keeping Siemens' core terminal equipment support will allow for a faster completion of the work with the less downtime.

## Resolution Authorizing the Award of a Single Source Contract for Eight (8) Parking Decks Callbox Upgrade and Cabling Services RFPP P49632

### Project Timeline and Estimated Costs

Project duration 6 months. Timeline assumption based on a contract NTP (Notice to Proceed) that enables a January 2022 start date and completion date in June 2022 for the eight parking decks listed below. Estimated costs are based on the quote from Siemens. Additional quotes are being requested from other vendors to do a cost comparison.

Parking Deck Callbox Upgrade	Target Date to Start	Target Date to Complete	Cost Estimate
Sidney Marcus	1/4/2022	3/3/2022	\$183,720.86
City Center	1/4/2022	3/3/2022	\$221,061.86
Deck X AT&T	1/4/2022	3/3/2022	\$68,711.73
Indian Creek	3/7/2022	6/20/2022	\$18,679.42
College Park	3/7/2022	6/20/2022	\$132,844.84
Medical Center	3/7/2022	6/20/2022	\$56,812.31
Doraville	3/7/2022	6/20/2022	\$223,037.01
North Springs	3/7/2022	6/20/2022	\$92,766.62
<b>Eight Parking Deck Total</b>			<b>\$997,634.65</b>
Parking Deck Cabling	Target Date to Start	Target Date to Complete	Cost Estimate
Sidney Marcus, City Center, Deck X AT&T	1/4/2022	3/3/2022	<b>\$178,454.22</b>
<b>Total Project Time and Cost Estimate</b>	1/4/2022	6/20/2022	<b>\$1,176,088.87</b>

## **Resolution Authorizing the Award of a Single Source Contract for Eight (8) Parking Decks Callbox Upgrade and Cabling Services RFPP P49632**

### Project Funding

- The cabling prework cost is \$178,454.22.
- The estimated cost for the call boxes based on the Siemens quote is \$997,634.65.
- **Total estimated project cost is \$1,176,088.87.**
- The project will be funded 100% from the FY22 Local Capital Budget.



Thank You



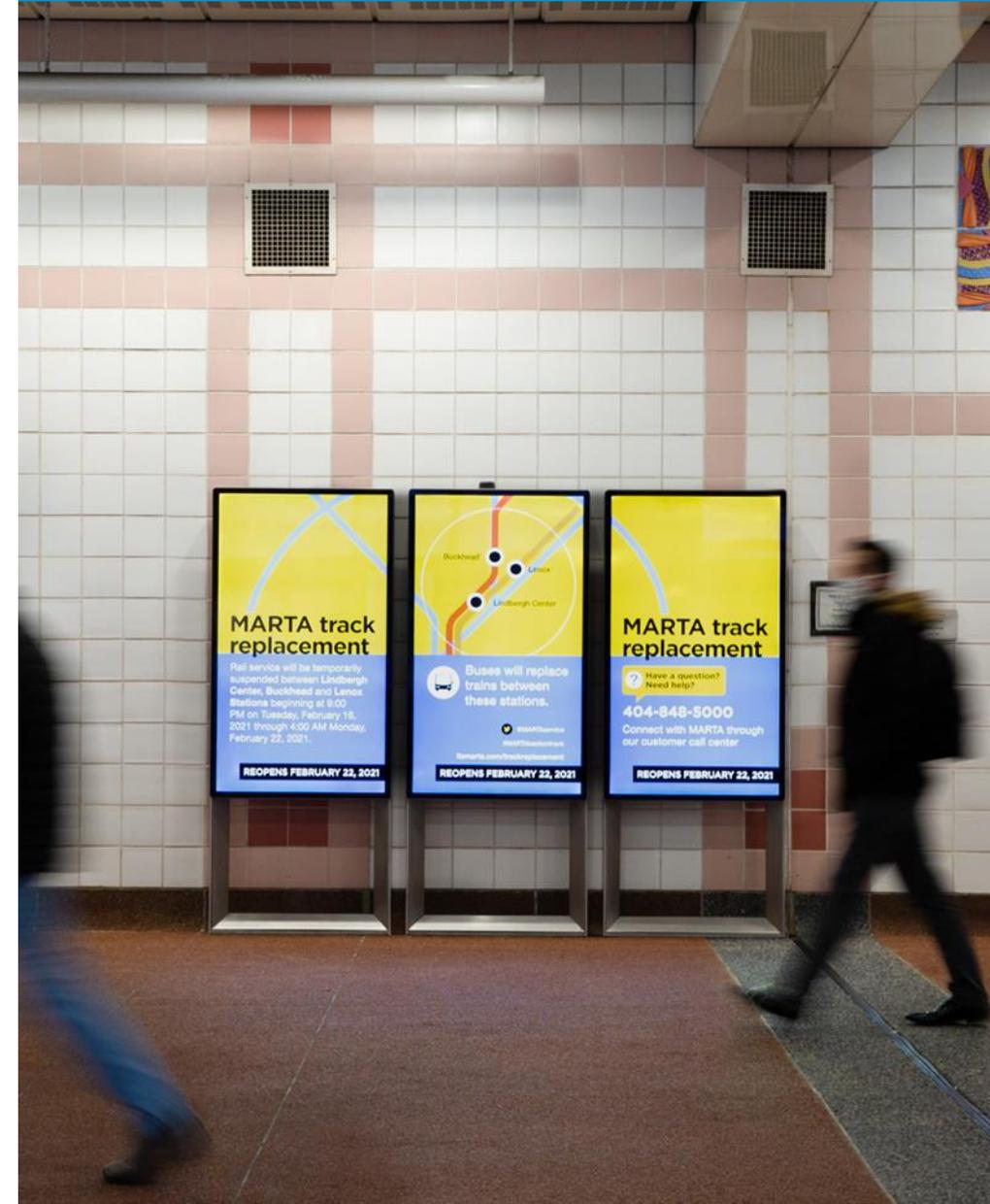


# **Resolution Award Transit & Digital Advertising Services, RFP P48265**

Business Management Committee  
October 28, 2021

## RFP Highlights

- Ad Spaces: Rail stations, buses, rail cars, streetcar and paratransit vans
- Separate ad shelter contract – expires December 2022
- Revenue generating, consisting of annual minimum guaranteed revenue (MAG) and % revenue share
- Base contract term of ten (10) years and two (2) one-year options, if exercised
- Installation of 200 new digital displays at contractor's cost
- Clause added for residual COVID-19 issues or other significant event that could affect service levels or ridership
- New rail cars (expected 2023) equipped with new digital advertising screens
- 60 electric vehicle charging stations at 9 locations



# Procurement Process

- RFP Advance Notice was sent to 5 bidders on June 16, 2021
- Notice for RFP was advertised in the following:
  - The Atlanta Journal Constitution
  - The Georgia Procurement Registry
  - The Georgia Local Government Access Marketplace
  - MARTA Website
- 55 firms received the online solicitation and/or purchased the CD
- Pre-bid conference took place on June 30, 2021, with 15 attendees
- Two proposals were received by the deadline date and time of September 20, 2021, at 2:00PM
- Proposals were received from the following firms:
  - Intersection Media, LLC
  - OUTFRONT Media



# Scoring Criteria

Evaluation Factors	Weights %
1) Industry Experience (35%)	35.00
2) Advertising Program Creativity & Other Advertising or Non-Advertising Features or Services (20%)	20.00
3) Capacity of the Proponent's National and Local Sales Organization (10%)	10.00
<b>Total Proponent Technical Score</b>	<b>65.00</b>
4) Cost (35%)	35.00
<b>Final Proponent Technical Score</b>	<b>100</b>



## Evaluation

- Industry Experience
- Advertising Program Creativity, Ad & Non-Ad Features
  - Partnerships with national brands
  - Programmatic advertising
  - Mobile integration
  - Enhanced communications
  - D&I initiatives
- Capacity of Proponents National and Local Sales Organization
- Cost
  - Higher revenue share %



# Proposed Revenue Comparison

OUTFRONT Media vs Intersection Media LLC

Contract Length	OUTFRONT Media			Intersection Media LLC		
	MAG	Revenue Share		MAG	Revenue Share	
		Bus	Rail		Bus	Rail
Year 1	3.15M	68.00%	64.00%	3.2M	70%	50.00%
Year 2	3.15M	68.00%	64.00%	3.25M	70%	50.00%
Year 3	3.15M	68.00%	64.00%	3.3M	70%	50.00%
Year 4	6.55M	68.00%	64.00%	5M	70%	70.00%
Year 5	6.69M	68.00%	64.00%	5.15M	70%	70.00%
Year 6	6.96M	68.00%	64.00%	5.3M	70%	70.00%
Year 7	7.17M	68.00%	64.00%	5.45M	70%	70.00%
Year 8	7.45M	68.00%	64.00%	5.6M	70%	70.00%
Year 9	7.72M	68.00%	64.00%	5.75M	70%	70.00%
Year 10	8.01M	68.00%	64.00%	5.9M	70%	70.00%
Year 11*	8.32M	68.00%	64.00%	6.05M	70%	70.00%
Year 12*	8.64M	68.00%	64.00%	6.15M	70%	70.00%
Lump Sum Payment	1M			-		
Total of Contractual MAG	\$77.96M			\$60.10M		

\*Option years

# Revenue Assumptions

Year	Proposed MAG (OUTFRONT)	Estimated Gross Rev **	Rev Share OUTFRONT Bus (68%)	Rev Share OUTFRONT RAIL (64%)	Rev Share Intersection BUS (70%)	Rev Share Intersection RAIL (70%)
4	\$6.6	\$9.6	\$3.3	\$3.1	\$3.3	\$3.3
5	\$6.7	\$12.0*	\$4.1	\$3.9	\$4.2	\$4.2
6	\$7.0	\$10.2	\$3.5	\$3.3	\$3.6	\$3.6
7	\$7.2	\$10.5	\$3.6	\$3.3	\$3.7	\$3.7
8	\$7.5	\$10.9	\$3.7	\$3.5	\$3.8	\$3.8
9	\$7.7	\$11.3	\$3.8	\$3.6	\$3.9	\$3.9
10	\$8.0	\$11.7	\$4.0	\$3.7	\$4.1	\$4.1
11	\$8.3	\$12.1	\$4.1	\$3.9	\$4.3	\$4.3
12	\$8.6	\$12.6	\$4.3	\$4.0	\$4.4	\$4.4
<b>Total</b>	<b>\$67.5</b>	<b>\$100.8</b>	<b>\$34.3</b>	<b>\$32.3</b>	<b>\$35.3</b>	<b>\$35.3</b>
			<b>\$66.6M</b>		<b>\$70.6M</b>	

\*World Cup 2026 revenue surge

\*\*Gross Rev estimated at 46% over proposed MAG



Thank You

Questions?





# Revenue Shares of Renewable Natural Gas Services

Business Management Committee  
October 28, 2021

# Agenda

- Introduction
- Background
- Mechanics
- Procurement Process
- Board Actions

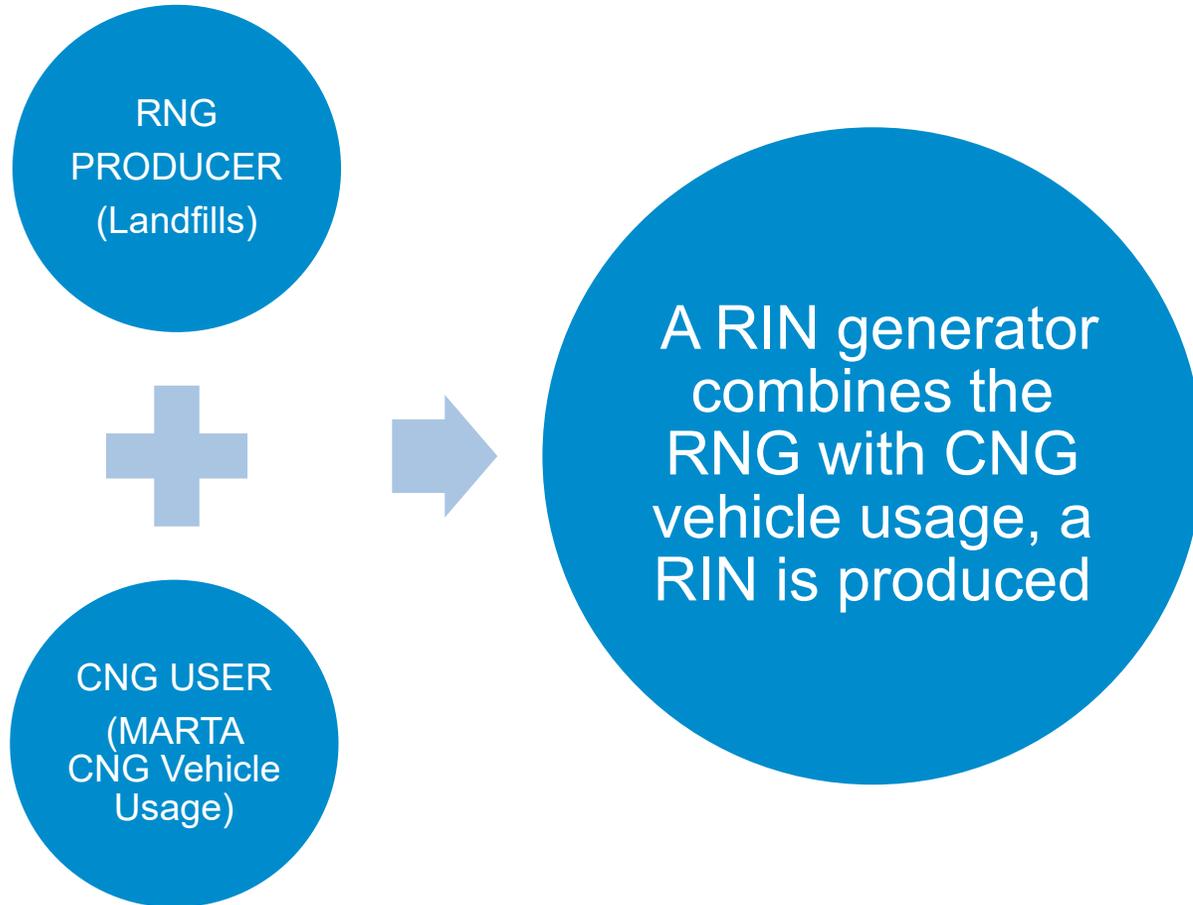
# Introduction

MARTA's goal is to reduce its energy costs and greenhouse gas emissions (by generating revenues through renewable energy credits) while maintaining the highest possible degree of reliability and quality of its natural gas.

# Background

- In the 1980s, the federal government mandated oil refiners begin using corn-based ethanol
- In 2005, the Environmental Protection Agency expanded the program to multiple methane sources and established the Renewable Identification Number (RIN) program for biofuels
- Presently, renewable fuels make up 10% of the gasoline and diesel fuel used in the United States

# Mechanics – Summary of a RIN



**Renewable Natural Gas (RNG) Producer –**  
Landfills

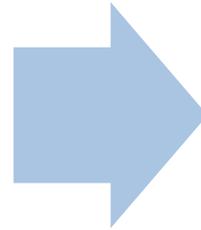
**Compressed Natural Gas (CNG) User –** User of  
CNG (MARTA)

**Renewable Identification Number (RIN)** - is a  
serial number given to a batch of biofuel used to  
track its production and use

**RIN Generator/Seller –** A “middleman” - Can be  
producers, brokers or traders

## Mechanics – Sale of RIN Credits

RIN credit is sold/traded on the open market by a RIN generator to a buyer who is interested in purchasing RIN credits



MARTA will receive a percentage of the gross revenue from the sale of the RIN Credits

# Procurement Process

MARTA used a competitive bid to identify the highest gross revenue to be shared with the Authority with an initial term of five years and two one-year options

- IFB B47835 - Revenue Shares of Renewable Natural Gas Services Contract was released on July 19, 2021
- A Pre-Bid Conference took place on Thursday, August 5, 2021
- Questions were due on Wednesday, August 11, 2021
- Bid Opening was Friday, September 24, 2021
- Three bids were received
  - US Gains
  - True Star Energy
  - Trillium Transportation Fuels



# Winning Bid

- Winning bidder - US Gains
  - 6.5% for years one thru five
  - 7.0% option years six and seven
- Current annual estimated revenue:
  - MARTA Annual Fuel usage - 1M Dekatherm (DTH)
  - Estimate Net Revenue to MARTA
    - \$1.3M/years – base years one thru five
    - \$1.4M/year option years six and seven



# Board Actions

- I respectfully request Approval of the Resolution Authorizing the Award of a Contract for the Procurement of Revenue Shares of Renewable Natural Gas Services, IFB B47835



Thank You

