



GARY PUBLIC TRANSPORTATION CORP

BOARD OF DIRECTORS MEETING BOARD PACKET

BOARD MEETING

July 9 , 2020

Cover Page

- *Executive Session*
- *Agenda Board Meeting July 9, 2020 - Video-conference or Dial-in*
- *Minutes (Activities Summary Update)*
- *GPTC General Check Register Schedules & Adam Benjamin Metro Center Check Registers will be submitted to the BOD at a later date*
- *Discussion of Marketing Plan*
- *General Manager / Departmental Reports*
 - *Department – Finance*
 - *Department – Grants & Procurement Oversight*
 - *Department – Human Resources*
 - *Department – Maintenance*
 - *Department – Planning & Marketing*
 - *Department – Transportation*

NOTICE OF EXECUTIVE SESSION

GARY PUBLIC TRANSPORTATION CORPORATION BOARD OF DIRECTORS

THURSDAY, JULY 9, 2020 @ 4:30 P.M.

DIAL-IN

CONFERENCE ROOM, METRO CENTER – 3RD FLOOR
100 W. 4TH Avenue, Gary, Indiana

The Gary Public Transportation Corporation will hold an Executive Session as authorized under Indiana Code Section 5-14-1.5-6.1(b) for the following reason(s).

An Executive Session is authorized under the Indiana Code Section 5-14-1.5-5 Public Notice of Meeting.

An Executive Session was scheduled for the following reasons under Indiana Code 5-14-1.5-6.1(b):

For discussion of strategy with respect to any of the following, as allowed under Indiana Code 5-14-1.5-6.1(b):

(2)(A) ~ Collective Bargaining.

(2)(B) ~ Initiation of litigation that is either pending or has been threatened specifically in writing.

(2)(C) ~ The purchase of lease of real property by the governing body up to the time of contract of option to purchase of lease is executed by the parties. However, all such strategy discussions must be necessary for competitive or bargaining reasons and may not include competitive or bargaining adversaries.

(5) ~ To receive information about and interview prospective employees.

(6) ~ With respect to any individual over whom the governing body has jurisdiction: (A) to receive information concerning the individual's alleged misconduct; and (B) to discuss before a determination, the individual status as an employee, a student, or an independent contractor who is 99a physician.

(7) ~ For discussion of records classified as confidential by state or federal stature.

(8) ~ To discuss before placement decision and individual student's abilities, past performance, behavior and needs.

(9) ~ To discuss a job performance evaluation of an individual employee. This subdivision does not apply to discussion of salary, compensation, or benefits of employees during a budget process.



GARY PUBLIC TRANSPORTATION CORP



BOARD OF DIRECTORS MEETING

AGENDA

ADMINISTRATION FACILITY
100 West 4th Avenue
(219) 885-7555

TRANSPORTATION/MAINTENANCE
2101 West 35th Avenue
(219) 884-6100

DATE: Thursday, July 9, 2020

MEETING TIME: 5:30 P.M.

LOCATION: Video Conference

Due to Executive Order 20-04 in Response to the Coronavirus Disease 2019 (Covid-19) Pandemic, All Monthly BOD Meetings are Canceled until further notice. Monthly Summaries of Activities will be submitted for your information.

ITEM # 1 ~ Minutes (See Attached Activities Summary Update) (pages 4-6)

ITEM # 2 ~ GPTC General Check Register Schedules & Adam Benjamin Metro Center Check Registers will be submitted to the BOD at a later date

ITEM # 3 ~ Discussion of Strategic Marketing Plan 2020 (D. Wright) (pages 7-20)

- GPTC Annual Action Plan 2020 (page 21)
Executive Summary & Campaigns (pages 22-23)

ITEM # 4 ~ General Manager / Department Reports

- Department - Finance (pages 26-31)
Department - Grants & Procurement Oversight (pages 32-35)
Department - Human Resources (pages 36-38)
Department - Maintenance (pages 39-42)
Department - Planning & Marketing (pages 43-48)
Department - Transportation (page 49)

Board of Directors packets are available to the public upon request. Please forward requests to GPTC - General Manager, 100 W. 4th Avenue, Gary, Indiana 46402. Requests for special arrangements (hearing accommodations, sign language, etc.) are to be made at least 48 hours in advance.



GARY PUBLIC TRANSPORTATION CORP



ADMINISTRATION FACILITY
100 West 4th Avenue
(219) 885-7333

TRANSPORTATION/MAINTENANCE
2101 West 33rd Avenue
(219) 884-6100

GARY PUBLIC TRANSPORTATION CORPORATION (GPTC) COVID – 19 OVERALL ACTIVITY SUMMARY

(Period from March 2020 to present)

Transportation:

Fixed route ridership -

- Overall GPTC experience a 62% decline in fixed route (bus) ridership over the same period in 2019

Paratransit:

Ridership – Disability Service –

- Overall GPTC experience a 50% decline in our paratransit (disabled) ridership over the same period in 2019. Our dialysis riders continue to rider regularly and other riders cancels service trips often.

GPTC COVID - 19 New Safety Implementation Program for Employees and Riders

March

- All GPTC vehicles will be sanitized including passengers and drivers' seats, hand rails, interior walls, windows and floors at the end of the work shift.
- Masks and gloves were available for employees.
- Deployed one maintenance cleaner at the Metro Center to sanitize each bus on each trip as it comes through the Metro Center.

April

- Finalizing details to have a fog sanitizing company conduct fog sanitizing all GPTC vehicles and offices at the 35th Ave and 4th Ave. facilities.
- Distributed GPTC COVID – 19 policy and procedures to all employees.
- Conducted an all employee conference call to answer questions employees may have related to COVID – 19 (Sunday 4pm – 6pm)

- Ordered tablets for GPTC Board of Directors to implement online Board of Directors meetings.
- Ordered and received laptop computers for administrative staff. Created policy and procedures for a telework program for designated staff employees.
- Implement policy requiring all employees to wear gloves and mask while at work – **mandatory**.
- Hosted a weekly conference call meeting with transit agencies in the Indiana region (including South Bend) to discuss safety tips and methodologies used by each agency to create a safer environment for employees and riders.

May.

- Conducted the first sanitizing fog treatment on all GPTC vehicles and the GPTC 35th and 4th Ave. facilities.
- Hired and trained new bus operators using our COVID – 19 safety procedures providing distancing between trainee's, and requiring all trainees and staff to wear mask and gloves during training. This method was taken from the Gary Health Department and the training procedures used by Methodist Hospital when training new nurses (no more than two trainees trained at one time).
- Telework program began with designated staff members. A rotating schedule was established detailing days staff will work at home and days to work in the office.
- Reduced our daily Broadway service from four (4) buses, providing Broadway trips every 20 minutes to two (2) buses providing Broadway trips every 40 minutes due to low ridership.
- Deployed a second maintenance cleaner to the Metro Center to assist in sanitizing each bus as it travels though the Metro Center.
- Hosting a weekly COVID – 19 Northwest Indiana Transit Agency Conference Call (providing COVID 19 updates as to how they are addressing matters for both employees and riders.
- Ridership is beginning to climb. Before COVID – 19 pandemic, GPTC was averaging approximately 2,500 riders per day. The lowest decline was 800 per day. The week of May 24th – ridership increased to 1,100 rider per day.

June

- Ridership for the week of June 8th increased to an average of 1,400 per day.
- Received tablets for Board of Directors members. Currently, preparing for the first online Board of Directors meeting scheduled for July 9, 2020.
- Hired two part-time maintenance cleaners to clean and sanitize GPTC bus shelters on the entire system.

- The second fog sanitizing treatment was conducted on all GPTC vehicles and both office locations.
- Hosting a weekly COVID – 19 Northwest Indiana Transit Agency Conference Call, providing COVID - 19 updates as to how they are addressing matters for both employees and riders.
- Started second training class for bus operators. Training expected to end 6/27 and start service driving on 6/29/2020.
- Marketing team has completed GPTC marketing campaign plan.

J & J's Breakfast Diner

- GPTC Board of Directors approved the selling of the lot owned by GPTC at 2600 Broadway to J & J Breakfast Diner.
- All deeds paperwork has been signed by GPTC Board Chairman – Walter Scott.
- In an exchange for the selling of the GPTC lot at 26th Broadway, the city of Gary (Mayor Prince, Eric Reeves) has agreed to donate the city-owned property at 20th and Broadway to GPTC.

Strategic Marketing Plan 2020

prepared for



100 West 4th Avenue
Gary, IN 46402
(219) 884-6100 ext. 107



viamarketing.net

2646 west lincoln hwy
merrillville, indiana 46410

Phone 219.769.2299
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June 2020

2020 Strategic Marketing Plan

Overview

The marketing RFQ sets the goals of this plan to:

- propose strategies
- provide demographic analysis
- assign responsibility for broad and specific campaigns and programs

The marketing plan must include different initiatives for specific portions of GPTC services including, but not limited to, conventional fixed route service, new or emerging markets, complementary paratransit, and Broadway Metro Express.



GPTC and VIA will identify and set marketing objectives for 2020 with growth and efficiencies.

▶ **There are five local routes and seven regional routes.**

GPTC operates 12 routes in Northwest Indiana.

- Five Local Network routes operate completely within the **City of Gary** limits.
- Seven Regional Network routes reach **Calumet Township, Crown Point, East Chicago, Griffith, Hammond, Hobart and Merrillville.**
- **The Broadway Metro Express** runs every 20 minutes from Gary Metro Station to Methodist Hospital with 17 stops along the way. There is access to bike routes on this route.
- **Two feeder service shuttle routes:**
 - The **Merrillville Shuttle** takes riders west to Cleveland Street (State Highway 55) in Merrillville.
 - The **Ivy Tech/South Broadway Shuttle** takes riders to the Lake County Government Center in Crown Point and travels to 101st & Broadway – Ivy Tech.

Ridership comprises mostly of Gary residents because 63% of the miles our buses travel is within the City of Gary. The L2 to Miller has the higher per-hour ridership of any Gary-focused route.

The Broadway Metro Express generates 25% of GPTC's overall revenue and ridership.

▶ **Livable Broadway Regional Plan (LBRP)**

GPTC commissioned the LBRP to assess opportunities for improving bus service within Gary, Merrillville and Crown Point while enhancing economic development, environment and land use and promoting livability within the corridor.

The Executive Summary can be found here: <https://www.gptcbus.com/wp-content/uploads/2018/01/livablebroadwayexecsummary.pdf>

The LBRP is the guiding document for how the Broadway corridor can and should holistically develop. Implementation areas include:

- **Artwork:** Select bus stops will include artwork by local artists that reflect upon the elements that make Northwest Indiana great.
- **Activity:** Community organizations are encouraged to partner with transit to make station locations vibrant. Early successes include the **Broadway Metro Markets** program.
- **Development:** New businesses are encouraged to come to Broadway and partner with transit for improved access for customers and employees.

Progress Report June 2018:

https://www.gptcbus.com/wp-content/uploads/2018/07/Route-Performance-2-Sided-07_10_18.pdf

▶ **Ridership and Revenue Miles Benchmarks**

2019 has a nice increase over 2016 in both categories:

	2019 Miles	2016 Miles	2019 Riders	2016 Riders
Fixed Route	928,113	823,213	778,429	771,971
Complementary Paratransit	82,878	81,549	15,144	14,390

▶ **Schedule of Fares**

Fares – Local	
Adult	\$1.60
Seniors, Disabled, Medicare	\$0.80
Student	\$1.25
Paratransit	\$2.50
Transfer local to local	FREE
Fares – Regional	
Adult	\$2.25
Seniors, Disabled, Medicare	\$1.00
Student	\$1.75
Paratransit	\$4.00

Transfers Local to Regional	
Adult	\$0.65
Seniors, Disabled, Medicare	\$0.20
Student	\$0.50
Paratransit	N/A
Fare Cards	
Adult 30 Day	\$50*
Adult 15 Day	\$35
ADA 20 Ride Local	\$50
ADA 12 Ride Regional	\$48
<i>*Add \$3 for mail order purchases</i>	

Audience Research

▶ Who rides Public Transportation?

Riders can be placed in three categories:

- a. Regular/Current Rider**
- b. Choice/Non-rider**
- c. Complementary Paratransit**

The national data below is taken from a 2017 report from the American Public Transportation Association (APTA) for bus riders. National research includes bus and rail transit and the full report may be found at: <https://www.apta.com/wp-content/uploads/Resources/resources/reportsandpublications/Documents/APTA-Who-Rides-Public-Transportation-2017.pdf>

Reports for Urban Riders Category: 200,000 – 999,999 population size.
(In 2019 Lake County IN population was 485,493)

Summary of our GPTC target rider:

- **63% Live in Gary**
- **Others live in Merrillville, Calumet Township, north Crown Point, East Chicago, Griffith, Hammond, and Hobart.**
- **20 – 34 years old**
- **Has a job**
- **Earns less than \$15,000 and up to \$40,000**

Other

- Household size ranges from one HH member to 4 or more
- Gender, about 50-50 ridership
- 50% own a vehicle, 50% do not
- 58% have a driver's license, 42% do not
- 82% speak English, 11% Spanish, 7% other
- 38% ride the bus 5 days a week for work

Niche

We will reduce the income when targeting poverty demographics

We may increase the income when targeting tourism or restaurant routes

▶ Further detail from select APTA research follows.

Population & Riders 15 And Older

<u>Age</u>	<u>US Pop</u>	<u>Transit Users</u>	<u>Urban Riders</u>
15 to 19	9%	4%	8%
20 to 24	9%	10%	17%
25 to 34	17%	23%	22%
35 to 44	16%	20%	16%
45 to 54	17%	20%	14%
55 to 64	15%	16%	11%
65 and older	17%	7%	6%

of reports: 195

Average # of riders surveyed per study: 3,352; # respondents: 653,642

Annual ridership of systems responding: 8,144,397,645

Source: American Community Survey, Five-year estimates, 2014

Riders are Employed

In urban population: 48% have full or part time job
24% are students (only 18% unemployed)
47% say 2 or more in the household work

Income of General U.S. Households and Transit Rider Households

	<u>All U.S. Households</u>	<u>Transit Users</u>	<u>Urban</u>
Less than \$15,000	13%	21%	45%
\$15,000 to \$24,999	11%	12%	18%
\$25,000 to \$49,999	24%	22%	21%
\$50,000 to \$74,999	18%	15%	7%
\$75,000 to \$99,999	12%	10%	4%
\$100,000 or more	23%	21%	5%

Number of reports: 188, Riders surveyed: 631,419

Average # of riders surveyed per study: 3,358

Annual ridership: 8,092,931,161

Source: U.S. Figures from American Factfinder, ACS 5-year estimates in 2014 inflation adjusted dollars. Transit rider incomes were inflation adjusted for 2015 dollars.

Trip Purpose

Most use the bus 5 days a week for work

For work 38%

School 20%

Shopping or eating out 16%

Medical 10%

Other 11%

Recreation/Social/Church 6%

► What the Token Transit Mobile App Tells Us

Token Transit mobile pass data for 2019 as it is most available, supplemented by a sampling of monthly data. Here's what we know:

Fixed Route Service Mobile Pass Users:

- 1) 12% of ridership were student fares
- 2) 2.7% were senior/disabled reduced fares

Compared to Non-mobile Fares:

- 1) 11% of the ridership were student fares
- 2) 6.7% were senior/disabled reduced fares

Ten (10%) percent of GPTC riders have downloaded the app. This is actually 4X more than anticipated.

Marketing Objectives

SMART Goals are Specific, Measurable, Achievable, Realistic, and Timely. We have identified five objectives to accomplish during the next year.

- 1 ▶ Double Transit Token Mobile App Use to 20% by end of 2020**
 - Only about 10% of your riders use the app, but the number is growing fast
 - It offers a cleaner transaction, efficiencies and data about your riders

- 2 ▶ Develop a new Brand for the Complementary ADA Paratransit Service by the End of 2020**
 - Combine GPTC and East Chicago paratransit system
 - Develop a new name, logo and communications roll-out strategy.

- 3 ▶ Educate Public Policy Leaders through One Event and Two Opinion Pieces**
 - Stay connected with local leaders including legislators
 - Show GPTC's own leadership

- 4 ▶ Increase Fixed Route Ridership by the End of 2020**
 - Target choice riders and non-riders
 - Post-COVID-19 rebuilding of current ridership
 - Retool routes for coming Hard Rock Casino to help region job opportunities
 - Use paid marketing for BMX – Broadway Metro Express
 - Use all marketing communications tools including paid ads to create a big bang about the new service expansion

- 5 ▶ Develop and Prioritize Marketing Material and Processes to Improve Rider Experience and Help Engage New Riders**

As an example:

 - Use the same strategy to inform about COVID modified bus schedule to bring riders back when the schedule returns to “normal.”
 - Suggest rider ideas over social media each month to increase ride frequency
 - Requests to get more positive reviews on Facebook (or suggest they get rid of reviews entirely on FB). The bad reviews sit right on top. Reviews should be monitored and responded to.
 - Analyze Google reviews and benchmark. Reviews should be monitored and responded to. Suggestions should be used for management's internal improvements (rude staff, bus stinks, not on schedule). We can set alerts.
 - Create a landing page and develop a map of restaurants and entertainment options available on Broadway
 - Audit website from a Choice rider perspective and make desired updates

Media Research

2019 Social Media Use Reports from PEW Research Center:

https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/ft_19-04-10_socialmedia2019_useofdifferent/

Use of different online platforms by demographic groups

% of U.S. adults who say they ever use the following online platforms or messaging apps

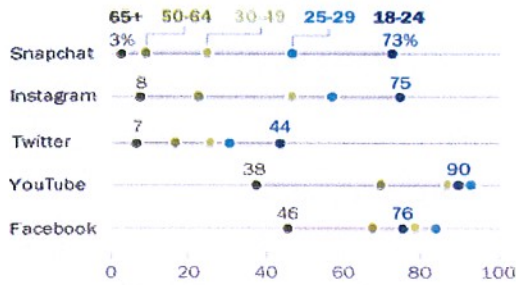
	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	15	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
White	71	70	33	33	28	22	21	13	12
Black	77	70	40	27	24	28	24	24	4
Hispanic	78	69	51	22	16	29	25	42	14
Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1
<\$30,000	68	69	35	18	10	27	20	19	9
\$30,000- \$74,999	75	72	39	27	26	26	20	16	10
\$75,000+	83	74	42	41	49	22	31	25	15
High school or less	64	61	33	19	9	22	13	18	6
Some college	79	75	37	32	26	29	24	14	14
College+	80	74	43	38	51	20	32	28	15
Urban	77	73	46	30	33	29	26	24	11
Suburban	74	69	35	30	30	20	22	19	13
Rural	64	66	21	26	10	20	13	10	8

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race. Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Snapchat and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use ...



Note: Respondents who did not give an answer are not shown. Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

GPTC Social Media Benchmarks
Note: YouTube is called GaryTransit with 3 subscribers

	Facebook	Twitter	Instagram	LinkedIn
Page Likes	840			
Followers	898	806	0	11

*Facebook on April 15, Twitter on April 27, 2020

Newspaper Readership

Studies show social media has outpaced print newspapers as a source for news. Any forward-looking strategy for opinion pieces or press releases needs to lean more digital.

People get their news from television, then news websites, followed by radio, and finally social media sites and print newspapers.

Among those who pay for news, the age differences between print and digital is striking. Older adults are much more likely to pay for print over digital. Younger adults age 18 to 34 are equally split when deciding to pay for print or digital (42 percent in both camps).

Source Pew Research: <https://www.pewresearch.org/fact-tank/2018/12/10/social-media-outpaces-print-newspapers-in-the-u-s-as-a-news-source/>

GPTC’s Own Bus Billboards

What could be better than using GPTC advertising space on its fleet of 40-foot and 35-foot buses, paratransit vehicles and bus shelters.

- **Full Wrap (Both Sides & Back)** need size
- **King Kong** need size
- **King Tail** need size
- **Bus Shelters** need size
- **Interior** 17" wide x 11" tall

Marketing Strategies and Tactics

GPTC uses the following avenues to talk to riders and stakeholders.

- Frontline personnel (ticket sellers and bus drivers)
- Ticket booth signs – Metro Center, Wicker Park and North Township
- Website, gptcbus.com
- Social media followers
- Token Transit app SMS
- Press releases and opinion pieces
- Emails to list of stakeholders and partners (open MailChimp to store)
- Events and special days
- Bus signs, interior and exterior
- Shelter signs
- Metro Center signs (posters are 24" x 36")
- South Shore platform signs
- Links on referring agency and partner websites
- In person visits to partners and legislators

Recommend implementing the following action items:

▶ Maintain an ongoing overall public relations plan

- Social media followers – we need all of our riders connecting
 - Continue monthly planning so that by year's end we have a nice list of events to build on for subsequent years
 - Continue posting on social media at the rate of 2 posts per week
 - Set up an Instagram Account
- Communicate via Token Transit app SMS
- Send consistent press releases and PSAs
 - Keep media distribution list current
 - Call key contacts for introductions
 - Send releases and PSAs on a consistent basis
 - Submit events to community and media calendars
 - Work for feature stories. Submit photos and photo ops.
- Identify stakeholders and collect email addresses
 - Open a Mail Chimp account
 - Send an email once a quarter with only 2-3 short stories or graphs
 - 2Q – sent Earth Day and COVID
 - 3Q – June 29th (date?) restoration of service after COVID-19
 - 3Q – Service Expansion Plans
 - 4Q – Legislative issue

▶ This marketing plan will increase GPTC's general awareness and will drive more people to your website

- Audit GPTC website from a "first user" viewpoint
 - July - Make updates
- Audit GPTC website from a continuous user viewpoint
 - July - Create more engaging content

Strategies are directly tied to the five objectives for 2020.

1 ▶ Double Transit Token Mobile App Use to 20% by end of 2020

- Only about 10% of your riders use the app, but the number is growing fast
- It offers a cleaner transaction, efficiencies
- Increases data about your riders
- GPTC will be able to push out text notices
- Users will be able to receive text notices instead of having to go to Facebook

a. Host Show and Tell Events on How to Download and Use the App

Set up a table offering a snack to engage riders and thank them. Then show the app and possibly give a small card with the “how-to” steps.

For 5 months from June to October, let’s do one event per month. Start at the Metro Center, Wicker Park and North Township offices, libraries, festivals, job fairs, Geminus events, etc.

You may consider hiring a HS or College intern. A list should be developed of dates and locations to be updated and used annually.

Combining this initiative with other messages, especially to “Choice/Non-Rider” riders would add strength to our student and expansion paid marketing efforts listed below.

Include complementary paratransit riders in this initiative with Everybody Counts.

b. Design a poster about the benefits of the Transit Token app and post at the Metro Center and inside the buses in June

c. Continue to include posts in monthly social media plan

The associated budget line items are designated as COVID-19 and shown at the very bottom of the Excel budget sheet.

2 ▶ Develop a new Complementary Paratransit Brand

- Brand a combined GPTC and East Chicago Transit paratransit system
- Research and develop a new name and logo. (*example: Valley Metro Transit in Arizona is a single brand with multiple members. Or “all-access” or “ride-agency’s name”*)

a. Research and brainstorm for list of five names to consider

Accomplish by July 1, 2020 or sooner

Name determined by Monday, August 3, 2020 or sooner

b. Research & design two logos. Submit by Monday, August 24th.

Revisions provided by Monday, September 28, 2020

Target date for final brand development is November 1, 2020

c. Organize meeting with complementary paratransit riders and stakeholders to announce the new name launch

d. Create a communication plan

e. Determine price for branding vans with new vinyl

3 ▶ Educate Public Policy Leaders through One Event and Two Opinion Pieces

- Stay connected with local leaders including legislators
 - Show GPTC's own leadership
 - Have more of a voice through op eds, social media posts, transit leadership role by educating about the impacts and benefits of transit
- a. **Host a Zoom conference for state legislators in December 2020.**
Organize date. Create invitation list. Email invitation and link. Prepare presentation and one-page hand out. Hold the meeting. Send a follow up thank you.
- b. **Host another Zoom meeting with Senators Braun and Young**
- c. **Personal invitation to our new district 1 congressman**
- o **Write four messages/op eds this year.** We already released one for Earth Day. Send an email once a quarter.
 - 2Q – sent Earth Day and another for COVID
 - 3Q – June 29th (date?) restoration of service after COVID-19
 - 3Q – Service Expansion Plans
 - 4Q – Legislative issue
- d. **Invite SSTA members and NICTD to post info at Metro**

4 ▶ Increase Fixed Route Ridership by the end of 2020

- Geared to Current riders, Choice riders, and Non-riders
 - Timing: Start creating two videos in July. (Need BMX website map done.)
 - Plan to launch the first 6-week flight from August 1-September 12.
 - Run again from September 12 – October 24
- a. Place **paid social media video ads** for TWO audience segments:
- i. Service Expansion Plans, Run 8-1 to 10-24
 - ii. Broadway Metro Express (BMX), Run 8-1 to 10-24

Geared to gain new riders by targeting demographics, the ads will be 15 second videos. You will approve the outline before we get started.

VIA will set-up ads on Facebook/YouTube platform.

A daily budget of \$15/day cost per click media spend is planned for two 6-week flights for each of three ads.

The media portion is **\$630.00** for each ad for each 6-week flight and will be paid in advance or put on your credit card. See Budget sheet.

When someone clicks on the ad it will send them to a landing page with the map. Google Analytics will be set up to track website traffic driven from the ads.

You will see key performance indicators (KPIs) with reports generated at the end of your campaign.

We will monitor the progress and optimize your campaign as needed.

VIA services for setting up and monitoring over 12 weeks is: $\$1035.00 \times 2 = \mathbf{\$2,070.00}$

Media Investment: $\$630.00 \times 2 \text{ ads} \times 2 \text{ flights} = \mathbf{\$2,520.00}$

Photos

Any photos needed that are not supplied by you may be taken from an online catalog such as Shutterstock. Photos are \$50 each. Video clips are \$100 each.

We have no control over Facebook or YouTube Display Network policies with respect to the type of sites and/or content they will accept now or in the future. Your ad may be excluded from showing at any time at their sole discretion.

5 ▶ Develop and Prioritize Marketing Material to Improve Rider Experience and Help Engage New Riders

- a. Audit website from Choice rider perspective and list updates**
 - Make the list in June, Update over the rest of the year
- b. Write script for Service Expansion message when ready**
 - Hopefully accomplish by July 24 for August paid ad campaign
- c. Develop a map of restaurants and entertainment options available on Broadway Metro Express (BMX) route**
 - Accomplish by July 24 for August paid ad campaign

Creative Strategy

- Develop a social media meme about how safe it is to ride the bus. Begin asap. This message will also be part of the website makeover.



- Develop a paid campaign video for educating non-riders on possibilities
- Develop a paid campaign video to new riders in certain neighborhoods – very specific

See below....

Proposed Video Script Idea with a Campaign Slogan Suitable for BMX, Lakeshore Connection & Universities

First version: LUNCH and SHOPPING 14-15 second video

Lay a music bed under voice over. Voice script to follow if you like this direction. Our call to action will be in the social media text and will say “click to see the map and schedule.” We will not be showing people, just the experience.

- 4 sec Shot opens with GPTC bus driving toward you. (Hire videographer)
- 3 sec Cuts to a shot of a chef putting the top of the bun on a juicy good hamburger. (Purchased clip)
- 3sec Cuts to shot of a retail store. (Purchased clip)
- 4 sec Graphic of Logo and Slogan: **Closer Than You Think**

Second version: DINNER and a MOVIE 14-15 second video draft

Lay a music bed under voice over. Voice script to follow if you like this direction. The call to action will be in the social media text and will say click to see the map and schedule. We are not showing people, just the experience.

- 4 sec Shot opens with GPTC bus doors opening. You see the driver. (Hire videographer)
- 3 sec Cuts to a shot of a chef putting the top of the bun on a juicy good hamburger. (Bought clip)
- 3sec Transition to shot of a movie theater. (Bought clip)
- 4 sec Graphic of Logo and Slogan: **Closer Than You Think**

(Option for slogan: You don't have to go far)

\$100 x 3 stock video clips = \$300

Videographer = \$200 for shot of GPTC bus doors opening, but coming toward you

Voiceover = \$25 to talent

Hire a Videography/Photographer for the Day

- Capture still shots and video to develop a library of images to use on social media, signs and on your website.
- With GPTC, we will create a shot list

\$1000 to hire for the day to take a good variety of new images and video

Action Plan and Budget

An Excel sheet is included with target budgets for each of our objectives.

For 2020 we are not recommending Blog Articles and will use those 48 hours for the SWOT development, Marketing Plan, Website updates, and Paid Media.

VIA Marketing Inc. – Projection Provided by RFQ

Scope of Services @\$115/hour	Estimated Monthly Hours	
Regular Blog Articles	2-4 hrs.	48 hours \$5520
Advertising Development	2-5 hrs.	60 hours \$6900
Marketing Planning	0-2 hrs.	24 hours \$2760
Website/Social Media Management, Editing	3-4 hrs.	48 hours \$5520
Public Relations	0-3 hrs.	36 hours \$4140
Video Production	0-5 hrs.	60 hours \$6900

Total: 276 hrs x \$115 = \$31,740.00

The successful bidder must provide all labor, material, supplies, equipment, and etc. necessary to complete services required, and must be included in the bid price.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
	GPTC Gary Public Transportation Corporation - ANNUAL ACTION PLAN 2020															
	MARCH '20	APRIL '20	MAY '20	JUNE '20	JULY '20	AUG '20	SEPT '20	OCT '20	NOV '20	DEC '20	JAN '21					Outside
	Actual	Actual	Actual	Actual	Budget ->											
1	Develop Marketing Plan															
2		2472.50	2070.00	920.00												
3	Social Media \$5,520.00 est. (4 hrs x 12 months x \$115)															
4		287.50	2127.50	575.00	575.00	575.00	575.00	575.00	575.00	575.00	575.00	575.00	575.00	575.00	575.00	575.00
5	Posts 2x/week, set up, Nat'l Trans Day, Nurses															
6		348.00														
7	HootSuite															
8																
9	SECTION TOTAL															
10																\$ 7,708.00
11	Public Relations \$4,140.00 est. (3 hrs x 12 months x \$115) Blog \$5,520 est. (4 hrs x 12 months x \$115) TOTAL est. \$9,660.00															
12		373.75				460.00										
13	Media Distribution List, PR, pitch story															
14						575.00										
15	OpEd written, Open MailChimp for stakeholders															
16																
17	Earth Day Press Release & Opp Eds for Stakeholder															
18		661.25														
19	Events for Legislators															
20																
21	SECTION TOTAL															
22																\$ 500.00
23	Website Audit & Editing															
24																
25	Audit from New & Return User Perspectives, Edit															
26						920.00										
27	Website Updates															
28						460.00										
29	Develop BMX Restaurant Map for Website															
30						1640.00										
31	SECTION TOTAL															
32																\$ 1,840.00
33	Advertising Development \$6,900 (5 hrs x 12 months x \$115) + \$23,000 for media costs															
34																
35	Develop Paratransit Brand															
36						575.00										
37	Naming + Logo Design															
38						920.00										
39	Research & create a communication plan															
40																
41	Write Scripts for 2 Video Ads															
42						690.00										
43	SET UP SERVICE EXPANSION AD on FB/YouTube 8 hrs															
44						460.00										
45	Media Cost @ \$15/day; 2x for 6 wks, run twice															
46						420.00										
47	SET UP BMX AD on FB/YouTube 8 hrs															
48						460.00										
49	Media Cost @ \$15/day; 2x for 6 wks, run twice															
50						420.00										
51	SECTION TOTAL															
52																\$ 1,260.00
53	Video Production \$6,900 (5 hrs x 12 months x \$115)															
54																
55	Production edit for TWO Video Ads (see above)															
56						632.50										
57	Hire photographer/videographer - Day rate															
58						1000.00										
59	Purchase stock footage allowance + Voice Over of \$25 ea															
60						425.00										
61	SECTION TOTAL															
62																\$ 2,690.00
63	MONTHLY TOTAL															
64						\$661.25	\$4,065.75	\$4,545.50	\$8,612.50	\$4,312.50	\$3,830.00	\$4,175.00	\$2,450.00	\$1,975.00	\$1,055.00	
65	ANNUAL INVESTMENT															
66																\$ 30,877.50
67	Note: VIA Marketing's max RFQ hours total 276 x \$115/hr = \$31,740															
68	COVID-19 Related															
69																
70	PR, Website, Social															
71						517.50	1207.50	0.00	1,380.00							
72	Movie Tickets - Print Signs															
73																\$ 51.25
74	Mobile Use Educational Events															
75																
76	Buy Treats/Small Card Handouts, 2 sides															
77						50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00
78	Print Token Transit Cards															
79						250.00										\$ 250.00
80	SECTION TOTAL															
81																\$ 3,656.25

Strategic Marketing Plan

2020

prepared for



100 West 4th Avenue
Gary, IN 46402
(219) 884-6100 ext. 107

Executive Summary and Campaigns

Via prepared a Marketing Plan that took staff and Board input to create a set of five objectives to improve GPTC's public face and performance metrics. Those five objectives are provided here.

Staff and consultants will dive into the specifics of the Plan's objectives at the Board of Directors Meeting.

Marketing Objectives

SMART Goals are Specific, Measurable, Achievable, Realistic, and Timely. We have identified five objectives to accomplish during the next year.

- 1 ▶ Double Transit Token Mobile App Use to 20% by end of 2020**
 - Only about 10% of your riders use the app, but the number is growing fast
 - It offers a cleaner transaction, efficiencies and data about your riders

- 2 ▶ Develop a new Brand for the Complementary ADA Paratransit Service by the End of 2020**
 - Combine GPTC and East Chicago paratransit system
 - Develop a new name, logo and communications roll-out strategy.

- 3 ▶ Educate Public Policy Leaders through One Event and Two Opinion Pieces**
 - Stay connected with local leaders including legislators
 - Show GPTC's own leadership

- 4 ▶ Increase Fixed Route Ridership by the End of 2020**
 - Target choice riders and non-riders
 - Post-COVID-19 rebuilding of current ridership
 - Retool routes for coming Hard Rock Casino to help region job opportunities
 - Use paid marketing for BMX – Broadway Metro Express
 - Use all marketing communications tools including paid ads to create a big bang about the new service expansion

- 5 ▶ Develop and Prioritize Marketing Material and Processes to Improve Rider Experience and Help Engage New Riders**

As an example:

 - Use the same strategy to inform about COVID modified bus schedule to bring riders back when the schedule returns to “normal.”
 - Suggest rider ideas over social media each month to increase ride frequency
 - Requests to get more positive reviews on Facebook (or suggest they get rid of reviews entirely on FB). The bad reviews sit right on top. Reviews should be monitored and responded to.
 - Analyze Google reviews and benchmark. Reviews should be monitored and responded to. Suggestions should be used for management's internal improvements (rude staff, bus stinks, not on schedule). We can set alerts.
 - Create a landing page and develop a map of restaurants and entertainment options available on Broadway
 - Audit website from a Choice rider perspective and make desired updates

GENERAL MANAGER / DEPARTMENT REPORTS

MAY / JUNE 2020

BOARD OF DIRECTORS MEETING

JULY 9, 2020

FINANCE DEPARTMENT JUNE 2020 REPORT

GPTC Financial Position

As of May 2020, our operating cash position for the month was under **(\$1K)** representing a small deficit with **\$1,152,981** in short-term liquid investments. Our deficit cash position has decreased from the previous period due to the receipt of state assistance PMTF funds in the amount of \$455K during this month. Farebox revenue for the month of May 2020 is only at 36% of where it was in May 2019. Again, this is the result of the COVID crisis and reduced ridership. At this time, the agency is heavily dependent upon federal revenue (grants) to continue operations and maintain financial stability

Year-to-date **revenues** were **\$2.47 million** versus **expenses** of **\$2.48 million**.

OPERATING POSITION

	MONTH	Y-T-D
	(May 2020)	(thru 5/31/2020)
REVENUES		
Farebox	\$29,264	\$199,901
Federal Grants	\$0	\$1,242,689
Property Tax		\$0
State & Local Income	\$455,994	\$455,994
Tax Warrant Proceeds	\$0	\$468,346
Advertising	\$0	\$56,542
Misc	\$28,713	\$47,257
Total Revenue	\$513,971	\$2,470,729
\$0		
EXPENSES		
\$0		
Wages & Taxes	(\$257,279)	(\$1,375,645)
Operating Payments	(\$260,987)	(\$1,106,523)
Tax Warrants		\$0
Banks & Other Misc	\$3,569	(\$1,130)
Total Expense	(\$514,697)	(\$2,483,298)
Net Operating	(\$726)	(\$12,569)

FUND BALANCE REPORT

GPTC Fund Balance (May 2020)

FUND	BEG BALANCE	REVENUES	EXPENSES	END BALANCE
	(May 1, 2020)	includes transfers from other funds	includes transfers from other funds	(May 31, 2020)
General Fund (01)	\$ 214,129	\$ 519,096	\$ (522,281)	\$ 210,944
Savings Fund (03)	\$ 1,152,651	\$ 330	\$ -	\$ 1,152,981
Grants Fund (04)	\$ 6,286		\$ (263)	\$ 6,023
Payroll Fund (09)	\$ 138,619	\$ 260,000	\$ (257,279)	\$ 141,340
TOTAL	\$ 1,511,685	\$ 779,426	\$ (779,823)	\$ 1,511,288

Gary Metro Center Account Fund Balance (May 2020)

FUND	BEG BALANCE	REVENUES	EXPENSES	END BALANCE
	(May 1, 2020)	includes transfers from other funds	includes transfers from other funds	(May 31, 2020)
General Fund (01)	\$ 3,408	\$ 4,260	\$ (3,108)	\$ 4,560
TOTAL	\$ 3,408	\$ 4,260	\$ (3,108)	\$ 4,560

BUDGET-TO-ACTUAL REPORT

Revenues	2020 Budget	2020 Actual	% of Completion
	2020 Budget	2020 Actual	
Farebox	\$ 725,000	\$ 199,901	28%
Advertising Revenue	\$ 125,000	\$ 56,542	45%
Federal Grants	\$ 5,798,570	\$ 1,242,689	21%
State Grants	\$ 895,000	\$ 455,994	51%
Local/Property Taxes	\$ 1,211,400	\$ -	0%
Other Revenues	\$ 530,000	\$ 47,257	9%
Total Revenue	\$ 9,284,970	\$ 2,002,383	

Transfers In	\$ -	\$ -
Fund Balances/Reserves/Net Assets	\$ -	\$ 1,511,288

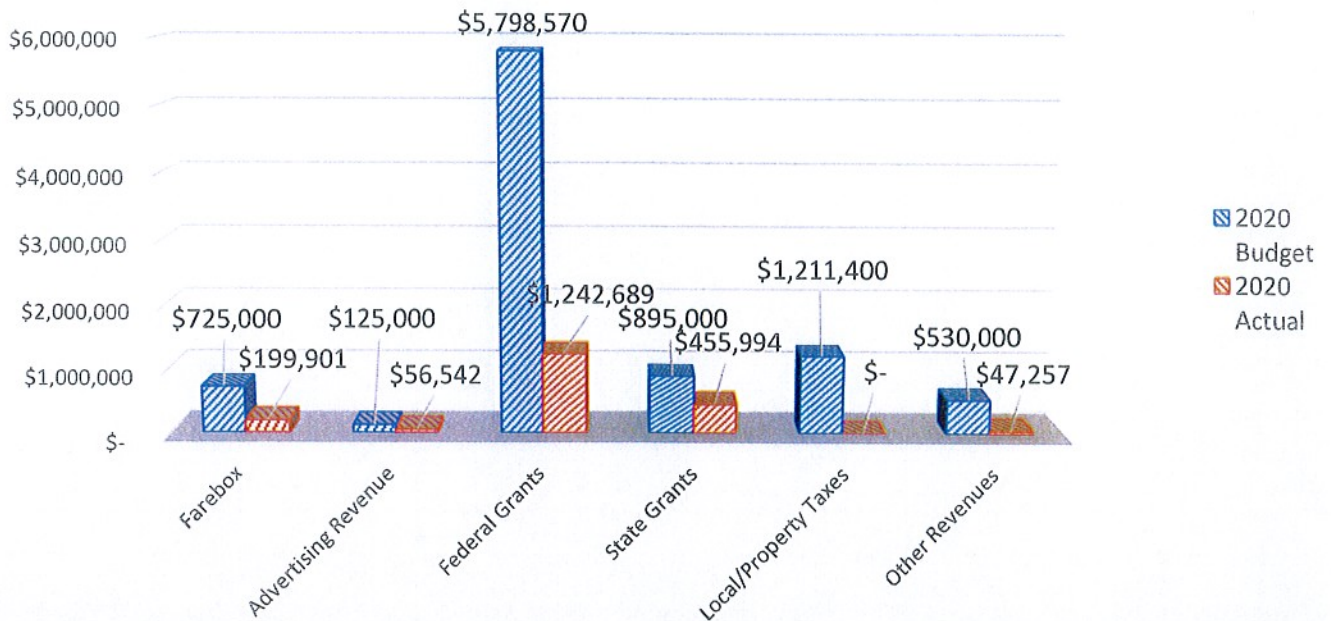
Total Net Revenues, Transfers & Balances	\$ 1,511,288
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Expenditures	2020 Budget	2020 Actual	% of Completion
	2020 Budget	2020 Actual	
Salaries and Wages	\$ 3,509,132.00	\$ 1,375,645.00	39%
Fringe Benefits	\$ 2,293,627.00	\$ 423,154.00	18%
Services	\$ 691,634.00	\$ 267,120.00	39%
Materials and Supplies	\$ 1,167,832.00	\$ 337,179.00	29%
Utilities	\$ 310,000.00	\$ 75,293.00	24%
Casualty and Liability Insurance	\$ 526,000.00	\$ 114,963.00	22%
Miscellaneous	\$ -	\$ -	0%
Restricted Contingency	\$ 50,000.00	\$ -	0%
Capital Expenditures	\$ 705,000.00	\$ 42,110.00	6%

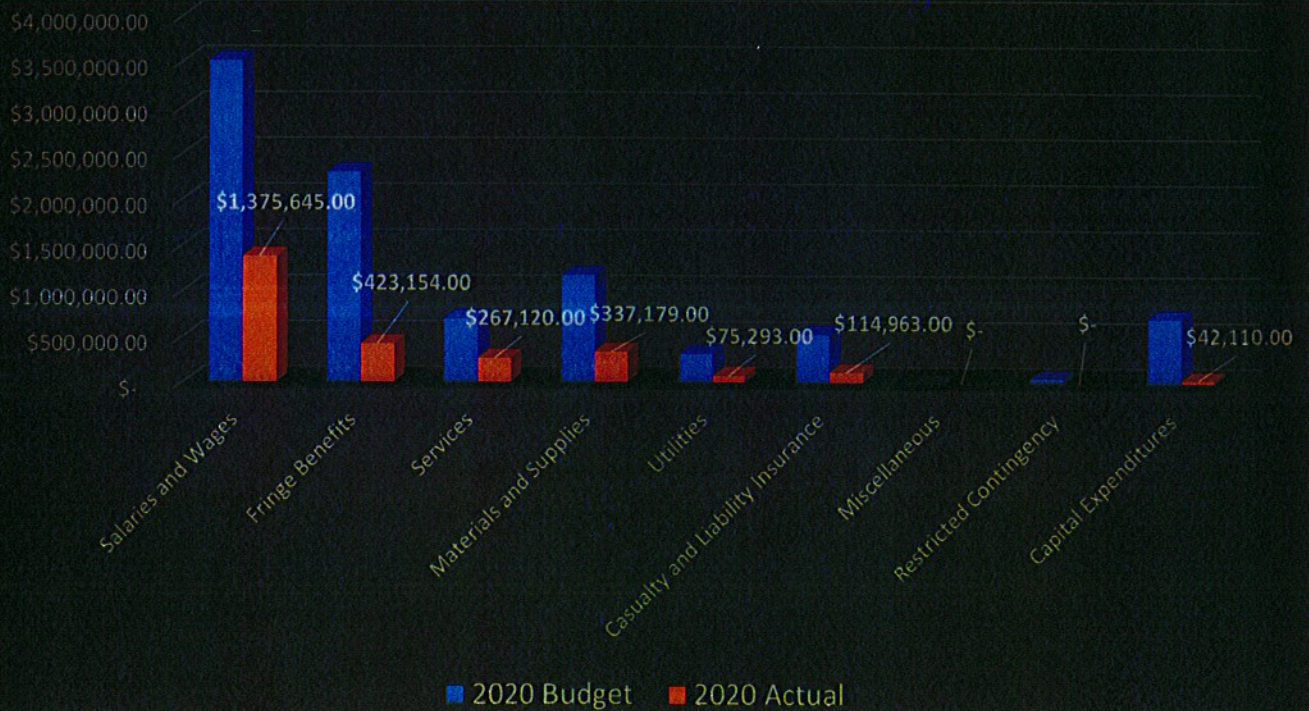
Total Expenditures

Debt Services			
Total Debt Services	\$ 468,346	\$ 468,346	100%

REVENUES BUDGET-TO-ACTUAL 2020



Expenses Budget to Actual 2020



2019 AUDIT

The 2019 Audit is near completion. The final report will be delivered within the next month. The audit report will have to be submitted to various governmental agencies before the deadline of September 30, 2020.

2021 BUDGET

The 2021 Budget is in the pre-development stage. The Board will vote on the final budget in August at its regular board meeting. From there, the city council will hold a public hearing in September and approve the final budget in October before it is submitted to DLGF.

COVID-19 IMPACT

As many are aware COVID-19 will have some serious financial impacts on many entities. Property tax collection will be severely impacted as well as state revenue. These issues will have an effect on GPTC's revenue stream as property taxes and PMTF (state assistance) account for approximately 25% of our revenue. Ridership has been down by over 50% and there has been a decline in farebox revenue of about 60%. All of these factors will cause a decrease in revenue in these areas to an estimated tune of about 17%. However, a positive factor will be an increase in federal revenue as the agency will receive more money under the CARES Act which should make up the loss experienced by the decrease in our other revenue streams. Federal revenue from this act will increase revenue by about 20% if utilized correctly.

GPTC BOARD FINANCE DEPARTMENT CALENDAR

January 2020

DATE	STATUS	TASK
15 th	COMPLETED	4th Qtr PMTF Due
31 st	COMPLETED	Gateway 100R Report Due

February 2020

DATE	STATUS	TASK
14 th	COMPLETED	INDOT Annual Transit Survey Report Due
	COMPLETED	ECHO Draw Due-Jan 2019
	COMPLETED	March 2019 Finance Dept Board Report Due

March 2020

DATE	STATUS	TASK
1 st	COMPLETED	Gateway Annual Financial Report Due
	COMPLETED	Gateway Debt Management-Debt Affirmation Report Due
15 th	COMPLETED	ECHO Draw Due -Feb 2019
	COMPLETED	April 2019 Finance Dept Board Report Due
End of Month		Annual Audit Process begins

April 2020

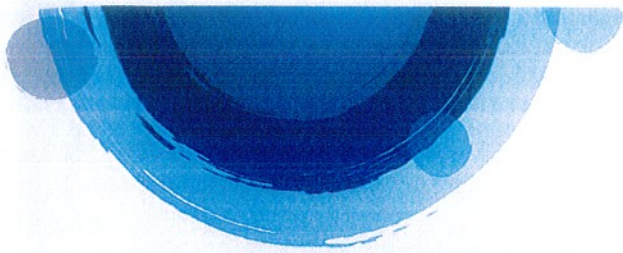
DATE	STATUS	TASK
15 th	COMPLETED	1 st Quarter PMTF Report Due
	COMPLETED	ECHO Draw Due-March 2019
	COMPLETED	May 2019 Finance Dept Board Report Due
30 th		Board Finance Committee Meeting
	COMPLETED	2021 BUDGET PLANNING-NEW!

May 2020

DATE	STATUS	TASK
15 th	COMPLETED	ECHO Draw Due-April 2019
	COMPLETED	June 2019 Finance Dept Board Report Due

June 2020

DATE	STATUS	TASK
14 th		ECHO Draw Due-May 2019
	COMPLETED	July 2019 Finance Dept Board Report Due
30 th		1st GPTC Property Tax Distribution



July 2020

DATE	TASK
1 st Thursday	Tentative Budget/Tax Levy Due
15 th	ECHO Draw Due- June 2019 2 nd Quarter PMTF Report Due Aug 2019 Finance Dept Board Report Due
30 th	Board Finance Committee

August 2020

DATE	TASK
1 st Thursday	GPTC Board Approves Budget
15 th	ECHO Draw Due- July 2019 Sept 2019 Finance Dept Board Report Due
30 th	

September 2020

DATE	TASK
2 nd or 4 th Tuesday	City Council 1 st Reading of GPTC Budget
13 th	ECHO Draw Due- Aug 2019 Oct 2019 Finance Dept Board Report Due
30 th	Board Finance Committee Meeting Annual Financial Report Due 2020 PMTF Application Due

October 2020

DATE	TASK
15 th	City Council Final Reading of GPTC Budget ECHO Draw Due- Sept 2019 3 rd Quarter PMTF Report Due
30 th	Nov 2019 Finance Dept Board Report Due

November 2020

DATE	TASK
1 st Thursday	2020 TAW Bond Approved by Board
15 th	ECHO Draw Due- Oct 2019
19 th	Board Finance Committee Meeting

December 2020

DATE	TASK
15 th	ECHO Draw Due- Nov 2019 Jan 2020 Finance Dept Board Report Due
31 st	2 nd GPTC Property Tax Distribution Form 1782 Budget Review from State Due



GARY PUBLIC TRANSPORTATION CORP

GENERAL MANAGER'S REPORT

May 2020 / June 2020

Submitted by Clay C. Cates, Director – Grants/Procurement Oversight

Significant Procurement Activities/Projects

- **Relief Facility Project** – The GPTC attorney is in discussions with the City to formalize a MOU for a land transfer to GPTC. The associated NEPA study has cleared the FTA's hurdles and is approved. The associated grant revision will be transacted once the land is transferred to GPTC.
- **Fraud Case** – The associated court case is still pending a verdict, which could include restitution. Awaiting written word from the GPTC attorney on whether additional vendors will be paid.
- **CFA System Rehab Project** – Work currently underway to structure a database for uploading into the system prior to restart. A complete Storeroom inventory was conducted to provide the database calculations.
- **Metro Center Rehabilitation Project** – Status unchanged - project currently on hold while specifics of a corresponding MOA are negotiated. The GPTC attorney is heading this effort.
- **Vehicle Disposition Project** – Status unchanged - due to the COVID-19 pandemic, this project has been placed on hold until there is an abatement.
- **Damaged Shelter Rehab Project** – Maintenance Staff cleaned up the damaged shelter hit by a car at 25th and Broadway, making a procurement to do so unnecessary.
- **Electric Bus Project** – Efforts currently underway to add the project to the TIP and eventual grant inclusion.
- **Telephone System Replacement Project** – Project development meeting held with GM & HR to discuss specifications . Outreach to be made to the City of Gary IT Department for consultation.
- **Uniform Rental Project** – Contract reviewed by the GPTC attorney and forwarded to the GM for signature.

Grant Management Activities

1. The GPTC CARES Act grant application was approved by the Department of Labor and the FTA and has been awarded in the initial amount of \$2,000,000. Additional monies will be amended into the award in the near future.

The award is for Preventive Maintenance and Operating Assistance at 100% federal share.

FFY 2020 FTA GRANT REPORTING SCHEDULE

<u>QUARTER</u>	<u>PERIOD COVERED</u>	<u>SUBMISSION DATE</u>	<u>COMMENTS</u>
First Quarter	October - December 2019	By January 30, 2020	Submitted On Time
Second Quarter	January - March 2020	By April 30, 2020	Submitted On Time
Third Quarter	April - June 2020	By July 30, 2020	Pending
Fourth Quarter	July - September 2020	By October 30, 2020	Pending

2. Awaiting TIP documentation to further the development of FY2017 appropriations currently under development in TrAMS.
3. An ECHO drawdown was transacted for April 2020 as noted below:

April 2020

Funding Category	Total Eligible Costs	Federal	Local	% Federal Participation
Preventive Maintenance	115,903	92,722	23,181	80%
Facility Maintenance	38,226	30,581	7,645	80%
Planning	12,562	10,050	2,512	80%
ADA	39,467	31,573	7,893	80%
Capital Projects	4,577	3,661	915	80%
Operating Assistance:				
SPECIAL RULE	16,488	8,244	8,244	50%
CMAQ-BDWY	68,657	54,925	13,731	80%
CMAQ-R3	20,915	20,915	0	100%
JARC	77,153	38,577	38,577	50%

TOTALS	393,946	291,247	102,698
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HOLDBACK	Total Eligible Costs	Federal	Local
PLANNING	12,562	10,050	2,512

DRAWDOWN TOTALS	381,384	281,197	100,186
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Planning/Marketing Management Activities

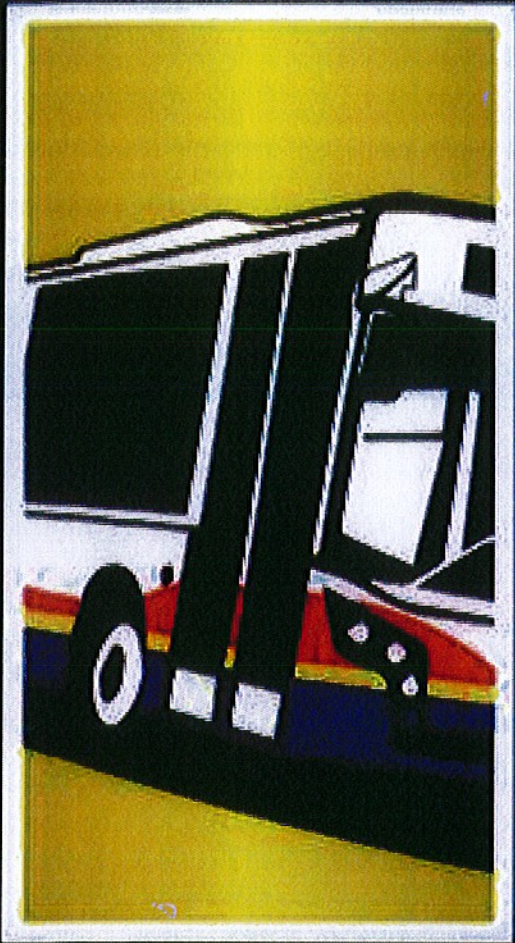
Please refer to report submitted by David Wright.

Personnel Matters

None for this reporting period.

2020 SCHEDULE OF EXPENDITURES OF FEDERAL AWARDS (SEFA)						
TRANSACTION DATE	GRANT	Jan	Feb	Mar	Apr	Grand Total
03/20/20	IN-2016-036	53,418				53,418
	IN-2019-028	61,898				61,898
	IN-90-X585	130,879				130,879
	IN-90-X652	46,657				46,657
	IN-95-X016	23,995				23,995
03/31/20	IN-2016-036		41,326			41,326
	IN-2019-028		61,898			61,898
	IN-90-X585		75,619			75,619
	IN-90-X652		46,657			46,657
	IN-95-X016		23,995			23,995
04/16/20	IN-2016-036			43,161		43,161
	IN-2019-028			43,699		43,699
	IN-90-X585			70,241		70,241
	IN-90-X652			30,619		30,619
	IN-95-X016			16,440		16,440
06/04/20	IN-2016-036				48,214	48,214
	IN-2019-028				54,925	54,925
	IN-90-X511				181	181
	IN-90-X585				126,783	126,783
	IN-90-X652				30,179	30,179
	IN-95-X016				20,915	20,915
Grand Total		316,847	249,495	204,160	281,197	1,051,699

Source: FTA TrAMS System, FTA ECHO System & Grants Department Internal Tracking



JUNE 2020

Board of Directors Report

DEPARTMENT OF HUMAN RESOURCES

Jocqueline M. Protho

Director of Human Resources

HIGHLIGHTS

Department Updates

- The Office of Human Resources has been tasked with collaborating on the following projects to include the following:
 - COVID-19
 - Both locations completed second decontamination cleaning
 - Received masks for employees provided by FEMA
 - IT Updates
 - BOD tablets dispersed
 - Laptop bags and wireless mouse devices received for tagging and distribution to telework employees
 - Tablets for BOD and road supervisors have been received
 - GPTC /Maintenance (Phase three)
 - Awaiting configuration of hardware
 - Final step in CFA/Phoenix deployment

Employee Engagement Updates

- Employee Spotlight - Jacquelynn Oden
- Second quarter birthday celebration held on June 26th for birthday celebrants March-June
- **Name our Paratransit Service Contest - Win \$200**
 - Marketing and HR collaborated to create a contest allowing employees to help name our paratransit service for branding
 - Winning name not yet announced

Staffing Updates

REHIRES/HIRES (2)

Bus operators

PROMOTIONS/TRANSFERS (2)

- Start date - June 15, 2020
 - Road supervisor/Safety Facilities Officer
- Start date - June 1, 2020
 - Mechanic Helper/Parts Clerk

- Start date - June 1, 2020
 - Bus cleaner / Janitor (ft)

RESIGNATIONS/TERMINATIONS/RETIREMENTS

- Terminations (0)
- Area-12 (0)
- Retirements (0)
- Resignations (0)
- Workers Comp (1)
 - Mechanic - B
- Medical
 - 0

OPEN POSITIONS

- Full-Time IT Administrator
- Bus Operators (4) - ongoing
- Mechanic Helper (2)
- Mechanic (2)
- Janitor (part-time) 1

GARY PUBLIC TRANSPORTATION CORP.
Director of Maintenance/ Monthly Report
 Board Meeting July 9, 2020
BOARD REPORT FOR THE MONTH OF May 2020

# of Full Time Employees	11	Vacation Days	1	Suspension Days	0	Gillig Avg MPG	4.2
# of Part Time Employees	3	Float Days	1	Berv. Days	0	Explorers Avg MPG	14.4
Vacancies	0	Sick Days	30	FMLA Days	0	Van Avg MPG	5.3
VEHICLE DATA							
Total Last Month	8	Eng. oil changes	10	P.M. Inspections	10		
Miles between road calls	9,935	PM HVAC	10	PM trans oil change	4		
Total This Month	0	General Cleaned	14	Non Rev Inspection	2		
Miles between road calls	0	PM w/c ramp Major	0	ADA w/c lift inspection	2		
		PM w/c ramp Minor	3	ADA w/c lift defects	0		
FLEET DATA							
Total Vehicle Miles	71,273	Vehicles in Fleet	28	Vehicle in Fleet	7		
Gallons of Diesel used	12,583	Fixed Route	20	Active Status	7		
Gallons of Gasoline used	1331.4	ADA	6				
Gallons of Gasoline used	631.7	Fixed Route Van	2				

Gary Public Transportation Corp.

DAILY Facility/Equipment Inspection & Preventive Maintenance Procedure Log

Facility Inspections Completed Daily for the Month of May 2020

"X" indicates no problem during inspection/PM procedure - "P" indicates a problem area

Dates of Inspection

Equipment Name & Inspection Type	P																														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Main Generator Drain excess water	P			P	P	P	P	P			P	P	P	P	P		P	P	P	P	P	P			P	P	P	P	P		
Entrance Gate Operational; debris; defects, lights, temperature control	X		X	X	X	X	X	X		X	X	X	X	X	X		P	P	P	P	P	P			X	X	X	X	X		
Building Lights/Electrical Box Lights blown out, electrical box damage or exposed wiring	P			P	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P			P	P	P	P	P		
Wash Rack Filter change & enzyme added to wash water, brushes, belts switches, water nozzle checked	X		X	X	X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X			X	X	X	X	X		
Axis Garage Doors Inspect outside loops & wire in-ground sensors	X		X	X	X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X			X	X	X	X	X		
Main Entrance Doors Normal operation, clean all debris from entrance	X		X	X	X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X			X	X	X	X	X		
Overhead Reels Fluid lines for leaks, hose reels/nozzles for operation/damage	P			P	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P			P	P	P	P	P		
Auxiliary Oil Heater Operational, tank capacity/volume to avoid overspill. Monitor tank mgt. system	P			P	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P			P	P	P	P	P		
Co-Ray Heating System (Overhead) Visual check, thermostats for operation, pipes & shields for proper alignment.	P			P	P	P	P	P		P	P	P	P	P	P		P	P	P	P	P	P			P	P	P	P	P		



Gary Public Transportation Corp.
MAY/JUNE 2020 BOARD REPORT – Presented July 2, 2020
GPTC PLANNING AND MARKETING DEPARTMENT

RECENT HIGHLIGHTS AND ACCOMPLISHMENTS

1. Continued tracking ridership and service information
2. Continued planning for Broadway Zero Emissions Corridor electric bus project
3. Advanced several projects with Procurement Dept.
4. Oversaw marketing initiatives and began review of Marketing Plan
5. Launched projects to improve areas near Bmx stops
6. Participated in groundbreaking for J's Breakfast Club
7. Added items to the activities calendar
8. Began several activities related to the COVID-19 pandemic

NTD REPORTING

Staff has reported monthly reporting of service statistics to the National Transit Database thru April 2020.

RIDERSHIP MONTHLY REPORT (Attachment A)

Ridership information is provided in the attached, updated thru May 2020.

- While total monthly ridership is almost 57% lower than May 2019, per-day ridership is about 8% higher than April 2020.
- With fewer weekdays of service, ridership for the second half of May was 9% higher than the second half of April, indicating an upswing in ridership as the pandemic restrictions began easing.
- Boardings using the Token Transit mobile app constituted 9.8% of GPTC's May ridership.

ADVERTISING:PROMOTION:OUTREACH

Advertising Outsourcing: Fuel has renewed most contracts for extensions and is currently working to renew or replace one of GPTC's most significant bus wrap contracts.

Marketing Outsourcing: Via Marketing has submitted a draft Marketing Plan for review by staff. Staff is planning to discuss at the next Board Meeting.

Advertising Revenue: GPTC Invoiced Fuel Media over the last three months as follows:

March 2020:	\$10,056.00
April 2020:	\$9,156.00
May 2020:	\$9,156.00

VOLKSWAGEN FUNDED ELECTRIC BUS PROGRAM/SOLAR POWER PROJECT

- Planning staff has shared GPTC's bus specifications with two electric bus manufacturers to provide a set of comparable options.
- Staff is finalizing arrangement of a Chicago visit to view a Proterra model being tested by the Chicago Transit Authority.
- South Shore Clean Cities (SSCC) has arranged virtual meetings with four companies with an interest in installing panels at the Operations Facility to convert the building to solar power. Subsequent to that, SSCC and staff will meet to discuss procurement next steps.

PUBLIC TRANSIT AGENCY SAFETY PLAN

Planning Staff has completed GPTC's draft PTASP and it is under review by relevant staff.

GPTC's RESPONSE TO THE CORONAVIRUS PANDEMIC

- GPTC continues leading a weekly regional "virtual roundtable" of transit agencies – fixed route, demand response and commuter rail – spanning five counties (Lake, Porter, LaPorte, St. Joseph, Elkhart). These conference calls have allowed agencies to share practices on route restructuring, ridership impacts, safety protocol and procurement needs.
- Staff is working with the Transportation Department to monitor ridership to plan an eventual end to GPTC's emergency schedule as ridership demand makes reduced service using social distancing more difficult.
- Staff instructed Via Marketing to create marketing material both for return to service as well as a promotion of Token Transit as a way to purchase fare media more safely.
- GPTC's "virtual roundtable" model has been exported to a statewide stage, as Health By Design has created a bi-weekly call for smaller agencies throughout the state to provide similar outreach. Planning staff participated in the initial call, providing insight on what the NWI-focused call has been able to accomplish.

EVENTS CALENDAR (Attachment B)

See attached for upcoming events of importance.

BROADWAY metroexpress

BROADWAY METRO EXPRESS DASHBOARD

- 2020 Ridership (riders per hour):
 - Jan: 15.4
 - Feb: 15.7
 - Mar: 11.3
 - Apr: 8.70
 - May: 12.58
- Ridership: Bmx ridership per hour continues to be low due to pandemic-related travel restrictions. However, this metric had begun to swing upward.
- Landscaping/Other Improvements:
 - Climate Corridor (Attachment C): Futurity, Inc. plans to have a design in place by July 1 for low-maintenance, sustainable and educational rain garden improvements for strategic stations on the Bmx corridor. Meanwhile, Art et al has scheduled a series of webinars with stakeholders to come up with outreach strategies after the landscaping is installed.
 - Tactical Urbanism: The Indiana State Department of Health (ISDH) has completed the contract for GPTC's pedestrian improvements at 9th and Broadway and the Metro Center. Planning staff will soon schedule input sessions on this small but important set of improvements.
- Bus station repair, potential new/adjusted stations: Planning and Procurement are working to begin acquiring new materials for repair and expansion of the shelter network on Broadway.

ATTACHMENT A
Ridership thru May 2020

RIDERSHIP COMPARISON: 2017-2020						
MONTH	2017	2018	2019	2020	%age change 2018-2019	%age change 2019-2020
January	56,213	59,580	57,051	61,114	(4.25)	7.12
February	60,987	60,497	59,813	61,018	(1.13)	2.01
March	66,405	71,092	63,616	48,370	(10.52)	(23.97)
April	62,946	66,623	73,225	30,784	9.91	(57.96)
May	63,942	72,158	73,752	31,948	2.21	(56.68)
June	63,722	65,561	62,476		(4.70)	(100.00)
July	63,418	61,473	63,714		3.64	(100.00)
August	70,084	75,847	72,082		(4.96)	(100.00)
September	67,565	62,548	67,254		7.52	(100.00)
October	67,149	77,471	74,768		(3.49)	(100.00)
November	63,420	66,107	63,749		(3.57)	(100.00)
December	59,574	61,689	62,080		0.64	(100.00)
Totals	765,425	800,645	793,580	233,234	(0.88)	29.23

Note: Totals include fixed route and paratransit services

Per-route ridership:

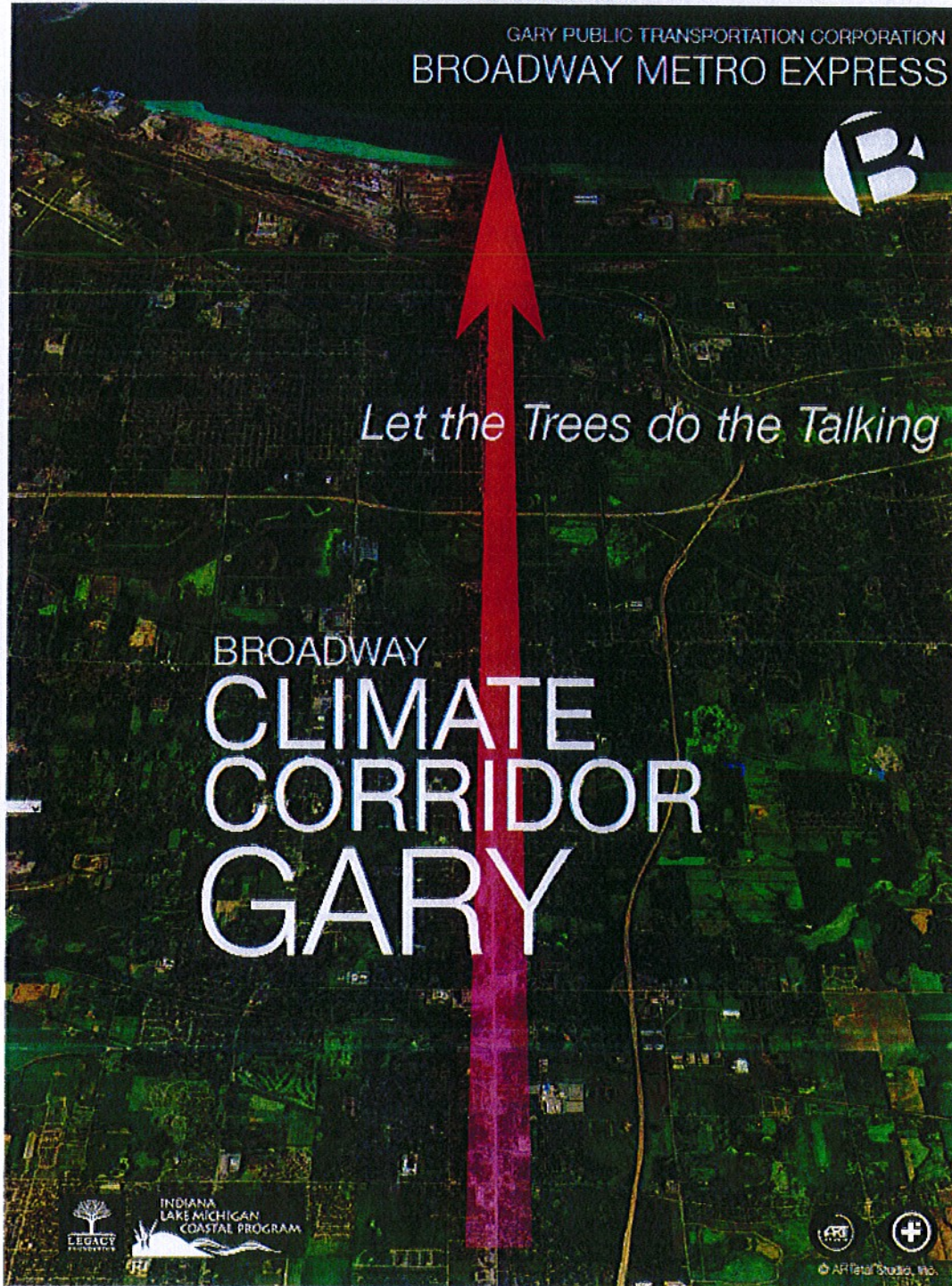
Apr-20				
Routes	Attainment Level	Ridership (Weekday PLUS Saturday)	Riders Per Revenue Hour	
L1 E. 35th/Marshalltown	100.0%	2,318	8.28	
L2 Oak & County Line	100.0%	4,406	13.77	
L2.1 Oak & County Line/W/lake	100.0%			
L3 W. 6th/Tarrytown/T'ston	100.0%	2,819	8.81	
L4 University Park	100.0%	964	3.44	
L5 H. Mann/Village via Taft	100.0%	2,034	7.82	
R-Bmx Broadway Metro Express	93.6%	7,549	12.58	
R1 Lakeshore Connection	100.0%	1,788	3.89	
R2 U.S. 30 Shuttle	95.8%	1,291	8.18	
R3 Lake Ridge	93.9%	5124	8.26	
R4 Lakeshore South	100.0%	1259	5.25	
R5 Merrillville Shuttle	100.0%	563	1.66	
R6 Ivy Tech Shuttle	91.7%	0	0	
PARATRANSIT	100.0%	833	2.74	
Total	97.7%	31,948	6.58	

ATTACHMENT B
July Events (subject to change)

July 2020 Calendar

July 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2 COVID Transit call 7:30AM	3	4
5	6	7 NIRPC TPC, 10AM	8	9 COVID Transit call 7:30AM	10 HbD COVID Call 7:30AM	11
12	13	14	15	16 COVID Transit call 7:30AM 9AM: NIRPC EXEC BOARD	17	18
19	20	21	22	23 COVID Transit call 7:30AM	24 HbD COVID Call 7:30AM	25
26	27	28	29	30 COVID Transit call 7:30AM	31	Notes:

ATTACHMENT C
Climate Corridor Information



Invitation to participate!

As a regional leader engaging citizens in the interconnected sectors of environment, health, conservation, culture, and the public sphere, we invite you to join us for a series of information sessions and conversations regarding a new project under formation and what it can catalyze for the region.

Working with David Wright at the *Gary Public Transportation Corporation*, we are designing The Broadway Climate Corridor as part of the Broadway Metro Express Bus project. The Climate Corridor concept uses the beauty of flowering trees at bus stops, viewable by bus riders and those at the bus shelters to engage a new constituency in environmental awareness and citizen science.

GENERAL MANAGER'S MONTHLY REPORT
May 1, 2020 THRU May 31, 2020
TRANSPORTATION

Active Employees

Inactive Employees

Total Employees

Union: 39

Union: 0

Union: 39

Non-Union: 6

Non-Union: 0

Non-Union: 0

WORK DAYS AVAILABLE: 25		SICK DAYS: 5	
TOTAL EMPLOYEE WORK DAYS: 975		TOTAL EMPLOYEE WORK DAYS LOST: 5	
ACTUAL WORK DAYS: 970		ABSENTEEISM RATIO: 0.5	
DISCIPLINE LOST DAYS: Accidents: 0 Procedural: 0 Absenteeism: 0 Other: 0			
FIXED ROUTE	ADA PARATRANSIT	ACCIDENTS	INCIDENTS
Total Trips Weekdays: 6,200	Total Vehicle Miles: 7,632	Total: 0	Total: 0
Total Trips Saturdays: 800	Total Revenue Miles: 3,825	Vehicle Collision: 0	Passenger: 0
Total Missed Trips Weekdays: 0 Manpower: X Vehicle:	Total Deadhead Miles: 3,807	Passenger: 0	Disturbance: 0
Total Missed Trips Saturdays: 0 Manpower: X Vehicle:	Monthly Certification: 4	Fixed Objects: 0	Non-Action: 0

ON TIME PERFORMANCE PERCENTAGES BY ROUTE

L- E35TH MARSHALLTOWN: 100%	L-3 W6 TARRYTOWN/TOLLESTON: 99.1%
R-1 LAKESHORE CONNECTION: 100%	R-2 US 30 SHUTTLE: 98.2%
L-2 OAK & COUNTY LINE: 98.2%	L-4 UNIVERSITY PARK: 100. %
R-BMX BROADWAY METRO EXPRESS: 100%	L-5 HORRACE MANN: 99.1%
R-6 IVY TECH SHUTTLE:	R-3 BURR/LAKE RIDGE: 100%
R-5 MERRILLVILLE SHUTTLE: 98.2%	R-4 LAKESHORE SOUTH: 100%
	8 ADA PARATRANSIT 98.1%

ROUTE RIDERSHIP 2020

(Refer to Planning & Marketing Report for Ridership Information)

COMPLAINTS

ROUTE	SERVICE	PERSONNEL	ACTION TAKEN	COMMENDATION
FIXED	2	0	2	0
ADA PARATRANSIT	0	0	0	0

SUBMITTED BY: DIRECTOR OF TRANSPORTATION (RILEY STEWART)