

REGULAR MEETING OF THE BOARD OF COMMISSIONERS CAPITAL AREA TRANSIT SYSTEM AND PUBLIC TRANSPORTATION COMMISSION September 21, 2021 4:30 p.m. CATS Administrative Building & Virtual 350 North Donmoor

AGENDA

Baton Rouge, Louisiana 70806

- I) CALL TO ORDER: Ms. Erika Green
- II) ROLL CALL: Mr. Theo Richards
- III) APPROVAL OF MINUTES OF August 17, 2021 BOARD MEETING: Ms. Erika Green
- IV) PRESIDENT'S ANNOUNCEMENTS: Ms. Erika Green
- **V) ADMINISTRATIVE MATTERS**
 - 1. Executive and Financial Report: Mr. Bill Deville and Executive Staff
- **VI) COMMITTEE REPORTS AND ANY ACTION THEREON**
 - 1. Finance & Executive: Ms. Erika Green
 - 2. Technical, Policies & Practices: Dr. Peter Breaux (no meeting held)
 - 3. Audit: Mr. Matt Thomas (no meeting held)
 - 4. Planning: Mr. Kahli Cohran
 - 5. Community Relations: Ms. Linda Perkins (no meeting held)
- VII) ACTION ITEMS
 - 1. Consideration of approval of the Rockit Science Contract
 - 2. Consideration of approval of the General Liability Insurance
 - 3. Consideration of approval of the Lease Bus Insurance
 - 4. Adopt and levy the ad valorem tax millage rate of 10.06 mills for the City of Baton Rouge for the year 2021
 - 5. Adopt and levy the ad valorem tax millage rate of 9.6 mills for the City of Baker for the year 2021
- VIII) ADJOURNMENT



MEETING OF THE
BOARD OF COMMISSIONERS OF
CAPITAL AREA TRANSIT SYSTEM
AND
PUBLIC TRANSPORTATION COMMISSION
August 17, 2021
4:30 p.m.
Virtually and at the
CATS Administrative Building
350 North Donmoor
Baton Rouge, LA 70806

MINUTES

I. CALL TO ORDER: Ms. Erika Green

Ms. Green called the meeting to order.

II. ROLL CALL: Mr. Theo Richards

Members present at the meeting were Commissioner Bellue, Green, and Thomas. Virtually Breaux, Hill, Cohran, Perkins, Pierre, and Lambert. Also present were Mr. Bill Deville, CEO; other CATS staff; and members of the public.

III. APPROVAL OF MINUTES OF July 20, 2021 BOARD MEETING: Ms. Erika Green

Ms. Green moved to approve the minutes of the July 20, 2021 meeting and Mr. Thomas seconded the motion. Ms. Green invited public comment and there was none. The motion carried unanimously with no abstentions

V. PRESIDENT'S ANNOUNCEMENTS: Ms. Erika Green

No announcements where provided this month.

VI. ADMINISTRATIVE MATTERS

1. Executive and Financial Report: Mr. Bill Deville and Executive Staff COVID-19 UPDATES: Bill Deville

Mr. Deville noted the dates of the governor's proclamation. All employees, Board members visitors, vendors, contractors, and the general public are encouraged to be vaccinated in order to enter transit vehicles, offices, transit hubs and facilities owned, leased, or controlled by CATS. They are strongly encouraged to participate in the CATS For Shots Program (currently being developed);

OPERATIONS: Dwana Williams

Currently we have 122 total operators, 106 active; 16 inactive. The July Operations challenge winners for OTP are Cynthia V. Johnson, Tammie Wilson, Latesha Carline, Al Weeden, Quinatora Gray.

The July Maintenance challenge winner for productivity is Brandon Thomas.

The July Customer Service challenge for least abandoned calls is Sylvia Franklin.

The July Customer Care Top Performer is Prestin Pleasant. Monthly ridership for the month of July 2021 is lower than the month of July 2020 and lower than the previous month. We are looking to see an increase in ridership now that school has started. This time last year we know the fares were free, which had an effect on ridership so again we are looking forward to seeing how the start of school will affect ridership. We also know that is the last two weeks for the month of July ridership increase. I believe it is due to parents shopping for school. Our On Time Performance (OTP) is higher than this time last year and higher than the previous month. We had a service change July 18th of this year as we saw a difference in the times so we has to adjust some of the running times in the schedule. Now we see an increase in OTP due to some of the route changes. We had four (4) detours for the month that impacted out OPT as well as five (5) temporary construction sites that we faced on a day to day during the week days. Our percentage of trips operated for the month of July were at 94.84, which is lower that this time last year and lower that this time last month. We also attribute some of these numbers to the fleet issues we've had a hard time getting parts. Preventable accidents per 1,000,000 miles, we are lower than this time last year and lower than the previous month. We are just making sure each operator is familiar with the 5 keys to

smith system.

Mileage for the month is higher than this time last year and higher than this time last month. The mileage is higher because we have more trips and July has 31 days verses June having 30 days.

Lastly our mean miles between road calls for the month are higher than this time last year and on average for the same time last month. We are looking for our mean miles between road calls to be higher in the month of August with the repairs to some of the buses.

PLANNING AND PROGRAM DEVELOPMENT: Cheri Soileau Build Granthas been signed as of Friday and HNTB has issued a notice to proceed. BTR will be in revenue service 4th quarter 2024. The Comprehensive Operational Analysis (COA) kicked off. We will send out a Board Pole, we want the Board to be engaged so look for some possible dates in the month of September to meet with the HNTB team and our public engagement folks on how we are going to move forward and what to expect. We will have outreach, branding and a webpage on our CATS site for that we are mobilizing for an origin and destination study and anticipating completion May 2022. It really depends on if COVID puts us back or how we proceed forward.

ADMINISTRATIVE UPDATES: Pearlina Thomas AIM Grant Two-Way Messaging Project

The Public Relations – Video launch to demonstrate the CATS, Hitachi and Syniverse partnership is delayed by travel restrictions due to the rise in COVID cases nationwide. Phase Two is underway now and should be wrapped up at the end of the Third Quarter. This will allow CATS to have two-way communications with customers.

With the completion of phase two marketing and additional communication platforms will be introduced like targeting coupons for businesses near CATS stops and special events like, Touchdown Express, Southern and LSU games, etc. COVID-19 Mitigation Research Grant Contactless Payment Project

The contract between CATS and Cubic Transportation Systems (Cubic) is in final negotiations with the respective lawyers. CATS and Cubic have started technical meetings to determine product installation, data management and financial collection and reporting requirements.

CATS is continuing to work with Baton Rouge Community College (BRCC) to have Customer Service and Vehicle Maintenance Classes as a part of our Workforce Solutions Program.

CATS Cares Community Engagement and Wellness we had a number of activities in the month of July, which we were able to make all of them including the line dancing classes, which was a great way to get employees motivated to move and get excited about exercising.

CATS Cares participated in a number community events in the month of July.

COMMUNICATIONS: Amie McNaylor

The CATS Connects communications team continues to meet regarding various aspects of the media campaign. Print, digital, television, and radio advertising is being finalized, as well as social media, shelter ads, and three bus wraps that will be done in the coming weeks.

We are continuing to get rider testimonials have been, and continue to be collected to be shared.

We have begun to share again the mask requirements, COVID efforts, mandates, etc., in advertising and on social media; this will continue as long as necessary in light of Governor Edwards's new proclamation.

Members of staff will present at the Baton Rouge Lodging Association to discuss the CATS Connects campaign.

TECHNOLOGY: Bill Deville, Paul Simon

The Tyler Technology Enterprise System

The implementation of CATS' new ERP system, Tyler Munis, is still on track to go live with Phase 1 Financials during the 4th quarter of 2021 and Phase 2 HCM (Human Resource) on January 1st, 2022. For Finance, we are currently in the User Acceptance Testing stage which will be followed by End User Training then preparations for system go-live. On the HCM (HR) phase, we are currently running configuration and power user training, followed immediately by data conversions.

Ms. Trina Bowie began as Interim HR Director effective August 2nd; her contract period ends no later than December 31st, 2021; She replaces Ms. Amy Cannon whose contract ran out; Ms. Bowie will be eligible to apply for the permanent HR Director position;

CATS continues to work on the educational campaign and develop materials. All of the videos and testimonials we've been working on will come out soon. We plan to really get the campaign kicked up after Labor Day. Remember Election Day is October 9th and early voting starts September 25th through October 2nd.

Finance: John Cutrone

The Balance sheet, current assets \$36,009,348, Restrictive Cash Assets \$3,304,671, bringing our Total Assets to

\$60,633,839, Current Liabilities \$12,107,781, Total Liabilities \$14,383,015, Bringing our Total Net Assets to \$46,250,824 Looking at the Income Statement – Operational Revenue of \$159,256 with a budget of \$174,436, the bus fare revenue is a little lower that we projected. Our Local Subsidies amounted to \$1,739,586 our Federal Subsidies amounted to \$273,548 bringing our Total Revenue to \$2,172,390 compared to a budget of \$2,401,154

Our operational revenue was \$2,575,583 for the month compared to a budget of \$2,459,828 that variance there were in the buckets of insurances and professional services. With all of that the operational deficit was \$403,193 for the month leaving a surplus of \$2,610,325.

BD if there are no questions Madame President, this concludes our Executive Report.

VII. COMMITTEE REPORTS AND ANY ACTION THEREON

1. Finance and Executive: Ms. Erika Green

Ms. Green referred the members to the minutes of the August 12th meeting in their packets and reviewed the highlights. Noted the committee recommended the two action items.

2. Technical, Policies and Practices: Dr. Peter Breaux

Dr. Breaux noted the committee did meet on.

3. Audit: Mr. Thomas

Mr. Cohran and Mr. Thomas noted the committee did not meet.

4. Planning: Vacant.

Ms. Green noted that the committee did not meet.

5. Community Relations: Ms. Linda Perkins

Ms. Perkins noted the committee did meet on and the minutes for July/August are in the packets. Also, Ms. Perkins thanked the call center for their productivity.

Ms. Barnes was not present to provide the MV Report.

VIII. ACTION ITEMS

1. Consideration of approval to increase the fees for CYE 2020 Audit & Reporting Services

Mr. Thomas explained the increase in fees for the audit and reporting services.

Mr. Bellue moved the approval of increase the fees for CYE 2020 Audit & Reporting Services. Mr. Thomas seconded the motion. Ms. Green invited public comment and there was none. A roll call vote was held. In favor, Bellue, Cohran, Green, Hill, Thomas, Breaux, Perkins, Lambert & Pierre. Against – none Abstain - none. The motion carried.

2. Consideration of approval for the 2nd year renewal after initial 3-year Contract for Bridgestone Tire Lease

Mr. Godwin explained the renewal of the tire lease renewal.

Ms. Green moved the approval for 2nd year renewal after initial 3-year Contract for Bridgestone Tire Lease. Ms. Perkins seconded the motion. Ms. Green invited public comment and there was none. A roll call vote was held. In favor, Bellue, Cohran, Green, Hill, Thomas, Breaux, Perkins, Lambert & Pierre. Against – none Abstain - none. The motion carried.

IX. ADJOURNMENT

Ms. Green invited public comment and Mr. Smalls provided comment regarding the open meeting laws. Mr. Smalls stated board members should have their camera on during the meeting. Ms. Green asked that we include the zoom link on the public notice moving forward. Ms. Perkins moved to adjourn the meeting and Ms. Pierre seconded the motion. The motion passed unanimously with no abstentions.



EXECUTIVE STAFF

September 2021 Executive Report Bill Deville and CATS Staff

COVID-19 UPDATES: Bill Deville

- CATS adopts and accepts the August 2, 2021, PROCLAMATION NUMBER 137 JBE 2021, COVID-19 PUBLIC HEALTH EMERGENCY MITIGATION MEASURES STATEWIDE MASK MANDATE, and issues the following policy directive for all CATS employees and facilities: All CATS employees, Board members, visitors, contractors, vendors and the general public entering any property or vehicle owned, leased, or controlled by CATS shall be required to wear a face covering over the nose and mouth when indoors in any place outside of a private residence, except in the circumstances provided for in Subsection (B) below.
- In accordance with the order issued by the Centers for Disease Control and Prevention (CDC) on January 29, 2021, all individuals, employees, Board members, visitors, contractors, vendors, and the general public entering any property or vehicle owned leased or controlled by CATS shall wear a face covering over the nose and mouth while passengers and operators of public conveyances, ride-shares, and the corresponding transportation hubs. The CDC order is found at: https://www.cdc.gov/guarantine/pdf7Mask-Order-CDC GMIT 01-29-21-p.pdf.
- All employees, Board members visitors, vendors, contractors, and the general public are encouraged to be vaccinated in order to enter transit vehicles, offices, transit hubs and facilities owned, leased, or controlled by CATS. They are strongly encouraged to participate in the CATS For Shots Program (currently being developed);
- Rear door entering and exiting, as a result of Covid-19, have been discontinued, and with driver stations on all CATS buses fully protected with plexiglass and face masks still mandatory according the order by the Governor and LDH, front door boarding and fare collections were successfully resumed in May.
- CATS has completed its employee Covid 19 Vax survey, and is reviewing the results concurrently as it begins to apply everchanging revised and updated government requirements;

EXECUTIVE STAFF



CATS is researching ways to plan for developing and implementing a vaccination and testing procedure that allows CATS to continue its mandated essential transit services while complying with Federal, State, and Local regulations (literally as they change with frequency due to the new Covid variant);

OPERATIONS: Dwana Williams

- There are 120 total operators, 104 active; 16 inactive.
- The August Operations challenge winners for OTP are Al Weeden, Gloria Banks, Sheila Bennett, Janice Kinchen, and Demetrius LaMark.
- The August Maintenance challenge winner for productivity is Paul Robertson.
- The August Customer Service challenge for least abandoned calls is Prestin Pleasant.
- The August Customer Care Top Performer is Prestin Pleasant.
- See attached Performance Measures that reflect measures for the month.

PLANNING AND PROGRAM DEVELOPMENT: Cheri Soileau SERVICE:

- Comprehensive Operational Analysis (COA)
 - o Outreach scheduled for end of September.
 - Currently gathering existing conditions, which include the origin/destination study and other pertinent data.
 - "SmartCATS: A Blueprint for Stronger Connections"
 - Anticipated Completion: May 2022
- Staff will be working with the Downtown Development District and CRPC to create the routing for downtown and discuss implementation date(s).
- On-going Activities
 - MOVEEBR
 - o City-Parish Bicycle/Pedestrian Committee
 - DOTD Complete Streets Committee
- North Baton Route/Baker Microtransit Pilot Project
 - This is a pilot project that will serve locations within the City of Baker and specific locations outside of Baker, including Baton Rouge Metropolitan Airport, ExxonMobil Chemical complex, Southern University, Lane Regional Medical Center and the new Scotlandville Transfer Facility at Scotland Avenue/Scenic Highway/Swan.
 - This is a yearlong project with options for 2 one-year extensions.

EXECUTIVE STAFF



- This is the first of its kind to see how this service is received and to examine all issues regarding the service delivery.
- It is anticipated that, after the COA (Comprehensive Operational Analysis) is completed, there will be other areas within the service area that this type of service is feasible and cost effective.
- Plank-Nicholson Bus Rapid Transit
 - o BUILD grant agreement signed and fully executed
 - Will be coordinating this project with the COA

ADMINISTRATIVE UPDATES: Pearlina Thomas

- AIM Grant Two-Way Messaging Project
 - Shelter signage is printed, and posting is underway.
 Customers will be able to access real time information via
 QR Code from their smartphone or by texting a short code.
 - The Public Relations Video launch to demonstrate the CATS, Hitachi and Syniverse partnership is delayed by travel restrictions due to the rise in COVID cases nationwide.
 - Phase Two is underway now and should be wrapped up at the end of the Third Quarter. This will allow CATS to have two-way communications with customers.
- COVID-19 Mitigation Research Grant Contactless Payment Project
 - The contract execution phase is complete between CATS and Cubic Transportation Systems (Cubic). Phase One is underway, which includes vehicle inspection and pilot testing.
 - Efforts to launch the marketing and public relations campaign were postponed in August due to Cubic's Business
 Development Team being placed under COVID-19 travel restrictions and CATS along with our local partners responding to multiple storm related emergencies (Hurricane Ida, Tropical Storm Nicholas).
- CATS Cares Community Engagement, we participated in the following events in August 2021:
 - August 3rd, National Night Out Against Crime, at the BRPD Headquarters

EXECUTIVE STAFF



- August 7th, East Baton Rouge School Supply Giveaway, Saturday, August 7, 2021 at the Raising Care Convention Center
- August 10th, Drive through School Supply Giveaway at the MLK Community Center
- August 18th, Sleeves UP State Sponsored Vaccination Event at Southern University
- August 28th, Parade of Champions A Celebration of Cancer Survivors
- August 31st, Began working with MOHSEP on community support efforts to provide, food, water, ice and supplies, wherever needed to families throughout Baton Rouge in response to Hurricane Ida.
- CATS Cares produced another of the video series to highlight CATS employees and their contributions internally and externally to positively promote the Agency. CATS Cares is in the first phase of launching social media platforms that connect to existing CATS social media to create the path for positive messaging to share community engagement and volunteer efforts of CATS' employees.

TECHNOLOGY: Bill Deville Paul Simon

- The Tyler Technology Enterprise System
 - The implementation of CATS' new ERP system, Tyler Munis, is still on track to go live with Phase 1 Financials during the 4th quarter of 2021 and Phase 2 HCM(Human Resource) on January 1st, 2022. Finance is currently in the User Acceptance Testing stage which will be followed by End User Training then preparations for system go-live. On the HCM(HR) phase, we are currently running configuration and power user training, followed immediately by data conversions.
- Planning and Operations, along with AVL and Maintenance staff are seeking solutions and grant funding for scheduling/AVL software.
- Once grant funding is secured and prioritized, a Business
 Analytics software solicitation will get underway to procure an
 agency-wide tool to gather reporting data automatically from core
 systems in order to create improved KPI reporting that is now
 lacking; this is needed for better management and control of
 finance, personnel, transportation, and maintenance operations.





The use of "dashboard" reporting is strongly desired by CEO and senior management.

• An enterprise asset management system is being looked into by Planning and Finance, along with secured funding.

COMMUNICATIONS: Amie McNaylor

- The Rockit Science contract renewal will be presented as an action item; this contract is for graphic design, market strategy, photography, videography, and media planning.
- Communications is working with Planning on the upcoming COA efforts where appropriate.
- CATS Connects Communications Update: (*all material is being updated with the new date)
 - o Public Outreach:
 - Letters to stakeholders, allies, pastors, Mayors, and Baton Rouge legislators
 - June, July, August CATS Connects newsletters (September underway)
 - City of Baker newsletter and e-blast
 - 2,500 push cards to partners and networks throughout Baton Rouge
 - Rider direct mail piece (underway)
 - Paratransit direct mail piece (underway)
 - Letters from employers to employees across healthcare, hospitality, and restaurant industries (underway)
 - Key stakeholder engagement in CATS Connects campaign, including:
 - Mayor-President Sharon Weston Broome
 - Mayor Darnell Waites
 - East Baton Rouge Parish Metropolitan Council
 - Baton Rouge Area Chamber
 - Capital Area United Way
 - Build Baton Rouge
 - Our Lady of the Lake
 - Visit Baton Rouge
 - Louisiana Restaurant Association
 - Healthy BR





- Public Education Materials:
 - Standard presentation for stakeholder meetings
 - Supported stakeholders with three letters to the editor
 - Economic impact study
 - Educational materials for public distribution:
 - Economic Impact summary
 - "By the Numbers" one-pager
 - "Promises Kept" one-pager
 - "What's at Stake" one-pager
 - Pillars for the next ten years summary
 - Proposition overview summary
 - 2021 survey results summary (rider and resident/stakeholder surveys)
- Digital Media:
 - Social media plan and content for June, July, August, including rider testimonials; September content underway
 - Digital social media ads
 - Dedicated webpage for CATS Connects campaign and resource library for stakeholders
 - Stakeholder videos and testimonials:
 - Message from the CEO
 - Mayor Broome
 - Mayor Waites (underway)
 - Coletta Barrett, Our Lady of the Lake
 - Chris Tyson, Build Baton Rouge
- Paid and Earned Media:
 - Television and radio PSAs (:30 second segments)
 - Advocate paid content
 - Business Report Annual Report
 - Front page story in The Advocate
 - Opinion piece from Stephanie Riegel, **Business Report**
 - Press releases for campaign launch, economic impact study, and ballot language approval



EXECUTIVE STAFF

CEO NOTES: Bill Deville

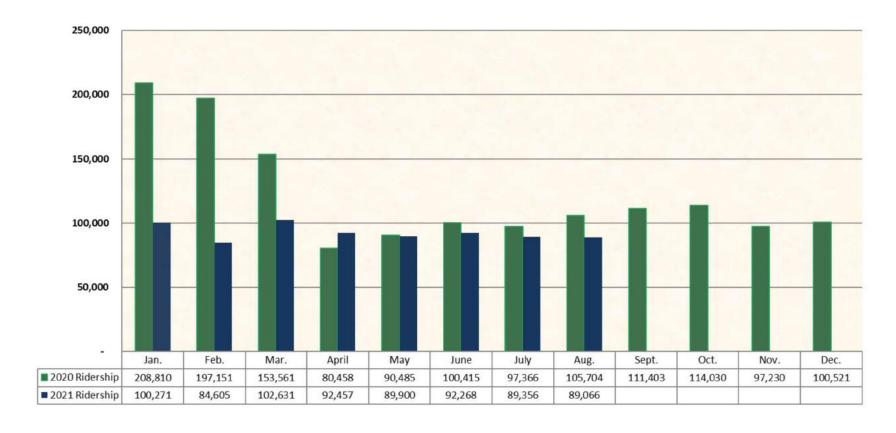
- Ms. Trina Bowie began as Interim HR Director effective August 2nd; her contract period ends no later than December 31st, 2021; She replaces Ms. Amy Cannon whose contract ran out; Ms Bowie will be eligible to apply for the permanent HR Director position;
- In cooperation with the City Parish and State, CATS continues to assist in getting all eligible citizens to "certain group vaccinations sites", using existing routes.
- BSWIIp labor counsel for CATS, in collaboration with staff and General Counsel, and ATU, may be nearing a new CBA agreement; CATS is hopeful to have final terms mediated as soon as possible;
- CATS continues to update its service education information and materials needed for its "Communications Action Plan", now called "CATS Connect". The CATS Connect outreach education campaign plan will be carried out by the CEO and his management team with guidance and support from both Atlas/Emergent Method & Clay Young Enterprises (CATS CARES platform); more detail can be found on CATS website via "CATS Connect";
- Due to Hurricane Ida, the election date for the dedicated millage renewal has been moved from October 9th, to November 13th
 - Timeline for November 13th vote:
 - November 13, 2021 Special Election ballot; Early voting starts October 30th - through November 6th (except for Sunday, October 31st)
 - o Tax expires in March 2022

Finance: John Cutrone

See attached financial report for the month.



Monthly Ridership 2020-2021



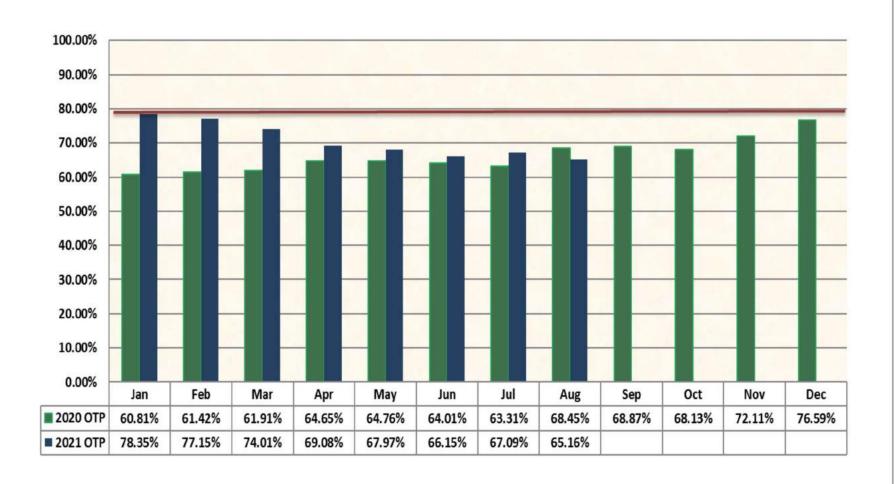


Monthly Ridership 2018-2021





On-Time Performance 2020-2021

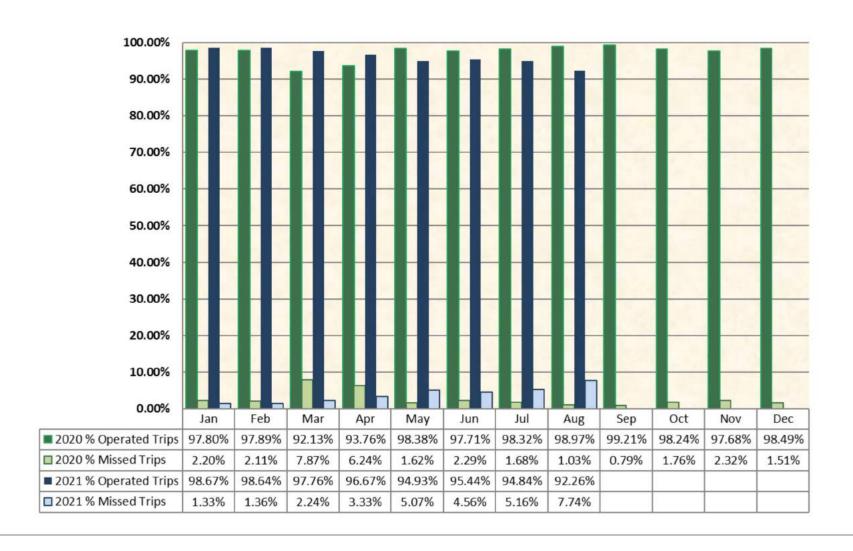


*Target 80% On-Time Performance

Note: On-Time performance is measured at scheduled timepoints which represent 4.89% of the total system bus stops

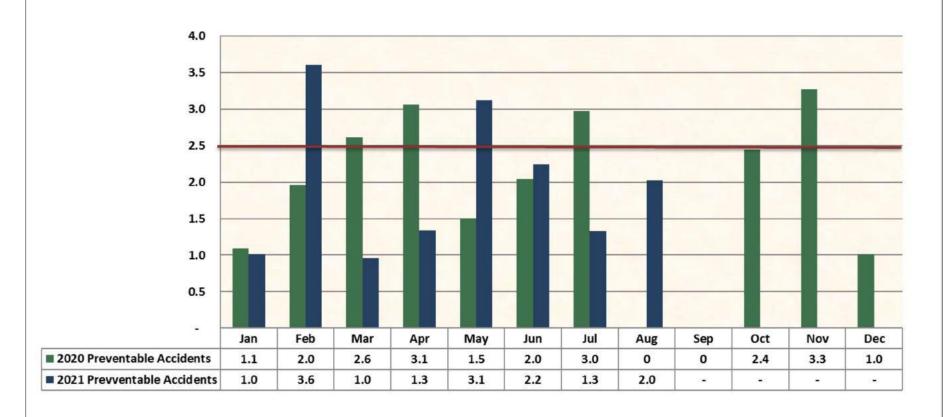


% Trips Operated 2020-2021





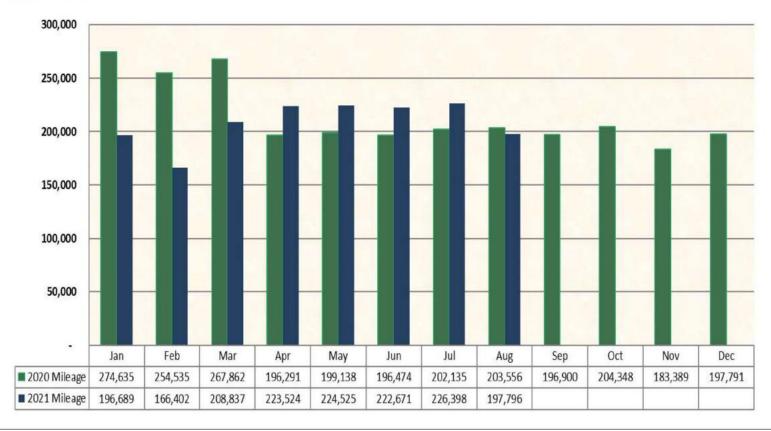
Preventable Accidents per 100,000 Miles 2020-2021



*Target Below 2.5 Preventable Accidents Per 100,000 Miles

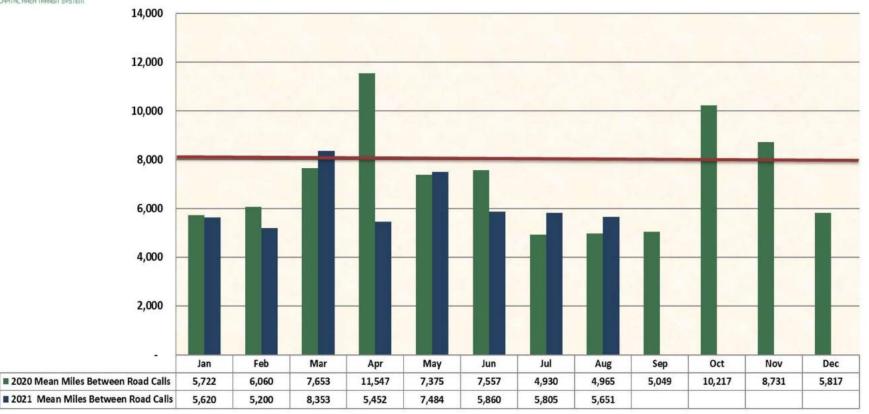


Mileage 2020-2021





Mean Miles Between Road Calls 2020-2021



AUGUST 2021 GENFARE RECORDED RIDERSHIP AND REVENUE PER ROUTE BY TYPE OF DAY

		RIDERSHIP			REVENUE			TOTAL	
Route Number	Route Name	Weekday	Saturday	Sunday	Weekday	Saturday	Sunday	Ridership	REVENUE
8	Gus Young Ave / BRCC	1,279		151	\$679.49	\$115.78	\$76.93	1,694	\$872.20
10	Scenic Hwy / Southern University	1,085	1,267	149	\$667.60	\$77.72	\$73.06	2,501	\$818.38
11	Northside Circulator	1,877	165	159	\$1,184.34		\$88.10	2,201	\$1,346.80
12	Government St / Jefferson Hwy	2,122	278		\$1,228.90				\$1,412.20
14	Thomas Delpit Dr / Roosevelt St	1,681	150	139	\$1,048.34		\$91.17	•	\$1,233.71
15	Glen Oaks / Blount Rd / Crestworth	1,327	231	220	\$1,847.15	\$172.91	\$171.21	1,778	\$2,191.27
16	Capitol Park Shuttle	No service	No service	No service	No service	No service	No service	0	\$0.00
17	Perkins Rd	3,755	552	284	\$2,318.71	\$272.77	\$179.34	•	\$2,770.82
18	Cortana Transit Center / Tigerland	2,803	407	242	\$1,795.48	\$272.44		3,452	\$2,248.70
20	N. Acadian Thwy	4,166	499	390	\$2,756.84		\$263.02	5,055	\$3,345.20
21	Fairfields Ave	3,018			\$1,759.07	\$215.22		3,852	\$2,146.86
22	Winbourne Ave	2,558	328	178	\$1,847.76		\$110.89	3,064	\$2,175.51
23	Foster Dr	2,388	158	143	\$811.50			2,689	\$975.22
41	Plank Rd	5,878	1,284	536	\$3,320.86	\$501.84		7,698	\$4,111.32
44	Florida Blvd	11,814	1,434	3,279	\$5,583.76	\$699.24	\$553.47	16,527	\$6,836.47
46	Cortana Transit Center / L'auberge Casino & Hotel	1,064	134	67	\$739.52			1,265	\$850.23
47	Highland Rd / LSU	8,142	1,123		\$4,688.10	\$543.81	\$373.70	10,117	\$5,605.61
54	N. Airline Hwy / Southern University	3,268	428		\$2,374.21	\$259.93	\$217.54	3,995	\$2,851.68
57	Sherwood Forest Blvd / Greenwell Springs Rd / Siegen Ln	5,157	556	501	\$4,388.36	\$380.44	\$362.08	6,214	\$5,130.88
58	Coursey Blvd / O'Neal Ln / Ochsner	2,402	123	271	\$1,803.18	\$80.05	\$172.00	2,796	\$2,055.23
59	East Florida Blvd / O'Neal Ln / Ochsner	1,339	395	191	\$1,161.77	\$247.33	\$96.97	1,925	\$1,506.07
60	Medical Circulator	551	100	103	\$396.13	\$43.05	\$22.22	754	\$461.40
70	CATS Terminal / Southern University / Baker	1,945	247	159	\$1,432.14	\$147.51	\$84.76	2,351	\$1,664.41
72	Florida Blvd LIMITED	No service	No service	No service	No service	No service	No service	0	\$0.00
80	Southern University Shuttle	No service	No service	No service	Free service	No service	No service	0	\$0.00
									\$52,610.17
	Total	69,619	10,578	8,869	\$43,833.21	\$5,021.55	\$3,755.41	89,066	\$52,610.17



Communication and Outreach Update

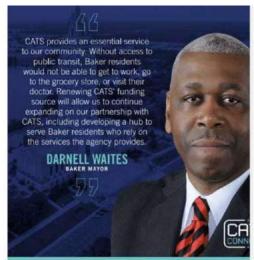
September 2021

CATS Connects Educational Campaign



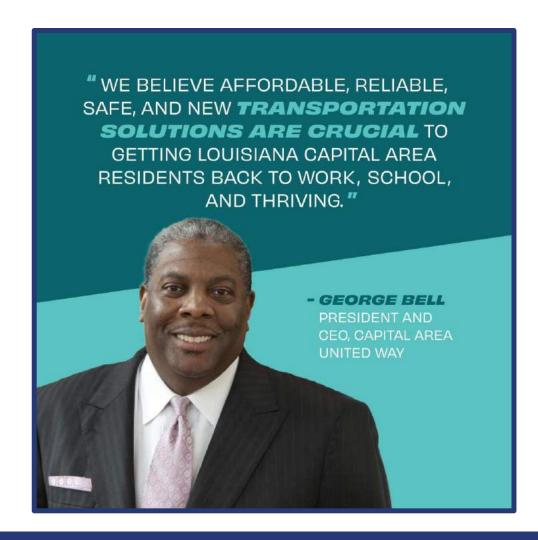
CATS Connects is a comprehensive educational outreach campaign that has developed advertising and marketing collateral, social media graphics, and a public outreach strategy.





CATS Connects Allies

- Confirmed allies (with more to come)
 - Mayor-President Sharon Weston Broome
 - Mayor Darnell Waites
 - Baton Rouge Area Chamber
 - Visit Baton Rouge
 - Build Baton Rouge
 - Capital Area United Way
 - City Year
 - Healthy BR
 - Louisiana Restaurant Association
 - Our Lady of the Lake Medical Center



Testimonials: Riders & Allies

Collection of rider and ally testimonials including:

- Mayor Broome
- Mayor Waites
- Chris Tyson
- Coletta Barrett
- George Bell
- Dr. Eugene Kennedy

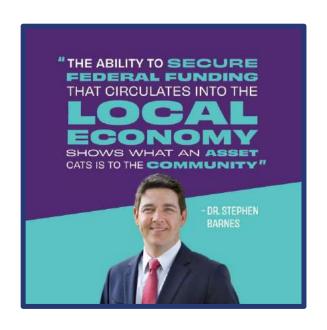






CATS Social Media: What's At Stake?









Website

CATS CONNECTS

On November 13, residents in Baton Rouge and Baker can vote to renew the millage that serves as CATS' primary funding source for daily operations and services to tens of thousands of riders who rely on our transit system. Without this funding, the agency's future and the jobs it supports are in jeopardy.

Election Day is November 13

- . 91% of CATS riders have no other transportation option
- · CATS connects customers to 225,000 jobs within a half-mile radius of a transit route
- . CATS is expected to generate \$1.6 billion in economic impact for greater Baton Rouge over the next 10 years

CATS CONNECTS ALLIES

- Mayor-President Sharon Weston Broome
 - mayor-i resident anaron weston bro
- Visit Baton RougeUnited Way
- Healthy BR
- Our Lady of the Lake Regional Medical Center
- Mayor Darnell Waites
- Build Baton Rouge
- City Year
- Louisiana Restaurant Association

EDUCATIONAL RESOURCES

Promises Kept What's At Stake

CATS Economic Impact CATS 2021 Survey Statistics



WHAT'S AT STAKE

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If approved, the dedicated funding for CATS will support engoing capital costs, operations, and maintenance of the existing transit system and also allow for future system expansion by:

- · Leveraging federal funding to invest in modernizing Baton Rouge's outdated infrastructure
- Leveraging S1.88 million towards the construction and operations of the new Bus Rapid Transit Project a S53.7 million project that will offer premium, high-capacity transit connecting north and south Baton Rouge.
- · Constructing new shelters and transit centers serving major job hubs, such as the new Amazon facility
- · Expanding transit innovations such as micro-transit in Baker
- · Modernize our fleet with new electric, environmentally friendly buses

WHAT HAPPENS IF THE MILLAGE IS REJECTED?

If voters do not renew this millage, CATS will eventually be unable to operate, Most cities the size of Baton Rouge have a dedicated source of funding for transit. Like these cities, Baton Rouge needs a reliable transit system to serve the tens of thousands of residents who rely on it daily to get to and from their jobs.

Without a local revenue source, CATS cannot access the matching state or federal dollars that fund key programs, services, and capital projects. This would have a detrimental impact on our community including:

- · Loss of workforce and labor due to lack of transportation access
- Increased traffic congestion
- · Stranding thousands of residents who don't own cars
- · Limiting access to resources such as healthcare, grocery stores and schools
- Baton Rouge would not be as competitive for future infrastructure projects such as BRT

Please see CATS Resource Library for additional information.

CATS Connects Monthly Updates

Monthly Eblast sent to board members, stakeholders, allies, and media



Hurricane Ida

We want to thank all of our customers for their patience over the past week as we navigate service following Hurricane Ida.

We also would like to thank our first responders for their hardwork and diligence in restoring power and clearing roads for greater Baton Rouge, allowing for CATS to rebound as quickly as possible.

Message from CEO Bill Deville



What's at Stake

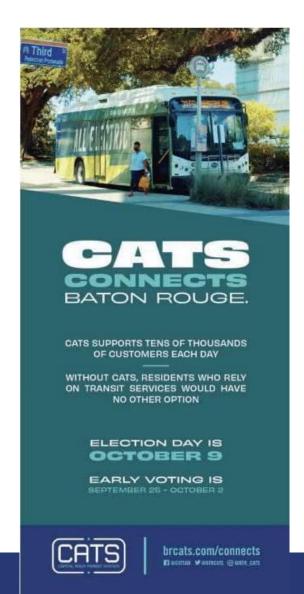
On October 9, residents of Baton Rouge and Baker will vote on CATS' proposal to renew the millage that serves as the agency's primary funding source for operations and services to tens of thousands of customers who rely on on the transit system and generates critical revenue to support our local economy.

Learn what's at stake.



CATS Connects Outreach Activities

- Letters to the editor (3 completed, more underway)
- Industry letters for major regional employers to send out to their employees
- Stakeholder letters to allies, legislators, government officials, stakeholders, and pastors
- Press releases
- Resource toolkit and presentations for meetings and engagements
- Pushcards



CATS Connects Campaign Marketing

- Print ads
- Digital ads
- Bus wraps
- Shelter signage
- Social ads
- Television
- Radio









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CATS Connects Campaign Advertising

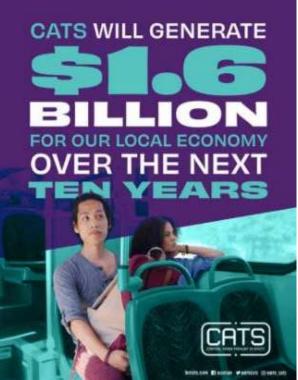


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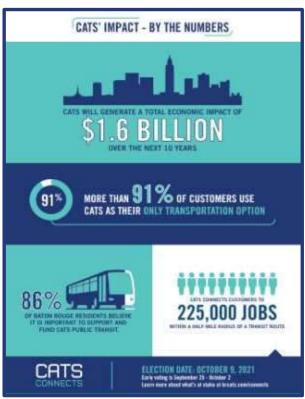
CATS CONNECTS | Document Title

CATS Connects One Pagers











THANK YOU

CATS CONNECTS CAMPAIGN



CATS CONNECTS





















CATS MEDIA DAY

LEARN ABOUT CATS CONNECTS RENEWAL PROPOSAL

> TUESDAY, MAY 11, 2021 1:00PM - 4:00PM

CATS ADMINISTRATIVE OFFICE 350 NORTH DONMOOR, BATON ROUGE, LA

CLICK HERE TO CHOOSE YOUR TIME



CATS is committed to providing comprehensive transit services in ways that build upon the substantial progress the agency has made over the past ten years and fulfills the commitment it is yet again making to voters and the Baton Rouge community through new bus rapid transit service, a growing electric bus fleet, new shelters and rider amenities, circulators in downtown Baton Rouge and Baker and more. The Capital Area Transit System is requesting voters in the city of Baton Rouge and the City of Baker to renew the millage that serves as CATS' primary funding source for daily operations and services to tens of thousands of customers who rely on our transit system on the October 9 ballot.

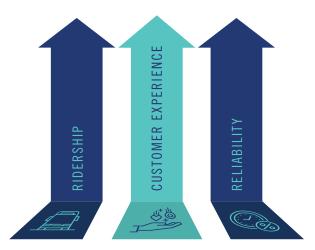
SERVING OUR CUSTOMERS

OUR COMMITMENT FOR THE NEXT TEN YEARS:

Continue to operate the transit system that was built over the last ten years.

Continue to invest in modern with a goal of electric buses making up half the fleet by 2031.

Improve on-time performance to 90 percent.



Optimize investments in service that improves reliability, improves customer experience, and grows the ridership base.

Continue to reduce traffic congestion with fewer cars on our streets and more transit customers.

Expand into alternative services like micro-transit, to provide more connections across the region in areas that require them.

CREATING JOBS AND OPPORTUNITY

OUR COMMITMENT FOR THE NEXT TEN YEARS:

CATS connects customers to

225,000 JOBS

within a half-mile radius of a transit route. Without this funding, those jobs are in jeopardy.

Continue enhancing transit access to major job centers across CATS service areas.

Provide access to high frequency bus rapid transit services for the 28,000 people who live within a half-mile of the 22 BRT stations.

The new BRT system will provide high frequency service with buses operating every 15 minutes during the day.

Support over 39,000 jobs for 11,000 low-income households and 2,000 zero car households along the bus rapid transit route.

Position services to support emerging job hubs.

Make services more accessible to disadvantaged populations with limited transportation options.

Evaluate near-term opportunities and markets and seek funding for expanding alternative transit and mobility options.





CATS is committed to providing comprehensive transit services in ways that build upon the substantial progress the agency has made over the past ten years and fulfills the commitment it is yet again making to voters and the Baton Rouge community through new bus rapid transit service, a growing electric bus fleet, new shelters and rider amenities, circulators in downtown Baton Rouge and Baker and more.

What is the proposition?

The Capital Area Transportation System is asking voters to renew its 10-year property millage on homes and businesses in the city limits of Baton Rouge and Baker. The vote is set for Oct. 9, 2021 with early voting on September 25 - October 2. The proposal is a renewal of the existing millage and will generate approximately \$17.6 million annually to fund crucial CATS programs, services, and infrastructure.

How is CATS funded today?

CATS leverages local dollars to access federal grants that support our local transit system. This millage represents just under 60 percent of CATS total operating budget, with the remaining funds coming from matching state and federal sources. Rider fares account for less than 10 percent of CATS' total operating budget.

Proceeds generated will likely fluctuate over the next several years as the local housing market rebounds and property values increase following the COVID-19 pandemic. Over the past year, federal stimulus funds have helped to address key budget gaps exacerbated by the pandemic, which will likely shift or go away entirely as residents throughout the U.S. begin safely returning to public forms of transportation. CATS is actively monitoring and planning for this reality, recognizing it must continue providing high-quality services to residents, fulfilling promises to taxpayers, and living within its budgetary means in doing so.

The homestead exemption does not apply to this millage. Currently, for a home valued at \$150,000, the millage equates to \$159 a year, or \$13.25 a month (based on 2020 property assessments).

If approved by voters, the revenue this renewal generates will provide continued funding for capital costs, operations, and maintenance of the existing transit system and future expansion. This investment also includes \$1.88 million of a \$53.7 million City-Parish Bus Rapid Transit Program for CATS' portion of the construction and operations of the new BRT system, which will provide premium, high-capacity transit connectivity between north and south Baton Rouge. Connecting north and south Baton Rouge is an imperative for the vitality of our community, and transit can bridge the gaps by providing equitable access to resources, and education and workforce opportunities.

What happens if voters reject the proposition?

Most cities the size of Baton Rouge have a dedicated source of funding for transit. Like these cities, Baton Rouge needs a reliable transit system to serve the tens of thousands of residents who rely on it daily to get to and from their jobs, which serve some of our area's top employers.

Prior to voters passing the current millage in 2012, the agency's future was in flux and its existence threatened. Since then, CATS has provided quality transit services and is continuing to fulfill the promises it made to voters nearly a decade ago. If voters do not renew this millage, CATS will eventually be unable to provide transit services to the Baton Rouge community.

Without a local revenue source of this size and scale, CATS cannot access the matching state or federal dollars that fund key programs, services, and capital projects. This would have a devastating impact on the Baton Rouge economy, traffic congestion, and the thousands of CATS customers who would be unable to get work, school, healthcare facilities, grocery stores, or other essential destinations. CATS serves tens of thousands of customers traveling to and from work each day, with 66 percent indicating this as their primary reason for using public transit.

CATS connects customers to 225,000 jobs within a half-mile radius of a transit route. Without this funding, those jobs are in jeopardy.

Furthermore, Louisiana's first bus rapid transit service, a \$53.7 million project, would be severely jeopardized without the local funds this millage will provide for matching a federal \$15 million grant for the project and without CATS to operate the service.



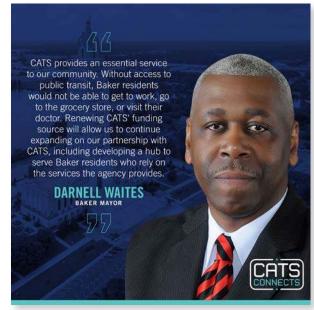


































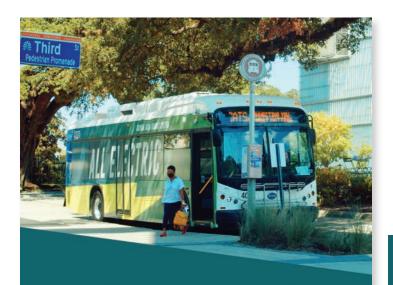








PUSH CARDS



CATS CONNECTS BATON ROUGE.

CATS SUPPORTS TENS OF THOUSANDS OF CUSTOMERS EACH DAY

WITHOUT CATS, RESIDENTS WHO RELY ON TRANSIT SERVICES WOULD HAVE NO OTHER OPTION

ELECTION DAY IS
OCTOBER 9

EARLY VOTING IS SEPTEMBER 25 - OCTOBER 2



brcats.com/connects
Gearsbr Yebircais @@bir_cais



CATS IS AN ECONOMIC DRIVER AND CRITICAL SERVICE PROVIDER FOR GREATER BATON ROUGE.

CATS SERVES BATON ROUGE:

- 91% OF CATS CUSTOMERS HAVE NO OTHER TRANSPORTATION OPTION
- 86% OF BATON ROUGE RESIDENTS
 BELIEVE IT IS IMPORTANT TO SUPPORT AND FUND
 CATS PUBLIC TRANSIT
- CATS CONTINUES TO SERVE AS THE REGION'S TRANSIT PROVIDER DURING TIMES OF EMERGENCY OR DISASTER

CATS SUPPORTS THE LOCAL ECONOMY:

- CATS WILL GENERATE A TOTAL ECONOMIC
 IMPACT OF \$1.6 BILLION OVER THE NEXT IO YEARS
- EVERY \$1 OF **LOCAL REVENUE INVESTED** IN CATS RESULTS IN \$7.40 OF ECONOMIC RETURN ON INVESTMENT FOR BATON ROUGE
- CATS CONNECTS CUSTOMERS TO 225,000 JOBS WITHIN A HALF-MILE RADIUS OF A TRANSIT ROUTE

WITHOUT CATS,
THE LOCAL ECONOMY AND THE
JOBS IT SUPPORTS WOULD BE IN JEOPARDY.

TO LEARN MORE, VISIT BRCATS.COM/CONNECTS

OUTREACH CAMPAIGN

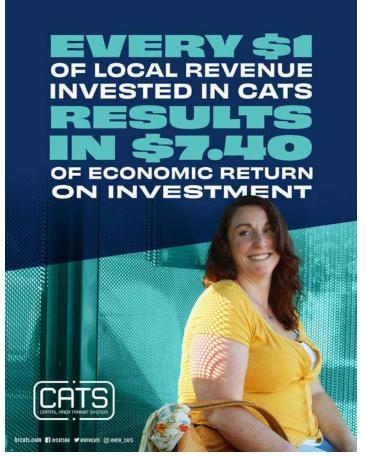


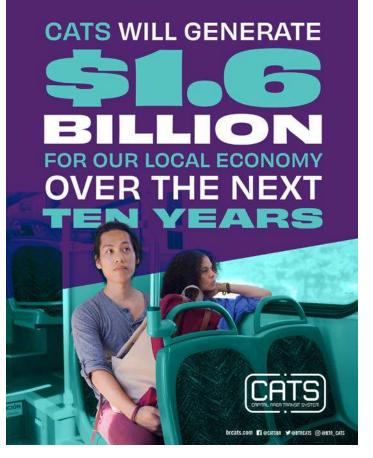














3 Minute Video With Title Animations

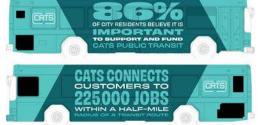












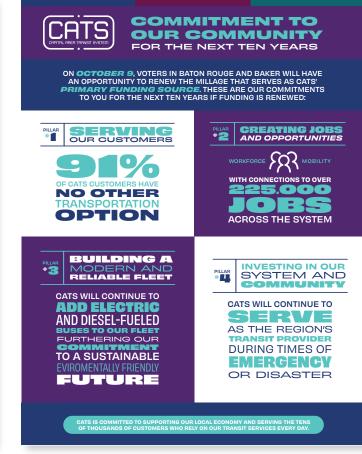


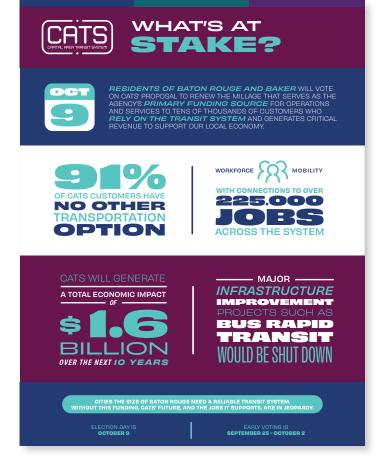


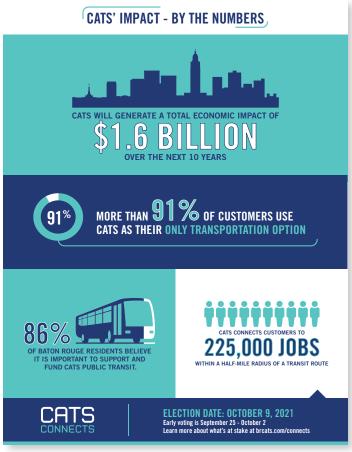


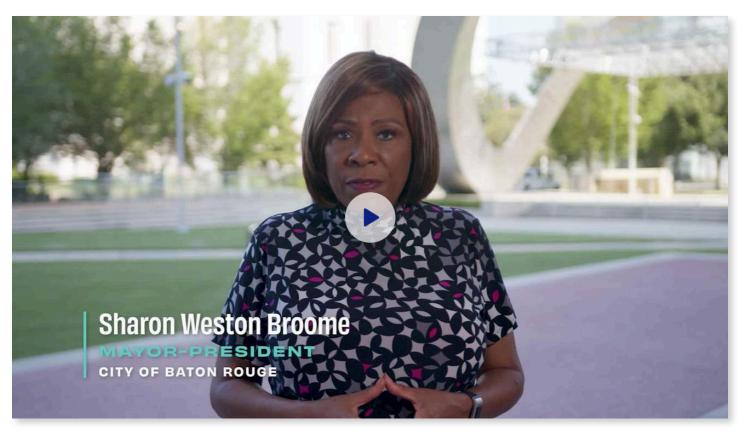










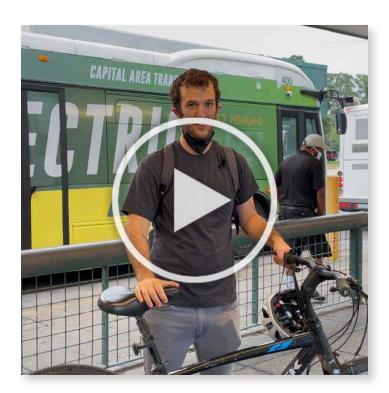








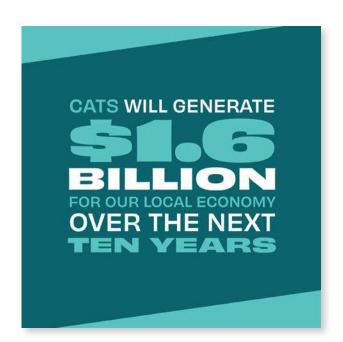


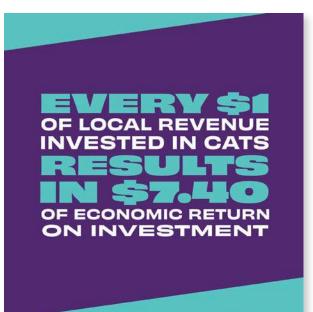










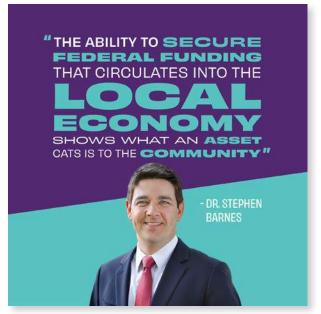


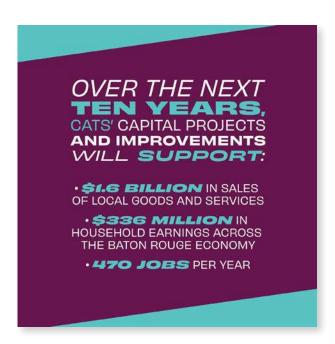
UPGRADES AND INNOVATIVE PROGRESS COMING TO CATS:

- **· BUS RAPID TRANSIT SERVICE**
- MICROTRANSIT IN BAKER
- NEW DIGITAL PLATFORMS
- MODERNIZED FLEET



















THANK YOU



Capital Area Transit System Balance Sheet August, 2021

8/31/2021 8/31/2020

ASSETS

ASSE15		
Current Assets:		
Cash and Cash Equivalents	7,959,587	12,828,045
Accounts Receivable	531,406	283,377
Property Tax Receivable	19,098,127	17,020,868
Due from Governments	5,978,712	1,962,991
Inventory	725,049	263,729
Prepaid Expenses and Other Assets	162,779	142,216
Total Current Assets:	34,455,659	32,501,226
Restricted Assets:		
Cash and Cash Equivalents	3,309,416	2,514,688
Total Restricted Assets:	3,309,416	2,514,688
Net Pension Asset, Long-Term	676,430	496,897
Equipment, Net	20,414,239	20,620,058
Total Assets	58,855,745	56,132,869
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts Payable and Accrued Expenses	478,727	164,198
Accrued Payroll and Tax Liabilities	900,350	89,755
Accrued Compensated Absences	850,652	751,112
Claims Payable and Related Liabilities	906,118	1,065,376
Capital Lease Payable	280,748	266,864
Deferred Revenue (Grants/Prop Tax)	7,165,296	5,527,333
Total Current Liabilities	10,581,891	7,864,637
Long-Term Liabilities		
Capital Lease Payable, Less Current Portion	1,585,098	2,193,983
Estimated Liabilities	690,136	1,301,975
Total Long-Term Liabilities	2,275,234	3,495,958
Total Liabilities	12,857,125	11,360,595
Net Assets:		· · · · · ·
Investments in Capital Assets, Net of Related Debt	18,548,393	18,159,211
Restricted Cash and Cash Equivalents	3,309,416	2,514,688
Unrestricted	24,140,810	24,098,374
Total Net Assets:	45,998,620	44,772,274
Total Liabilities And Net Assets	58,855,745	56,132,869

Capital Area Transit System Statement of Operating Budget vs. Actual For the Period Ended August, 2021

	Current Month					Year to Date			
	Budget	Actual	Variance	% Var	Budget	Actual	Variance	% Var	Budget
Operating Revenues									
Passenger Paid Fares	93,362	67,103	(26,259)	-28.13%	466,810	250,726	(216,084)	-46.29%	840,258
Special Transit Fares (Contract)	10,900	2,601	(8,299)	-76.14%	65,400	20,808	(44,592)	-68.18%	109,000
ADA/Paratransit Revenue	6,560	8,038	1,478	22.53%	32,800	18,288	(14,512)	-44.25%	59,040
Advertising Revenue	39,667	49,876	10,209	25.74%	317,336	343,124	25,788	8.13%	476,004
Interest Income	4,997	551	(4,446)	-88.97%	39,976	6,266	(33,710)	-84.33%	59,964
Other Agency Revenue	18,950	101,480	82,530	435.52%	151,600	213,797	62,197	41.03%	227,400
Total CATS Generated	174,436	229,649	55,213	31.65%	1,073,922	853,008	(220,914)	-20.57%	1,771,666
Non Federal Revenue									
Hotel/Motel Tax	74,959	87,086	12,127	16.18%	599,672	905,169	305,497	50.94%	899,508
Parish Transportation Fund	45,833	45,833	0	0.00%	366,664	366,667	3	0.00%	549,996
Property Tax Revenue	1,466,667	1,606,667	140,000	9.55%	11,733,336	12,573,333	839,997	7.16%	17,600,004
Total Non Federal	1,587,459	1,739,586	152,127	9.58%	12,699,672	13,845,169	1,145,497	9.02%	19,049,508
Federal Operating Subsidies									
FTA - Formula Grants/PM	612,592	212,672	(399,920)	-65.28%	4,900,736	5,210,840	310,104	6.33%	7,351,102
FTA - Capital Projects (Project Admin)	26,667	118,985	92,318	346.19%	213,336	330,974	117,638	55.14%	320,004
FTA - Planning	0	40,381	40,381	0.00%	343,000	332,599	(10,401)	-3.03%	686,000
Total Federal Operating	639,259	372,038	(267,221)	-41.80%	5,457,072	5,874,413	417,341	7.65%	8,357,106
Total Operating Revenues	2,401,154	2,341,273	(59,881)	-2.49%	19,230,666	20,572,589	1,341,923	6.98%	29,178,280
Operating Expenses									
Labor	965,006	790,836	174,170	18.05%	7,564,402	6,558,210	1,006,192	13.30%	11,329,365
Fringe Benefits	539,263	586,809	(47,546)	-8.82%	4,227,138	4,269,520	(42,382)	-1.00%	6,382,219
Casuality and Liability	128,917	75,435	53,482	41.49%	1,031,336	936,137	95,199	9.23%	1,547,000
Services	233,729	273,677	(39,948)	-17.09%	1,869,832	1,967,017	(97,185)	-5.20%	2,804,718
Purchased Transportation	162,500	159,275	3,225	1.98%	1,300,000	1,375,955	(75,955)	-5.84%	1,950,000
Materials & Supplies	303,751	274,498	29,253	9.63%	2,430,008	1,957,712	472,296	19.44%	3,645,000
Utilities	14,583	25,825	(11,242)	-77.09%	116,664	135,564	(18,900)	-16.20%	175,000
Miscellaneous Expenses	104,168	89,193	14,975	14.38%	833,338	642,453	190,885	22.91%	1,250,040
Leases and Rentals	7,911	7,703	208	2.63%	63,288	62,750	538	0.85%	94,938
Total Operating Expenses	2,459,828	2,283,251	176,577	7.18%	19,436,006	17,905,318	1,530,688	7.88%	29,178,280
Net SURPLUS/(DEFICIT) Before Depreciation	(58,674)	58,022	116,696	-198.89%	(205,340)	2,667,271	2,872,611	1398.95%	0
Depreciation	0	229,151	(229,151)	0.00%	0	2,029,273	(2,029,273)	0.00%	
NET Operating SURPLUS/(DEFICIT)	(58,674)	(171,129)	(112,455)	191.66%	(205,340)	637,998	843,338	410.70%	0



MEETING OF THE
FINANCE AND EXECUTIVE COMMITTEE
BOARD OF COMMISSIONERS
CAPITAL AREA TRANSIT SYSTEM AND
PUBLIC TRANSPORTATION COMMISSIONS
September 16, 2021
Virtually and at the
CATS Administrative Office
350 North Donmoor Avenue

MINUTES

The meeting was called to order by Vice President Cohran (Comm. Cohran) who stated he will be sitting in to Chair the meeting for President Erika Green.

Comm. Cohran – while there are no particular President's announcements, President Green did share with the Board results of a pole that he believed was prepared by the Chamber. Although some of the pole results look positive, it is clear there is still a lot of work to do to make the CATS Millage Renewal campaign successful.

In light of the circumstances so many are facing along the coast and recognizing we have so much to be grateful fro with all we were spared from with Hurricane Ida and the current weather conditions, I asked Mr. Hill to share a few words and to grace us with some thanksgiving on the other side of Ida. The ability to be here is one of the many positive things we have to be so grateful for at this time. We've opened our meetings in this way in the past so I want to take a moment to do that. We are in some challenging times with the Agency and you don't know all the things others are going through, so I want to turn it over to Commissioner Johnathan Hill to give us a word.

Comm. Hill – Thank you Mr. Vice Chairman. As you referenced, we are in some challenging times and have been for roughly 18 – 20 months now with the pandemic, then dealing with the storm, so it is always good to take a moment to pause and reflect on where we've come from and just be appreciative of where we stand now. We can remember that through it all we have been provided for,

we've been protected and as a result of those things I always think praise is in order. We should verbalize our thanksgiving for what we have come through and what we are sustaining now. I will take a moment to lift a prayer of thanksgiving and I will let you all continue on with your meeting. Prayer....

Theo Richard – Roll Call to Establish a Quorum Commissioners Present:

Erika Green, Kahli Cohran, Laurence Lambert, Johnathan Hill and Matt Thomas A quorum was established. However, it was previously recognized that the quorum would be loss with Commissioners Green and Lambert needing to leave the meeting early sue to prior engagements.

COVID-19 UPDATES: Bill Deville

- We are continuing to follow all COVID mandates and protocols from the Governor and the Mayor.
- CATS has completed its employee COVID 19 Vax survey, and is reviewing the results concurrently as it begins to apply ever changing revised and updated government requirements; CATS is researching ways to plan for developing and implementing a vaccination and testing procedure that allows CATS to continue its mandated essential transit services while complying with Federal, State, and Local regulations (literally as they change with frequency due to the new COVID variant). We will continue to keep you all updated on efforts to keep employees and the public safe.

OPERATIONS: Dwana Williams

- There are 120 total operators, 104 active; 16 inactive.
- The August Operations challenge winners for OTP are Al Weeden, Gloria Banks, Sheila Bennett, Janice Kinchen, and Demetrius LaMark.
- The August Maintenance challenge winner for productivity is Paul Robertson.
- The August Customer Service challenge for least abandoned calls and Top Performer is Prestin Pleasant.

Our performance measures for the month of August:

- Ridership decreased for the month. We were closed from August 29th 31st. During Hurricane Ida CATS staff was placed on 24 hour emergency standby for transportation just in case residents needed transportation. We shuttled about 20 residents from the Raising Cane Center to visit and feed their pets twice a day. We would like to send out accommodations to staff and to MOHSEP for all of their help.
- Our on time performance (OTP) we lost a week due to the hurricane, along with the 3 days I mentioned, we lost other time due to down power lines, downed trees and no traffic signals. All of these circumstances affected our OTP for the month as well.
- We're working with HR to get some new operators in and some new mechanics. HR interviewed 15 operator candidates and 12 have been

identified so far. As far as mechanics we have 8 prospects 6 have been interviewed and 3 have been offered a position.

- Percentage of trips operated was impacted by the hurricane as well.
- Our preventable accidents per 100,000 miles were up for this month from last month and from this time last year, but we are still below our target of 2.5.
- Our mileage is down from this time last month and this time last year.
- Lastly, our mean mile between road calls is higher than this time last year. Still lower than our goal of 8000 but maintenance is working to get those vehicles up and running again.

Commissioner Hill - You mentioned we have 16 inactive operators.

DW – Yes, due to FMLA, worker's compensation or some other issues for the month of August.

Comm. Hill – Are we still seeing a number of operators out due to COVID? DW – Not really, from here to there, but for the month of August, no

Commissioner Cohran – How many mechanics are we looking to hire?

DW – we are looking to hire 11 mechanics – 8 have been identified – 6 have been interviewed and 3 have been offered a position

Comm. Cohran – looking at the mean miles between road calls, after some improvements, we seem to be going in the opposite direction?

DW – yes. Two factors in that are our vehicles that are in accidents, we have to send them out. We are only sending them out one at a time. The other issue is the national parts shortage.

Comm. Cohran – If those vehicles go out on a road call and are not returned into service until the repairs are made; do we just have a successive amount of vehicles go out this month?

DW – yes.

PLANNING AND PROGRAM DEVELOPMENT: Cheri Soileau SERVICE:

- Comprehensive Operational Analysis (COA) we will talk more about in the Planning meeting today at 2:30 PM.
- We now have a tag line "SmartCATS: A Blueprint for Stronger Connections – we will do some public engagement, but we will coordinate it very carefully with the CATS Connect campaign and the BRT public engagement.
- Currently gathering existing conditions, which include the origin/destination study and other pertinent data. In a couple of weeks we plan to have an origin destination study, asking customers where are you going and where are you coming from, to get a handle on back end data that we are collecting.
- North Baton Route/Baker Microtransit Pilot Project You will hear more about it next month. We have identified a vendor. This is a pilot project that will serve locations within the City of Baker and specific locations outside of

Baker, including Baton Rouge Metropolitan Airport, ExxonMobil Chemical complex, Southern University, Lane Regional Medical Center and the new Scotlandville Transfer Facility at Scotland Avenue/Scenic Highway/Swan. This is a yearlong project with options for 2 one-year extensions. This is the first of its kind to see how this service is received and to examine all issues regarding the service delivery.

 Plank-Nicholson Bus Rapid Transit – the BUILD Grant is fully executed. We will have internal meetings with HNTB and the City Parish for coordination. This project is slated to be in place by December 2024.

ADMINISTRATIVE UPDATES: Pearlina Thomas

- AIM Grant Two-Way Messaging Project Shelter signage is printed, and posting is underway with Buildings and Grounds. Customers will be able to access real time information via QR Code from their smartphone or by texting a short code. The Public Relations Video launch to demonstrate the CATS, Hitachi and Syniverse partnership is delayed by travel restrictions due to the rise in COVID cases nationwide. Phase Two is underway now and should be wrapped up at the end of the Third Quarter. This will allow CATS to have two-way communications with customers. This is on time. The renewal for this contract will come to the Board at the October meeting for implementation in November. The contract was from loaded to cover the cost of software, equipment, coordination, etc. We are moving into a place where the renewal will only need to cover service fees. This is the reason we did a one year contract with annual renewals.
- COVID-19 Mitigation Research Grant Contactless Payment Project The
 contracts are executed. Phase One is underway, which includes vehicle
 inspection and pilot testing. Some efforts to launch the marketing and
 public relations campaign were postponed in August due to Cubic's
 Business Development Team being placed under COVID-19 travel
 restrictions and CATS along with our local partners responding to multiple
 storm related emergencies (Hurricane Ida, Tropical Storm Nicholas). Our
 Public Relations / Engagement team is meeting to design a marketing
 strategy to roll out this project that we are looking forward to launching in
 October.
- CATS Cares Community Engagement, we participated in the following events in August 2021:
 - August 3rd, National Night Out Against Crime, at the BRPD Headquarters
 - August 7th, East Baton Rouge School Supply Giveaway, Saturday, August 7, 2021 at the Raising Care Convention Center
 - August 10th, Drive through School Supply Giveaway at the MLK Community Center
 - August 18th, Sleeves UP State Sponsored Vaccination Event at Southern University

- August 28th, Parade of Champions A Celebration of Cancer Survivors
- August 31st, Began working with MOHSEP on community support efforts to provide, food, water, ice and supplies, wherever needed to families throughout Baton Rouge in response to Hurricane Ida.
- CATS Cares produced another of the video series to highlight CATS employees and their contributions internally and externally to positively promote the Agency. CATS Cares is in the first phase of launching social media platforms that connect to existing CATS social media to create the path for positive messaging to share community engagement and volunteer efforts of CATS' employees.

Comm. Cohran – the AIM grant, two-way messaging, I might be confused, but I thought we just approved that contract, but you said it is up for renewal? PT – It is actually two different projects. The AIM, Accelerated Innovative Mobility Grant – Two Way Messaging Project was approved by the Board November 2020. The COVID-19 Mitigation Research Grant – Contactless Payment Project is the contract that was most recently approved by the Board.

Comm. Cohran – I'm wondering because a lot of the success of this is depended upon the community engagement. How are we going to assure the effectiveness of that during this COVID situation?

PT-I know it's a part of Amie's Communication report. I'm not sure if you guys did the video or did not do the video, which is a big part of the two-way messaging project.

With the contactless payment project we built in a public relations and community engagement into that project proposal. A couple of months ago we introduced the Board to our local public relations folks – Terrell "TJ" Jackson and Clay Young Enterprise. These two firms are spearheading the public relations locally for the contactless payment project. The two-way messaging with Hitachi, our internal staff is working to get that messaging out.

BD – In terms of community engagement and outreach the federal government is reaching out to transit agencies to find ways to do exactly what you are saying. How do we mitigate, how do we work around all of this pandemic stuff. Some of the local firms we are working with here will participate in the community engagement / outreach as a part of it so we can find ways to make it work. There were only a few transit agencies that were awarded that COVID-19 Mitigation Research Grant.

PT – We have a meeting with the FTA monthly with all of the transit agencies that were awarded these grants. On those calls we talk about where we are with our projects, where we are struggling and how we are navigating community engagement around COVID is always a large part of the conversation.

Comm. Cohran – if COVID restrictions are associated with Hitachi and some of our larger partners, who maybe can't travel at this time; how is that impacting or

keeping our local partners, particularly with the second one, the contactless pay. If we have local partners, are they prohibited from what they can do with their scope on these projects? I want to make sure they are not prohibited. What I heard is we are trying to figure it out so what are we doing?

PT – So we actually have a weekly call with our public relations / marketing team for the contactless payment project. We have a number of things that we are rolling out to get our message out. I don't want to get too far into it because I don't want to have it leaked out before we are ready to launch.

Comm. Cohran – Maybe we can follow back up.

PT – I know we will be prepared to have a presentation at or before the October meeting. We will have a big press event that will include the City Parish Transportation Engineering, because they are interested in integrating this technology with ride share, bike share and scooter share. From the Mayor's office I'm working with her communications people, so whenever we are ready to do the press event they will all be present. We now have a CATS Umo logo that I will have for the Board meeting. They are putting the joint CATS Umo logo on mask, tumblers, t-shirts, pens, etc. all as a part of marketing our partnership for this project.

Comm. Cohran – I'm going to request for the next Planning meeting. Not the one today, but I'd like to have a planning meeting sooner rather than later prior to the October meeting maybe a week prior and I'd like to have can update on both of these projects. Like I mentioned prior, these projects are a great opportunity. The level of effectiveness is going to be depended on how engaged we are with making these services available to the community.

PT – Even with the COVID travel restrictions our larger partners are prepared to do videos or live stream into any project launch we schedule. However, I'm very confident with our local partners that we can get the project properly launched and our messaging will be effective to make this project a success. I'm wondering are we doing anything internally for our employees. I know you all did the line dancing for the employees and this was great, but everyone is going through so much. I know we have front line employees who have to serve in the middle of a pandemic and several hurricanes, but are we looking at how we bring them back into the workplace? Are we addressing any mental health issues or challenges they are facing because they are having their homes torn apart but are still having to come to work? Is there anything available for them? This may be more of an HR question, but I'm just curious. We don't have to get into the details here, but I do want us to be thinking about that if it is not already in place. PT – HR did out together a resources sheet that had some of that information provided, so I will turn it over to Ms. Bowie and she can explain more, but HR was forward thinking in the fact that one of the things they did address was the EAP. Trina Bowie - The Employee Assistance Plan (EAP) will give the employees who are covered by the insurance 5 sessions a year. If more sessions are required the behavioral health part of the insurance will kick in. When the hurricane hit I made sure the HR staff put this information our and let the employees know it is free

and how to access it. Also we put out something to tell them about the food stamps. We gave them the step by step process on how to access FEMA and local programs that are available. I met with the Executive team to tell them this is the one time even you all as Boardmembers can get food stamps because it goes by the disaster area not income level. I say if you are a tax payer and you work every day, this is a time to get some of those tax dollars you pay to this country back.

Comm. Hill – I know we are out in the community working really hard to do our part. I'm just always curious as to what we are doing internally for our employees so I want to make sure our employees remain a priority as we take care of the community.

TECHNOLOGY: Bill Deville

- The Tyler Technology Enterprise System
 - The implementation of CATS' new ERP system, Tyler Munis, is still on track to go live with Phase 1 Financials during the 4th quarter of 2021. Finance is currently in the User Acceptance Testing stage which will be followed by End User Training then preparations for system go-live. On the HCM (HR) phase, we are currently running configuration and power user training, followed immediately by data conversions.

Comm. Cohran – I'm curious about when is the go live in terms of the full implementation of the ERP?

BD – We will have to get back with you. Keith has come on board as the project manager with Paul. They have made up time on the finance side, now it's the HR side they are working to get up to speed.

JC – The payroll side we have been working on since the middle of the year, so we are still looking to go live at the beginning of next year to have the whole system live within a year.

Comm. Cohran – I know we had some delays with COVID. I just want to know where we are with wrapping this thing up.

COMMUNICATIONS: Amie McNaylor

AM - You all have a breakdown in your packet of what we have been doing with CATS Connect. I have a short power point. You also have in your packet a CATS Connect campaign overview that is the collateral that we have produced. All of the material is being updated with the new election dates. I'll fly through it really quickly. This is an educational campaign. We are using Mayor Broome's and Mayor Waites' endorsements on social media and paid media. We have been working at the terminal to get rider testimonials, photos and videos. Some of the social media we are using came from the economic impact study we did. We have a landing page on the CATS website. Also on the CATS website there is a link to the resource library that will take the community to all of the materials produced by CATS Connect. People can take this information to share on their

own social media or on their newsletters. Monthly emails are going out to stakeholders and employees. We have been doing some outreach and of course there is the Cats Cares outreach that Pearlina is working on. We have one letter to the editor that has been published. We have more in the pipeline. We have a letter that we are asking employees to share, a presentation, press releases, and push cards. We have distributed 2500 push cards. The bus wraps and the bus shelter ads are being produces this week. The ads are targeted to the groups we are trying to get. We've updated the one-pagers since we launched in May. We are in the process of putting together paratransit specific materials. I want to show you all one of the videos.

Comm. Thomas – Was Together Baton Rouge one of the stakeholders contacted? AM – Yes, the stakeholder list grows often, but yes Together Baton Rouge is a stakeholders that was contacted.

Comm. Thomas – The Metro Council recently passed a Resolution of Support for the CATS Millage Renewal. Are we going to have any media around that? AM – Yes, we will push something out. We also have the endorsement from the Chamber. They just released their summary findings that were pretty favorable, so we will be working on getting that information out as well.

Comm. Thomas – I have one comment on the letter that Erika shared. It was very highly concentrated on Democratic voters and very low on Republican voters. The republicans were particularly negative with their attitudes, so I'm a little concerned that the sample poled wasn't accurate.

AM – That is not a survey we have control over.

Comm. Thomas – I understand that. It has so many positions that I'm just a little cautious.

BD – That's a good Segway. It's my understanding the Chamber said that was on early survey to get things kicked off in early August, so they are making plans to go forward with another survey. I know the PAC is working on something. That is a good Segway into this report. We've met with the hospitality industry; we've met with the Chamber. I would like to call on Mr. Hill to introduce the Alpha group he is a part of that held a meeting where I spoke with Dr. Shawn Wilson, Chris Tyson and others.

Comm. Hill – Mr. Deville came Thursday and presented to the Beta lota Lambda Chapter of Alpha Phi Alpha Fraternity of which, I am a member. He came and shared with about 40 brothers regarding the tax renewal and the efforts that CATS have been successful in achieving and what we are working toward so it was well received. It happened to be when Dr. Shawn Wilson was here to speak about transit state wide and Chris Tyson was there to echo the sentiments of how impactful CATS is to this community, so I thank you Mr. Deville for coming to speak.

BD – Thank you, Mr. Hill for arranging that presentation. I want to encourage any Board members if there are any groups that you want us to come and present or

make our allies, we are very willing to make this happen. We will get a list put together so you can see the groups we have been meeting with up until now and will continue to meet with going forward.

CEO NOTES: Bill Deville

Due to Hurricane Ida, the election date for the dedicated millage renewal has been moved from October 9th, to November 13th

- Timeline for November 13th vote:
 - November 13, 2021 Special Election ballot; Early voting starts October 30th - through November 6th (except for Sunday, October 31st)
- Tax expires in March 2022

Finance: John Cutrone

JC – For the month of August 2021 our current assets are \$34,455,659, Restricted Assets are \$3,309,416, bring our Total Assets to \$58,855,745, Our Current Liabilities are \$10,581,891, Long Term and Short Term Liabilities are \$12, 857,125, giving Total Assets Net Liabilities \$45,998,620

Looking at the Budget Sheet – Operating Revenue is \$229,649 compared to a budget of \$174,436 with a variance of \$55,213. The variance being we had some fuel cost from the state we ended up collecting so we recognized it in August. Local Subsidies are \$1,739,586 compared to a budget of \$1,587,459, Federal Subsidies are \$2,341,273 compared to a budget of \$2,401,154, and Total Operating Expenses are \$2,283, 251 compared to a budget of \$2,459,828 leaving a Net Surplus for the month of \$58,022 and a Total Surplus of \$2,667,271 before depreciation.

Comm. Cohran – Where are we with reconciling and updating our budget? JC – I'm posting the August Actuals, so I should have it out very shortly in about a week or so.

Comm. Cohran – Are we looking to have it out by October? BD – One of the major things that held it up was the Micro Transit, reducing the size will impact the Operation expenses.

Comm. Cohran – We have loss quorum. We can hear the Action Items, but will not take action on them.

IV. Recommend Approval of Rockit Science Contract

AM – The information is in your packet and I have an abridged version of every piece of material Rockit Science has produced this year. This is a one year contract and the last of the four possible one year contract extensions. The request is for a one year contract extension from October 2021 – October 2022 for a not to exceed amount of \$160,000.

V. Recommended Approval of the General Liability Insurance

PT – The General Liability Insurance is on the CATS owned vehicles. The only physical damage it covers is if we are at fault and cause physical damage to the other vehicle. We are self-insured for the physical damage to our vehicle if we are at fault.

The other item we could not take action on anyway. It is for the insurance for our leased buses. We are waiting to hear from the underwriter on the final quote. The General Counsel negotiated the terms of the insurance when the bus lease was negotiated. This required physical damage insurance coverage is similar to the full coverage insurance that is required when you lease a car. The underwriter pulled the earlier quote and asked to for our Loss – Damage Report.

Comm. Cohran – There is no motion to adjourn the meeting without a quorum.



MEETING OF THE
PLANNING COMMITTEE
BOARD OF COMMISSIONERS
CAPITAL AREA TRANSIT SYSTEM AND
PUBLIC TRANSPORTATION COMMISSIONS
September 16, 2021
1:30 p.m.
Virtually and
350 North Donmoor Avenue
Baton Rouge, Louisiana 70806

MINUTES

The Planning Committee met on Friday, September 16, 2021, at 2:30p.m. Virtually present at the meeting was board members Laurance Lambert, Johnathan Hill and Kahli Cohran. Also present were Bill Deville, members of Atlas Technical Consultants, and members of CATS staff. There was no quorum so no action was taken.

I. Comprehensive Operational Analysis update

Ms. Soileau let the committee know that the COA that was presented has begun within this month and is in the early phase of data gathering of the existing conditions. Furthermore, the project will carry on through May 2022. The public engagement portion of the project is well underway. An origin-destination survey will be conducted in the coming weeks.

HNTB will begin the branding of this project, also called SmartCATS: A Blueprint for Stronger Connections. The rollout of the media presence will begin within the coming weeks.

The end goal of this project is to look at alternative methods in which will maximize our efficiency of fleet, operations, review of passenger terminal and an extensive review of current routes to ensure we are serving all areas in need of transit services. No major changes will be implemented until the end of the project.

The progress of the deliverables will be reviewed along each set of milestones within the anticipated project schedule.

Ms. Williams noted that on time performance has increased, despite the many obstacles faced due to natural disasters, part shortage, and so forth.

II. North Baton Rouge/Baker Microtransit Pilot Project

Ms. Soileau noted the City of Baker is the "zone" for this project. The vendor that will be responsible for the operations and marketing of this pilot project is fully "turnkey", all inclusive of the scheduling, vehicles, fare collection and management of the project.

As the first time this service will be brought to the area, the baker area will be serviced by three vehicles, six days a week. Will serve specific locations within the zone. The contractual obligations will contain a One (1) year contract with two one (1) year extensions.

III. Downtown Circulator

Ms. Soileau noted that the Downtown Circulator will replace Capitol Park Trolley. The routing will be like the 2016 routing, but presence in the downtown area will be more prevalent.

Currently, we are awaiting insurance on the 30' electric buses that will service the downtown route. Once insured, operators will be trained to running the proposed route. Tentatively, October will be the start.

As we move forward in the coming weeks, staff plans to discuss the cymatics of the project with the Downtown Development District.

IV. October Service Change

Ms. Soileau shared that Peak Service Schedule will be changed, to increase the capacity and frequency of maintenance turnarounds. This will lighten the load for the mechanics and ultimately place fleet on a regular maintenance routine.

Operations and Planning are making the adjustments necessary to meet the needs of our customer base. Therefore, route times are being adjusted to meet those needs.

No routing changes will be made until the COA is completed.

It was noted that CATS is still working with MovEBR and is providing feedback on routes where capacity or enhancements changes are being implemented. During the design and construction phases, constant correspondence has been conducted and will continue to do so. Currently Atlas consultants with the help of CATS staff are leading that charge. Right now, we are asked for input for landing pads, incorporation of pullouts, and compliance with the ADA accessibility.

V. Scheduling Software & CAD/AVL

Scope for both software enhancements have been completed. An RFP will be sent out to vendors in the coming weeks. Training will be complimented along with the updated software so the agency can be more efficient with service and operations.

VI. Plank-Nicholson BRT

The Build Grant has been signed. Coordination with HNTB will encompass our next steps, which includes Public Engagement, Branding, and coordination with City-Parish and DOTD, as appropriate.

VII. Operations/Administration/Maintenance Facility Feasibility Study

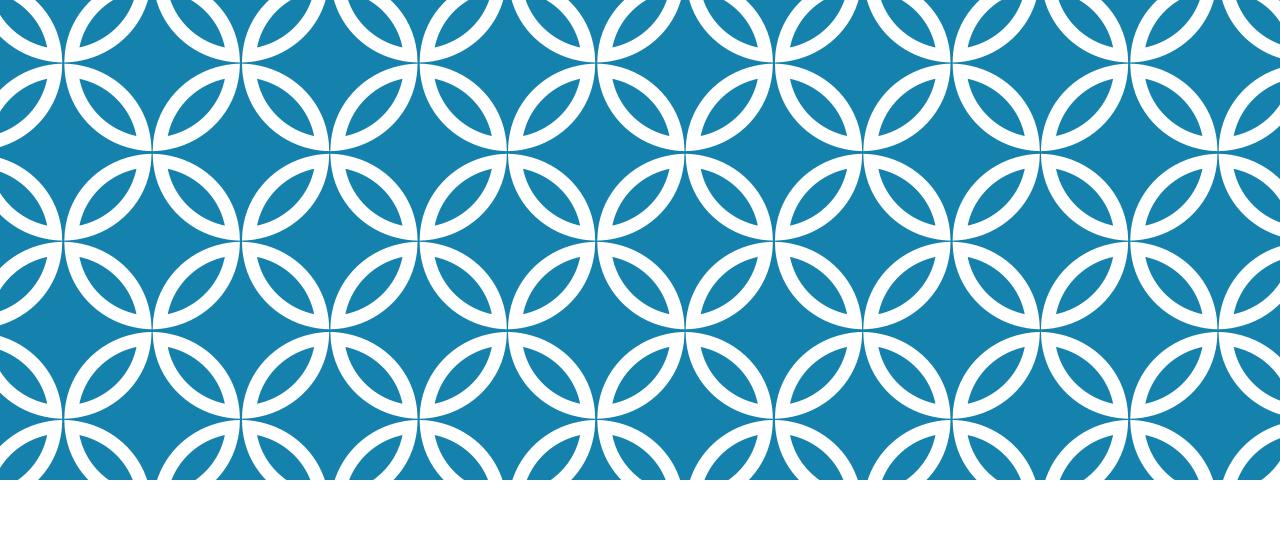
This study will be conducted over the next six (6) months with HDR. This study will determine the viability of 2250 and the feasibility needs for a complete facility that includes all departments and administration under one roof.

VIII. Grant Activity

Areas of Persistent Poverty grant application has been submitted. The grant is a 90/10 split. The grant would allow for deeper dive into our sub-areas and a robust scope of public outreach to grasp the need of our service community.

Route Planning Restoration grant is another opportunity for us to receive 100% federal funding. If granted, upon clarification, the funds will be used to build upon the COA and Areas of Persistent Poverty grant. These monies will afford the opportunity for studies of the neighborhoods we service.

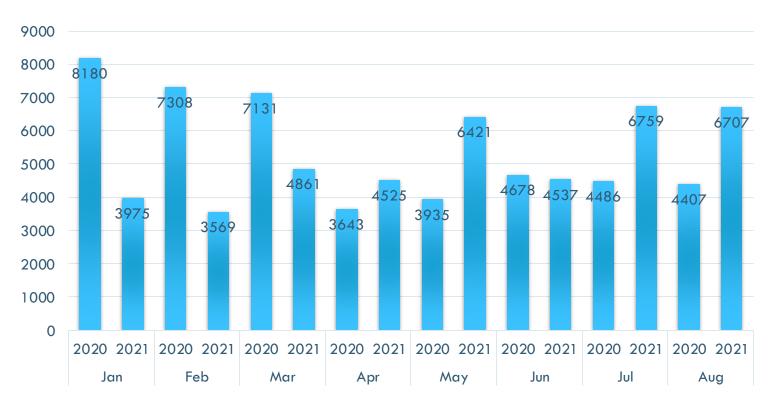
There being no further business, the meeting adjourned.

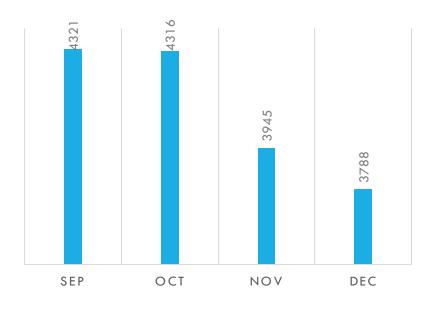


MV TRANSPORTATION

ROLLING SERVICE REPORT

SCHEDULED TRIPS

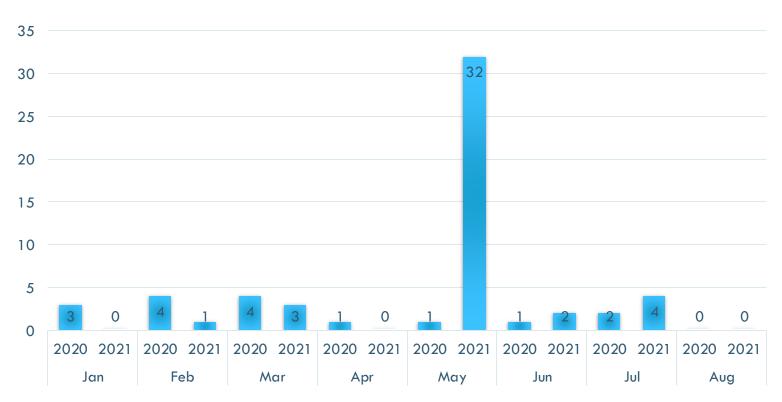


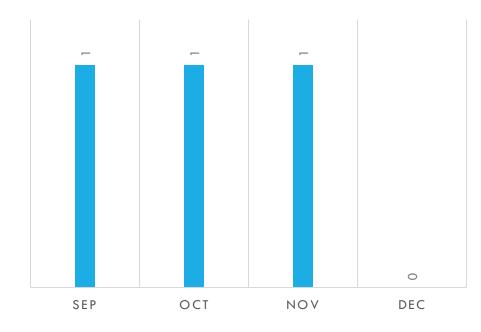


January - July 2020 VS 2021

12 MONTH ROLLING

COMPLAINTS

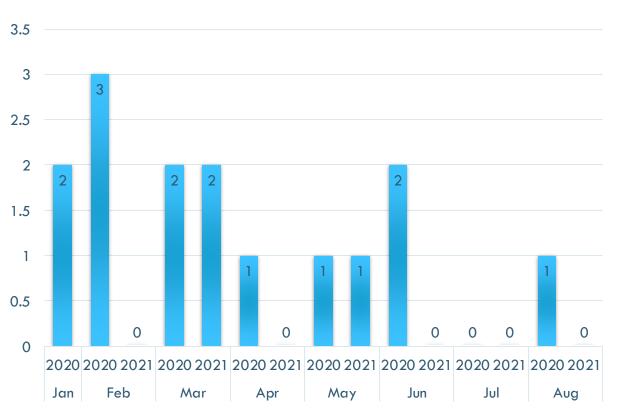


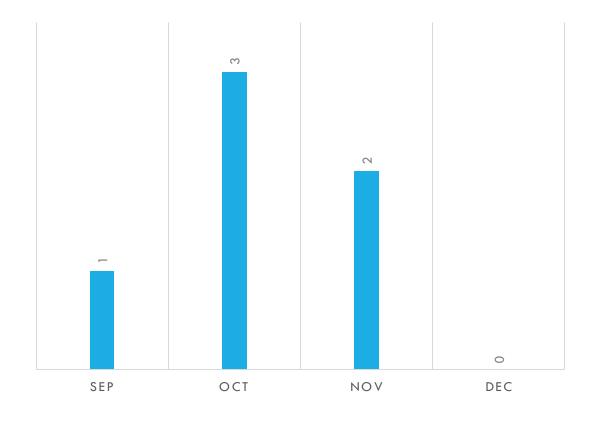


January – July 2020 VS 2021

12 MONTH ROLLING

ROAD CALLS

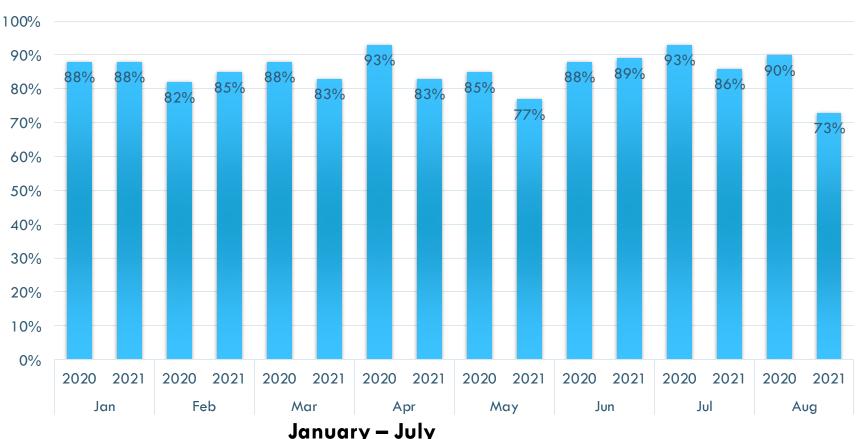




January - July 2020 VS 2021

12 MONTH ROLLING

ON TIME PERFORMANCE

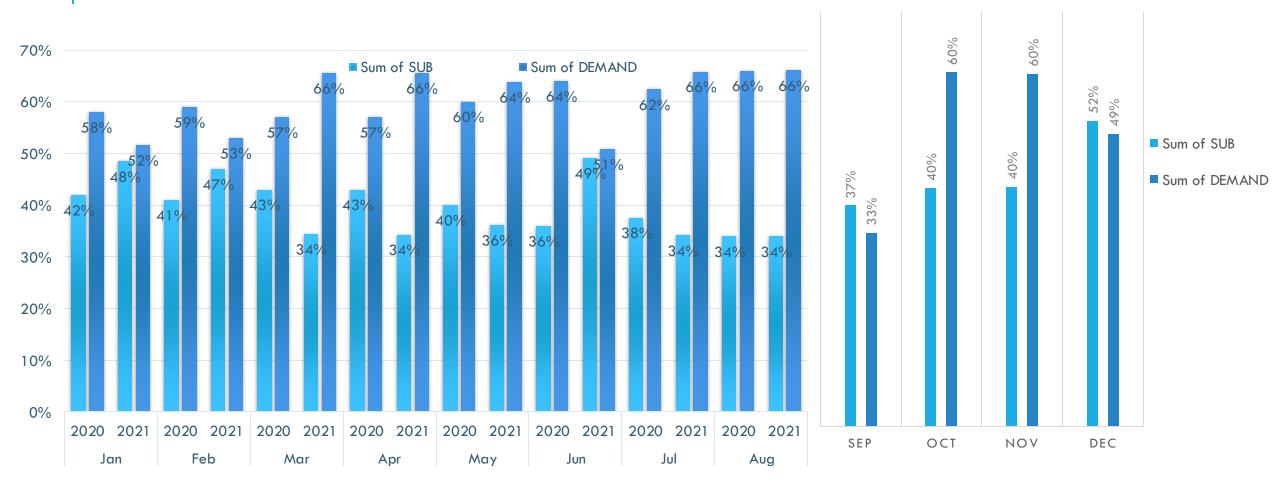




January - July 2020 VS 2021

12 MONTH ROLLING

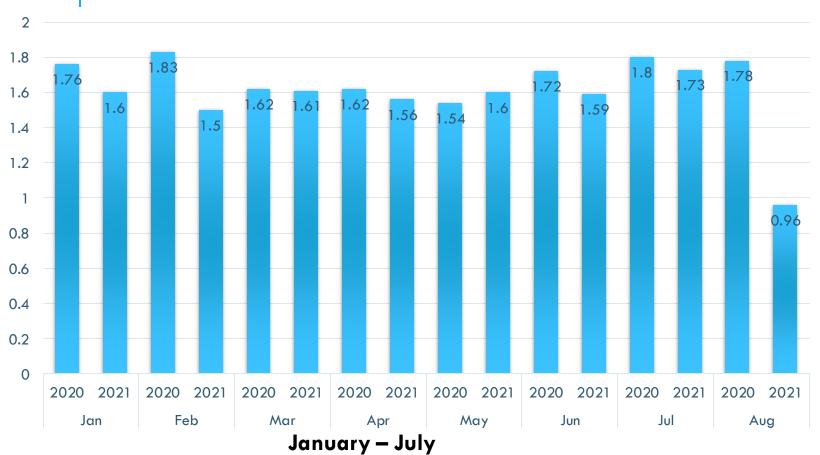
SUBSCRIPTIONS VS DEMAND



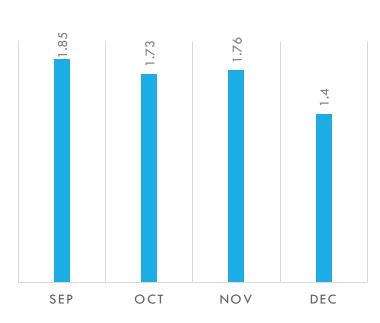
January - July 2020 VS 2021

12 MONTH ROLLING

PPH- GOAL 1.5



2020 VS 2021



12 MONTH ROLLING

2250 Florida Boulevard Baton Rouge, LA 70802 PHONE: 225.389.8920

EXECUTIVE STAFF

Amic McNaylor Communications Director amcnaylor@brcats.com



CATS BOARD APPROVAL REQUEST: P.O. #2018062

Date: September 10, 2021

Department requesting approval: Communications

Project Manager: Amie McNaylor

Project/Contract: Rockit Science Agency, Inc. Strategic Creative Consulting

Contract

Project/Contract Date(s): October 1, 2021 through September 30, 2022

Renewal options (Yes/No): Yes

If yes, what year/option: third renewal

Budgeted project (Yes/No): Yes

Grant(s) Funded (Yes/No): Partial

Project/Contract Summary: This is the third renewal option for this contract.

The original terms were a one year contract with up to four, one year renewals.

Rockit Science works with the Communications Department for graphic design services, market strategy, photography, videography, and media planning.

CATS has worked internally, and in conjunction with Rockit Science for the last several years to advance the brand awareness of the agency and to maintain a high level of visual production.

CATS will continue to work with Rockit Science over the next twelve months to ensure relevant, timely, and appealing visuals are created to assist in advancing the agency's goals. There have been, and will continue to be, targeted internal campaigns throughout the year to ensure the all CATS employees are kept aware of all the initiatives the agency is working.

2250 Florida Boulevard Baton Rouge, LA 70802 PHONE: 225.389.8920

EXECUTIVE STAFF



The first year of the contract had a not to exceed amount of \$125,000, and the amount was increased to an amount not to exceed \$160,000 in the second and third years.

The budget to date for the current contract is approximately \$150,000; this provides an estimate for the month of September as it has not ended.

The proposed budget for the next twelve months will remain at an amount not to exceed amount of \$160,000. The increased amount will primarily be allocated to both internal and external communication and messaging efforts.

This partnership has been very productive and beneficial, and the Communications Department recommends the continuation of the partnership with Rockit Science.

Project/Contract Amount: Not to exceed \$160,000

Project Manager approva

Supervisor approval

Procurement approval

CEÓ approval

2250 Florida Boulevard Baton Rouge, LA 70802 PHONE: 225.389.8920



October 17, 2018

Mr. Brad Bongiovanni Rockit Science Agency, Inc. 7520 Perkins Road, Suite 330 Baton Rouge, LA 70808

Sent via email: brad@rsagency.com

Contract between CATS and Rockit Science Agency, Inc. Re: **Graphic Design Services Contract**

Dear Mr. Bongiovanni:

Enclosed is a fully executed Contract for the above referenced Graphic Design Services Contract between the Capital Area Transit System (CATS) and Rockit Science Agency, Inc.

- . The term of the contract is for period October 1, 2018 and ending on September 30, 2019.
- For project identification purposes, please reflect <u>Purchase Order #2018062</u> on all progress reports and invoices submitted for payment. If you email your invoices and progress reports, please send to Alex Sevier, CATS Project Manager. If you have any questions about the scope of work, please contact her at: asevier@brcats.com, office: 225-389-8928 or cell: 225-447-3181.

If you need procurement assistance in regards to this contract, please contact me at (225) 346-5553 or at: lsanchez@brcats.com.

We look forward to working with you on this project.

Sincerely,

Lisa M. Sanchez, CPPB

CATS Procurement Manager

Alex Sevier, Project Manager Copy:

Amie McNaylor, Communications Director

Darrell Brown, CATS CAO

Lisa M Sanchez, CPPB Procurement Manager Isanchez@brcats.com



GRAPHIC DESIGN SERVICES CONTRACT

Capital Area Transit System

And

Rockit Science Agency, Inc.

THIS AGREEMENT is made and entered into by and between the Capital Area Trunsit System, the public transit system for the City of Baton Rouge and a Political Subdivision of the State of Louisiana, 2250 Florida Boulevard, Baton Rouge, Louisiana 70802 (hereinafter referred to as CATS), and Rockit Science Agency, Inc., (hereinafter referred to as Rockit Science Agency, Inc., Contractor), located at 7520 Perkins Road, Suite 330, Baton Rouge, Louisiana 70808 to provide Graphic Design Services.

WHEREAS, CATS desires to have a firm to conduct Graphic Design Services hereinafter set forth, requiring specialized skills and other supportive capabilities; and the technical resources required to provide such services are not available through CATS personnel or facilities; and

WHEREAS, CATS received a proposal from Rockit Science Agency, Inc. on September 6, 2018 and through an approval process, CATS selected Rockit Science Agency, Inc. as the contractor to perform these services and CATS Board of Commissioners approved the contract award on September 18, 2018.

This agreement is to define the conditions and terms by which CATS will engage Rockit Science Agency, Inc. to perform the services as defined in the Scope of Work (Exhibit A).

NOW, THEREFORE, in consideration of the terms, conditions, covenants and performance, the parties agree as follows:

Article 1 - Scope of Work

Rockit Science Agency, Inc. shall provide Graphic Design Services to CATS as more fully detailed and described in Exhibit-A Scope of Work included in this agreement. The proposal submitted by the Contractor is hereby referenced and made an intergal part of this agreement as Exhibit B.

Article 2 - Period of Performance

This Agreement shall be for a term of one year (12) months, commencing on October 1, 2018 and ending September 30, 2019. The contract period may be extended up to four (4) one-year renewals upon mutual consent from each party and approval by the CATS Board of Commissioners.

Article 3 - Compansation

in consideration of services performed, the total maximum contract limit under this contract shall not exceed one hundred twenty-five thousand dollars (\$125,000). This total amount includes the following services which have been negotiated to a flat \$95/hour rate: Media Planning, Brand Strategy, Project Management, Graphic Design, Account Management/Executive, and Principal/Creative Director fees as presented in the RFP. Services outlined in the Scope of Work, but considered to be excluded from the negotiated flat hourly rate of \$95/hour include Videography, Photography, Video Production and Animation.

Scope of Work / Deliverables & Fees		
Ta sk	Description of Service	Cost
1,	Project Management	\$95/hour
2.	Graphic Dealgn	\$95/hour
3.	Account Management	\$96/hour
4,	Principal / Creative Direction	\$95/hour
6.	Media Planning	\$95/hour
6.	Brand Strategy	\$95/hour
7.	Videography	Not to exceed \$5,000/day
8.	Photography	Not to exceed \$1,500/day
9.	Video Production	Not to exceed \$2,500/day
10.	Animation	Not to exceed \$1,500/day
	NOT TO EXCEED ANNUAL TOTAL	\$125,000

Monthly involces and Progress Report: The Contractor shall deliver a monthly invoice and progress report to the assigned CATS Project Manager as described below:

- Monthly Invoice: Contractor shall submit an electronic monthly invoice to the Project Manager.
 An euthorized company representative must submit the invoice verifying that the amount billed to CATS is true and correct.
- Monthly Progress Report & Itemized Hours: Contractor shall submit a monthly progress report
 which should reflect the period of performance and specific dates worked on a per task basis,
 with a description of work performed in sufficient detail to appropriately describe the work
 accomplished, such as the following:
 - a) Task Dates (actual dates worked on the project);
 - b) Identify contract personnel / hourly rates, etc. (titles of those who worked on the project);
 - c) Include sufficient detail describing the nature of the work performed on the project, e.g., training sessions, powerpoint development, fact sheet, etc.

<u>Direct Expenses:</u> These should be included in the total price of this contract and not eligible for reimbursement.

<u>Project identification</u>: Contractor should reflect <u>Purchase Order #2018062</u> on invoke(s) submitted for payment.

<u>Payment</u>: Upon receipt and approval of each invoice for services satisfactorily performed, CATS shall pay the amount shown to be due and payable within thirty (30) calendar days of receipt of an approved invoice. Disputed amounts shall not be paid until the dispute is resolved. The contractor reserves the right to cease representation if an invoice remains outstanding for more than forty-five (45) days. The Contractor shall, for the agreed upon compensation, obtain all data and furnish all services and materials

required to fully develop and complete the required services of this project. All items required to accomplish these results, whether or not specifically mentioned in this contract, are to be furnished at a cost not to exceed the maximum annual amount established by this Contract.

The work to be undertaken under this contract shall consist of the work tasks detailed in this contract and in the attached Exhibit A - Scope of Work (SOW). The final determination of the completeness of each task of the project will be determined by the CATS Project Manager essigned to this contract. All matters relating to this contract will be processed through "CATS Project Manager" who was identified in the Exhibit C - "Notice to Proceed" letter, dated September 20, 2018.

All costs charged to the project shall be supported by appropriate documentation which is to be retained by the Contractor in the official project file. The official project file is subject to inspection and audit by CATS and/or Louisiana Legislative Auditor, FTA, the U.S. General Accounting Office or other federal agency, and shall be retained for a period of five (5) years after the date of project completion.

Article 4 -Resources

Project Staff: Contractor shall provide competent and qualified project staff as specified in the contractor's proposal for the applicable Project Tasks and Scope of Work outlined in the RFP and Exhibit A – Scope of Work (SOW).

Contract Personnel: CATS reserves the right to disapprove the continuing assignment of contract personnel provided under this Contract. If CATS exercises this right, and the Contractor cannot immediately replace the disapproved personnel, CATS agrees to work with the Contractor on an equitable adjustment in personnel and schedules that may be affected hereby.

The Contractor shall not remove, replace or substitute any **key personnel** assigned to this contract, specifically the Project Manager, without **ten (10) days written advance notice** to CATS. The Contractor is required to offer an equally qualified replacement subject to the approval of CATS.

Article 5 - Ownership of Documents

CATS shall own any and all documents, research, plans and files of any nature whatsoever utilized in connection with the performance of services under this contract. CATS retains all rights to creative materials, etc., as CATS proprietary product for future use. All such records shall be available for copying or inspection by CATS upon request to do so. All files shall be presented to CATS in a usable electronic format. This includes all "live" "unlocked" creative files, at the end of the contract and/or at the request of CATS Project Manager. Contractor must obtain prior written approval from CATS for the right to copy such documents furnished by Contractor and/or to use these documents for marketing and other purposes not related specifically to CATS and this project.

Article 6 - Termination

Elther party may terminate this contract by giving thirty (30) days advance written notice. In the event of the termination, if CATS is held liable, CATS will be liable to Contractor for the cost of those services that have been rendered prior to the date of mailing or submission of such notice. In the event of termination of any or all of the work provided for under this contract, the Contractor shall be paid a proportionate part of for the work and services actually completed as of the date of termination and/or as applicable with the fees reflected in Exhibit A.

Article 7 - Notices

All official communications concerning this Contract shall be sent or addressed as follows: a) If to CATS, Attention CATS Procurement Manager, 2250 Florida Bivd., Baton Rouge, LA 70802; b) If to Contractor, Rockit Science Agency, Inc., Attention Brad BonGlovanni, 7520 Perkins Rd., Suite 330, Baton Rouge, LA 70808.

Article 8 - Right to Audit

This agreement shall permit an authorized representative(e) of CATS to periodically inspect and audit any and all data and records of the Contractor relating to the Contractor's performance under this agreement. The official project file kept by the contractor is subject to inspection and audit by CATS and/or the Louisiana Legislative Auditors and shall be retained for a period of five (5) years from the date of project completion.

Article 9 - Contract Changes

Minor revisions in the work described in Exhibit A – Scope of Work shall be at the discretion of the CATS Project Manager without additional compensation to the Contractor. If CATS requires more substantial revisions or additional work which the Contractor believes warrants additional compensation, the Contractor shall notify CATS Project Manager in writing. If CATS agrees that the required work is necessary and warrants additional compensation, the Contract can be amended by a written "change order" providing authorization to proceed with the additional work and shall state the additional compensation. The Contractor shall not commence with any additional work until written authority to proceed has been given by CATS.

<u> Article 10 – Performance Measures</u>

Contractor shall comply with all applicable laws, ordinances, ticensing requirements, rules, and regulations of any and all governmental authorities, including all constitutional and statutory restrictions on the use of funds for public purposes, which statutes and restrictions are made part of this agreement. If Contractor violates any such laws, ordinances, ticensing requirements, rules, regulations, or restrictions, it shall assume full responsibility for and pay all fines and liabilities which result from the same.

CATS shall have the right to review the performance of the Contractor(s) to ensure performance goals are being achieved in an approved manner and that the contract requirements are being met.

Performance measures may include an in-depth review of the contractual services such as project management, quality assurance and control, satisfaction of work performed, proposal revisions, progress reporting, monthly invoices, meeting proposed timelines and being within budget, monitoring and reporting of DBE goal attainment and other related factors as required by CATS.

Article 11 - Independent Contractor Obligation

Contractor shall be an independent contractor under this contract and shall assume all of the rights, obligations and flabilities applicable to it as an independent contractor hereunder. Contractor shall perform all details of the services in a manner consistent with that level of care and skill ordinarily exercised by other professional contractors under similar circumstances at the time the services are performed.

Contractor acknowledges that it is an independent contractor and is responsible for all project related taxes and there shall be no withholding of taxes by CATS. The Contractor understands, acknowledges and agrees that none of its employees shall be an employee of CATS and that none of its employees shall have, be entitled to, or receive any of the benefits afforded to the employees of CATS.

<u> Article 12 – Title VI - Nondiscrimination</u>

(a) Contractor and sub-contractor hereby agrees to abide by the requirements of the following as applicable: Title VI and VII of the Civil Rights Act of 1964, as amended by the Equal Opportunity Act of 1973, Federal Executive Order 11246, the Federal Rehabilitation Act of 1973, as amended, the Vietnam Era Veterans' Readjustment Assistance Act of 1974, Title IX of

the Education Amendements of 1972, and Contractor agrees to abide by the requirements of the Americans with Disabilities of Act of 1990.

- (b) Contractor hereby agrees not to discriminate in its employement practices, and shall render services under this contract without regard to race, color, religion, sex, national origin, and veteran status, political effiliation or physical disabilities.
- (c) Any act of discrmination committed by Contractor or any sub-contractor(s), or failure to comply with these statutory obligations when applicable, shall be grounds for termination of this contract.

Article 13 - Indemnification

The Contractor agrees to Indemnify, defend, and hold harmless CATS, its officers, commissioners, directors, employees, agents, and assigns from and against any and all actual or alleged claims, any and all losses, damages, which include incidental, consequential, indemnity and special damages, expenses, including attorneys' fees and costs of defense, fines and penalties and other liabilities that may be asserted by any person or entity that arises out of the fault or negligence of the Contractor, subcontractor, partner, and any of their officers, directors, employees, agents and assigns respectively in carrying out their obligations under this agreement, which is caused by defective workmanship or materials in products manufactured or supplied by Contractor, or which arises out of Contractor's failure to comply with any state or federal stature, law, regulation. Contractor shall have no indemnification liability under this section for any claims, damages, losses and expenses to the extent they arise out of or relate to the negligent acts or omissions or willful misconduct of CATS.

Article 14 - Insurance

Required Covarage: At a minimum, and for the duration of this Agreement, Contractor shall procure, maintain, and keep in force, at Contractor's expense, all insurance required by applicable law. Contractor shall provide Proof of Insurance to CATS prior to award and at each renewal period, if applicable. Proof of Insurance shall include an additional insured endorsement (except for Professional Liability). For the duration of the Agreement and until all work under the Agreement is completed. Contractor shall have and maintain, at Contractor's expense, the following types of insurance and shall comply with all limits, terms and conditions of such insurance.

- Commercial General and Umbrella Liability Insurance: Commercial General Liability (CGL) Insurance and, if necessary, Commercial Umbrella covering bodily injury and property damage. This insurance shall be written on standard ISO occurrence form (or a substitute form providing equivalent coverage) and shall cover liability arising from premises, operations, independent contractors, products-completed operations, personal injury and advertising injury, and liability assumed under an insured contract including the tort liability of another assumed in a business contract. Combined single limit shall not be less than \$1,000,000 each occurrence and \$2,000,000 in the aggregate.
- Automobile Liability: Automobile Liability insurance covering awned or non-owned vehicles. Combined single limit per occurrence shall not be less than \$1,000,000.
- Professional Liability: Contractor shall obtain, at Contractor's expense, and keep in effect during the term of this Agreement, Professional Liability Insurance covering any damages caused by an error, omission or any negligent acts. Combined single limit per occurrence shall not be less than \$1,000,000, or the equivalent. Annual aggregate limit shall not be less than \$2,000,000. If the Professional liability insurance required under this Agreement is arranged on a "claims made" basis "tail" coverage will be required at the completion of this Agreement and for 24 months duration thereafter. Consultant shall be responsible for furnishing certification of "tail" coverage or continuous "claims made" liability coverage for 24 months following Agreement.

completion. Continuous "claims made" coverage will be acceptable in fieu of "tail" coverage provided its retroactive date is on or before the effective date of this Agreement.

Article 15 - Assignment

Contractor shall not assign or transfer any interest whatsoever without the written consent of CATS,

Article 16 - Severability

If any provision herein or the application therof to any party or circumstance is held invalid or unenforceable, the remainder of the contract and application of such provision or provisions to the other parties and circumstances will not be affected thereby, the provisions of this contract being severable in any such instance.

Article 17 - Governing Law

This Agreement shall be governed by and Interpreted in accordance with the laws of the State of Louisiana. Venue of any action brought with regard to this Agreement shall be in the Nineteenth Judiolal District Court, parish of East Baton Rouge, State of Louisiana.

Article 18 - Entire Contract

This contract terminates and supersedes all prior understanding or contracts on the subject matter hereof. This Agreement may be modified only by a further writing that is duly executed by both parties. This contract, together with the Contractor's proposal and any exhibits specifically incorporated herein by reference, constitute the entire agreement between the parties with respect to the subject matter.

Article 19 -- Copyright and Patent Infringement

Infringement Indemnification: Contractor shall, at its own expense, indemnify, defend and hold harmless. Capital Area Transit System ("CATS"), its agents, employees, officers, directors, subcontractors, and their successors and assigns against all claims, demands, sults, actions, proceedings, investigations, damages, settlements, costs and expenses (including all reasonable costs or expenses of all proceedings, and including attorneys', experts' and witness fees), arising from or relating to any actual or alleged infringement or violation of any petent, copyright, trademark, trade secrets, or other intellectual property right of a third party. In the event of any action or threatened action, Contractor shall promptly notify CATS of such action or threatened action. The indemnification obligations contained in this Article shall survive the expiration or termination of this Agreement.

Article 20 - Order of Precedence

This Agreement includes the following documents:

- Articles 1 through 20 of this Agreement;
- Exhibit A Scope of Work of this Agreement;
- III. Exhibit 8 Proposal dated September 6, 2018 (not attached herein)
- IV. Exhibit C Notice to Proceed dated September 20, 2018

Any conflict or dispute, with respect to any of the contents referred to above, will be resolved in the Order of Precedence shown above.

IN WITNESS HEREOF, the parties hereto have caused these presents to be executed by their respective officers, who are authorized to execute any and all subsequent documents relative to this project, and whose authority is deemed to be continuing as of the day and year first above written.

Witness Signature)

EXECUTED the _O/_ day of October, 2018

Rockit Science Agency, Inc.
Brad BonGiovanni, Principal/
Chief Creative Officer
Fed I.D. #75-3086010

Witness (Signature)

William "Bill" Deville, CEO Capital Area Transit System Fed I.D. #72-0755868

Witness (Print Name)

Exhibit A

SCOPE OF WORK

Contractor will provide the following services under this Graphic Design Contract:

Graphic Design

- Contractor will develop marketing materials including ads, brochures, posters, event logos, merchandise design, programs, map layout, and web graphics related with limited creation of additional eds and other materials required.
- Contractor will be in direct communication with CATS Communications Department on production schedules for the development, design, printing specifications of publications, and all projects as required within the scope of this work.

Graphic Dealgn Requirements

- Present ideas and mock-upe to the assigned CATS Project Manager for approval prior to starting work on all projects/tasks.
- All publications must have original designs produced by the Contractor and be unique to CATS.
- CATS logo will be used in all maps and publications in accordance with CATS brand guidelines including the use of Pantone Matching System (PMS) colors.
- Contractor must have access to "In Design" softwere and/or pre-approved equivalent.
- Contractor will provide CATS Project Manager with PDF files of each project upon completion.
- CATS retains all rights to creative material, designs, etc., as CATS proprietary product for future
- Contractor must have access to purchase stock/images for multiple uses.
- Contractor shall designate an Account Manager to be dedicated to all projects performed under the contract and shall be the primary representative with the CATS Project Manager.
- Quarterly social media header graphics and profile images, across all platforms, (i.e. Twitter, Facebook)
- Creation of up to two (2) social media graphics per month (resized for all platforms)
- Update brand standards guide to further define and present examples of what the CATS brand looks like in various visual media.
- Develop new Hub and system-wide maps based on new routes addressed in the Service Improvement Pten.
- Create handbook, manual, and other various templates for the agency.
- Provide monthly activity reports to the agency.
- Contractor will work with CATS on miscellaneous items related to the Scope of Work that may not be specifically mentioned or listed herein, but that may arise and are deemed appropriate by CATS
- Contractor will work to develop marketing/campaign strategy to be used in print, television, radio, and digital media.

NOTE: No printing costs are to be included in proposals. CATS will be responsible for printing costs of all print work.

Photography

- Contractor photographer will provide high-resolution digital photography lilustrating CATS buses, employees, and/or customers at various Baton Rouge locations and special events for use on the CATS website and in ads.
- Contractor photographer will be required to work in conjunction with the CATS Project Manager.

- Post-production editing, toning, and archiving services must be included, as well as images
 provided in an electronic formats to CATS via CD/DVD/flash drive.
- Rights Granted /Non-exclusive license is granted to CATS to use the photographs from the above assignments for unlimited use.
- Contractor photographer will provide images to CATS Project Manager on CD or other electronic device at no additional charge, with the option to print.

Media Planning

- Contractor will create and produce, in an approved acceptable format, all digital, print, etc. media
 for advertising and campaigns.
- All "Media Broker" related costs will be considered a direct expense and will be excluded and separate from the total cost of this project, except for the media planning duties/tesks listed below and performed by the Contractor.
- Contractor will establish a dialogue between CATS Project Manager and account executives of local and regional media outlets; this will allow CATS to make direct media purchases.
- Perform media buying services to purchase advertising across all types of media, including but
 not limited to, pre-buy analysis, media planning, trafficking, and post-buy analysis. Media targets
 may include industry, local, and national markets.
- Provide demographic and media information standard to the industry.

Marketing

- Contractor will work in conjunction with CATS to determine marketing needs of the Agency in order to develop and implement a marketing program that ties campaigns together. The individual campaigns should work to increase the public's view of CATS.
- Contractor will uphold one cohesive visual identity to position CATS favorably with the public.
- Contractor will execute marketing services such as, but not limited to, creative development, copywriting, graphic design, editing, photography, and videography.
- Contractor will develop campaign collaters for Bus Rapid Transit (BRT) line. This branding is separate from the regular CATS service as part of Federal Transit Administration (FTA) requirements.
- Contractor will develop social media strategy in relation to marketing needs.

2250 Florida Bonlevard Baton Rouge, LA 70802 PHONE: 225.389.8920

Exhibit C



September 20, 2018

NOTICE TO PROCEED

Mr. Brad BonGiovanni Rockit Science Agency, Inc. 7520 Perkins Road, Suite 330 Baton Rouge, LA 70808

Sent via email: brad@rsagencv.com

Contract between CATS and Rockit Science Agency, Inc. Ro:

Graphic Design Services Contract

Notice to Proceed Letter- Effective October 1, 2018-September 30, 2019

Dear Mr. BonGiovanni:

On September 18, 2018, the CATS Board of Commissioners approved the Graphic Design Services Contract to Rockit Science Agency, Inc. The maximum contract amount for the term October 1, 2018 through September 30, 2019 is \$125,000.

As requested in the RFP, you will provide CATS with the required insurance Certificates prior to start of your new contract; therefore, Rockit Science Agency, Inc. is authorized to begin work on the CATS Graphic Design Services contract effective October 1, 2018. We also require your company W-9. Please email it to catsprocurement@brcats.com, along with your insurance certificate.

This authorization designates Alex Sevier, Communications Coordinator, as your primary contact and Project Manager during the contract term. Her contact Information is: asevier@brcats.com; office phone: (225) 389-8928; cell: (225) 447-3181. Please forward to Alex Sevier any and all invoices, along with a separate monthly Progress Report, and reference Purchase Order # 2018062 on all invoices and progress reports for remittance purposes

Please contact me if you have any Procurement questions at (225) 346-5553 or at Isanchez@brcats.com.

Sincerely,

Liga M. Sanchez, CPPB

CATS Procurement Manager

Lisa M Sanchez, CPPB Proporement Manager sanche de breats com

breats.com

Alex Sevier, Project Manager Copy:

Amie McNaylor, Communications Director Darrell Brown, CATS CAO



MARKETING REVIEW

Oct. 2020 - Sept. 2021

rockitscience

ROCKITSCIENCEAGENCY.COM

UPDATED PHOTOGRAPHY

























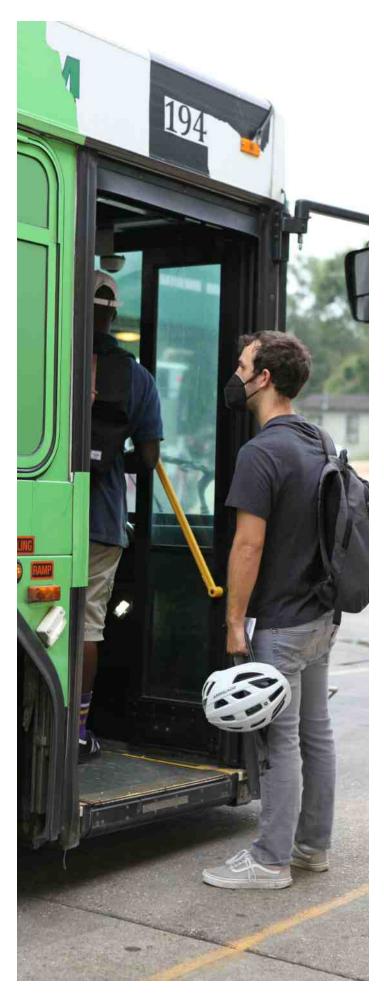




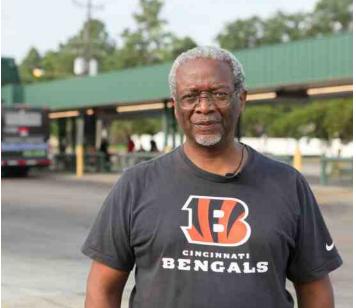






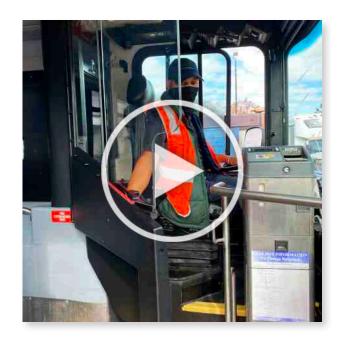








BARRIER INSTALLATION VIDEOS AND PHOTOGRAPHY













THE ADVOCATE PRINT AND DIGITAL ADS



All CATS customers must wear a face covering over their nose and mouth while onboard CATS vehicles.

We are continuing limited seating, free fare and rear-entry until further notice. Please remember to practice good social distancing and proper handwashing.



brcats.com

☐ @catsbr ♥ @btrcats ② @btr_cats

TRAVELING BY PUBLIC TRANSPORTATION IS 10 TIMES SAFER PER MILE THAN TRAVELING BY AUTOMOBILE* *APTA RESEARCH CONDUCTED IN 2019





CATS continues to provide essential service to get our customers where they need to go this holiday season.

WE THANK OUR VALUED CUSTOMERS

FOR LETTING US CONNECT THEM TO WHAT MATTERS.

CATS





CATS IS A CRITICAL SERVICE IN STRENGTHENING THE BATON ROUGE ECONOMY.



brcats.com ∰@catsBR ♥@BTRCATS ②@BTR_CATS



SERVICE CHANGE GOES INTO EFFECT SPRING 2021

THE FOLLOWING ROUTES WILL HAVE UPDATES TO ITS CURRENT SCHEDULE:

ROUTE 12

GOVERNMENT ST/JEFFERSON HWY MAY BE RETURNING TO GOVERNMENT STREET ONCE CONSTRUCTION IS COMPLETED

ROUTE 44

FLORIDA BLVD WILL RUN EVERY 20 MINUTES MONDAY THRU FRIDAY, WILL NOW SERVICE THE CATHOLIC-PRESBYTERIAN APARTMENTS ON NORTH ST.

ROUTE 57

SHERWOOD FOREST BLVD WILL RUN EVERY 45 MINUTES

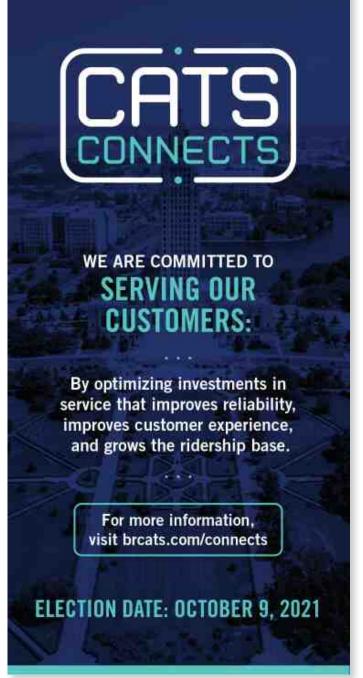
NOTE: ALL CATS ROUTE SCHEDULE TIMES AND TRIPS HAVE BEEN ADJUSTED FOR ALL DAYS OF THE WEEK TO BETTER REFLECT ACTUAL TRAVEL TIMES

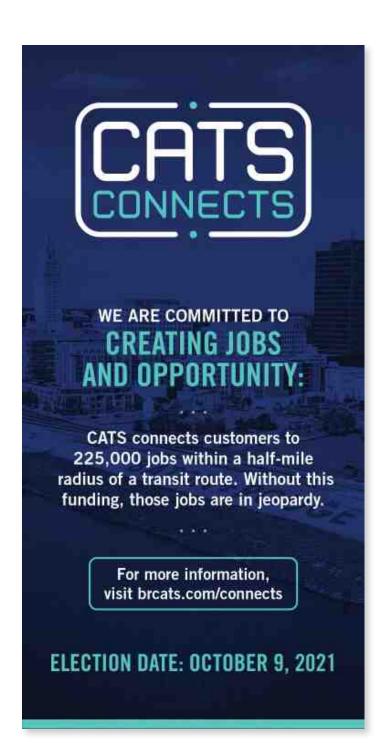
PLEASE CALL CUSTOMER SERVICE OR VISIT OUR WEBSITE FOR MORE INFORMATION REGARDING CHANGES.

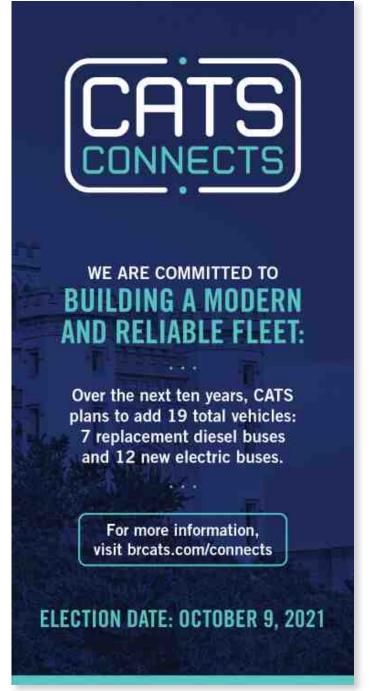
CAPITAL AREA TRANSIT SYSTEM

brcats.com **■** @catsbr **■** @btrcats **©** @btr_cats

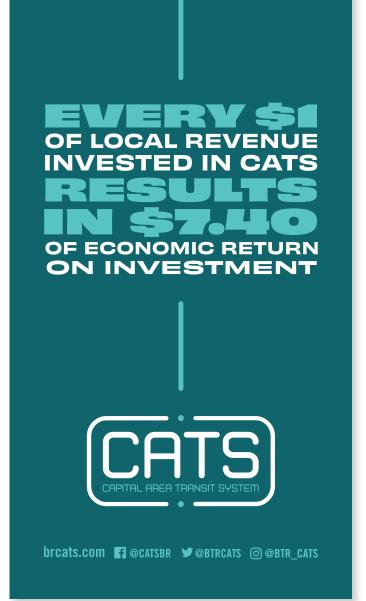


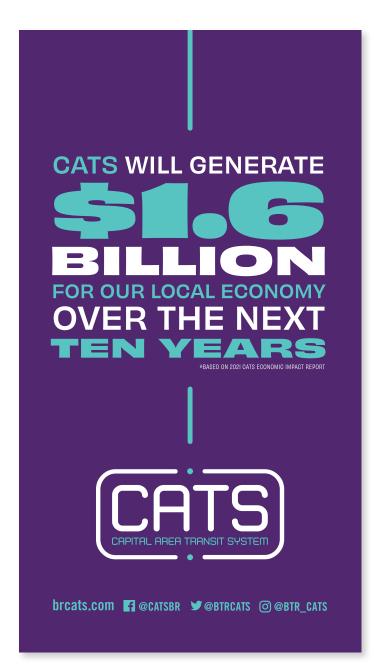


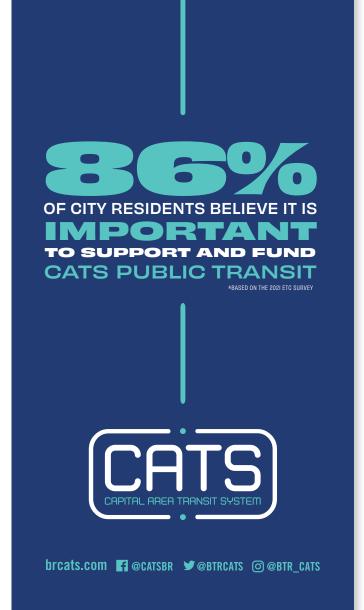


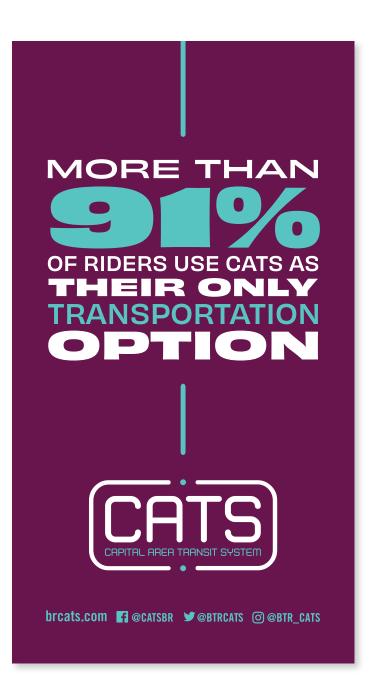














CATS IS REQUIRING WHILE ON CATS VEHICLES **AND AT CATS FACILITIES**



All CATS customers must wear a face covering over their nose and mouth while onboard CATS vehicles.





All CATS customers must wear a face covering over their nose and mouth while onboard CATS vehicles.





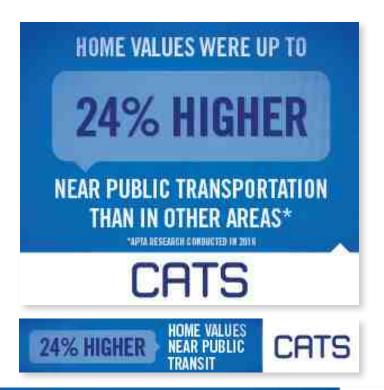
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24% HIGHER

NEAR PUBLIC TRANSPORTATION
THAN IN OTHER AREAS* CONTROLLED TO THE PROPERTY OF THE PROPERTY OF

CATS



PUBLIC TRANSPORTATION IS

10 TIMES

CATS

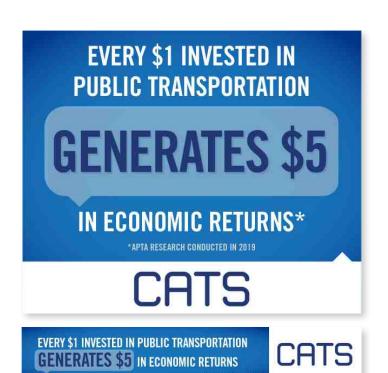


A HOUSEHOLD CAN SAVE NEARLY

\$10,000

BY TAKING PUBLIC
TRANSPORTATION AND
LIVING WITH ONE LESS CAR

CATS



GENERATES \$5 IN ECONOMIC RETURNS

CATS

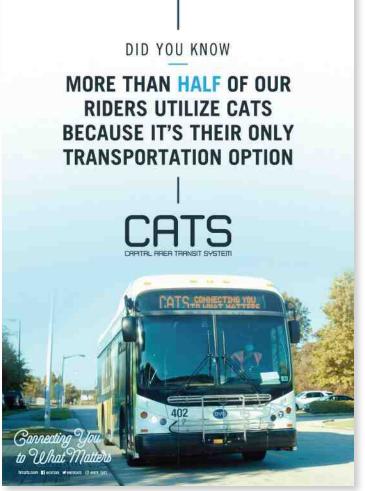
APTA RESEABLIN CONDUCTED IN 2019

2020 CREATIVE CAMPAIGN

CONNECTING YOU TO WHAT MATTERS





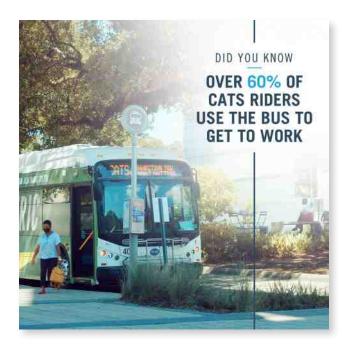








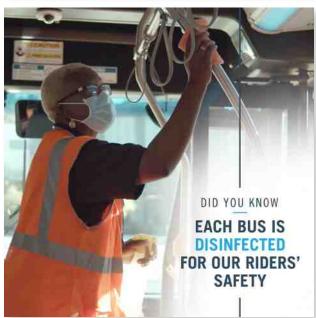






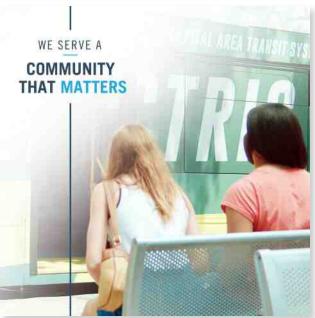


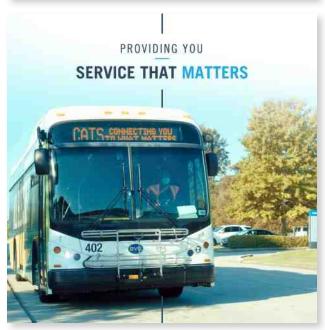


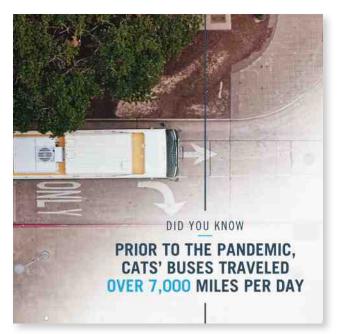


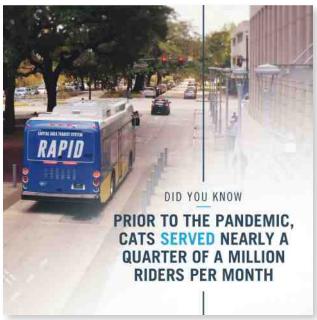


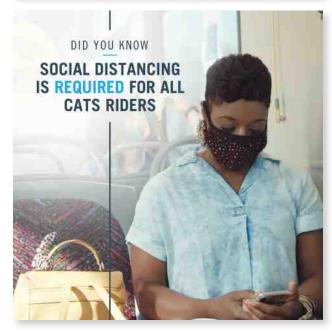












CREATIVE CAMPAIGNS GRAPHIC DESIGN

CATS FARE STRUCTURE

AS A COURTESY, PLEASE HAVE YOUR FARE READY

FARE TYPES

REGULAR BASE FARE: \$1.75

TRANSFER: **\$0.25** (valid for 2 hours after purchase, subsequent transfers are \$0.25 + base fare)

SENIOR CITIZENS AND PEOPLE WITH A CATS ID CARD: \$0.35

YOUTH FARE (5 TO 18): **\$0.35**

PASSES

ALL-DAY WEEKDAY PASS: **\$4.00** (valid for 24 hours after purchase)

ALL-DAY WEEKEND PASS: \$2.00 (valid for 24 hours after purchase)

STUDENTS

HIGH SCHOOL STUDENTS WITH VALID ID: \$0.35

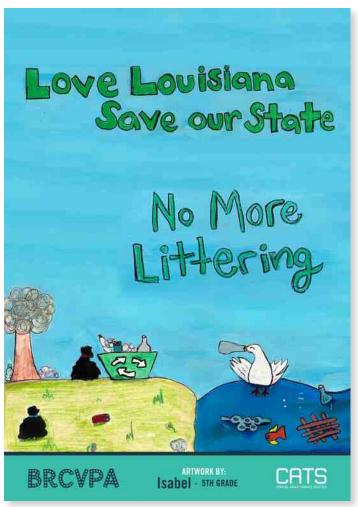
BRCC, LSU AND SU STUDENTS, FACULTY AND EMPLOYEES RIDE FREE WITH VALID ID

CHANGE

If a customer does not have exact change, "change" will be in the form of a "change card" which can be used for a fare on future rides.

Cards that are stolen, lost, or damaged can be replaced for a fee of \$8.00.





















Micro Campaign Video

SOCIAL GRAPHICS



CATS IS WAIVING FARES TEMPORARILY DURING COVID-19















Due to COVID-19 restrictions, there will be no Touchdown Express Service this football season.

Geaux Tigers!
Geaux Jags!













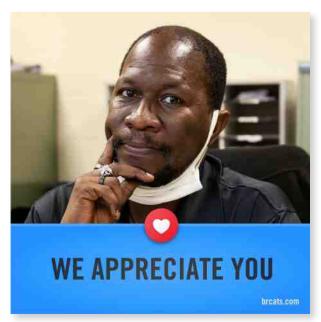






































ALL CATS ROUTE SCHEDULE
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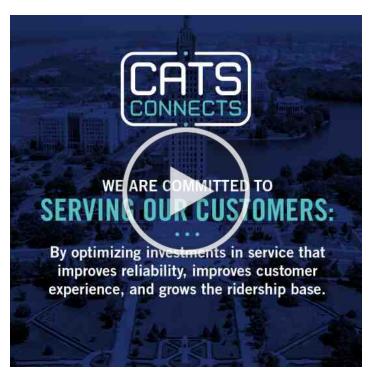


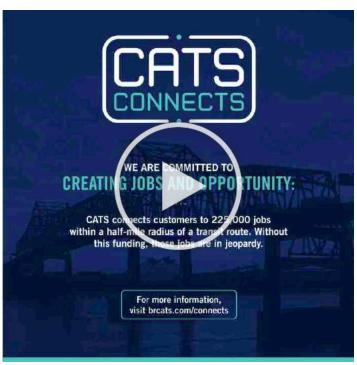














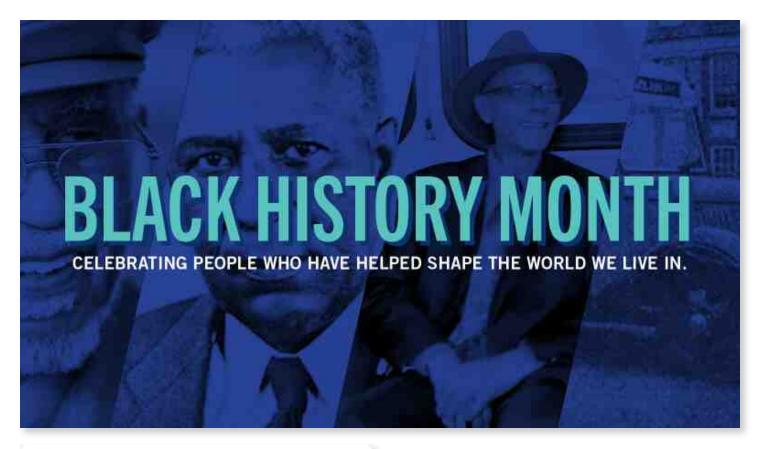














SAFE BUS: NORTH CAROLINA'S LARGEST BLACK OWNED BUS COMPANY

Winston Salem-1926, Thirteen men pledge their life savings to form Safe Bus which would become the largest African American owned bus company in the nation. At the time most white neighborhoods were serviced by street cars owned by Duke Power but black people had no way of getting around. 13 jitney operations pledged their life savings, purchasing shares of stock for \$100,000; forming Safe Bus Co, Inc. on May 26, 192... See More



SAFE BUS

NORTH CAROLINA'S LARGEST BLACK OWNED BUS COMPANY



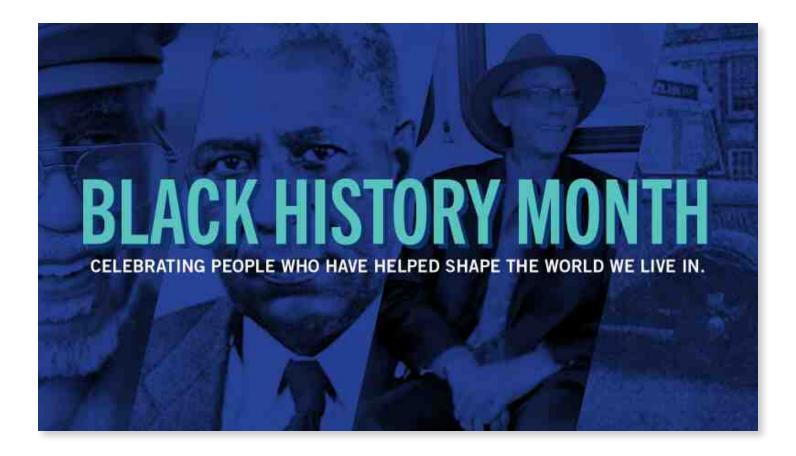
Clovis Hayes, CATS' first African American bus driver

"BamBam" Hayes was the first African American bus driver in the CATS city bus system. He had been a mechanic and janitor in the 1960s and was paid \$1.27 an hour back then. President Lyndon Johnson picked up a pin and signed the Civil Rights Act in 1964. The bus company, in response, asked Hays to learn to drive the bus. It took six weeks of training and Hayes found himself at the wheel. His paycheck changed. He would now ... See More



CLOVIS HAYES

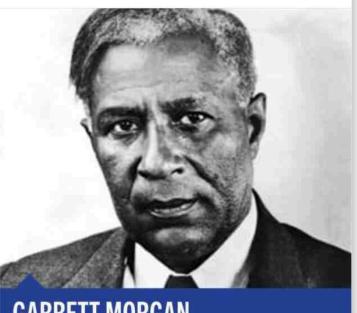
CATS' FIRST AFRICAN AMERICAN BUS DRIVER





Garrett Morgan inventor of the three-position traffic signal

The first Black man in Cleveland to own a car, Morgan worked on his mechanical skills and developed a friction drive clutch. Then, in 1923, he created a new kind of traffic signal, one with a warning light to alert drivers that they would need to stop, after witnessing a carriage accident at a particularly problematic intersection in the city. Morgan quickly acquired patents for his traffic signal—a rudimentary ver... See More

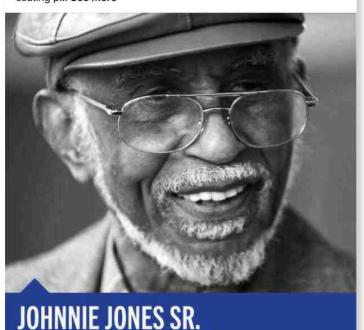


GARRETT MORGAN
INVENTOR OF THE THREE-POSITION TRAFFIC SIGNAL

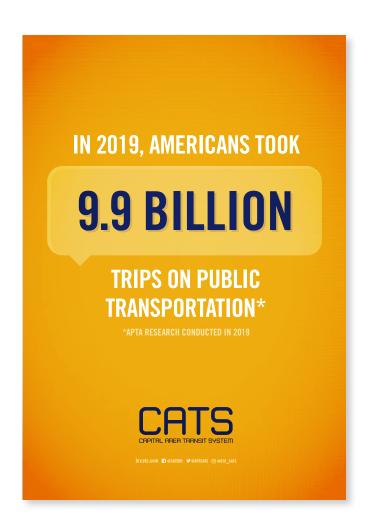


Johnnie Jones, A key player in Baton Rouge's famous bus boycott

Jones was just 15 days out of Southern University law school when the Rev. T.J. Jemison asked him to serve as the lawyer for the 1953 Baton Rouge bus boycott effort. "I told him, 'That's an awfully big suit to fill,' "Jones said. "But he said, 'Nonsense, Brother Jones, you can do it.' "After a two-week boycott, the Baton Rouge City Council passed an ordinance reforming the bus company's segregationist seating p... See More



KEY PLAYER IN BATON ROUGE'S FAMOUS BUS BOYCOTT











CATS EMPLOYEES ARE ENCOURAGED TO PARTICIPATE IN OUR

PINK OUT DAY

FRIDAY, OCTOBER 30, 2020

JOIN US FOR A GROUP PHOTO

IN FRONT OF 2250 AT 1:30pm

OR TAKE A SELFIE AT THE PINK OUT POP UP PHOTOBOOTH LOCATED IN THE OPERATOR BREAK ROOM AT 2250.

DEPARTMENTS ARE ENCOURAGED TO TAKE PROTOS AND SEND THEN TO COMMUNICATIONS FOR SOCIAL MEDIA AND WEBSITE POSTING

CATS

SNAP A SELFIE

AND

SEND IT TO ASEVIER@BRCATS.COM

OR

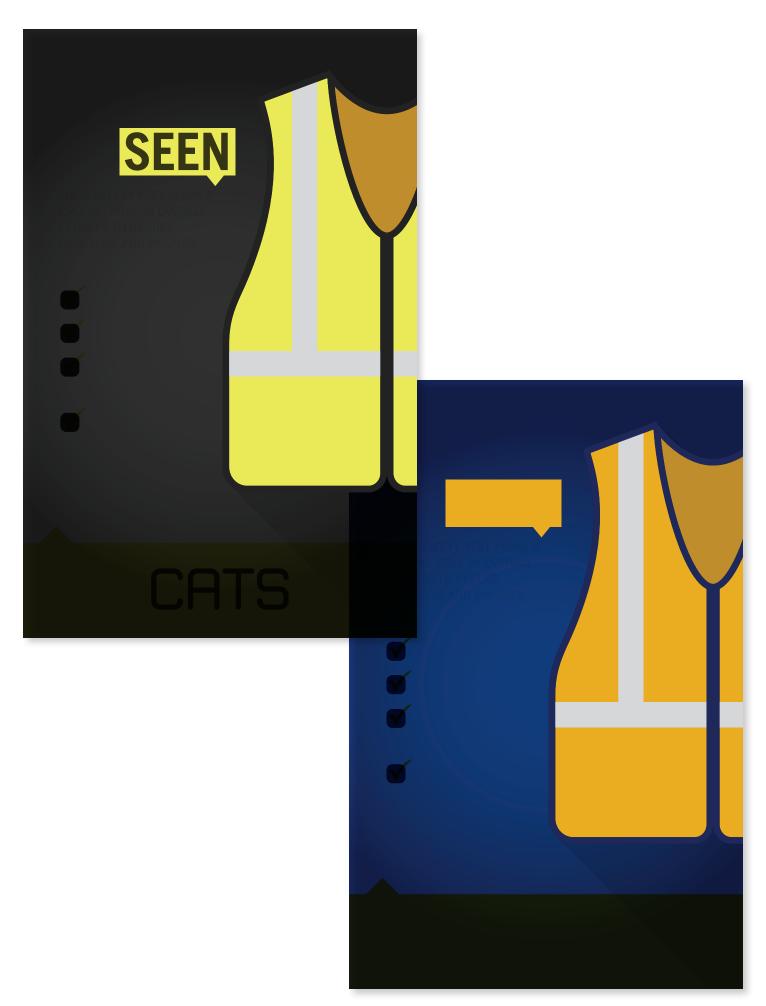
TEXT 225-447-3181

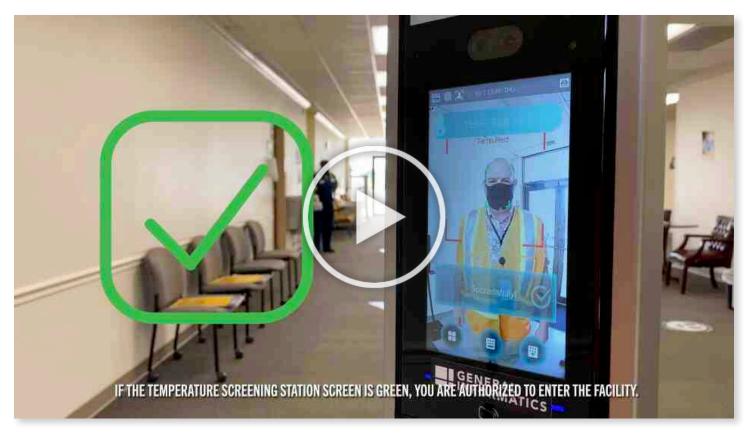
TO BE FEATURED ON THE WEBSITE AND CATS SOCIAL MEDIA PAGES.

PINK OUT DAY

CATS

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Employee Facing Video



Customer Facing Video





LIFT OPERATING INSTRUCTIONS

OPEN DOOR(S) AND SECURE

TO UNFOLD PLATFORM:

Stand clear and press |\(\gamma\)
UNFOLD switch until platform stops (reaches floor level).

Note: In event platform does not unfold, press △ FOLD switch to release Lift-Tite™ latches.

TO UNLOAD PASSENGER:

- 1. Load passenger onto platform and lock wheelchair brakes.
- Press | DOWN switch until entire platform reaches ground level and outer barrier unfolds fully.
- Unlock wheelchair brakes and unload passenger from platform.

TO LOAD PASSENGER:

- 1. Load passenger onto platform and lock wheelchair brakes.
- Press † UP switch to fold outer barrier up and raise platform to floor level.
- Unlock wheelchair brakes and unload passenger from platform.

TO FOLD PLATFORM:

Press > FOLD switch until platform stops. Release switch.

CLOSE DOOR(S)

DOT - PUBLIC USE LIFT

COVID-19 | CORONAVIRUS DISEASE



HELP STOP THE SPREAD

breats.com 12 ocatses Voutagam 55 octs cars



AVOID CLOSE CONTACT

Avoid close contact with sick people, and when you're sick - Maintain



STAY HOME WHEN YOU ARE SICK

If you feel sick, go home to prevent the spread of germs, and remain



COVER YOUR MOUTH & NOSE

Cough or sneeze into a tissue, then throw the tissue into the trash.



CLEAN YOUR HANDS

Wash your hands with soap and water for 20 seconds, or use alcohol-based hand sanitizer.



AVOID TOUCHING YOUR EYES, NOSE, OR MOUTH

Avoid touching something contaminated with germs, and then



PRACTICE OTHER GOOD HEALTH HABITS

Routinely clean and disinfect frequently touched objects and surfaces.

COVID-19 | CORONAVIRUS DISEASE

HELP STOP THE SPREAD



AVOID CLOSE CONTACT

Avoid close contact with sick people, and when you're sick - Maintain distance of at least 6 ft.



COVER YOUR MOUTH & NOSE

Cough or sneeze into a tissue, then throw the tissue into the trash.



AVOID TOUCHING YOUR EYES, NOSE, OR MOUTH

Avoid touching something contaminated with germs, and then touching your face.



STAY HOME WHEN YOU ARE SICK

If you feel sick, go home to prevent the spread of germs, and remain at home until better.



CLEAN YOUR HANDS

Wash your hands with soap and water for 20 seconds, or use alcohol-based hand sanitizer.



PRACTICE OTHER GOOD HEALTH HABITS

Routinely clean and disinfect frequently touched objects and surfaces.



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EFFECTIVE JANUARY 29, 2021

THE CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC) ISSUED AN ORDER ON JANUARY 29, 2021, REQUIRING THE WEARING OF MASKS BY TRAVELERS TO PREVENT THE SPREAD OF THE VIRUS THAT CAUSES COVID-19. OPERATORS MUST REQUIRE ALL PERSONS TO WEAR MASKS WHEN BOARDING, DISEMBARKING, AND FOR THE DURATION OF TRAVEL. OPERATORS OF TRANSPORTATION HUBS MUST REQUIRE ALL PERSONS TO WEAR A MASK WHEN ENTERING OR ON THE PREMISES OF A TRANSPORTATION HUB.

THIS ORDER MUST BE FOLLOWED BY ALL PASSENGERS ON PUBLIC CONVEYANCES TRAVELING INTO, WITHIN, OR OUT OF THE UNITED STATES AS WELL AS CONVEYANCE OPERATORS AND OPERATORS OF TRANSPORTATION HUBS OR ANY OTHER AREA THAT PROVIDES TRANSPORTATION

PEOPLE MUST WEAR MASKS THAT COVER BOTH THE MOUTH AND NOSE WHEN AWAITING, BOARDING, TRAVELING ON, OR DISEMBARKING. PEOPLE MUST ALSO WEAR MASKS WHEN ENTERING OR ON THE PREMISES OF A TRANSPORTATION HUB IN THE UNITED STATES.

















FINISH STRONG —#maskupLA—







CATS MEETING AGREEMENT

LISTEN FROM ZERO **PARTICIPATE** BE HERE, NOW SILENCE YOUR PHONE SHARED MEMORY START AND END ON TIME RESPECT OPINIONS CONFIDENTIALITY STAY TOPIC **NO JUDGMENT**

Enriching the lives of our customers and communities by offering independence and safety ... connecting you to what matters.







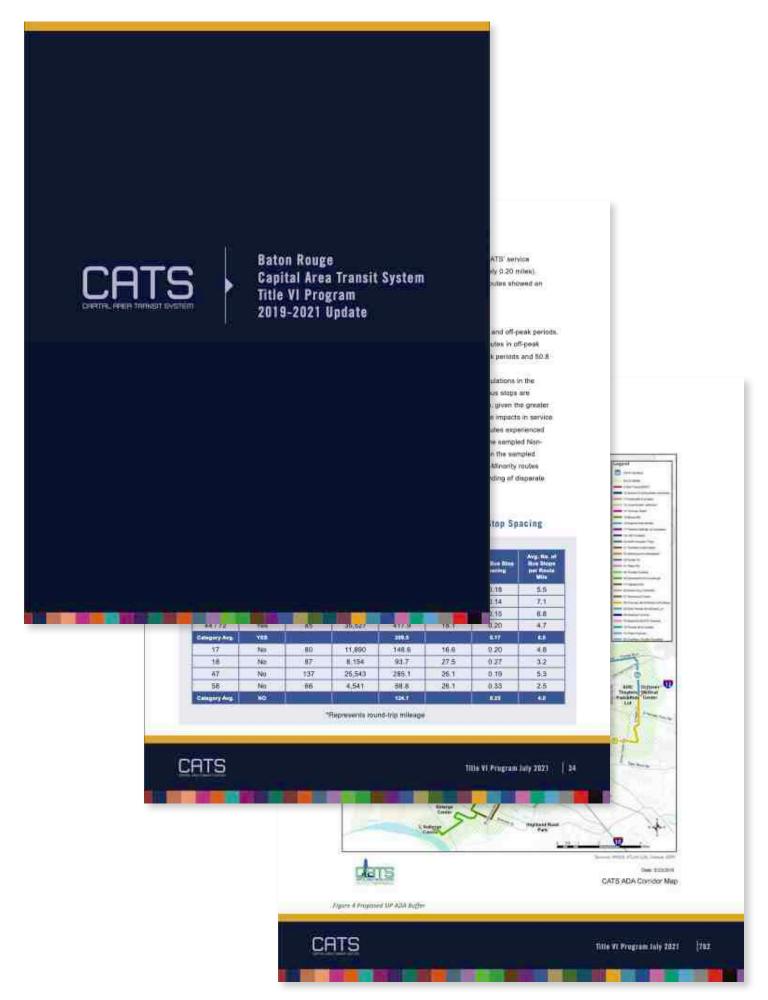


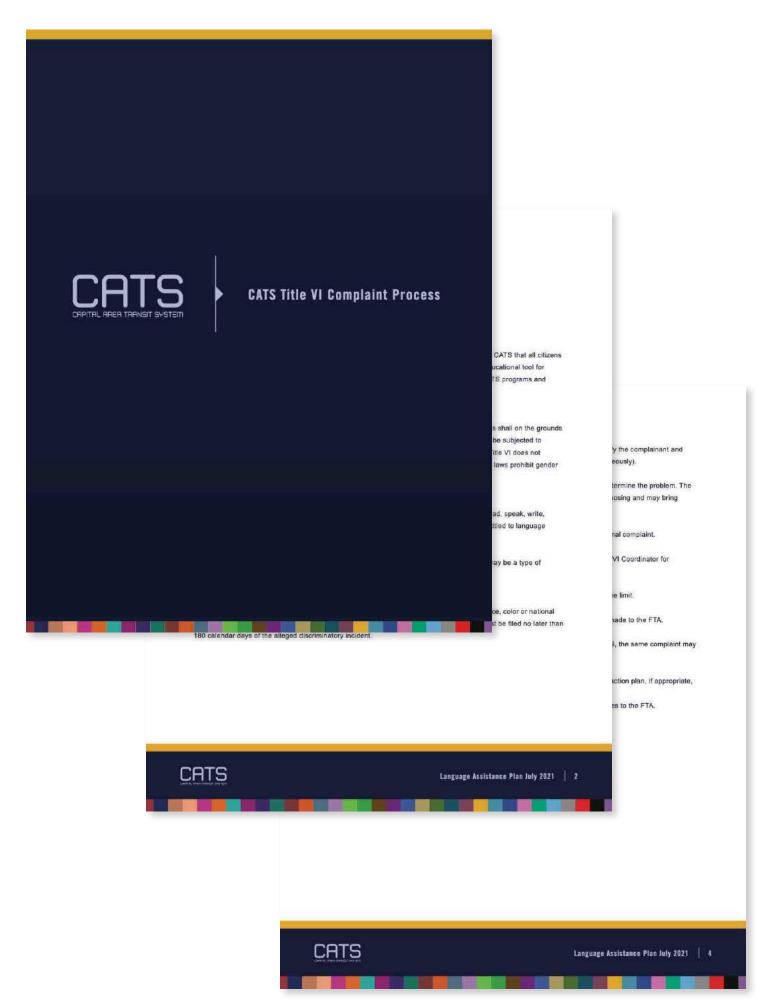


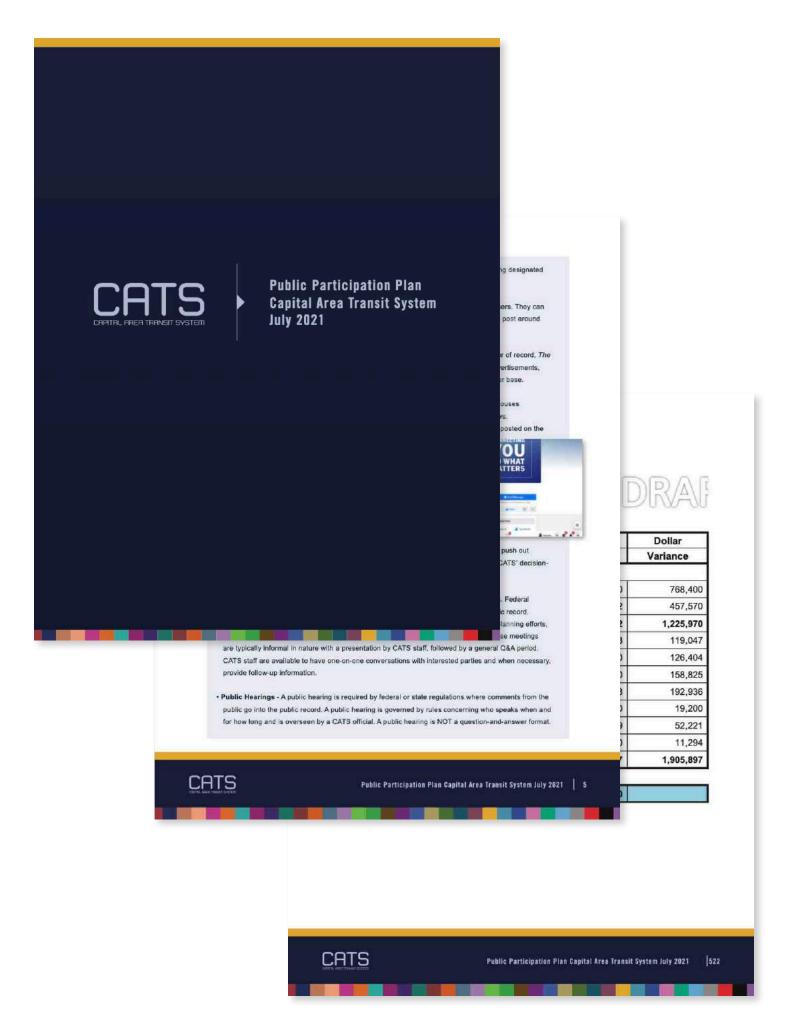


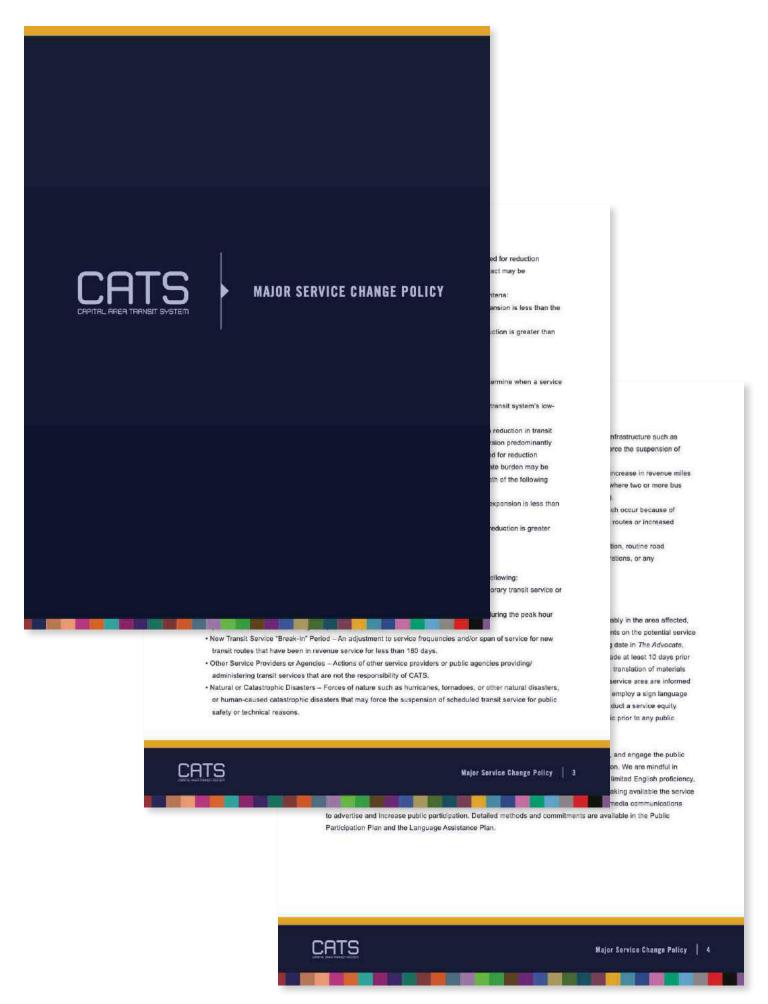




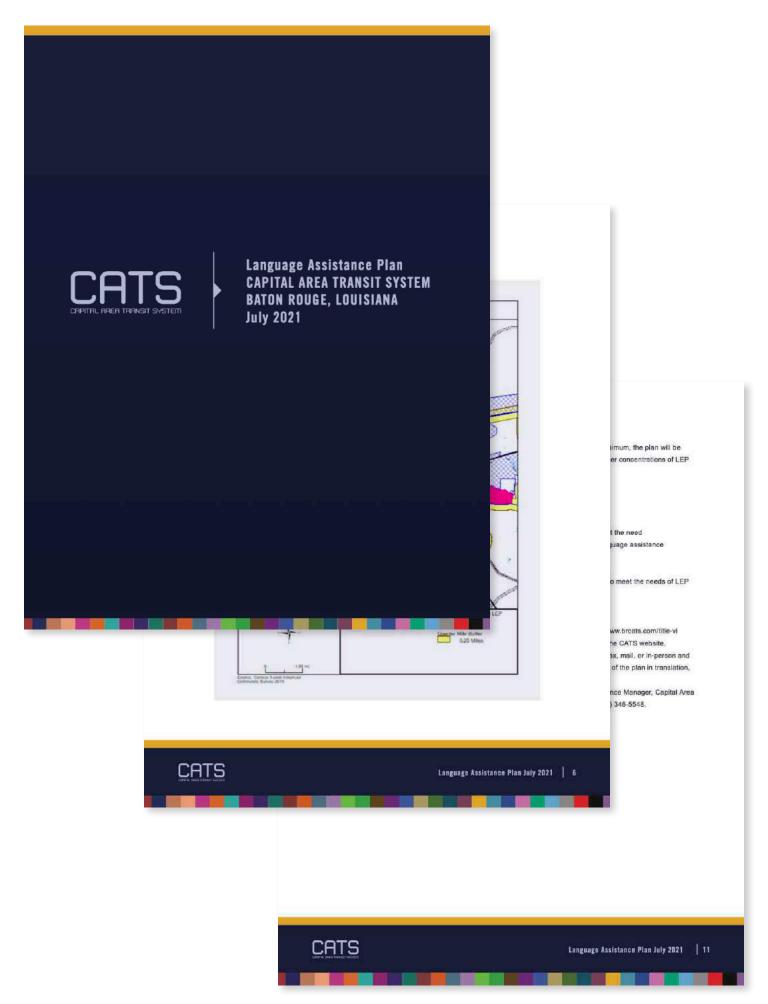












KNOW YOUR TITLE VI RIGHTS

CATS
CAPITAL BREA TRANSIT SYSTEM

Connecting you to what matters breats.com

CATS operates its programs and services without regard to race, color and national origin in accordance with Title VI of the Civil Rights Act. Any person who seeks additional information on this program or wishes to file a complaint may contact CATS Title VI Coordinator at (225) 346-5547 or by fax at (225) 926-3601.

A complaint may also be filed directly with the Federal Transit Administration by contacting the Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5th Floor-TCR, 1200 New Jersey Ave., SE, Washington, DC 20590.

SI DESEA INFORMACIÓN ADICIONAL, LLAME AL (225) 346-5547. NÉU BẠN MUỐN CÓ THÊM THÔNG TIN, XIN LIÊN LẠC (225) 346-5547. 如果您需要更多信息, 請致電 (225) 346-5547.

CONOCE TU TÍTULO VI DERECHOS



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CATS opera sus programas y servicios sin distinción de raza, color y origen nacional de conformidad con el Título VI de la Ley de Derechos Civiles. Cualquier persona que busque información adicional sobre este programa o que desee presentar una queja puede comunicarse con el Coordinador del Título VI de CATS al (225) 346-5547 o por fax al (225) 926-3601.

También se puede presentar una queja directamente ante la Administración Federal de Tránsito al comunicarse con la Oficina de Derechos Civiles, Atención: Coordinador del Programa Título VI, Edificio Este, 5to Piso-TCR, 1200 New Jersey Ave., SE, Washington, DC 20590.

SI DESEA INFORMACIÓN ADICIONAL, LLAME AL (225) 346-5547.

BIẾT BẠN TIÊU ĐỀ VI QUYỀN



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CATS vận hành các chương trình và dịch vụ của mình mà không liên quan đến chủng tộc, màu sắc và nguồn gốc quốc gia theo Tiêu đề VI của Đạo luật Dân quyền. Bất kỳ ai tìm kiếm thông tin bổ sung về chương trình này hoặc muốn nộp đơn khiếu nại có thể liên hệ với Điều phối viên CATS Title VI theo số (225) 346-5547 hoặc bằng fax theo số (225) 926-3601.

Khiếu nại cũng có thể được nộp trực tiếp với Cục Quản lý Giao thông Liên bang bằng cách liên hệ với Văn phòng Dân quyền, Lưu ý: Điều phối viên Chương trình Title VI, East Building, Tầng 5-TCR, 1200 New Jersey Ave., SE, Washington, DC 20590.

NÉU BAN MUỐN CÓ THÊM THÔNG TIN, XIN LIÊN LAC (225) 346-5547.



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16

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CONNECTING YOU TO WHAT MATTERS

by be accomplished through positive result of improving travel

passenger convenience, safety, comfort, or accessibility. CATS policy prohibits bus stop removal or relocation where such requests have the appearance of being motivated by bias based on ethnicity, income level, or social status of the passengers using the bus stop location.

CATS

The purpose of this document is to establish guidelines and measurements that will direct the development, implementation, monitoring, and modification of transit services. This document represents a codification of the application of the policy "Service Standards".

Within this document is the Service Development Process that outlines how CATS' Planning & Operations Departments will evaluate and implement service changes, including information about the data, inputs critical to the department, stakeholder

and public outreach, and the methods and types of analysis used to make service-related decisions.









PROMISES KEPT AND ACCOMPLISHMENTS SINCE 2012

SERVICE IMPROVEMENTS

2012 PROMISE: Decrease wait times between buses from the current average of 75 minutes to 15 minutes (at peak hours)

- 85% of routes have 30-minute frequency during peak periods (pre-COVID)
- ✓ Increased the number of buses in service from 42 in 2012 (50%) to 63 (pre-COVID)
- √ Increased demand response service for persons with disabilities by 39% since 2012.

2012 PROMISE: Lay foundation for Bus Rapid Transit system

√ Launched design phase of Plank/Nicholson BRT in 2020 with operations anticipated to begin in 2024

2012 PROMISE: Replace "spoke" system with "grid" system

- Completed Compretiensive Operations Analysis in 2012 and expanded service by 2014 with 4 new transit centers, modifications to 19 of 20 existing routes and added 10 new routes based on user demand.
- √ Customer satisfaction and usage increased with these changes in service due to decreased travel times
- ✓ Opened new Cortana Transit Center in 2020.
- ✓ Acquired property for the North Baton Rouge Transit Center in 2020.
- ✓ Enhanced transit center at Mall of Louisiana in 2020.
- Location for transit center in planning

2012 PROMISE: Overhaul bus stops and signage

- Installed 100 new bus shelters
- √ Refurbished 77 bus shelters
- √ Signage placed at transit stops providing detailed route and time information.
- ✓ CATS currently uses 3-4 different variations of signage for relaying information to customers.

2012 PROMISE: Add GPS tracking to fleet

- √ RouteShout 2.0 app tracks bus arrival times and bus stop signs are outfitted with text-a-stop instructions.
- Added public Wi-Fi and security cameras on buses
- Partnership with Hitachi utilizing new technology for enhancing rider experience and two way messaging

2012 PROMISE: Increase service from 19 to 37 routes

- ✓ CATS operated up to 31 routes pre-COVID.
- After completing a comprehensive review of all underperforming routes to create efficiencies, CATS redirected resources to high-performing routes and currently operates 22 routes
- √ Transit service extended to areas previously unserved such as Blount Road, River Road and Greenwell Springs.

2012 PROMISE: Increase peak-hour buses from 32 to 57

- 2012 proposition had no consideration for the need to replace aged fleet and 12 buses were purchased in 2014
- Buses in operation increased 47% during this period (pre-COVID).
- CATS currently operates 44 bases and has one of the newest fleets compared to other agencies across the nation
- √ Reduced average fixed route fleet age to 4.4 years (2020) from 9.2 years (2012) using federal grant funds.
- ✓ Initiated program to introduce electric buses into fleet starting in 2019.
- √ Improved maintenance performance and vehicle reliability



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SERVICE FROM RESOURCE REALLOCATION

or service improvement plan in 2019 that reallocated resources ncy and coverage, and served an additional 18.9 percent of the

Limited Stop Route MOL to Downtown ✓ Route 17: Perkins Road – Mall of Louisiana, serves Express Route MOL to Downtown.

inal (service suspended during COVID)

- ✓ Route 47: Highland Road: serves MOL to Downtown
- ✓ Route 60: Medical Circulator serves MOL to Downtown.
- √ Route 54: Cortains Airport Southern University: serves Express Route Airport to Downtown.
- √ Route 58: Coursey Boulevard O'Neal Lane; serves Express Route O'Neal Lane to Downtown.
- √ Route 72 Florida Boulevard Limited: serves Florida Boulevard to Downtown
- √ Route 15: Blount Road new route serving areas previously not served on Blount Road, and the surrounding area.

GOVERNANCE REFORM

PROMISE: Support new criteria for CATS board members

The Qualifications Review Committee was created by a EBR Metro Council resolution that established a panel comprised of various stakeholder organizations to review and vet applicants to the CATS board and provide information to the members of the EBR Metro Council. The resolution outlines target sectors for recruitment to the CATS board seeking professional experience in the fields of engineering, management experience, customers of transit and community organizations with a vested interest in the success of the transit system.

ACCOUNTABILITY

- Improved engagement with stakeholders and citizens through meetings, surveys, secial media and newsletters
- ✓ CATS annually surveys customers and stakeholders to identify areas for improvement.
- ✓ CATS pro-actively reaches out to educate and inform customers and the general public when service or routes change.
- CATS has developed transparent and robust financial reporting and system performance reports presented at board meetings and available to the public on the website
- ✓ CATS expanded bus pass sale locations at Walgreens and CVS locations across the city.



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INFLUMENTED BUT ELIMINATED

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SIGN UP TO RECEIVE RIDER ALERTS TO YOUR MOBILE PHONE.

TEXT CATS TO 272287 TO SIGN UP

STOP ID:

SIGN UP TO RECEIVE RIDER ALERTS TO YOUR MOBILE PHONE.

| Send "CATS" to BRCATS (272287).

Send "Status Route < route number>" to receive a single message with the current status of the specified route.

Send "Status Bus Stop

stop number>" to receive a single message listing the next three arrivals at this stop.

Receiving alerts with your mobile phone is the fastest way to communicate with you, our valued customers, as a way to connect you to what matters.



SCAN ME FOR RIDER ALERTS

To view our Privacy Policy visit: https://www.brcats.com/page/privacy-stateme
Terms and Conditions please visit: https://www.brcats.com/page/terms

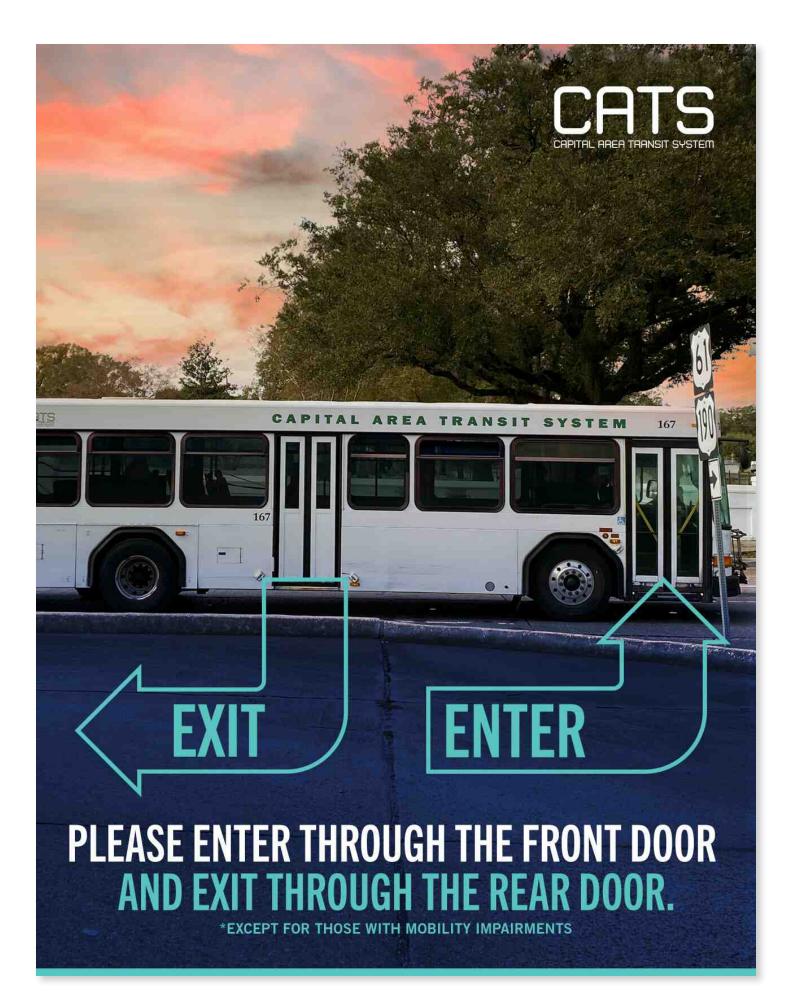
Rider Alerts are posted to our social media pages and on our website, however, sometimes last-minute alerts come in and are in effect immediately. Receiving our alerts via your mobile phone, will be the fastest way to communicate with you, our valued customers, as we connect you to what matters.

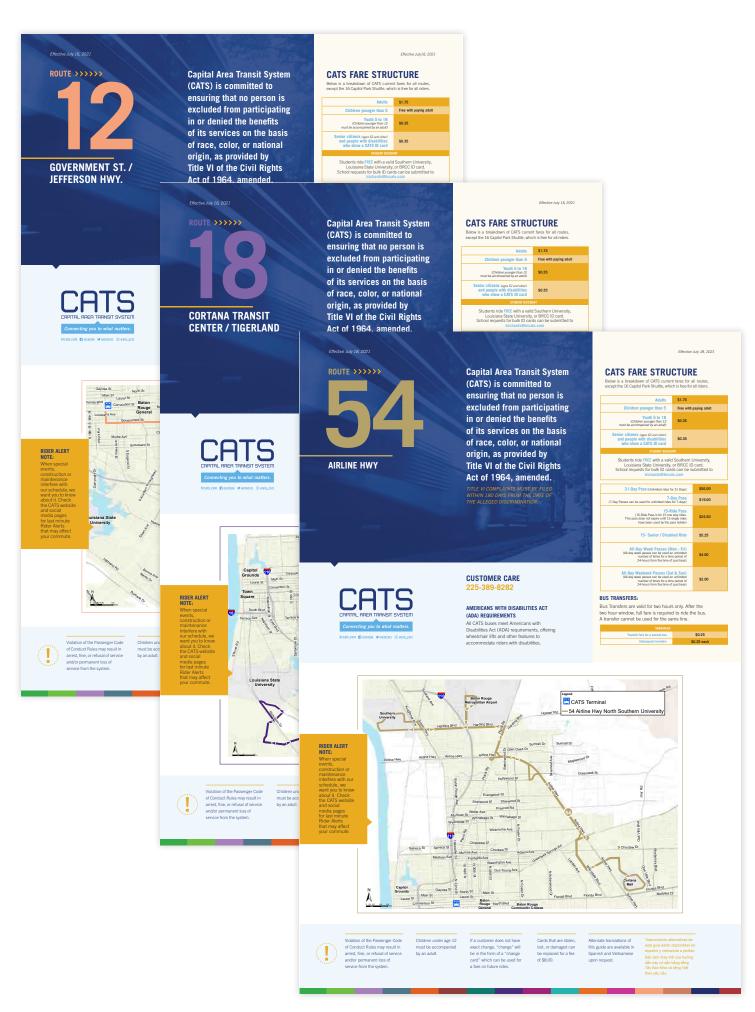
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CATS CONNECTS CAMPAIGN



CATS CONNECTS





















CATS MEDIA DAY

LEARN ABOUT CATS CONNECTS
RENEWAL PROPOSAL

TUESDAY, MAY 11, 2021 1:00PM - 4:00PM

CATS ADMINISTRATIVE OFFICE 350 NORTH DONMOOR, BATON ROUGE, LA

CLICK HERE TO CHOOSE YOUR TIME



CATS is committed to providing comprehensive transit services in ways that build upon the substantial progress the agency has made over the past ten years and fulfills the commitment it is yet again making to voters and the Baton Rouge community through new bus rapid transit service, a growing electric bus fleet, new shelters and rider amenities, circulators in downtown Baton Rouge and Baker and more. The Capital Area Transit System is requesting voters in the city of Baton Rouge and the City of Baker to renew the millage that serves as CATS' primary funding source for daily operations and services to tens of thousands of customers who rely on our transit system on the October 9 ballot.

SERVING OUR CUSTOMERS

OUR COMMITMENT FOR THE NEXT TEN YEARS:

Continue to operate the transit system that was built over the last ten years.

Continue to invest in modern with a goal of electric buses making up half the fleet by 2031.

Improve on-time performance to 90 percent.



Optimize investments in service that improves reliability, improves customer experience, and grows the ridership base.

Continue to reduce traffic congestion with fewer cars on our streets and more transit customers.

Expand into alternative services like micro-transit, to provide more connections across the region in areas that require them.

CREATING JOBS AND OPPORTUNITY

OUR COMMITMENT FOR THE NEXT TEN YEARS:

CATS connects customers to

225,000 JOBS

within a half-mile radius of a transit route. Without this funding, those jobs are in jeopardy.

Continue enhancing transit access to major job centers across CATS service areas.

Provide access to high frequency bus rapid transit services for the 28,000 people who live within a half-mile of the 22 BRT stations.

The new BRT system will provide high frequency service with buses operating every 15 minutes during the day.

Support over 39,000 jobs for 11,000 low-income households and 2,000 zero car households along the bus rapid transit route.

Position services to support emerging job hubs.

Make services more accessible to disadvantaged populations with limited transportation options.

Evaluate near-term opportunities and markets and seek funding for expanding alternative transit and mobility options.





CATS is committed to providing comprehensive transit services in ways that build upon the substantial progress the agency has made over the past ten years and fulfills the commitment it is yet again making to voters and the Baton Rouge community through new bus rapid transit service, a growing electric bus fleet, new shelters and rider amenities, circulators in downtown Baton Rouge and Baker and more.

What is the proposition?

The Capital Area Transportation System is asking voters to renew its 10-year property millage on homes and businesses in the city limits of Baton Rouge and Baker. The vote is set for Oct. 9, 2021 with early voting on September 25 - October 2. The proposal is a renewal of the existing millage and will generate approximately \$17.6 million annually to fund crucial CATS programs, services, and infrastructure.

How is CATS funded today?

CATS leverages local dollars to access federal grants that support our local transit system. This millage represents just under 60 percent of CATS total operating budget, with the remaining funds coming from matching state and federal sources. Rider fares account for less than 10 percent of CATS' total operating budget.

Proceeds generated will likely fluctuate over the next several years as the local housing market rebounds and property values increase following the COVID-19 pandemic. Over the past year, federal stimulus funds have helped to address key budget gaps exacerbated by the pandemic, which will likely shift or go away entirely as residents throughout the U.S. begin safely returning to public forms of transportation. CATS is actively monitoring and planning for this reality, recognizing it must continue providing high-quality services to residents, fulfilling promises to taxpayers, and living within its budgetary means in doing so.

The homestead exemption does not apply to this millage. Currently, for a home valued at \$150,000, the millage equates to \$159 a year, or \$13.25 a month (based on 2020 property assessments).

If approved by voters, the revenue this renewal generates will provide continued funding for capital costs, operations, and maintenance of the existing transit system and future expansion. This investment also includes \$1.88 million of a \$53.7 million City-Parish Bus Rapid Transit Program for CATS' portion of the construction and operations of the new BRT system, which will provide premium, high-capacity transit connectivity between north and south Baton Rouge. Connecting north and south Baton Rouge is an imperative for the vitality of our community, and transit can bridge the gaps by providing equitable access to resources, and education and workforce opportunities.

What happens if voters reject the proposition?

Most cities the size of Baton Rouge have a dedicated source of funding for transit. Like these cities, Baton Rouge needs a reliable transit system to serve the tens of thousands of residents who rely on it daily to get to and from their jobs, which serve some of our area's top employers.

Prior to voters passing the current millage in 2012, the agency's future was in flux and its existence threatened. Since then, CATS has provided quality transit services and is continuing to fulfill the promises it made to voters nearly a decade ago. If voters do not renew this millage, CATS will eventually be unable to provide transit services to the Baton Rouge community.

Without a local revenue source of this size and scale, CATS cannot access the matching state or federal dollars that fund key programs, services, and capital projects. This would have a devastating impact on the Baton Rouge economy, traffic congestion, and the thousands of CATS customers who would be unable to get work, school, healthcare facilities, grocery stores, or other essential destinations. CATS serves tens of thousands of customers traveling to and from work each day, with 66 percent indicating this as their primary reason for using public transit.

CATS connects customers to 225,000 jobs within a half-mile radius of a transit route. Without this funding, those jobs are in jeopardy.

Furthermore, Louisiana's first bus rapid transit service, a \$53.7 million project, would be severely jeopardized without the local funds this millage will provide for matching a federal \$15 million grant for the project and without CATS to operate the service.



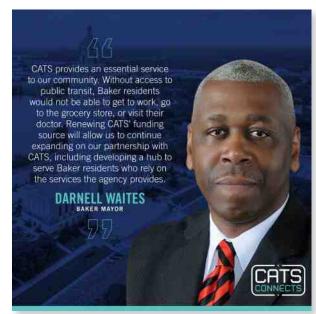
































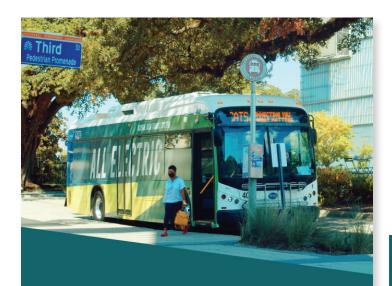












CATS CONNECTS BATON ROUGE.

CATS SUPPORTS TENS OF THOUSANDS OF CUSTOMERS EACH DAY

WITHOUT CATS, RESIDENTS WHO RELY ON TRANSIT SERVICES WOULD HAVE NO OTHER OPTION

ELECTION DAY IS
OCTOBER 9

EARLY VOTING IS SEPTEMBER 25 - OCTOBER 2



brcats.com/connects

@acatsbr y@btrcats @@btr_cats



CATS IS AN ECONOMIC DRIVER AND CRITICAL SERVICE PROVIDER FOR GREATER BATON ROUGE.

CATS SERVES BATON ROUGE:

- 91% OF CATS CUSTOMERS HAVE NO OTHER TRANSPORTATION OPTION
- 86% OF BATON ROUGE RESIDENTS
 BELIEVE IT IS IMPORTANT TO SUPPORT AND FUND
 CATS PUBLIC TRANSIT
- CATS CONTINUES TO SERVE AS THE REGION'S TRANSIT PROVIDER DURING TIMES OF EMERGENCY OR DISASTER

CATS SUPPORTS THE LOCAL ECONOMY:

- CATS WILL GENERATE A TOTAL ECONOMIC
 IMPACT OF \$1.6 BILLION OVER THE NEXT IO YEARS
- EVERY \$1 OF LOCAL REVENUE INVESTED IN CATS RESULTS IN \$7.40 OF ECONOMIC RETURN ON INVESTMENT FOR BATON ROUGE
- CATS CONNECTS CUSTOMERS TO 225,000 JOBS WITHIN A HALF-MILE RADIUS OF A TRANSIT ROUTE

WITHOUT CATS,
THE LOCAL ECONOMY AND THE
JOBS IT SUPPORTS WOULD BE IN JEOPARDY.

TO LEARN MORE, VISIT BRCATS.COM/CONNECTS

OUTREACH CAMPAIGN

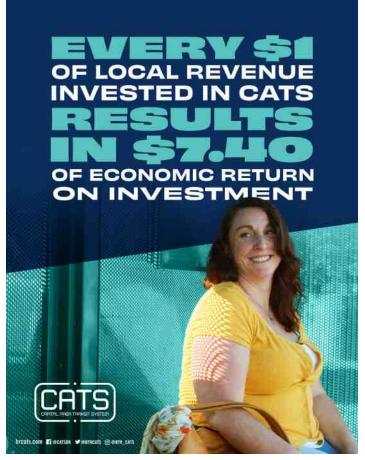


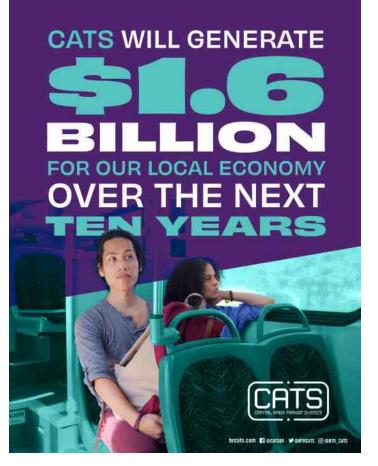














3 Minute Video With Title Animations

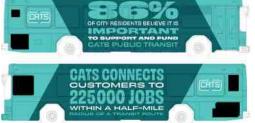










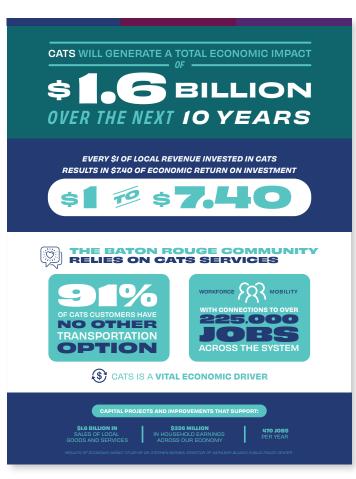


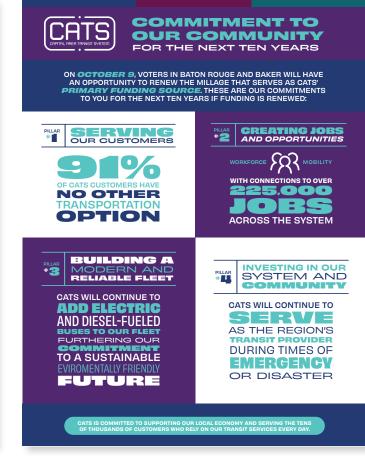
















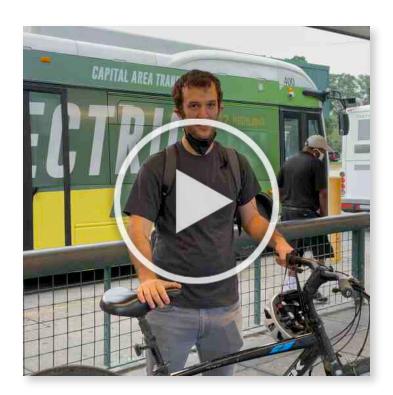








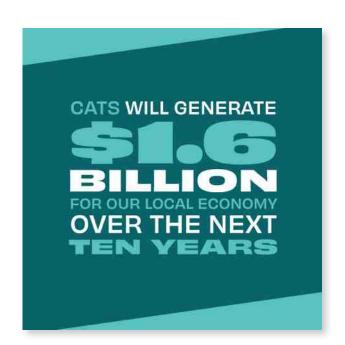


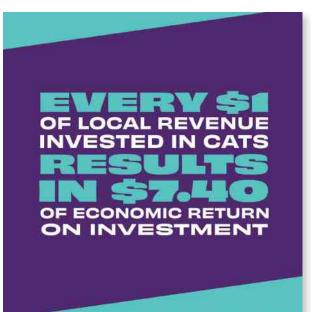










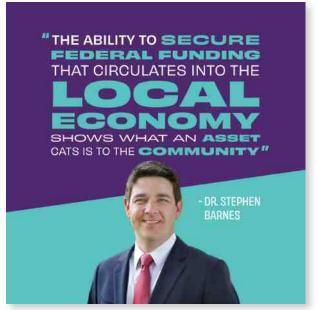


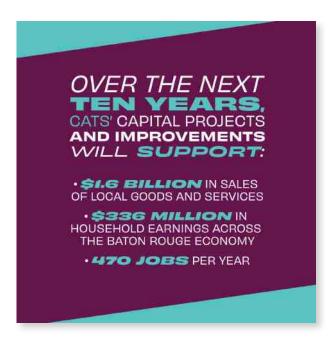
UPGRADES AND INNOVATIVE PROGRESS COMING TO CATS:

- BUS RAPID TRANSIT SERVICE
- MICROTRANSIT IN BAKER
- NEW DIGITAL PLATFORMS
- MODERNIZED FLEET

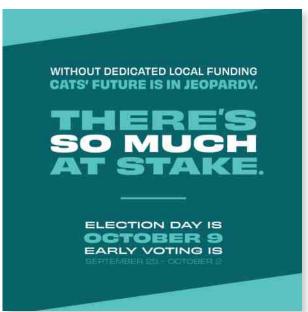


















THANK YOU



2250 Florida Boulevard Baton Rouge, LA 70802 PHONE: 225.389.8920



EXECUTIVE STAFF

Pearlina Thomas Chief Administrative Officer pthomas@brcats.com

CATS BOARD APPROVAL REQUEST:

Date: September 21, 2021

Department requesting approval: Risk Management

Project Manager: Pearlina Thomas

Project/Contract: Automobile Physical Damage Coverage

Project/Contract Date(s): September 2021 – September 2022

Renewal options (Yes/No): No

Budgeted project (Yes/No): \$78,645.00

Grant(s) Funded (Yes/No): Yes

Project/Contract Summary: <u>CATS is required to have terrorism coverage.</u>
Renewal of current Automobile Physical Damage Policy covers all vehicles owned by CATS and the property at 2250 Florida through September 2021.
Stone Insurance is the Agent of Record for CATS on this policy (LHD920136).

Project/Contract Amount: Not to exceed \$78,645.00

Planting Thomas

Project Manager Approval

Draw Colonia

Project Manager Approval

Procurement Manager Approval

Comptrøller Approval

CEO approval

2250 Florida Boulevard Baton Rouge, LA 70802 PHONE: 225.389.8920



CONTACT

RESOLUTION

BE IT RESOLVED, that the following millage(s) are hereby levied on the 2021 tax roll on all property subject to taxation by <u>City of Baton Rouge:</u>

(Name of taxing district)

MILLAGE

Capital Area Transit System
(Tax for: e.g. General Alimony, Library, Maintenance)

10.06 mills

BE IT FURTHER RESOLVED that the proper administrative officials of the Parish of East Baton Rouge, State of Louisiana, be and they are hereby empowered, authorized, and directed to spread said taxes, as hereinabove set forth, upon the assessment roll of said Parish for the year 2021, and to make the collection of the taxes imposed for and on behalf of the taxing authority, according to law, and that the taxes herein levied shall become a permanent lien and privilege on all property subject to taxation as herein set forth, and collection thereof shall be enforceable in the manner provided by law.

The foregoing resolution was read in full, the roll was called on the adoption thereof, and the resolution was adopted by the following votes:

YEAS:

NAYS:

ABSTAINED:

ABSENT:

CERTIFICATE

I hereby certify that the foregoing is a true and exact copy of the resolution adopted at the board meeting held on <u>September 21</u>, 20<u>21</u>, at which meeting a quorum was present and voting.

350 N. Donmoor Ave, Baton Rouge, Louisiana, this 21st day of September, 2021.

(City, Town, Village)

(Signature of authorized person of the taxing district)

2250 Florida Boulevard Baton Rouge, LA 70802 PHONE: 225.389.8920



CONTACT

RESOLUTION

BE IT RESOLVED, that the following millage(s) are hereby levied on the 20<u>21</u> tax roll on all property subject to taxation by <u>City of Baker:</u>

(Name of taxing district)

MILLAGE

Capital Area Transit System
(Tax for: e.g. General Alimony, Library, Maintenance)

9.6 mills

BE IT FURTHER RESOLVED that the proper administrative officials of the Parish of East Baton Rouge, State of Louisiana, be and they are hereby empowered, authorized, and directed to spread said taxes, as hereinabove set forth, upon the assessment roll of said Parish for the year 2021, and to make the collection of the taxes imposed for and on behalf of the taxing authority, according to law, and that the taxes herein levied shall become a permanent lien and privilege on all property subject to taxation as herein set forth, and collection thereof shall be enforceable in the manner provided by law.

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September 21st

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2021	2021 Yellow = Action Item / needs Board Approval now Blue = Projects Pending Board Action within 1							board Action within 1 to 3 months
Service Description	Contr Type	Vendor Name	Amt	Start Date	End Date	Board Approved	Services/ Product Provided	Notes / Comments
Α								
A&E Design Services Transit Amenities & Related Equip PR #934 RFQ 2019- AmenitiesDesign- 005	A&E Design Services	Reich Landscape Architecture	Approx Cost \$180,000	6/20/19	6/19/2024	06/15/19	RFQ for Design Services for Transit Amenities and Related Equipment	8/9/19- Executed Contract 4/17/19 — Proposals were received by Procurement, and PEC evaluated proposals and recommend an award at the June 2019 Board meeting for \$180,000.3/28/19 — RFQ was solicited. Proposals due at 10:00am on 4/17/19. Will include Shelters, Kiosks, Landscapes, etc. Design consultant will also assist CATS with the construction bids in determining the lowest responsive bidder in meeting the technical specifications.
Audit Services CATS & Pension External Audit Services	Service Contract	Postlethwaite & Netterville	Contract Value with increase for CYE 2020 \$329,300	Jan 2019	Dec 2021	08/17/21	External Audit Services	Request to increase contract by \$49,800 for CYE 2020. Options available for future years. Contract executed 06/20. 06/23/20 Board Approved. Additional \$63,000 for CATS CYE 2019 to initial \$32,000 for newtotal of \$95,000 7/16/19—Board approved additional \$119,500 for CATS CYE 2018 to initial \$31,500 for new total of \$151,000. 11/13/18 - Board approved 11/8/18 – F&E Committee approved to move to full Board. RFP opened on 10/30/18. For Calendar Years ending in 2018 through 2020, with 2 one-year renewal options.
С								
Claims Adjuster Bus Fleet Liability & Worker Comp	Service Contract New RFP	Brown Claims Management Group Adjuster Claim Services Bus Liab&W C	Refer to updated Hourly Rates for renewal period 1/1/21 thru 12/31/21	Extension from 01/01/21 03/01/2020 Renewal: 3/1/19	Extension until 12/31/21 12/31/2020 2/29/20	Extension Approved 12/15/20 06/23/20	Adjustor Claim Services, Investigations, Fleet Liability and Workers Comp (original 5 year contract)	12/15/20 Board approved extension until 12/31/21. New RFP being developed. 06/23/20 Board Approved to extend. Period Extension thru 12/31/20 allowing time to formulate new RFP. 3/11/2020- Contract signed and mailed to vendor for extension. 9/9/16 – Contract renewal finalized. 8/30/16 – CATS Board approved renewal of contract. 8/11/16.

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Service Description	Contr Type	Vendor Name	Amt	Start Date	End Date	Board Approved	Services/ Product Provided	Notes / Comments	
D									
Drug & Alcohol 3 rd Third Party Adm D & A Services for Safety Sensitive	Services New RFP	IHSN 6 th extension	\$25,000 Estimated for 3 years	12/31/20 Extension from 05/01/2020	Extension until 12/31/21 Extension until 12/31/20	12/15/20 6/23/20	Extension allowing rebid 2021. FTA mandated Third Partying Administrator services for Drug & Alcohol /substance abuse services for safety sensitive employees. PO 2019052	Executing agreement via state contract with new vendor in 4 th qtr 2021. Extension Approved. 06/23/20 Board Approved. Period Extension thru 12/31/20 allowing time to formulate new RFP. Estimated cost to be \$25,000 for a 3 year contract. 3/18/19 CATS extended 12-month renewal with IHSN with only a \$0.50 increase on drug tests. Contract originated in 2012.	
F									
Financing Bus Finance Lease /Purchase (10 Gillig Buses)	Bus financing for 7 years through 2024	Banc of America Public Capital Corp (Scottsdale, AZ)	Finance 10 Gillig Diesel Buses for 7 years.	04/17	10/24	3/21/17	Capital Bus Lease/Purchase Finance 10 Gillig Buses Pay over 7 year period. Total Cost: \$4,217,800 2 payments of \$328,137 per year = \$656,273 per yr	3/21/17 – Board approved financing of 10 Gillig buses. 3/16/17 - F&E approved item to move to full board for approval. Financing is for 10 Gillig Buses. 2/8/17 – RFP solicited to multiple financial institutions. Proposals due back 3/2/17. Inquiries due here by 2/20/17 with our responses out via Addendum on 2/23/17.	
Fuel Diesel and Gasoline Joint C-P & CATS Contract Approved thru 10/31/2021 7th renewal	Materials City Parish	Mansfield Oil (was assigned by FuelTrac) Via City Parish solicitation. Contract for Diesel and Gasoline	Approx. annual cost \$1,000.000 for period noted Oil Price Info Serv OPIS + \$ 0.039 adm fee + tax = price per gal (ppg)	4/01/21 Initial start date of contract 11/01/14 C-P Metro Council approved award to FuelTrac on 8/13/14	10/31/21 Final renewal PO2020079 Current 2 year contr w/5 one year renewals available thru 2021	04/20/21	City Parish included CATS in 2014 fuel solicitation as a separate entity to participate in the fuel dispensing system.	Board approved 04/20/21 for Services thru 10/31/21 Via a City Parish contract. Period 7 months. Renewed-2/7/20 for 1 year. 3/19/19 — Board approved. Renewal contract sent out. 3/14/19 — F&E Approved. 2/8/19 — City Parish has renewed for one year and notified CATS. 10/3/18 — Received notification that Mansfield Oil was assigned contract by FuelTrac, approved by City Parish. 3/26/18 — Contract was finalized and signed with Fueltrac and the C-P Purchase was copied on all correspondence. 3/20/17 — Board Approved for renewal period of 4/1/18 thru 3/31/19. See CEO Letter Recommending Renewal Contract. 3/21/17 — Board approved renewal of contract. 3/21/17 — Contract needs Board Approval for renewal period of 4/1/17 thru 3/31/18. See CEO Letter Recommending Renewal Contract.	

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Service Description	Contr Type	Vendor Name	Amt	Start Date	End Date	Board Approved	Services/ Product Provided	Notes / Comments		
G										
Graphic Design Services	Service	Rockit Science	\$160,000 Maximum 3rd Renewal \$160,000 Maximum ^{2nd} Renewal	10/1/21	9/30/22	9/22/20	Assist CATS in creating and executing marketing programs, incl. marketing strategies and designs to increase CATS ridership base, build and maintain a positive brand in the community, and showcase the accomplishments of the	Requesting Board Approval. Board Approved 09/22/20.		
			\$160,000 Maximum 1 st Renewal	10/1/19	9/30/20	9/17/19	Agency.	9/17/19 — Board approved 1 st renewal through 9/30/20 for Strategic Creative Consulting Services under this contract.		
			\$125,000 Maximum per year	10/1/18	9/30/19	09/18/18		9/18/18 – Board Approved. 7/27/18 - An RFP solicitation was sent to 52 graphic design firms. CATS received 5 proposals which were evaluated by the Proposal Evaluation Committee (PEC). Highest scoring firm is Rockit Science, with contract award recommendation to be in the amount of \$125,000 for 12 months, with the option for up to four (4) twelve-month renewals.		
Н										
HVAC Upgrade 2250 Florida Blvd	Public Works Bid	Metro Mechanical	\$243,750	06/28/21	11/14/21	06/15/21	Upgrade HVAC System at 2250 Florida Blvd	Work began 06-28-21. Approved by Board. Project to be completed 140 days after Award is received by vendor.		
ı										
Insurance Auto Physical Damage Policy	Services	Stone Agency	\$78,645 \$74,900	09/21 9/20	09/22 09/21	09/22/20	Auto damage including terrorism coverage	Requesting Board Approval 09/21/21 Board Approved. Accounting has addressed this matter.		
Information Technology ASA Firewall	Materials & Services State Contract	Transformyx	\$75,424	8/21	08/24	06/15/21	Networking and Services for Firewall replacement	Approved for Networking and Services for Firewall Replacement. Hardware and software.		

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2021	, i	Yellow = Action Item / needs Board Approval now Blue = Projects Pending Board Action within 1 to 3 r								
Service Description	Contr Type	Vendor Name	Amt	Start Date	End Date	Board Approved	Services/ Product Provided	Notes / Comments		
L										
Legal Services Employment Law	Services	Breazeale, Saches & Wilson, LLP	\$200,000 \$125,000	04/08/21	04/08/22	04/20/21	Legal Services labor & Employment Matters. Contract Increase by \$75,000 Legal Services relating to Employment and Labor Matters. PO2020177	04/08/21 New contract. 11/17/20 Board Approved Contract increase of \$75,000. Services: Employment Law, including legal services with ongoing dealings with the Amalgamate Transit Union (Local 1546) in negotiating and administering of the collective bargaining agreements with its employee's union, grievance and interest arbitrations, civil rights, ADA, wage and hour and other employment claim. Other services will be supplies per direction of the CEO.		
0										
Oil Products	Materials ITB	Lard Oil (\$70,045.00) Central Oil (\$36,204.00)	\$70,045 \$36,204	1/1/2021	12/31/21	12/15/20	Antifreeze, Synthetic Transmission fluid and Diesel Exhaust Fluid Gear Oil, Motor Oil and Wheel Grease	replaced. 12/01/20 – Bid Opening. Provided here for the Boards information since this went out in one Invitation to Bid but awarded to 2 different vendors based on the lowest bid for specific products.		
On-Call Services RFP PR # 2019-On- CallServices-	Consulting	The Goodman Corporation	\$160,000	08/01/20	07/31/21	07/21/20	TO 001 Sub-Area Planning approach for transit options			
On-Call Services RFP PR # 2019-On- CallServices-	Consulting	Atlas Technical Consultants	\$354,770	08/03/20	12/31/21	07/21/20	TO 001 for Program Management. General Administrative Support, Project Development, Delivery and Planning Services for 5 year Capital Improvement and Investments Plan	Period of Performance Extended to 12/31/21. Task order 001 issued for \$354,770.Board Approved up to \$354,770.This task will provide administrative support for project development & planning for capital improvement plan.		

September 21st

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Service Description	Contr Type	Vendor Name	Amt	Start Date	End Date	Board Approved	Services/ Product Provided	Notes / Comments	
On-Call Services RFP PR # 2019-On- CallServices-	Consulting	Atlas Technical Consultants	6 months \$313,614	07/01/21	12/31/21	07/20/21	TO 002 for Program Management. General Administrative Support, Project Development, Delivery and Planning Services for 5-year Capital Improvement and Investment Plan	Board Approved \$100,000 in June and \$213,614 in July. Task Order 2 will provide administrative support for project development & planning for capital improvement plan.	
On-Call Services RFP PR # 2019-On- CallServices	Consulting	HNTB	\$313,445	08/20/20	07/31/21	07/21/20	TO 001 for Development of Transit Operations Plan	Task order 001 issued for \$313,445. Board Approved up to \$350,000. This task order will provide for the development of a transit operations (bus service) plan.	
On-Call Services RFP PR # 2019-On- CallServices	Consulting	HNTB	\$78,104	10/20/20	07/21/21	10/20/20	TO 002 Rider, Non-Rider Transit Stakeholder Surveys	10/20/20 Approved by Board. Task Order 002 issued 10/28/20.	
On-Call Services RFP PR # 2019-On- CallServices	Consulting	НМТВ	\$585,969	06/25/21	06/25/22	06/15/21	TO 003 Comprehensive Operational Analysis	Task Order has been awarded. Board Approved a comprehensive operational analysis of CATS bus routes.	
Paratransit Services ADA	Service	MV Contract Transp.	NTE \$2,324,667 1st year option 3 year contract amount \$6,975,000	05/06/21 5/6/18 3 yr contract w/ 2 one year renewals	5/6/21 (potential 5 year contract thru 2023)	03/16/21 2/20/18	Contracted Para-Transit Service Provider	New Contract in place. 03/16/21-Board Approved 1st of 2 one-year renewals effective 05/6/21. 03/16/21-Board Approved Hourly Rate Adjustment for Modified Services in 2020. 11/17/20 Board did not make a motion to provide a temporary Rate Adjustment. 2/20/18 – Board approved award to MV. 1/16/18 – Board deferred until Feb Board meeting. 1/12/18 – F&E meeting Based on the Proposal Evaluation Committee results; CATS recommends an award of contract to MV Transportation as CATS paratransit services contractor.	

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Service Description	Contr Type	Vendor Name	Amt	Start Date	End Date	Board Approved	Services/ Product Provided	Notes / Comments			
S											
Security Guard Services	Service	Weiser Security Services, Inc.	Approx. \$237,000 annual cost	Extension approved & rebid 3rd quarter 2021 2 nd of 2 renewals 1/1/19 1 st of 2 one-	12/31/21 12/31/20	12/15/20 1/21/2020	24/7 - Security Guard Services at CATS 2250 Florida Blvd. location.	Contract Signed 01/06/21. Rebid 2021 still pending. 12/15/20 Board Approved to extend for 1 year starting 01/01/21. 3/1/2020 — Contract renewed. 11/13/18 - Board approved 11/8/18 – F&E Committee approved to move to full Board. Board Approved original award on 1/15/16 — Security contract awarded to Weiser Security Services, Inc. 3-year contract with			
				year renewals				2 options to renewfor 12-months each.			
Software ERP System Software	Services	Tyler Technologies Solutions	New price \$822,803.00 first 5 years (Options for 3 years)	08/01/20	7/31/25 (potential 8 year contract thru 2028)	12/17/19	ERP Software	Contract executed by CATS. Board Approved on 12/17/19. Awarded to Tyler Technologies Solution. 12/13/19- Received negotiation prices from Tyler, new price is \$822,803.00 for 5 year term w/option to extend for 3 years. 12/6/19 – Emailed letter for Intent to Recommend Award to Tyler Technologies.			
Software RouteMatch Services	Service	RouteMatch	One year of tech support, warranties, & maintenance coverage \$117,500	8/1/21	7/31/22	06/15/21	Tech Support, Maintenance & Warranty Coverage for AVL, APC & AVA Sys	Board approved 12-month renewal Ending 07/31/22 based on optionyear 1 price fro m 2020. Negotiated down to \$117,500/yr. 9/17/19 - Board approved 12-month renewal for \$165,052. Renew warranty services contract through 7/31/20. Board Approved on 7/17/18 to renew tech support and warranty coverage for AVL, APC & AVA Systems from 8/1/18 thru 7/31/19.			
Т											
Tire Lease for Buses (Maintenance) Contract for 3 years thru 8/31/20 w/2 one year renewals thru 8/31/22	Material Supply ITB	Bridgestone Americas Tire Operations, LLC	2 nd option year estimated cost is \$200,000 per year 1 st option year estimated cost is \$204,800 per year \$600,000 (est cost for 3 years)	09/01/21 9/01/20 09/1/17	08/31/22 8/31/21 08/31/20	08/17/21 1/21/20 07/18/17	Tire lease for buses	Requesting Board Approval to exercise 2 nd of 2 one year options. 08/18/20 Board Approved to exercise 1 st of 2 one year options. Extended thru 8/31/21.Estimated \$204,800 for 1 year. 1/24/2020- Order has been placed. 1/21/2020- Board approved. 1/10/20- Submit Board approval request.			

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Service Description	Contr Type	Vendor Name	Amt	Start Date	End Date	Board Approved	Services/ Product Provided	Notes / Comments
Technical Innovation Services	Service	Hitachi	Not To Exceed \$300,000	09/01/20	8/31/23 2 1 year options	09/22/20	Multi-channel messaging with passengers. Mobile ticketing options. System to provide data collection. All to improve the rider;s experience.	Board Approved 09/22/20. 80% Funding provided via AIM Grant.
Technical Innovation Services	Service	Cubic Transport Systems, Inc	Not To Exceed \$215,000	7/01/21	06//30/223 1 year options	06/15/21	System to improve and grow CATS fixed routes.	Board Approved 06/15/21. Contactless Fare collection system as part of the Covid-19 Mitigation Research Grant.
V		5) (5						
Vehicles Electric Buses (3) (35ft) w/Extended Battery Range and install 3 electric charging stations	Rolling Stock	BYD America 3 Electric Buses and install 3 electric charging stations	Final Order 3 buses no Chargers \$2,296,240 Bid Price for 3 buses and 3 charging stations \$2,381,245 Approx unit cost for one bus and one charging station \$791,748	12/20/2020 3 rd Order 12/20/2019 – 2nd order 01/16/18	12/31/23 3rd Order 12/20/20 – 2nd order 01/16/23 Contract can be used for the next 5 years from the date of award	11/17/20 12/17/2019 Board Approved 1/16/18 PO Issued on 3/7/18. Delivery to be by Feb 22, 2019	Allows for up to 9 buses, 35 foot w/extended battery range and install in-house charging stations. 3 separate orders of 3.	3 buses from 2 nd order arrived in 2021. PO Issued 11/18/20 for 3 rd and final order. 11/17/20 Board Approved request for 3 rd order for 3 buses. 3 rd Order Deliver anticipated in 2023. 12/20/19 – 2 nd order for 3 buses-Board Approved and buses ordered expected to arrive by 12/20. 1/16/18 – Board approved award to BYD for 1 st order of 03 buses. 1/12/18 - F&E meeting – CATS recommended an award of contract for the purchase of 3 electric 35 foot buses to the lowest priced and responsive bid submitted by BYD. F&E voted to move the item to full board for approval. CATS Received bids from BYD, New Flyer and Proterra.
Vehicles Diesel Buses (7) 35ft Delivery 2023 & 2024 8 buses Delivered Nov/Dec 2018 *orders as needed – on going until contract expires	Rolling Stock ITB	Gillig, LLC 35 ft diesel	\$3,489,166 final order. 2021 for 7 buses for delivery in 2023 & 2024 3rd order. Purchase of 8 buses 56 Buses will be ordered over 5 years thru 2020 36 less 8 = 28 Assignments left on the bid	2021	8 buses delivery in Nov/Dec 2018	Board Approved To purchase 12 buses on 12/20/16 week of 7/17/17	Final 7 Buses- Delivery 2023 and 2024	2 POs issued 1/22/21. 1/21/21 Board Approved purchase of 7 buses to be received in 2023 and 2024. No future orders due to contract expiring 02/21. 1/3/19 – Procurement was notified that all 8 buses have been received by CATS Maintenance. 7/21/17 P.O. sent to Gillig – 7/17/17 – Pending P.O. / will be issued this week to Gillig for 8 buses. Waiting on Buy Am info from them before sending P.O. The delivery date is 16 months. 4/11/17 – Awaiting approved PR from CEO to issue PO for 8 buses (on hold). 3/21/17 – Update: P.O. pending since board approval in Dec. 2016.P.O. changed to reflect the purchase of 8 buses instead of 12.

	CATS Procurement Listing for CATS Board												
September 21s 2021	st	Board Action within 1 to 3 months											
Service Description	Contr Type	Vendor Name	Amt	Start Date	End Date	Board Approved	Services/ Product Provided	Notes / Comments					
Vehicles 3-Electric Buses - Lease for 2 years	Rolling Stock	BYD America	\$375,000	Estimated 03/01/21	Estimated 02/28/23	12/15/20	24 mo lease for BYD 30 ft buses.	08/01/21 Lease contract under review for finalization 12/15/2020 Board Approved the lease 30 ft buses to resume services downtown. These buses can be charged with CATS' existing chargngstations and are similar in most aspects to our existing Electric Fleet. Grant funds are available to assist in paying these leases.					
Vehicle Bus Cameras	Rolling Stock bus added ons	AngelTrax	\$291,972	10/01/21	11/01/21	07/20/21	Upgrading old cameras on buses.	Board Approved 07/20/21 for replacing aging bus cameras. Older cameras will be upgraded to match the newer units. This will help provide a safer en vironment for customers and operators. Recorded data is not generated or stored as required.					
W													
Website Re-Design	Website Services	Covalent Logic	\$19,800 Change Order \$16,000	08/01/21	07/31/22	07/20/21	Extension of contract for added functionality and annual hosting fee.	07/20/21Board approved to extend contract for 2 nd and final option. August 2020 – Exercise optional year 1 hosting fee plus support to increase functionality of the					
			\$16,000 Change Order value	08/01/20	07/31/20	07/21/20	Extension of contract for added functionality and annual hosting fee.	website. July 2017 – launched new website. 12/15/16 – Award approved to Covalent Logic, who scored highest among 3					
			Estimate ReDesign \$87,000 plus Hosting Fees \$4,000/yr	01/01/17	3 years w/2 one year renewals available	12/20/16	Original Website Re- Design - includes Hosting and Software Services	proposals received. 11/10/16 – RFP has been solicited to multiple potential proposers. Contract Award Recommendation is scheduled to be on 12/20/16 Board meeting agenda.					

2021 Contracts Authorized by CATS CEO (includes CEO approved procurements between \$20,000 to \$50,000)

	September 2021										
Description	Vendor Name	Amount	Start Date	End Date	CEO Approved	Services Provided	Comments				
Advisor to Senior Management for Strategic Guidance	S W Leader, Inc.	\$50,000	6/01/20	6/01/21	06/20	Management relating to	CEO will direct consultant to work in coordination with CATS Transit Planner/Scheduler and Micro transit Project Manager, and COO staff, to review for immediate implementation during remainder of the COVID-19 (Coronavirus) pandemic and post pandemic period				
Advisor to Senior Management for Strategic Guidance	Aries 2.0 Management Group, LLC	\$50,000	4/10/20	4/10/21	04/20		Develop internal framework with management staff to include courses of action, timelines, progress milestones and monitoring processes to address CATS' mission critical objectives. Interface with CATS' Senior Management Team by providing on call services on as needed bases to achieve mission objectives				
Consultant to CATS CEO	New Age Industries	\$50,000	7/19/21	12/31/21	07/21	Professional Services - Paul Tolliver (Consultant to CATS/CEO)	Senior Advisor to CATS Senior Management in the areas of: Technology, Operations, BRT Programing, Capital Improvement Program and other duties assigned by the CEO				
Federal Grants Guidance	Stephanie Pulley	\$50,000	4/7/20	4/7/21	04/20	Federal Grants Strategic Guidance PO 2020151	Services will include grant strategic guidance, as well as procurement and accounting strategies				
Federal Grants Strategic Guidance	Sullivan Bosworth LLC	\$50,000	2/10/20	2/10/21	02/20	Federal Grants Strategic Guidance PO2020073	Strategic Guidance for grant identification and grant management processes				
Government Relations Consulting	Southern Strategy Group of LA	\$50,000	1/1/21	12/31/21	03/08/21		Support and strategy guidance for Governmental Relations and Educational Services				

2021 Contracts Authorized by CATS CEO (includes CEO approved procurements between \$20,000 to \$50,000)

September 2021										
Description	Vendor Name	Amount	Start	End	CEO	Services Provided	Comments			
			Date	Date	Approved					
Legal Services To Amend and Create Policies and Procedures	Broussard Dispute Resolutions	\$50,000	5/1/21	4/30/22	05/21	Legal Services to amend & create Polices & Procedures Agreements. PO#2021088	Provider of legal services to representation in the following areas: Employment: render legal services to CATS on amending and creating policies and procedures for CATS Human Resources and Operations as it relates to the current COVID-19 pandemic to assure compliance with Local, State and Federal Employment Laws and CATS responsibility to and engaging with employees; Public Transit Employment Regulatory Requirement, which includes assisting CATS to secure the maximum benefit from and adherence to federal and state subsidy programs with respect to Laws, Acts, Bills and/or any Legislative actions in response to the COVID-19 (Coronavirus) Pandemic, and adherence to federal, state, and local legal employment regulatory requirements. Additional services at the request of the CEO			
Consultant to CATS CEO. Support for Maintenance, Operations including Bus Inspection	ESA Management & Engineering Consultant	\$50,000	12/24/19	12/24/21	12/19	Support for Maintenance, Operations including Bus Inspection	Support required to ensure rolling stock needs are assessed and requirements in the procurement process are followed and properly documented			
Human Resources Special Advisor & Consulting Services	Trina Bowie	\$50,000	08/01/21	12/31/21	08/02/21	Human Resources Advisor and Consulting Services. Needed in the absence of an HR Director				
Litigation Support Services	Lyons Research Group	\$50,000	02/19/21	02/19/22	02/19/21	Support Litigation as directed by CATS	Support with investigations as directed by CATS.			

2021 Contracts Authorized by CATS CEO (includes CEO approved procurements between \$20,000 to \$50,000)

	September 2021											
Description	Vendor Name	Amount	Start Date	End Date	CEO Approved	Services Provided	Comments					
Legal Services as required by CATS	Law Office of Derrick Moore	\$50,000	01/04/21	01/04/22	03/02/21	Legal services including but not limited to: fleet liability, procurement law, public transit regulations, settlement, judgements and general services	Legal support for various transit matters.					
Court Reporting Services	Baton Rouge Court Reporting	\$43,500	01/01/21	12/31/21	02/08/21	Transcription Services for board meeting, negotiation, arbitrations and as required.						
Community Engagement and Public Relations	Clay Young Enterprises	\$50,000	03/25/21	03/24/22	03/25/21	Messaging and community relations plan and implementation	Various services to maximize Media and Branding Strategy.					
Professional Development for CATS Management	Insight Strategies	\$49,500	05/18/21	11/17/21	05/17/21	Employee Assessment & Leadership Professional Development Training	Complete assessment for CATS Managers and develop course and deliver of workshops.					
Executive Leadership Coaching	The Communication Institute	\$20,500	09/09/21	02/28/22	08/12/21	Executive Leadership Coaching	Group and individual Sessions. Focus on presentation skills, media training, executive presence and techniques for conducting effective meetings.					
Develop Strategic Plan to generating New Sources of Revenue for CATS	Supreme Solutions	\$50,000	07/12/21	07/11/22	07/12/21	Identify Sources, Develop plan, present marketing tools and strategies to grow CATS revenue						