

**MINUTES OF THE 649<sup>th</sup> MEETING OF THE  
OHIO TURNPIKE AND INFRASTRUCTURE COMMISSION  
MARCH 19, 2018**

**Chairman:** Good morning. Please stand and join me in reciting the *Pledge of Allegiance*.

The meeting will come to order. Have all guests signed the sign-in sheet in the Lobby? If not, please do so prior to leaving, so we can maintain an accurate account of attendance.

Will the Assistant Secretary-Treasurer please call the roll?

**Assistant Secretary-Treasurer Randy Cole:** Chairman Hruby

**Chairman Jerry Hruby:** Here

**Assistant Secretary-Treasurer:** Vice Chairman Paradiso

**Vice Chairman Timothy Paradiso:** Here

**Assistant Secretary-Treasurer:** Secretary-Treasurer Barber

**Secretary-Treasurer Sandra Barber:** Here

**Assistant Secretary-Treasurer:** Mr. Peterson

**Commissioner Michael Peterson:** Here

**Assistant Secretary-Treasurer:** Mr. Pakush

**Commissioner Myron Pakush:** Here

**Assistant Secretary-Treasurer:** Mr. Potter

**Commissioner Quentin Potter:** Here

**Assistant Secretary-Treasurer:** Representative Patton

**Representative Thomas Patton:** Here

**Assistant Secretary-Treasurer:** Senator LaRose

**Senator Frank LaRose:** Here (arrived 10:06 a.m.)

**Assistant Secretary-Treasurer:** Mr. Dixon

**Commissioner George Dixon:** Here (arrived 10:09 a.m.)

**Chairman:** We have a quorum. This is the 649<sup>th</sup> Meeting of the Ohio Turnpike and Infrastructure Commission. We are meeting here at the Commission's headquarters, as provided for in the Commission's Code of Bylaws for a Commission Meeting.

Various reports will be received. We will act on several resolutions. Draft copies have previously been sent to the Members and updated versions are in the Members' folders. The resolutions will be explained during the appropriate reports.

May I have a motion to adopt the Minutes of the February 26, 2018, Commission Meeting? Any questions, comments, or additions? Hearing none, please call the roll.

**MOTION:** A motion to adopt the Minutes of the February 26, 2018, Commission Meeting was made by Mr. Paradiso and seconded by Mr. Pakush. All Commission Members present voted to approve the Minutes.

**Chairman:** If there are no questions, we will proceed with the report of the Secretary-Treasurer, Mrs. Barber.

**Secretary-Treasurer:** The following items have been provided to the Members since the last scheduled meeting of the Commission on February 26, 2018:

1. Four Resolutions;
2. Draft Minutes of the February 26, 2018, Commission Meeting; and
3. Agenda for today's meeting.

We have included in their folders for today's meeting, the following additional documents:

1. Traffic Crash Summary Report, February 2018;
2. Traffic and Revenue Report, February 2018;
3. Total Revenue by Month and Year, February 2018;
4. Investment Report, February 2018; and
5. Various News Articles.

That concludes my report, Mr. Chairman.

**Chairman:** Thank you. Any questions for Mrs. Barber? Hearing none, we will move on to the report of our Executive Director, Randy Cole.

**Director Randy Cole:** I have a very brief report today. I want to make sure we have time and appropriate focus on the reports of Adam Greenslade, who will review our new contract for Marketing and Advertising Services and recent results of our program and Diana Anthony, who is our Program Manager for the Office of Equity and Inclusion who has prepared a detailed annual report showing the progress we made in 2017 with those efforts.

The only item for which I wanted to provide an update to the Commission is a recently signed LOI with NOACA (“Northern Ohio Area Coordinating Agency”) to participate in the feasibility study for a Great Lakes Hyperloop Transportation System. NOACA recently issued an RFP to hire a consultant and we will be working as a partner, along with ODOT, through the feasibility study process. I will keep you updated as that work continues.

On a more personal note, Mary Jane Cole, the mother of our Director of Administration, Matt Cole, passed away last week. Our condolences are with Matt, his sister Cathy, brother Jim and their families. Calling hours are this evening in South Euclid and the funeral service is tomorrow at 11 a.m. I have details about both if anyone would like to attend.

Mr. Chairman, that concludes my report, but of course, I am happy to answer any questions.

**Chairman:** Thank you, Mr. Director. Are there any questions? Hearing none, we will move on to the report of our Chief Engineer, Tony Yacobucci.

**Chief Engineer:** Good Morning Mr. Chairman and Commission Members. I have three resolutions for your consideration this morning.

The first resolution for your consideration is for the authorization to award Contract No. 40-18-01 for the repainting of seven bridges located between Milepost 21.4 and Milepost 39.3 located in Williams and Fulton Counties, Ohio. This work is included in the 2018 Capital Improvement Budget. On February 13, 2018, Procurement received five bids for this work, and the apparent low bid was submitted by Panther Industrial Painting, LLC, of Mishawaka, Indiana, in the amount of \$1,426,740.00. The bid submitted by Panther is below the Engineer’s Estimate of \$1,900,000.00 and is deemed to be a responsive and responsible bid. Panther has satisfactorily performed similar work for the Commission in the past with favorable results and appears to have sufficient capacity to perform this Project. The resolution also contains provisions to assign TTL Associates, Inc., of Toledo, Ohio, a Commission certified SBE/DBE firm, to perform construction administration and inspection services. With your permission, may the General Counsel please read the title of the Resolution.

**General Counsel:** Resolution Approving the Selection of Panther Industrial Painting, LLC to Repaint Seven Bridges in Williams and Fulton Counties Under Project No. 40-18-01 for the Total Amount of \$1,426,740.00, and Approving the Assignment of TTL Associates, Inc. to Perform the Professional Services for Completing the Project.

**Chairman:** Any questions or comments? Hearing none, please call the roll.

**MOTION:** A motion to adopt *Resolution Approving the Selection of Panther Industrial Painting, LLC to Repaint Seven Bridges in Williams and Fulton Counties Under Project No. 40-18-01 for the Total Amount of \$1,426,740.00, and Approving the Assignment of TTL Associates, Inc. to Perform the Professional Services for Completing the Project*, was made by Mrs. Barber, seconded by Mr. Peterson, and approved by all Commission Members present. Resolution No. 20-2018.

**Chairman:** The resolution passes unanimously. Tony, please continue.

**Chief Engineer:** The second resolution for your consideration is for the authorization to award Contract No. 40-18-02 for the repainting of seven bridges located between Milepost 94.7 and Milepost 107.5 in Sandusky and Erie Counties, Ohio. This work is included in the 2018 Capital Improvement Budget. On February 22, 2018, Procurement received five bids for this work, and the apparent low bid was submitted by APBN, Inc., of Campbell, Ohio, in the amount of \$1,293,995.00. The bid submitted by APBN is below the Engineer's Estimate of \$1,800,000.00 and is deemed to be a responsive and responsible bid. APBN has satisfactorily performed similar work for the Commission in the past with favorable results and appears to have sufficient capacity to perform this Project. The Resolution also contains provisions to assign Quality Control Services, LLC, of Cleveland, Ohio, a Commission certified SBE/DBE firm, to perform construction administration and inspection services. With your permission, may the General Counsel please read the title of the Resolution.

**General Counsel:** Resolution Approving the Selection of APBN, Inc. to Repaint Seven Bridges in Sandusky and Erie Counties Under Project No. 40-18-02 for the Total Amount of \$1,293,995.00, and Approving the Assignment of Quality Control Services, LLC to Perform the Professional Services for the Project.

**Chairman:** Any questions or comments? Hearing none, please call the roll.

**MOTION:** A motion to adopt *Resolution Approving the Selection of APBN, Inc. to Repaint Seven Bridges in Sandusky and Erie Counties Under Project No. 40-18-02 for the Total Amount of \$1,293,995.00, and Approving the Assignment of Quality Control Services, LLC to Perform the Professional Services for the Project*, was made by Mrs. Barber, seconded by Mr. Paradiso, and approved by all Commission Members present. Resolution No. 21-2018.

**Chairman:** The resolution passes unanimously. Tony, please continue.

**Chief Engineer:** The last resolution for your consideration seeks the Commission's authorization of continuing expenditures for the Contract with Resource International, Inc., of Cleveland, Ohio, a Commission certified SBE/MBE firm, for additional Geotechnical Engineering Services for the Mainline Pavement Replacement Program. Under Resolution No. 46-2014, the Commission awarded a Contract to Resource International to perform Geotechnical Engineering Services for Pavement Replacement Program Projects, each encompassing five to six-mile sections located along the mainline of the Ohio Turnpike. Resource submitted a fee proposal dated March 7, 2018 to perform additional geotechnical engineering services for the Commission's next four Pavement Replacement Projects constructed as part of implementing its Strategic Plan for

Modernizing the Toll Collection System in the not-to-exceed amount of \$573,872.00. The Engineering Department staff has reviewed Resource's proposal and finds it to be reasonable for the scope to be performed. Since these additional expenditures will increase the total cost in excess of ten percent of the previous Commission authorization, it is required under Article V, Section 1.00 of the Commission's Code of Bylaws that the Commission must authorize such expenditures. With your permission, may the General Counsel please read the title of the Resolution?

**General Counsel:** Resolution Approving a Modification to the Agreement with Resource International, Inc. to Perform Additional Geotechnical Engineering Services for the 2019 Mainline Pavement Replacement Projects in the Not-To-Exceed Amount of \$573,872.00.00.

**Chairman:** Any questions or comments? Hearing none, please call the roll.

**MOTION:** A motion to adopt *Resolution Approving a Modification to the Agreement with Resource International, Inc. to Perform Additional Geotechnical Engineering Services for the 2019 Mainline Pavement Replacement Projects in the Not-To-Exceed Amount of \$573,872.00.00*, was made by Chairman Hruby, seconded by Mr. Pakush, and approved by all Commission Members present. Resolution No. 22-2018.

**Chairman:** The resolution passes unanimously. Anything further, Tony?

**Chief Engineer:** That completes my report, Mr. Chairman.

**Chairman:** We will now move on to the report of our Director of Marketing and Communications, Adam Greenslade.

**Director of Marketing and Communications:** Good morning, Mr. Chairman and Members of the Commission. Thank you for the opportunity to present on the Marketing and Advertising Services RFP, which was issued on December 4, 2017.

The RFP was sent to over 100 identified companies that provide some or all the services covered in the RFP.

During the response period we addressed 47 inquiries from interested bidders. The deadline for response was extended to January 17, 2018, due to requests from potential respondents.

We ended up with two proposals to perform the services from: (1) Travel Boards, Inc.; and (2) Travelers Marketing.

The evaluation team was made up of two representatives of the Marketing & Communications Department and two representatives from Service Plaza Operations. The process was overseen by Director of Service Plaza Operations, Andrew Herberger, and myself, as the Director of the MarCom.

Based on the technical scoring and revenue proposals, the Evaluation Team recommends the selection of Travel Boards, Inc. to provide these services to the Commission for an initial term of three years with two optional two-year renewal periods.

However, before the Commission considers the resolution, I would to provide you an overview of our programs with some historical perspective.

Since 2010, the Commission has offered a consolidated marketing and advertising program offering several products.

One of the key “plusses” for TBI was the fact that they have the ability to execute our entire program. As the Product Integration graph here shows, nearly three quarters of our advertisers participate in more than one program. And, about 60% of our total advertisers participate in three or more programs.

Through our consolidated approach, we have experienced significant growth in our advertising programs since 2010. As the slide shows, the Commission’s revenue from all advertising programs has increased by nearly \$345,000.00. Payments to the Commission from these sales have increased over \$200,000.00.

Although the previous slide highlighted the tremendous growth we’ve seen in our marketing and advertising programs, I do need to point out a couple of programs that have declined; most notably, receipt tape and DATIM advertising. Both of these decreases are directly attributable to the introduction and growth of E-ZPass<sup>®</sup> program leading to lower impression rates. In the case of the receipt tape, that program has been eliminated from the Advertising Sales Program. Instead, we utilize the space on the toll receipts for our own benefit to advertise our E-ZPass<sup>®</sup> program to cash-paying customers.

The other program experiencing declining revenue is the DATIM advertising. These are the ads on the machines that dispense the toll tickets. The decrease in revenue from 2016 to 2017 was 2.2%. We believe that the drop-in revenue has begun to level off, due to the maturity of the E-ZPass<sup>®</sup> program. Progressive Insurance currently holds the contract for all of that advertising on all of these machines.

The program experiencing the most growth in overall dollars was our tollbooth window advertising sales. Since 2010, we increased sales by over \$250,000.00. One change leading to significant growth, was the addition of advertising on the front approach windows. Like our other products, E-ZPass<sup>®</sup> presented a challenge for toll booth window advertising. Previously, we were advertising only on the side windows. Obviously, E-ZPass<sup>®</sup> reduces a traveler’s “through time” in the lanes, potentially devaluing the side window ads. However, instead of discounting the side windows, we were able to introduce a two-tiered pricing system and price the approach windows to be more comparable with other outdoor advertising, making the side windows a lower cost option and more desirable to some advertisers.

The brochures located at each of the info desks within the service plazas is a program that we administered in-house until 2016. It’s a very time-consuming and cumbersome program to

administer. Since including it in our consolidated sales & marketing program, revenue has increased 14.2%. TBI is projecting a similar increase for the 2018-2019 term. So, in addition to growing the program and increasing revenue by over \$20,000.00, adding this product to the consolidated program has freed up staff time to focus on other important projects, such as our enhanced safety education efforts.

Another program that has experienced huge growth, and one of two programs that have had over 300% growth, is the backlit sign program. In addition to adding new advertisers and extending Progressive Insurance's presence, this \$65,000.00 growth has been achieved by cross-selling to existing InfoCenter and window sign advertisers, as well as those businesses participating in the brochure program.

Turnpike television has remained level over the years, and we do not anticipate significant increases at this time. Mostly due to the current broadcast configuration, which runs on a 180 second loop providing a 60-second Turnpike PSA, travel alerts, and weather. Leaving only about 20% of the total time for paid advertising. We are interested in upgrades to Turnpike TV's audio systems and potentially adding monitor displays within the plazas.

The first Travel Board® InfoCenter was installed on the Ohio Turnpike in 1992 at The Vermilion Valley Service Plaza. TBI has committed to making a significant capital investment in technology and upgrading the InfoCenters at all Service Plazas to a more interactive touchscreen format.

There are currently 72 businesses participating in the Business Sign Logo Program, or blue sign program as we call it. The 18.2% increase in revenue has largely been due to the addition of attraction logos to the signs. We do expect some potential growth due to the addition of directional ramp signage, or "trailblazers." The installation of these signs was approved in December of 2017.

Lastly, our map and lodging guide has experienced the largest percentage of growth of any of our programs, with 325% growth. Although not a huge stand-alone revenue generator, the addition of the Lodging Guide has contributed significantly to the increase of sales and distribution of the map, and the importance of the Guide to the Lodging Logo and InfoCenter Program cannot be understated.

That completes my review of our Marketing and Advertising Sales Programs. With the confidence of this past history and based on the technical scoring and pricing proposal of the TBI's submission, again, it is the recommendation of the evaluating committee that the Commission approves the selection of Travel Boards, Inc. to continue providing these services for an initial term of three years with two optional two-year renewal periods. (Presentation attached as Exhibit 1)

With your permission, will the General Counsel please read the title of the Resolution?

**General Counsel:** Resolution Approving the Selection of Travel Boards, Inc. to Perform Advertising Sales and Program Management Services Under an Advertising Agreement for the Commission's Various Advertising Programs.

**Chairman:** Any questions or comments?

**Mr. Pakush:** Looking through the packet, the resolution has a chart that shows the percentages and then there is a negotiated commission share, which one are we approving?

**Director of Contracts Administration, Mark Musson:** You are approving the one that is in the resolution which what was originally proposed. The negotiated amount is contingent on a number of items that cannot commit to at this point, but if we are able to fill these contingencies that higher negotiated percentage will apply.

**Chairman:** Does that answer your question?

**Mr. Pakush:** Yes.

**Senator LaRose:** These are no-less-than amounts, correct?

**Director of Contracts Administration, Mark Musson:** Correct.

**Representative Patton:** Thank you, Mr. Chairman. I noticed that you mentioned that in the E-ZPass<sup>®</sup> lanes there is not as much from the standpoint of capturing that advertising opportunities there. Have we ever thought the lift bars in the E-ZPass<sup>®</sup> lanes and the other lanes, I would think that whatever fast food chain that you have inside the plazas, like McDonalds, Burger King, or an insurance giant like Progressive, would love the opportunity to advertise on those. Has there been any thought about utilizing some ad space on that bar that everyone is going to see as they watch it go up and watch it come back down.

**Director of Marketing and Communications:** Mr. Chairman and Representative Patton, it is a great idea and we have been out trying to sell that previously, we just haven't had any takers. There is actually a sleeve that goes over that bar, which would be perfect for screen printing or something like that. We have thought about it. We have shopped it around but haven't had any takers yet.

**Representative Patton:** That's surprising. Secondly, I know I am being bombarded, so I am sure Senator LaRose is this time of year on social media everyone wants to be able to reach out, they tell us they can find everybody that likes turkey on Wednesdays. The claim they make is that they are able to really drill down into that, so has there been any thought about doing some advertising vis-à-vis social media, which has become, obviously, more and more prevalent?

**Director of Marketing and Communications:** We have and we continue to do so. Actually, our morning travel updates are brought to you by J.B. Hunt on a daily basis. We have utilized that format for non-toll revenue generation.

**Chairman:** Any other questions or comments? Hearing none, please call the roll.



**MOTION:** A motion to adopt *Resolution Approving the Selection of Travel Boards, Inc. to Perform Advertising Sales and Program Management Services Under an Advertising Agreement for the Commission's Various Advertising Programs*, was made by Mr. Peterson, seconded by Mr. Paradiso, and approved by all Commission Members present. Resolution No. 23-2018.

**Chairman:** The resolution passes unanimously. We will now move on to the report of the Office of Equity and Inclusion Program Manager Diana Anthony.

**Office of Equity and Inclusion Program Manager:** Good morning, Mr. Chairman and Commission Members. It is my pleasure to present the results of the Commission's first Office of Equity and Inclusion Annual Report.

In the bound report provided to you, you will find an introduction to our report:

Introduction Methodology: The Commission Responses to Disparity Study Findings, the business inclusion program, how it was developed and how the program components work, the utilization Results and finally you will see defined program objectives for 2018. This presentation will cover only three sections of the report: (1) Methodology; (2) Utilization Results; and (3) Program objectives.

The process for gathering the results for this report were collected using the following methods:

- 2015-2016 Disparity Study Recommendations - comparison of the Study teams finding and our current findings.
- B2Gnow Certification and Compliance System Reporting: Used to monitor all contracts awarded with commitments to certified firms.
- Aptian Financial System - Used to track payments to the prime Contractor or Consultant and interface with B2Gnow system to trigger audits to prime contractors and consultants to an audit each month to report the payments to certified firms.
- Manual Data Collection - Outreach events and miscellaneous contracts.

It is important to note that this report only provides a small portion of contracts in comparison to the study team's review. The Office of Equity and Inclusion intends to provide an annual report which will eventually reach the number of contacts reviewed by the study team. Generally, the expectation for the amount of contracts reviewed by the study team will accumulate over a 5-year period.

The Utilization Results-Utilization Comparison Chart compares the data collected by the Disparity Study Team and data collected to-date through the Program.

According to the Commission's Disparity Study, "overall, minority- and woman-owned businesses received 6.7% of the relevant contracting dollars that the Commission awarded during

the study period.” The Study specifically noted that white female-owned businesses received 5.9% of the participation under Commission Contracts. Meaning, the 0.8% balance went to minority owned firms.

This report shows an increase in overall MBE/DBE utilization of 13.24%. The MBE share of the Commission’s contracting dollars increased from 0.8% to 5.36%. The remaining 7.61% of participation dollars reflect white female owned businesses’ participation.

The Utilization Results-Minority and Female Business Utilization by Contract Type chart further summarizes utilization of minority and female business for the respective contract types.

So, for Professional Services contract dollars resulted in 34.33% MBE/DBE participation, up from the 17.1% documented in the Disparity Study. The MBE utilization increased from 5.1% to 24.6%. The Disparity Study also found that white female owned businesses received 12% of the professional services dollars from 2010 to 2014, where the Office of Equity and Inclusion tracked 9.7% of the overall Professional Service contract dollars in 2017 going to white female owned companies.

Construction contract dollars resulted in 12.8% MBE/DBE participation in comparison to the 3.4% observed through the Disparity Study. The MBE utilization in construction similarly increased from 0.5% to 5.32% and white female owned businesses' participation is 7.5%, which is an increase from 2.9% documented in the Disparity Study.

Female and minority owned firm’s participation in Goods and Support Services contract dollars decreased from 30.6% to 21.95%. The MBE utilization increased from 1.4% to 9.04% in 2017.

The Utilization Results-Minority and Female Business Utilization by Race or Ethnicity charts provide a comparison Disparity Study finding and its availability benchmarks in comparison to the Commission current data.

According to the Disparity Study, minority black-owned firms received 0.6% and all other minority groups received less than 1% of the Commission Contracting dollars. The 5.9% balance of the 6.7% total participation went to white female owned businesses

According to the Commission’s contracting data, black-owned firms received 3.7% of the Commission’s 2017 contracting dollars, Native Americans 0.5%, other minorities 0.7%, Hispanics 0.11%, Asian American 4% and white female owned business received 7.6% of the Commission’s contracting dollars.

The final chart presents the Marketplace Benchmarks based on the Disparity Team’s analysis of the Market availability and the Commission contract spend. According to their numbers this is what our Utilization by Gender or Ethnicity.

Reflecting on the data presented in the report, the Office of Equity and Inclusion believes that the Program must:

1. Capture all data from all contracts. Small contracts below \$50,000, purchase card transactions and revenue generating concession agreements were not included in the reporting data.
2. The Department of Contracts Administration must focus on integrating the Office of Equity and Inclusion into the process for sourcing and selecting providers for all outlying contracts not included in this report.
3. Additional training and education of Commission personnel is necessary to familiarize staff that do not routinely interact with large or project-based contracts. To succeed in achieving its purpose, the Office of Equity and Inclusion must be broadly integrated into the Commission's various operational units so the considerations necessary to implement its objectives are addressed at the initial planning stages of the procurement. Regular briefings and informational sessions would help administrative staff become aware and be able to utilize the outreach tools available to them.
4. Related to training and education, the assistance of administrative staff in establishing contract specific goals is essential to creating highly targeted participation, targets that are reasonably achievable through the bidder's or respondent's good faith efforts.  
  
Identifying the opportunities for participation, past performance on similar projects, and the availability of certified firms to capitalize on those opportunities is crucial and difficult to perform without the assistance of the requisitioning department.
5. Finally, data collection and reporting must be standardized so each annual report is comparable to the next. Standard Operating Procedures must be memorialized and followed when establishing a contract and monitoring its progress towards achieving its participation targets. The Department of Contracts Administration must support the Office of Equity and Inclusion in creating and applying Standard Operating Procedures and coordinate the assistance of the other departments as necessary to implement processes need to carry out the procedures.

That concludes my report, I would be happy to answer any questions. (Presentation attached as Exhibit 2)

**Chairman:** Thank you, Diana. Are there any questions?

**Mr. Dixon:** It seems that most of the DBE/SBE contracts are going to white, female organizations, a large number of them are going in that direction, is that correct, Diana?

**Office of Equity and Inclusion Program Manager:** Mr. Chairman and Commission Member Dixon, yes there is a large portion of contracts going to female, white-owned companies. However, I don't believe that most of the data that we needed was collected at the beginning of time to see what the targeted numbers should be. However, the Disparity Study results, as well as our results are consistent and the white, female-owned companies are receiving a majority of the contracts.

**Mr. Dixon:** And I don't have a problem with that, that is great, but what when I see a large number, if they were all African American companies, when I see a majority of companies in the program in a certain area that brings out a red flag to me. Was there any greater opportunity for, I don't want to use the word "fraud," but for not living up to the spirit of the program?

**Director Cole:** Mr. Chairman, the one thing that I would like clarify is two things, one that Diana mentioned, not all of our purchases or contracts are considered yet, so a lot of purchasing cards, a lot of other smaller bids and things are not connected through this software yet, so we don't know what we are missing, which as you heard is one of Diana's objectives about what we need to do, which is get to all of our spends, so that we know what the most accurate numbers are, so they are taking big strides to get that done. Second, there are a couple of very large contracts that are skewing this. So, I just want everybody to be clear, a couple of very large contracts skewed that number, so when you talk about issues like could there be fraud or not being in the spirit of the program, if those contracts were to change to either another minority firm or to not have minority or DBE or SBE participation you would see the numbers in those categories plummet quickly. So, it is not as though a prevalence of the large number of contracts are going there, it is a large amount of spend in that category related to a couple of contracts. Is that accurate, Diana?

**Office of Equity and Inclusion Program Manager:** Yes. There is a large amount of contracts going to those type of companies. However, we do see a rise in the female-owned businesses through the Small Business Enterprise Program, which is expected because the Small Business Enterprise Program does not have minority and female goals, specifically. So, what we need to do is track all of this participation, so we can find out where we can narrowly tailor our goals to make sure that we raise the goals where we want to see participation.

**Mr. Dixon:** Again, great report. I really appreciate that report. When we issue a contract do we have an audit clause in there that allows us to look below that first layer of information? Is this person, the wife of another major contractor, and that sort of thing? Do we have a Right to Audit Clause?

**Director of Contracts Administration:** Mr. Chairman and Commission Member Dixon, yes, we have a right to audit the financial documents of the companies. Depending on what you are looking for that level of detail might not be included within that layer.

**Mr. Dixon:** You guys do a great job and I appreciate it. We have a document, Diana, that I am going to send to you that we use at the RTA, it is a Right to Audit Clause. It may be helpful, or it may not be applicable for us. This is just another tool to help.

**Mr. Paradiso:** I think the annual report is well put together, well thought out. I think for us to have any kind of opportunity to improve we need to be able to report and have the good data. I think that is your overriding theme throughout this report. I am surprised at our outcomes. I felt that we were doing better, frankly. So, this may be an opportunity for you to comment on what your assessment is and how we are doing. I think throughout the last year or so, we have been sensing that we have been doing outreach to minority contractors trying to engage them. I have felt that maybe it is just a little bit difficult, we do not have the amount of minority contractors available to do the type of work we are bidding on. From your perspective, outside of the data what are you feeling about our outreach and our opportunity to do a better job?

**Office of Equity and Inclusion Program Manager:** Well, outside of the data, I believe that we are doing a sufficient job with what is expected of a new program is to first get the policies and procedures into all of the different types of contracts that you have. Then you have to get a totality of what all of those contracts and those dollars look like, so that we can figure out which way to target our outreach. I believe that we are doing a great job embedding the program into the culture of our contracts, into the culture of the staff, and I think, eventually, we will get there to where the numbers will rise because we will have specific objectives and targeted goals that we can follow.

**Chairman:** I echo that. I think that we have done a good job. I agree with you. I think we have done an excellent job. When I look back just two years ago and where we have come just in that period of time. I am very pleased, so thank you very much for your work. We look forward to working with you in the future. If there is anything that we can do to help, please let us know.

**Senator LaRose:** I think that we are not alone as an entity as in setting goals and then not getting to them as it relates to inclusion. So, somebody that is a professional, who thinks about this area, I have got a bigger picture question for you, what are the barriers that we as policy makers need to be working toward. I have asked this question from others and I have heard things from access to finance, the ability to get the bonding or insurance needed and that kind of thing. What are some of the things that we can be doing as public policy makers, myself and the Representative, to work to take down some of the barriers, so that we can have more minority contractors available for these contracts because we would like to hire them. I think that is safe to say.

**Office of Equity and Inclusion Program Manager:** Mr. Chairman and Senator LaRose, I believe that the program everywhere, not just ours, the top-level perspective and how it is driven through a culture is the main objective to make sure that everyone has the program. So, every time you think about a contract you should be thinking about participation goals. Sometimes, one trumps the other and we need to try and look at those as equal component sometimes. I feel like that is missed in all of the entities that I have worked at or even with the partners that I associate it. I go to the American Contract Compliance Association conference every year and it is built of all the people who work in public administration and they do the same type of job that I do and we talk about the challenges and one of the challenges is making sure that each department is aware of what we need to move forward. That is really driven from top down. Director Cole has done a good job with doing that, so we all here aware of what we need to do, it is just about putting our puzzles and pieces together and really making sure that we understand that this component is just as important as everything else that we do.

**Director Cole:** Mr. Chairman, I love working with Diana and everything that she is doing and the support she gets from Mark, but just to drive home a couple of points that Diana has talked about. First, we do have a data issue, so going back to purchasing cards, smaller bids, some of what our vendors are doing making sure that if Gary and TBI have numbers within there, our other partners where we have large contracts, it is making sure that they understand the goals of this program and/or are reporting to us their opportunities, so we do have a data issue itself. We don't have everything in these numbers, but, I think, we have taken steps to try and get that done. Second, on culture, we will be having a three-day supervisor training here at the Turnpike for new supervisors across the organization, Diana is one of those presenters this week to talk about the details of this program, so that it is not just in Berea, it is not just at top management, but throughout our organization in every area of our operations and that they understand these programs and/or how through their daily activities their procurement, or their purchasing use or something else, there is an ability for us to help track these numbers to make sure that it is part of the culture. But, related to that, going back to some of what Diana covered and I don't want this to get lost, it is taking this out of Procurement and into actual project development. We are buying things, we are doing things we have never done before like the DSRC technology, these new technologies that are coming. Rather than just having a goal put into a contract before we bid it out, Diana is now at the table, or Mark's at the table, through special project teams that may be working for three month or six months to develop a new program, so that every step of the way, we start to determine where there might be opportunities for an SBE or DBE to participate in the program so that it is not just a goal when the bid goes out, but it is already pre-thought and part of the development of the new program. Does that make sense to everybody? That is a totally different mindset having Diana as part of that team as we develop it, than a tagalong to a procurement where we do not know where that goal is going to hit. You guys have heard me quote Wayne Gretzky before but "skating to where the puck is going to be." I had a great conversation with June Taylor, if you know June and her work in MBE/DBE outreach in Northern Ohio and in the contracting community, she does a great job, we just met and talked about DriveOhio and Hyperloop and connected and autonomous vehicles, and there was a DriveOhio local government summit in Columbus, I am reaching out to Jim Barna, the Executive Director of DriveOhio about a Northern Ohio summit, and we said not to just have transportation officials or city planners, but what about outreach to the MBE/DBE business community to understand what we are going to be buying five or ten years from now, so that they can start to get those certifications, they can start to plan their businesses to where the puck is going to be. I think that provides great opportunities for us to develop even deeper partnerships, Senator on where we can all grow this together because it is about economic development and supporting our communities and the small business. I think that we have great opportunities to make that part of everything we are doing, even these things that we have never done before. I am very excited about it and Diana is a great person to help us get that done.

**Mr. Dixon:** Everything you just told me gives me great anticipation. I don't expect the things that I'd like to see happen overnight, but those types of programs is what I am speaking about and that is great. The thing that it does is when there is not a Jerry Hruby and a Randy Cole sitting in those chairs it won't matter, the programs will be in place and it is going to be the way we do business. It is the culture as you mentioned. Thank you.

**Chairman:** Any other comments? Hearing none, we will move on to the report of our CFO/Comptroller/DED, Marty Seekely.

**CFO/Comptroller/DED:** Thank you, Mr. Chairman. I have a brief update on our traffic and revenue for the month of February.

This first chart shows the monthly passenger car miles traveled on the Ohio Turnpike over the past two years. Passenger car vehicle miles traveled were down 4.5% in February. There were five days in February this year that had snow while last February was much milder.

Commercial traffic continued to benefit from the strong economy and as a result, commercial traffic was 4.8% higher than February of last year. The decrease in passenger car traffic caused passenger car toll revenue to decrease 3.6% in February.

The 4.8% increase in commercial traffic combined with the toll rate increase on January 1<sup>st</sup> caused Commercial vehicle toll revenues to increase 7.4% in February.

This chart shows year-to-date toll revenues through the month of February during each year over the past decade. Year-to-date total toll revenues were \$1.2 million or 3.0% above the amount from last year. That completes my report Mr. Chairman.

**Chairman:** Thank you. Any questions for Marty? Hearing none, we will move on to the report of the Ohio State Highway Patrol, Sergeant Harley Steppenbacker.

**Sergeant Steppenbacker:** Good morning, Mr. Chairman and Commission Members. I have several items to share with you this morning.

My name is Harley Steppenbacker, I am a Sergeant assigned to the Hiram Post. The reason I'm not in uniform is I sustained an injury while at work.

The first item I'd like to share concerns a fatal traffic crash that occurred at the 132.8 milepost on February 23, 2018 at 0338 hours. Summer N. Scott, age 21, of Cleveland, Ohio, was traveling westbound when she pulled onto the right berm. For reasons still unknown to us, attempted to make a U-turn and was struck by a westbound semitruck. We are awaiting lab results to determine whether alcohol or drugs were involved. The driver of the semitruck sustained minor injuries but refused treatment at the scene. Both drivers were wearing a seatbelt. This is the second fatal crash year-to-date on the Ohio Turnpike.

Secondly, on February 22, 2018, a vehicle was stopped for a traffic violation in Summit County. Approximately, twenty-five pounds of marijuana was found in the trunk. The estimated street value on this \$75,000.00. This is one of sixty arrests that we have had so far this year.

Lastly, on March 6, 2018, a significant seizure occurred in Wood County when Troopers stopped a vehicle for a traffic violation. A subsequent search revealed 17 pounds of cocaine in the vehicle's "A" pillar and rocker panel. This load originated from Arizona and the lone

occupant would not disclose the destination. The estimated street value from this seizure was \$680,000.00.

That concludes my report. I would be happy to answer any questions.

**Chairman:** Thank you, Sergeant Steppenbacker. We appreciate it very much. We will move to the report of our General Counsel, Jennifer Stueber.

**General Counsel:** Mr. Chairman, my report this morning has to do with pending litigation.

**Chairman:** I move that we hold an Executive Session to discuss litigation matters under the provisions of Ohio Revised Code Section 121.22(G)(3). At the end of such Executive Session, the Commission shall resume its open meeting. That open meeting, we may, in fact, take further action. Is there a second?

**Mrs. Barber:** Second

**MOTION:** A motion to adjourn into Executive Session was made by Chairman Hruby, seconded by Mrs. Barber, and approved by all Commission Members present. (Time: 10:50 a.m.)

**Chairman:** I move that we conclude the Executive Session pursuant to the provisions of Ohio Revised Code Sections 121.22(G)(3) and resume the open meeting of the Commission. Is there a second?

**Mrs. Barber:** Second

**MOTION:** A motion to conclude the Executive Session was made by Chairman Hruby, seconded by Mrs. Barber, and approved by all Commission Members present. (Time: 11:26 a.m.)

**Chairman:** The next meeting shall be held on Monday, April 16, 2018, at 10:00 a.m. right here. If there is no further business, I will accept a motion to adjourn.

**MOTION:** A motion to adjourn the Commission Meeting is made by Chairman Hruby, seconded by Mr. Paradiso and unanimously approved by all Commission Members present.

Time of adjournment: 11:27 a.m.

**Attendees for Record Keeping Purposes:**

Gary Evans, TBI; Beth Fulton, TRC; Scott Buchanan, AECOM; Jason Watson, MSG; Maureen Shildwachter, Huntington; Bethany Pugh, PFM; Preston Yuzma, IUOE 18; Brett Bailey, Huntington Bank; Jennifer Townley, ODOT; Jim Gates, ODOT; Tim McDonald, ODOT; Brian Bonham, Wickens, Herzer; Daniel Cook, Wickens, Herzer; Maureen Murman, Huntington Bank; Zach Deems, AECOM; Todd Majidzadeh, Resource International; Daniel Van Epps, CSTVCIC; Anthony Yacobucci, Ohio Turnpike; Martin Seekely, Ohio Turnpike; Matt Cole, Ohio Turnpike; Jennifer Diaz, Ohio Turnpike; Denise Criscuolo, Ohio Turnpike; Mark Musson, Ohio Turnpike;



Diana Anthony, Ohio Turnpike; David Miller, Ohio Turnpike; Chris Matta, Ohio Turnpike; Lisa Mejac, Ohio Turnpike; Ralph Stilphen, Ohio Turnpike; Brian Kelley, Ohio Turnpike; Joe Mannion, Ohio Turnpike; Andrew Herberger, Ohio Turnpike; Sharon Isaac, Ohio Turnpike; and Brian Newbacher, Ohio Turnpike.

Approved as a correct transcript of the proceedings of  
the Ohio Turnpike and Infrastructure Commission

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Sandra K. Barber, Secretary-Treasurer

# **EXHIBITS**

- Resolution No. 20-2018 – Resolution Approving the Selection of Panther Industrial Painting, LLC to Repaint Seven Bridges in Williams and Fulton Counties Under Project No. 40-18-01 for the Total Amount of \$1,426,740.00, and Approving the Assignment of TTL Associates, Inc. to Perform the Professional Services for Completing the Project.
- Resolution No. 21-2018 – Resolution Approving the Selection of APBN, Inc. to Repaint Seven Bridges in Sandusky and Erie Counties Under Project No. 40-18-02 for the Total Amount of \$1,293,995.00, and Approving the Assignment of Quality Control Services, LLC to Perform the Professional Services for the Project.
- Resolution No. 22-2018 – Resolution Approving a Modification to the Agreement with Resource International, Inc. to Perform Additional Geotechnical Engineering Services for the 2019 Mainline Pavement Replacement Projects in the Not-To-Exceed Amount of \$573,872.00.00.
- Resolution No. 23-2018 – Resolution Approving the Selection of Travel Boards, Inc. to Perform Advertising Sales and Program Management Services Under a Concession Agreement for the Commission’s Various Advertising Programs.
- Presentation from the Director of Marketing and Communications, Adam Greenslade, attached as Exhibit 1.
- Presentation from the Office of Equity and Inclusion Program Manager, Diana Anthony, attached as Exhibit 2.

## **OHIO TURNPIKE AND INFRASTRUCTURE COMMISSION**

### **Resolution Approving the Selection of Panther Industrial Painting, LLC to Repaint Seven Bridges in Williams and Fulton Counties Under Project No. 40-18-01 for the Total Amount of \$1,426,740.00, and Approving the Assignment of TTL Associates, Inc. to Perform the Professional Services for Completing the Project**

WHEREAS, the Ohio Turnpike and Infrastructure Commission (“Commission”) published notice in accordance with law advertising its invitation to bid on a Contract for the Bridge Repainting of the Clifton-Gunn Road over the Ohio Turnpike at Milepost 21.4, the Ohio Turnpike over Tiffin River at Milepost 24.7, West Barre-Advance Road over the Ohio Turnpike at Milepost 36.3, Biddle-Scott Road over the Ohio Turnpike at Milepost 37.1, Winnameg-Lyons Road over the Ohio Turnpike at Milepost 38.3, and Heller-Lyons Road over the Ohio Turnpike at Milepost 39.3, all located in Williams and Fulton Counties and designated as Project No. 40-18-01 (the “Project”); and

WHEREAS, the Commission received five bids to perform the Contractor’s obligations under the Project, and the Chief Engineer and the Deputy Chief Engineer reviewed and evaluated the bids received, which report concerning such analysis is before the Commission; and

WHEREAS, the Chief Engineer and the Deputy Chief Engineer report that Panther Industrial Painting, LLC of Mishawaka, Indiana, submitted the lowest responsive and responsible bid to perform the Contractor’s obligations for the Project for the total amount of \$1,426,740.00, which they recommend that the Commission accept and approve authorization for the Executive Director to award; and

WHEREAS, the Director of Contracts Administration advises that bids for Contract No. 40-18-01 were solicited on the basis of the same terms and conditions and the same specifications, that the bid of Panther Industrial Painting for Contract No. 40-18-01 conforms to the requirements of Ohio Revised Code Sections 5537.07, 9.312 and 153.54, and Panther Industrial Painting submitted a performance bond with good and sufficient surety and made a good faith effort to attain the participation of small and otherwise disadvantaged businesses in the Project; and

WHEREAS, Commission action is necessary to approve the Contract in accordance with Article V, Section 1.00 of the Commission’s Bylaws because the amount of the bids received will require expenditures under Contract No. 40-18-01 that will exceed \$150,000.00; and

WHEREAS, the Commission’s Executive Director has reviewed the reports of the Chief Engineer and the Director of Contracts Administration, and concurs with the recommendation that the Commission should approve the award of Project No. 40-18-01 to Panther Industrial Painting as the lowest responsive and responsible bidder; and

WHEREAS, the Commission has duly considered such recommendation.

NOW, THEREFORE, BE IT

RESOLVED by the Ohio Turnpike and Infrastructure Commission that the bid of Panther Industrial Painting in the total amount of \$1,426,740.00 for Project No. 40-18-01, is approved as the lowest responsive and responsible bid received and that the Executive Director is authorized to execute a Contract on the basis of said bid; and

FURTHER RESOLVED that the Commission approves the Executive Director and the Chief Engineer assigning TTL Associates, of Toledo, Ohio, to perform all necessary construction administration and inspection services for the Project in accordance with the 2017-2018 Miscellaneous Engineering Services Agreement; and

FURTHER RESOLVED that the Executive Director has the authority to approve such extra work or change orders under previously awarded said contracts as a result of an increase in necessary quantities, newly mandated requirements that did not exist at the time of original contract awards, or circumstances that would create a life, safety, or health threatening situation or would unduly delay the completion of the Project and increase its costs.

**(Resolution No. 20-2018 adopted March 19, 2018)**

## OHIO TURNPIKE AND INFRASTRUCTURE COMMISSION

### **Resolution Approving the Selection of APBN, Inc. to Repaint Seven Bridges in Sandusky and Erie Counties Under Project No. 40-18-02 for the Total Amount of \$1,293,995.00, and Approving the Assignment of Quality Control Services, LLC to Perform the Professional Services for the Project**

WHEREAS, the Ohio Turnpike and Infrastructure Commission (“Commission”) published notice in accordance with law advertising its invitation to bid on a Contract for the Bridge Repainting of Carley Road over the Ohio Turnpike at Milepost 94.7, Gibbs Road over the Ohio Turnpike at Milepost 97.6, Karbler Road over the Ohio Turnpike at Milepost 98.1, Yorktown Road over the Ohio Turnpike at Milepost 100.2, Copp Road over the Ohio Turnpike at Milepost 104.3, Northwest/Southwest Road over the Ohio Turnpike at Milepost 106.1, and Deyo Road over the Ohio Turnpike at Milepost 107.5, all located in Sandusky and Erie Counties and designated as Project No. 40-18-02 (the “Project”); and

WHEREAS, the Commission received five bids to perform the Contractor’s obligations under the Project, and the Chief Engineer and the Deputy Chief Engineer reviewed and evaluated the bids received, which report concerning such analysis is before the Commission; and

WHEREAS, the Chief Engineer and the Deputy Chief Engineer report that APBN, of Campbell, Ohio, submitted the lowest responsive and responsible bid to perform the Contractor’s obligations for the Project for the total amount of \$1,293,995.00, which they recommend that the Commission accept and approve authorization for the Executive Director to award; and

WHEREAS, the Director of Contracts Administration advises that bids for Contract No. 40-18-02 were solicited on the basis of the same terms and conditions and the same specifications, that the bid of APBN for Contract No. 40-18-02 conforms to the requirements of Ohio Revised Code Sections 5537.07, 9.312 and 153.54, and APBN submitted a performance bond with good and sufficient surety and made a good faith effort to attain the participation of small and otherwise disadvantaged businesses in the Project; and

WHEREAS, Commission action is necessary to approve the Contract in accordance with Article V, Section 1.00 of the Commission’s Bylaws because the amount of the bids received will require expenditures under Contract No. 40-18-02 that will exceed \$150,000.00; and

WHEREAS, the Commission’s Executive Director has reviewed the reports of the Chief Engineer and the Director of Contracts Administration, and concurs with the recommendation that the Commission approve the award of Project No. 40-18-02 to APBN as the lowest responsive and responsible bidder; and

WHEREAS, the Commission has duly considered such recommendation.

NOW, THEREFORE, BE IT

RESOLVED by the Ohio Turnpike and Infrastructure Commission that the bid of APBN in the total amount of \$1,293,995.00 for Project No. 40-18-02, is approved as the lowest responsive and responsible bid received and that the Executive Director is authorized to execute a Contract on the basis of said bid; and

FURTHER RESOLVED that the Commission approves the Executive Director and the Chief Engineer assigning Quality Control Services, LLC, of Cleveland, Ohio, to perform all necessary construction administration and inspection services for the Project in accordance with the 2017-2018 Miscellaneous Engineering Services Agreement; and

FURTHER RESOLVED that the Executive Director has the authority to approve such extra work or change orders under previously awarded said contracts as a result of an increase in necessary quantities, newly mandated requirements that did not exist at the time of original contract awards, or circumstances that would create a life, safety, or health threatening situation or would unduly delay the completion of the Project and increase its costs.

**(Resolution No. 21-2018 adopted March 19, 2018)**

## **OHIO TURNPIKE AND INFRASTRUCTURE COMMISSION**

### **Resolution Approving a Modification to the Agreement with Resource International, Inc. to Perform Additional Geotechnical Engineering Services for the 2019 Mainline Pavement Replacement Projects in the Not-To-Exceed Amount of \$573,872.00.00**

WHEREAS, the Ohio Turnpike and Infrastructure Commission (“Commission”) awarded a contract under Resolution No. 46-2014 to Resource International, Inc., of Cleveland, Ohio (“Resource International”), to perform geotechnical engineering and pavement design services (“Geotechnical Engineering Services”) for the Pavement Replacement Program Projects, each encompassing five to six-mile sections located along the mainline of the Ohio Turnpike; and

WHEREAS, the Commission authorized expenditures with Resource International to perform Geotechnical Engineering Services for the two Pavement Replacement Project Sections constructed during 2015 and 2016 in the not-to-exceed amount of \$349,685.00 under Resolution No. 46-2014; and

WHEREAS, under Resolution No. 11-2015, the Commission authorized additional expenditures with Resource International in the not-to-exceed amount of \$366,909.00 to perform Geotechnical Engineering Services for the Commission’s next two Pavement Replacement Projects constructed during 2016 and 2017 and to update the Master Plan for the Pavement Replacement Program; and

WHEREAS, under Resolution No. 66-2016, the Commission authorized assigning the fifth and sixth pavement replacement projects to Resource International under a modification to the agreement for the Pavement Replacement Projects being designed for construction in 2018, designated as Project No. 71-16-13 from Milepost 149.24 to Milepost 154.10 and as Project No. 71-16-14 from Milepost 169.74 to Milepost 176.34 in Lorain and Cuyahoga Counties, in the not-to-exceed amount of \$191,003.00; and

WHEREAS, under Resolution No. 15-2017, the Commission authorized Resource International to perform additional geotechnical engineering services for a slope stability investigation on Project No. 71-16-13, slag and bedrock delineation on Project 71-16-14 and falling weight reflectometer testing for improving future pavement designs in the not-to-exceed amount of \$135,628.00; and

WHEREAS, Resource International has submitted fee proposal, dated March 7, 2018, to perform additional Geotechnical Engineering Services for the Commission’s next four Pavement Replacement Projects constructed as part of implementing its Strategic Plan for Modernizing the Toll Collection System in the not-to-exceed amount of \$573,872.00, which is apportioned among four separate design projects as follows: (1) \$166,750 for Project No. 71-18-01 from Milepost 0.0 to Milepost 7.2 (2) \$145,513.00 for Project No. 71-18-02 from Milepost 46.5 to 51.4; (3) \$120,840.00 for Project No. 71-18-03 from Milepost 208.20 to 212.76; and (4) \$140,769.00 for Project No. 71-18-04 from Milepost 236.25 to 241.25; and

WHEREAS, the amount necessary to obtain such additional services will increase the total amount of the Contract from \$1,043,225.00 to \$1,617,097.00 and exceeds ten percent of the Contract,

and the Commission must approve an amendment to the Contract to incorporate those additional amounts in accordance with Article V, Section 1.00 of the Commission's Code of Bylaws; and

WHEREAS, the Chief Engineer recommends approving authorization for Resource International to perform the additional geotechnical engineering services for the Pavement Replacement Program constructed as part of implementing its Strategic Plan for Modernizing the Toll Collection System in the total not-to-exceed amount of \$573,872.00, which amount the Chief Engineer deems reasonable and appropriate; and

WHEREAS, the Executive Director has reviewed the recommendation submitted by the Chief Engineer, and concurs that the Commission should approve the modification to the agreement with Resource International to perform the additional Geotechnical Engineering Services.

NOW, THEREFORE, BE IT

RESOLVED by the Ohio Turnpike and Infrastructure Commission that the proposal from Resource International, Inc., to perform the additional Geotechnical Engineering Services for the Pavement Replacement Program constructed as part of implementing its Strategic Plan for Modernizing the Toll Collection System in the total not-to-exceed amount of \$573,872.00 is approved and authorized, and the Executive Director may amend the Contract with Resource International to provide for such services, all in accordance with the terms and conditions of the Commission's Request for Proposals, Resource International's response thereto and its fee proposals therefor; and

FURTHER RESOLVED, that the Executive Director has the authority to further amend the Contract with Resource International, Inc., under the authority of Article V, Section 1.00 of the Code of Bylaws, to perform additional services necessary to complete the projects that does not exceed the greater of Director's original contracting authority or ten percent of the total amount of the Contract approved to date.

**(Resolution No. 22-2018 adopted March 19, 2018)**



## **OHIO TURNPIKE AND INFRASTRUCTURE COMMISSION**

### **Resolution Approving the Selection of Travel Boards, Inc. to Perform Advertising Sales and Program Management Services Under an Advertising Agreement for the Commission's Various Advertising Programs**

WHEREAS, on December 4, 2017, the Ohio Turnpike and Infrastructure Commission ("Commission") issued a Request for Proposals ("RFP") for Marketing and Advertising Sales Services to manage the Commission's advertising programs at its various toll plaza, service plaza facilities and signage along the mainline roadway; and

WHEREAS, on January 17, 2017, the Commission received two Proposals to perform the Marketing and Advertising Sales Services, which were reviewed by an Evaluation Team, consisting of Adam Greenslade (Director of Marketing and Communications), Andrew Herberger (Director of Service Plaza Operations), and their respective staff members including Meghan Gallagher, Ralph Stilphen, Dana Brown and Doug Turner, as well as Mark Musson (Director of Contracts Administration) (collectively, the "Evaluation Team"); and

WHEREAS, in the Evaluation Team reviewing both proposals, the Evaluation Team compared the proposals against each other as well as against certain industry standards and in light of the Commission's desire to continue to provide travel and related information to the traveling public, found that Travel Boards, Inc., of Solon, Ohio ("Travel Boards") to have submitted the best Proposal to broker the Commission's available advertising space and manage its various advertising programs while providing outstanding customer service to the Commission in the dissemination of information to the traveling public; and

WHEREAS, the Evaluation Team's recommendation is based on its determination that Travel Boards offers the most comprehensive, innovative and lucrative proposal to perform marketing and sales services for the Commission's advertising space, manage those advertising programs and develop new revenue generating offerings within its class of services; and

WHEREAS, the Concession Fees negotiated for the services of Travel Boards will result in the Commission receiving an estimated amount of over \$450,000.00 in revenue per year based on estimated annual sales of over \$1,000,000.00, the balance of which Travel Boards will retain as compensation for its services, expenses and capital investments; and

WHEREAS, the Director of Contracts Administration advises that the process to select Travel Boards conforms with the Commission's procedures for the selection of personal service providers performing revenue generating activities under an advertising agreement; and

WHEREAS, the Executive Director has reviewed the reports of the Evaluation Team and approves the recommendation that the Commission should select Travel Boards, Inc. of Solon, Ohio, as its provider of Advertising Sales and Program Management Services; and

WHEREAS, the Commission has duly considered such recommendations.

NOW, THEREFORE, BE IT

RESOLVED by the Ohio Turnpike and Infrastructure Commission that the Proposal submitted by Travel Boards, Inc. to perform Marketing and Advertising Sales Services for managing the Commission's various advertising programs at the toll plaza and service plaza facilities is approved and that the Executive Director is authorized to execute an advertising agreement on the basis of said Proposal for service fees that are no less than the following amounts:

Advertising Program:	Toll Booths	DATIM	Brochures	Service Plazas	Turnpike Television	Lodging Boards	Roadway Signs	Maps	New Programs
Commission Revenue Share:	65%	65%	50%	65%	10%	15%	50%	20%	50%

for a period of three years with options to renew for two additional two-year renewal terms; and

FURTHER RESOLVED that the Executive Director is authorized to renegotiate the terms of the advertising agreement without additional Commission approval based upon changed conditions resulting from the implementation of the Strategic Plan for Modernizing the Toll Collection System provided that such changes are not materially adverse to the Commission.

**(Resolution No. 23-2018 adopted March 19, 2018)**



# OFFICE OF EQUITY AND INCLUSION ANNUAL REPORT 2017

Department of Contracts Administration  
March 19, 2018



## REPORT SUMMARY

- Introduction
- Methodology
- Commission Responses to Disparity Study Findings
- Business Inclusion Program
- Utilization Results
- Program Objectives



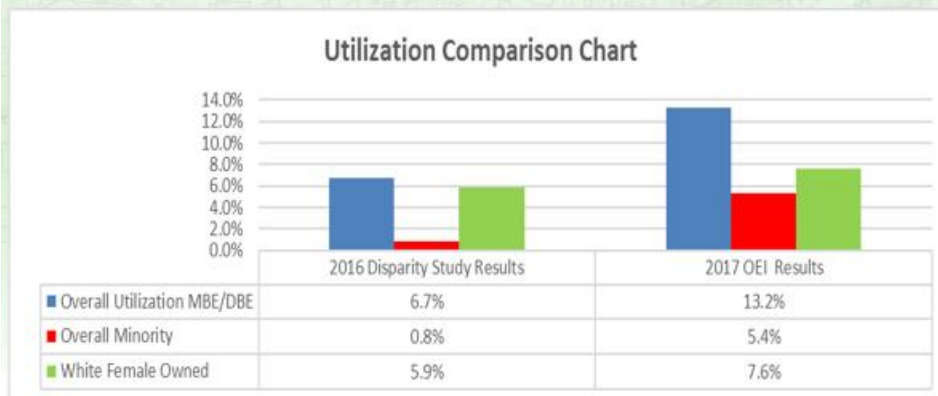
## Methodology

The process for gathering the results for this report were collected using the following methods:

- 2015-2016 Disparity Study Recommendations
- B2Gnow Certification and Compliance System Reporting
- Aptean Financial System
- Manual Data Collection



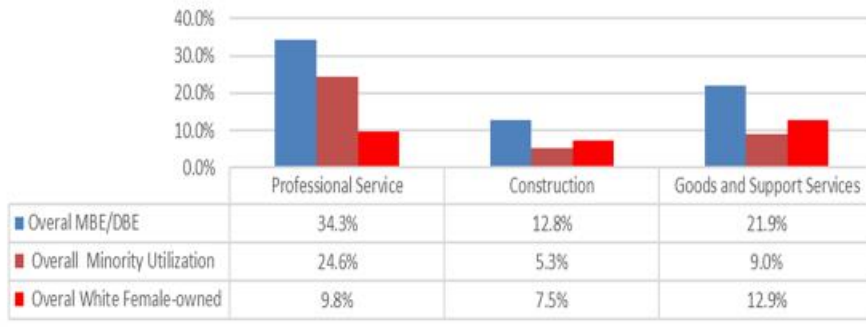
## Utilization Results





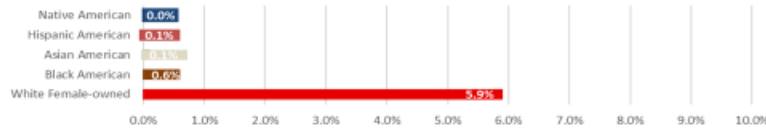
# Utilization Results

## Current Utilization by Contract Type

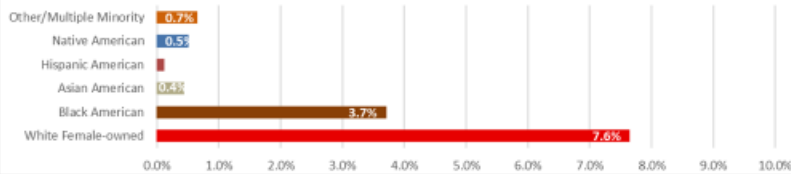


# Utilization Results

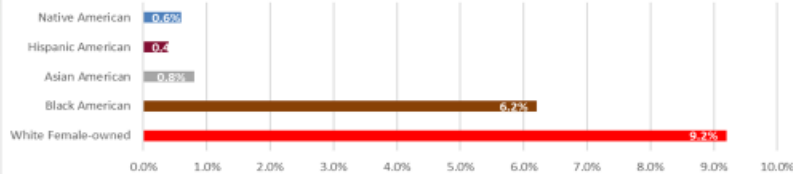
## 2016 DISPARITY STUDY FINDINGS BY RACE



## CURRENT AWARDS BY RACE



## MARKETPLACE BENCHMARKS





## Program Objectives

- Capture all data from all contracts
- Provide additional training and education
- Integrate the Program throughout the Commission's departments
- Refine contract specific goal setting methodology



# Questions