

RESOLUTION NO. 2022-70

AUTHORIZING THE FIRST AMENDED MEMORANDUM OF UNDERSTANDING WITH THE CUYAHOGA COUNTY BOARD OF HEALTH FOR THE BABY ON BOARD - A HEALTHY BABY INITIATIVE PROGRAM

WHEREAS, the Baby on Board – A Healthy Baby Initiative Program (“Program”) is an innovative approach to serving a targeted population that has historically had transportation issues in accessing maternity and well-baby appointments, contributing to high infant mortality rates; and

WHEREAS, the Greater Cleveland Regional Transit Authority (“GCRTA”) Board of Trustees approved a resolution authorizing a Memorandum of Understanding with the Cuyahoga County Board of Health (“CCBH”) on January 19, 2021 for the Program; and

WHEREAS, GCRTA submitted a grant application to the Ohio Department of Transportation (“ODOT”) in collaboration with the CCBH for the Program; and

WHEREAS, ODOT awarded GCRTA \$400,000 for the Program in 2020; and

WHEREAS, ODOT has allowed revisions to the original Program expanding the eligibility of clients to include all of Cuyahoga County and the use of the funds; and

WHEREAS, the implementation of this revised Program necessitates amending the original Memorandum of Understanding between GCRTA and CCBH; and

WHEREAS, GCRTA and the CCBH desire to enter into an Amended Memorandum of Understanding governing the use of the grant funding secured from the ODOT to implement the Program; and

WHEREAS, the CCBH will distribute fare media to clients enrolled in prenatal programs of CCBH partner agencies, pay for micro-transit services, or pay transportation costs related to prenatal programming at market rate, in an amount not to exceed \$400,000; and

WHEREAS, GCRTA will serve as the grant manager and fiscal agent for the Program and request reimbursement from ODOT for the Program expenses documented by CCBH, for a total amount not to exceed \$400,000; and

WHEREAS, ODOT has also allowed up to \$38,000 of the total grant proceeds to be used for promotional and marketing expenses generated by GCRTA and CCBH's coordinated marketing efforts to promote the Program.

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority, Cuyahoga County, Ohio:

Section 1. That the General Manager, Chief Executive Officer of the Greater Cleveland Regional Transit Authority be and is hereby authorized to enter into the First Amended Memorandum of Understanding (“MOU”) with the Cuyahoga County Board of Health to implement the Baby on Board – A Healthy Baby Initiative Program as revised.

Section 2. That funds from the ODOT Ohio Transit Partnership Program SFY 2021 grant will be used to fund the purchase of fare media, micro transit expenses, marketing support for the Cuyahoga County Board of Health in an amount not to exceed \$400,000.

Section 3. That this resolution shall take effect immediately upon its adoption.

Adopted: July 26, 2022



President

Attested: 

Secretary-Treasurer



TITLE/DESCRIPTION: CONTRACT: FIRST AMENDED MEMORANDUM OF UNDERSTANDING WITH THE CUYAHOGA COUNTY BOARD OF HEALTH FOR THE BABY ON BOARD – A HEALTHY BABY INITIATIVE PROGRAM VENDOR: CUYAHOGA COUNTY BOARD OF HEALTH AMOUNT: \$400,000	Resolution No.: 2022-70
	Date: July 21, 2022
	Initiator: Programming and Planning
ACTION REQUEST: <input checked="" type="checkbox"/> Approval <input type="checkbox"/> Review/Comment <input type="checkbox"/> Information Only <input type="checkbox"/> Other _____	

- 1.0 **PURPOSE/SCOPE:** This action will allow the Authority to amend the original Memorandum of Understanding (“MOU”) with the Cuyahoga County Board of Health (“CCBH”) approved by the Board of Trustees on January 19, 2021 for the implementation of the Baby on Board – A Healthy Baby Initiative Program (“Program”) funded through a grant from the Ohio Department of Transportation (“ODOT”) Ohio Transit Partnership Program (“OTP2”).

- 2.0 **DESCRIPTION/JUSTIFICATION:** In 2021, GCRTA and CCBH collaborated and received an OTP2 grant in the amount of \$400,000 to assist transportation needs of expectant and new mothers in three specific zip codes – 44108, 44110, and 44112 – with high rates of infant mortality and where transportation was identified as a barrier to accessing healthcare. As originally approved, the MOU between CCBH and GCRTA provided for GCRTA to distribute fare media to CCBH at fair market value in an amount not to exceed \$100,000. In turn, CCBH would distribute the fare media to clients enrolled in prenatal programs of CCBH partner agencies to assist with maternity-related transportation costs. CCBH would then provide participation data to GCRTA so it could seek ODOT reimbursement for the fare media provided.

 In 2022, ODOT extended funding for the Program through December 31, 2023 and expanded Program availability to serve all of Cuyahoga County. ODOT clarified that these operational transportation costs may include fare media distribution as originally contemplated by GCRTA and CCBH’s MOU, as well as Program-related marketing costs within the grant proceeds up to \$38,000 and payment for Program-related micro-transit expenses. The Authority now seeks authority from the Board to adopt the First Amended MOU with CCBH to account for these changes and implement the revised program.

- 3.0 **PROCUREMENT BACKGROUND:** Does not apply.

- 4.0 **DBE/AFFIRMATIVE ACTION BACKGROUND:** Does not apply.

- 5.0 **POLICY IMPACT:** Amending the MOU with CCBH is consistent with GCRTA’s Strategic Plan. The Program, as amended, can create additional ridership while assisting in addressing a critical social need in the community.

- 6.0 **ECONOMIC IMPACT:** The First Amended MOU will allow GCRTA to increase ridership and serve this particular segment of the community without expenditure of Authority funds and permit more expansive use of grant funding within ODOT’s approved limits.

- 7.0 ALTERNATIVES: Reject the First Amended MOU. Rejection of the Amended MOU will prevent GCRTA and CCBH from expanding the program and providing the full range of transportation assistance to the clients of this programming approved by ODOT.
- 8.0 RECOMMENDATION: Staff recommends that the First Amended MOU with CCBH be approved by the Board of Trustees at its July 26, 2022 meeting.
- 9.0 ATTACHMENT: Attachment A – Draft of the First Amended Memorandum of Understanding with the Cuyahoga County Board of Health.

Recommended and certified as appropriate to the availability of funds, legal form and conformance with the Procurement requirements.



General Manager, Chief Executive Officer

ATTACHMENT A

FIRST AMENDED MEMORANDUM OF UNDERSTANDING Between the Cuyahoga County Board of Health ("CCBH") and the Greater Cleveland Regional Transit Authority ("GCRTA")

WHEREAS, GCRTA received a grant in the amount of \$400,000 from the SFY2021 Ohio Transit Partnership Program through the Ohio Department of Transportation ("ODOT") for the Baby on Board - A Healthy Baby Initiative Program ("Program") to provide bus passes to CCBH for distribution to agencies serving pregnant women living in certain ZIP codes with very high rates of infant mortality within Cuyahoga County and where transportation was identified as a barrier to accessing health care.

WHEREAS, the Program was originally approved for a period of twenty-two months, with 50% of the funds to be spent by May 30, 2021 and 50% to be spent by May 30, 2022.

WHEREAS, on March 9, 2021, GCRTA and CCBH entered into a memorandum of understanding for the distribution of fare media in an amount not to exceed \$100,000.

WHEREAS, the Program has now been extended until December 31, 2023 ("Program Period"), the limitation to certain ZIP codes has been removed so that the Program is available throughout Cuyahoga County and the entire \$400,000 of the original grant is available to fund operational transportation costs including fare media, marketing expenses and other transportation costs for CCBH clients receiving services related to the Program.

NOW, THEREFORE, GCRTA and CCBH hereby agree as follows:

GCRTA will serve as the grant manager and fiscal agent, and CCBH will ensure the enrollment of all program participants, as required by the grant documentation. GCRTA will request reimbursement from ODOT for the Program expenses documented by CCBH, for a total amount not to exceed \$400,000.

The responsibilities of CCBH under this agreement are as follows:

1. Distribute fare media received from GCRTA within fourteen (14) calendar days of receipt.
2. Track the distribution of GCRTA fare media to the Program participants and report the amounts to GCRTA on a monthly basis.
3. Provide travel training to educate clients on how to navigate and ride GCRTA services if required by the participant.
4. Coordinate marketing efforts with GCRTA to promote the Program and provide itemized receipts of any Program-related marketing expenses. The total marketing budget

approved under the grant is up to 10% or \$38,000.

5. Inform GCRTA of any Program-related events.
6. Provide itemized receipts of any Program-related transportation expenses incurred for Program-related events and documentation to GCRTA of the outcomes of such events.
7. Collect and analyze data from Program recipients, including, but not limited to, demographic statistics on client, number of passengers, address of origin, destination, trip purpose.
8. Complete and provide a written report of findings to GCRTA at the end of each calendar year.
9. Designate management staff to participate in monthly Program meetings with GCRTA to discuss and facilitate the achievement of Program goals.

The responsibilities of GCRTA under this agreement are as follows:

1. Provide fare media to CCBH and seek reimbursement from ODOT for the value of the fare media.
2. Report participation numbers to ODOT on a quarterly basis.
3. Provide customized travel training to CCBH staff to educate clients and staff on how to navigate and ride GCRTA buses and/or trains if this is requested by CCBH or any of the participating agencies.
4. Provide Program-related marketing resources in coordination with CCBH.
5. Reimburse CCBH for Program-related transportation expenses incurred for Program-related events in accordance with ODOT requirements.
6. Designate management staff to participate in monthly Program meetings with CCBH to discuss and facilitate the achievement of Program goals.

GCRTA and CCBH mutually agree as follows:

1. All grant funds must be spent within the Program Period and for the Baby on Board Program, and for no other purpose.
2. CCBH and GCRTA will be included in all media coverage.

Cuyahoga County Board of Health

Greater Cleveland Regional Transit
Authority

By: _____
Terry Allen
Health Commissioner

By: _____
India L. Birdsong
General Manager, Chief Executive Officer

Date: _____

Date: _____

Approved as to Legal Form and
Correctness:

Sheryl King Benford, General Counsel
Deputy General Manager for Legal Affairs