



Transportation Penny Advisory Committee Meeting
Monday, March 29, 2021 at 5:30 PM
Via Zoom and on Richland County YouTube

Streamed on the Richland County YouTube Channel

Meeting Agenda

- | | |
|--|-----------------------|
| 1. <u>Call to Order</u> | Mr. John P. Epting |
| 2. <u>Public Comments</u> | Mr. John P. Epting |
| 3. <u>Office of Small Business Opportunities (Pages 2 to 7)</u> | GCS/OSBO |
| 4. <u>Transportation Program (Pages 8 to 11)</u> | Mr. Michael Niermeier |
| 5. <u>The Comet Program (Pages 12 to 40)</u> | Mr. John Andoh |
| 6. <u>Other Business</u> | |
| • Next scheduled meeting: April 26, 2021-Pending | |
| • TPAC Membership Update | |
| 7. <u>Adjournment</u> | Mr. John P. Epting |



Transportation Penny Advisory Committee Report

OSBO
Manager's Report

MARCH 18,
2021

1. Executive Summary:

This report is submitted pursuant to Ordinance (s) 049-13HR and 058-16HR to ensure that the OSBO team provides support to the County to ensure that the SLBE has equal opportunity to participate in County contracts for all six (6) Industry Categories.

Primary Industry Category					
Construction Services	Professional Services	Non-Professional Services	Engineering Services	Architectural Services	Wholesale Operations

2. Purpose:

The purpose of this report is to manage the ongoing requirements of the Ordinance(s), and ensuring payment to contracted SLBEs.

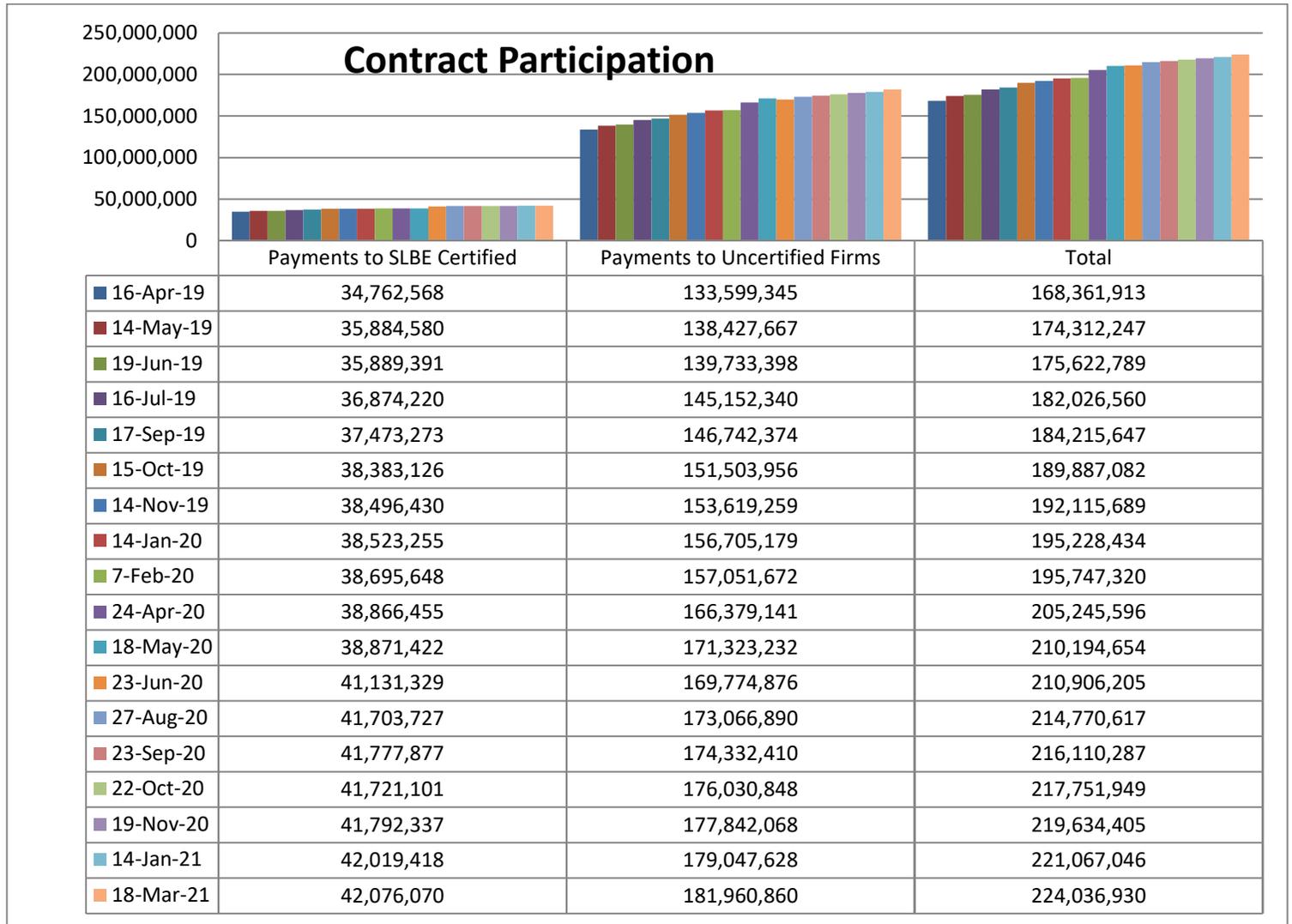
3. Office of the Small Business Opportunity Cross Functional Team

Team Matrix		
Name	Department	Title
<i>Christine Keefer</i>	<i>GCS</i>	<i>GCS Director</i>
<i>Michael Niermeier</i>	<i>Transportation</i>	<i>Director of Transportation</i>
Erica Wade	OSBO	Manager of OSBO
Michelle Rosenthal	OSBO	Business Development Coordinator
Bryant Davis	GCS	Asst. Director of GCS
Vacant	OSBO	Assistant Manager of OSBO
Jennifer Wladischkin	Procurement	Manager of Procurement
Yolanda Davis	Procurement	Contract Specialist
Allison Steele	Transportation	Deputy Director
Alicia Aull	Transportation	Senior Accountant
Nathaniel Miller	Transportation	Contract & Budget Manager

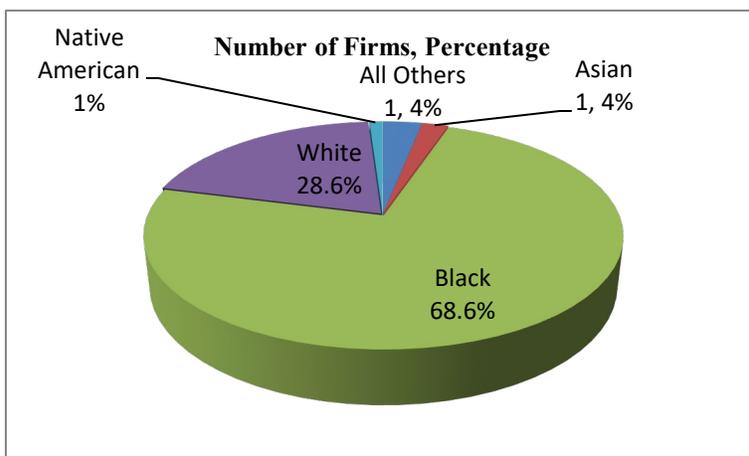
4. Goal Setting Committee (GSC)

Team Matrix		
Name	Department	Title
Erica Wade	OSBO	Manager of OSBO
Project Managers	Transportation	Project Manager
Michelle Rosenthal	OSBO	Business Development Coordinator
Margaret Jones	OSBO	Certification & Compliance Specialist
Jennifer Wladischkin	Procurement	Manager of Procurement
Vacant	Transportation	Estimator

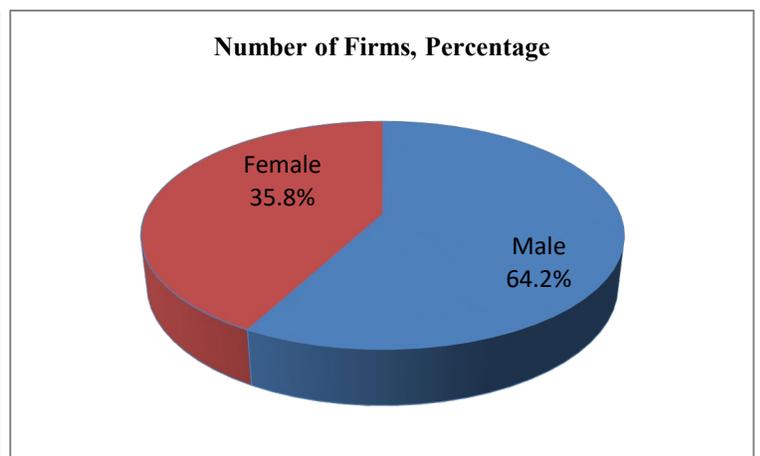
5. Analysis:



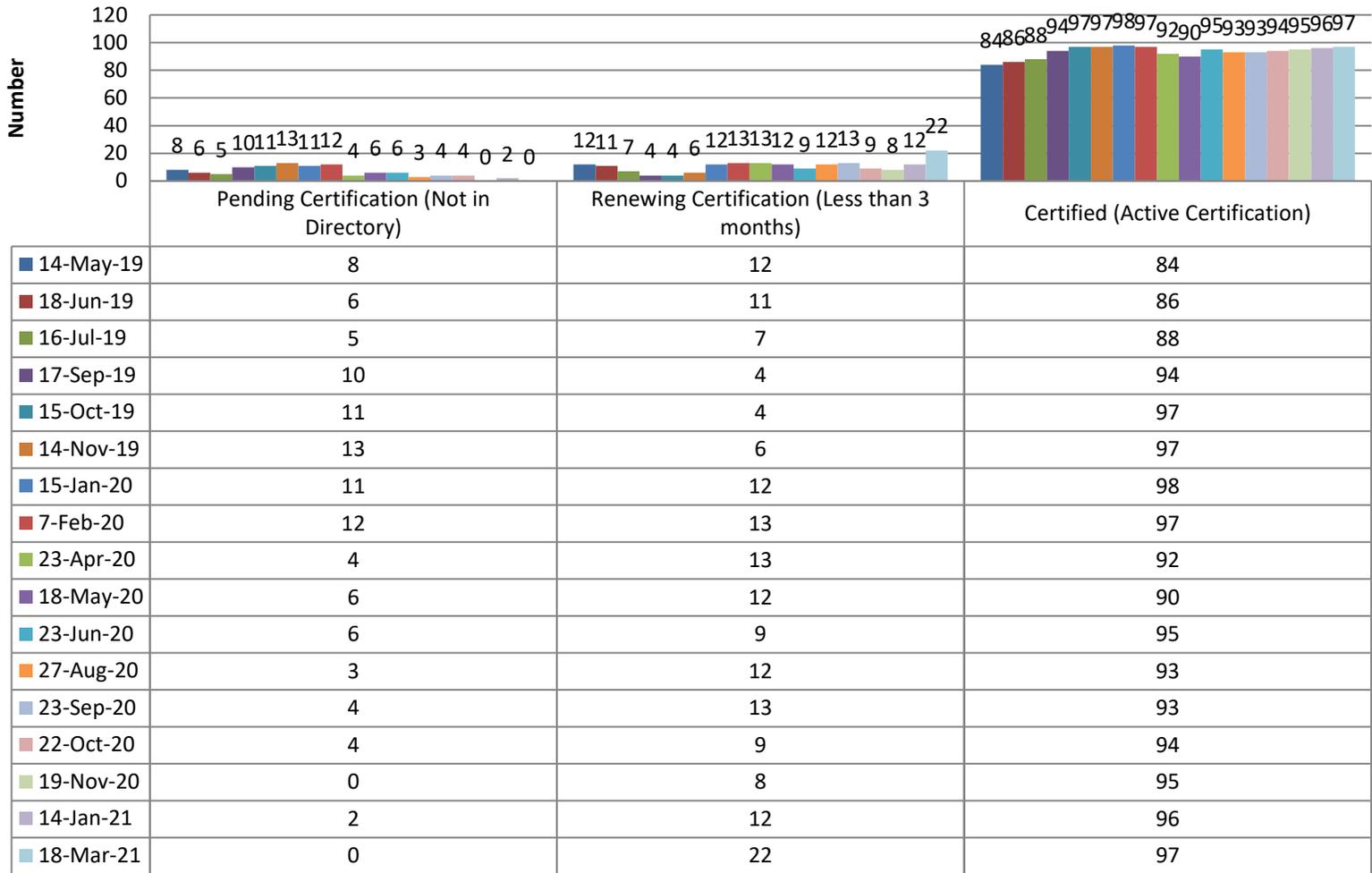
SLBE Firms by Ethnicity



SLBE Firms by Gender



SLBE Certified Firm Status



SLBE GOAL PARTICIPATION UPDATE 2018-2021

Project Name	Sheltered Market	SLBE Goal	DATE
2017 Dirt Roads Package H/I	No	4.05%	February 6, 2018
2017 Dirt Roads Package G	Yes	100%	February 22, 2018
2018 Resurfacing Project Package O	No	0%	March 2, 2018
Resurfacing Project Package P	No	0%	May 7, 2018
Sidewalk Package S-8	Yes	100%	April 19, 2018
Pedestrian Improvements at Intersections	No	12%	July 3, 2018
2018 Sidewalks – Koon Rd. & Farmview St.	Yes	100%	July 18, 2018
2016 PDT Sidewalks-Clemson Road	Yes	100%	October 2, 2018
2018 Richland County Dirt Roads Package I	No	5.95%	October 19, 2018
SERN NIP	No	17.3%	November 15, 2018
2018 Richland County Dirt Roads Project 7 Road Group	No	11%	December 31, 2018
OET Sidewalks – Polo Road	No	25%	January 17, 2019
Sidewalk Package S-11	No	22%	January 28, 2019
Richland County Resurfacing Package Q	No	0%	February 26, 2019
North Springs and Harrington Intersection Improvements	No	15%	March 13, 2019
Greene Street Widening-Phase II	No	16%	April 9, 2019
Atlas Road Widening Project	No	14%	April 4, 2019
2019 Resurfacing Package R	No	0%	April 17, 2019
Lakeside Subdivision (Incl. Sienna Dr.) Resurfacing	No	3%	August 1, 2019
2016 PDT Sidewalk – Clemson Road	Yes	100%	July 22, 2019
Decker Woodfield NIP-Faraway Drive Sidewalk (Resubmitted 09/15/20)	No	25%	September 15, 2020
Green Street Phase II	No	8.1%	September 18, 2019
Sidewalk-Harrison Rd	No	19%	September 24, 2019
2019 Richland County Dirt Road Package K	No	23%	October 17, 2019
Lakeside at Ballentine Resurfacing (Non-Transportation)	No	3%	August 1, 2019
Knollwood and Planters Drainage Improvement	Yes	100%	January 21, 2020
Miles Rd/3Bears Road Intersection Resurfacing	No	18%	February 27, 2020
Riverwalk Way and Stockland Road Resurfacing	No	34%	February 28, 2020
Wildewood Subdivision Selected Roadways	No	3%	May 18, 2020
Kneece Road Sidewalk	No	23%	January 7, 2021

6. Department Outlook:

- i. Facilitating increase in County wide SLBE utilization in County wide contracts
 - OSBO staff is continuing to collaborate with RC Directors to identify current vendors to become certified SLBEs
- ii. Continue review of Transportation Penny SLBE Contractual Compliance

• Business Development

- i. OSBO Website Highlights
- ii. Highlighted Article
 - Featured Story
 - Macon Design, LLC
- iii. Benefits of Joining Columbia’s Young Professional Group, Jan 21
- iv. The Ultimate PPP Workshop, Jan 21
- v. Transportation Penny Advisory Committee, Jan 25
- vi. Participated in Faraway Drive Sidewalk Pre-Construction Meeting, Jan 27

- vii. Dirt Road Paving Package K-Pre Construction, Feb 9
- viii. Leadership Columbia Alumni association, Feb 9
- ix. GCS Department Meeting, Feb 18
- x. Small Business Columbia Chamber Meeting, Mar 8
- xi. Summit Series Finale w/ Mehrsa Baradaran: The Color of Money & the History of Black Banks, Mar 10
- xii. Virtual Resource Partner Day, Mar 16
- xiii. Coordinate and manage workshops and events
- xiv. Participated in weekly conference calls/Zooms
- xv. Maintain and update OSBO website
- xvi. Monitor and respond to daily emails and voicemails
- xvii. Participated in two (2) virtual site visit

2021 Office of Small Business Opportunity Business Academy

Title of Workshop/Event	Date	No. Attended
Funding Opportunities for 2021- Are You Ready	Jan 28	203
Let's Talk Procurement Opportunities. Securing Your Slice of the Pie	Mar 11	63
Projecting Your Cash Flow	TBA	
The Certification Process	TBA	
Securing Your Slice of the Procurement Pie	TBA	
The GPS of Richland County Business Requirement	TBA	
Build Your Brand Online and Offline	TBA	
Keep Calm and Carry On	TBA	
Your Business Your Life	TBA	
Put Your Why Into Action	TBA	
Staying Relevant	TBA	

(Schedule subject to change)

- **Certification and Compliance**

February – March 2021 Report

- i. Completed four (4) renewals.
- ii. Participate in weekly conference meeting calls
- iii. Monitor and respond to daily emails and voicemails
- iv. Completed two (2) Virtual Site Visit
- v. Contact and sent renewal notices to SLBEs
- vi. GCS Departmental Meeting
- vii. Pre-Construction (Faraway Sidewalk)
- viii. Pre-Construction (Dirt Road Paving Package K)
- ix. Summit Series Finale w/ Mehrsa Baradaran: The Color of Money & the History of Black Banks
- x. Virtual Resource Partner Day
- xi. Transportation Penny Advisory Committee Meeting
- xii. OSBO's webinar, Let's Talk Procurement. Securing Your Slice of the Procurement Pie.

Transportation Update- January 25, 2021

General Information

- New Administrative Coordinator hired in March
- Conducting interviews for the Finance Manager-Transportation position

Council Approvals

- Resurfacing Package R Contract approved by County Council on March 2, 2021
- Garners Ferry/Harmon Intersection Scope Change approved by Council on March 2, 2021

Committee Approvals

- Clemson Road Phase 1 Sidewalk approved on March 23, 2021 by Transportation Ad Hoc Committee to send to Council.
- City of Columbia Bikeway IGA approved on March 23, 2021 by Transportation Ad Hoc Committee to send to Council.
- Mitigation Bank Credit sales approved on March 23, 2021 by Transportation Ad Hoc Committee to send to Council. (SCDOT US 601 Bridge Replacement)

Pre-Construction Update

- Atlas Road Widening- Project is split into two (2) phases (Garners Ferry to Shop and Shop to Bluff). Working on plans for the “tapering” of the Atlas/Shop Rd intersection. Condemnation activities continue. Advertisement is TBD.
- Blythewood Widening- Continue to work with property owners for update appraisals to complete RoW acquisition in order to move forward with the project.
- Blythewood Improvements- OET is working on construction plans for McNulty Street. RoW plans are completed and under review. Looking into intersection options for McNulty and Boney Rd intersection. Coordinating to collect boring samples for Creech Rd.
- Broad River Road Widening- Continue to work on scope and service update with the OET.
- Polo Road Widening- The OET continues to survey and collect data for the project.
- Spears Creek Church Road Widening- The OET continues to survey and collect data for the project.
- Bull/Elmwood Intersection- Finalizing settlement with remaining property owner. Utility plans are also being finalized. Bid documents are being prepared.
- Shop Road Extension Phase 2- Working on scope updates in order to start design.

- Crane Creek Greenway- OET is developing final design fees for the project.
- Gills Creek Greenway- OET is under service order for design. Evaluating funds available and potential community meeting.
- Smith/Rocky Branch Greenway- OET is finalizing survey work. Additional survey may be required for utilities and trees. RoW plans have started.
- Sunset Road Sidewalk- Working with OET to address remaining sewer and drainage issues. SCDOT still reviewing the plans. Final RoW issues are being addressed.
- Percival Road Sidewalk – OET is preparing a fee proposal to update the drainage design based on new utility information and to perform Bid Phase Services.
- Alpine Road Sidewalk – OET has submitted the plans for land disturbance permitting.
- Garners Ferry Rd\Harmon Rd Intersection – Council approved returning the project to its original scope. OET is preparing a fee proposal to perform Bid Phase Services.

Construction Update

- Decker/Woodfield NIP-Faraway Sidewalk- Construction is substantially complete.
- North Springs/ Harrington Intersection: Project is in closeout.
- Polo Road SUP- Project is substantially complete. Performing work on final punch list items to include raising two fire hydrants.
- Harrison Road Sidewalk- Substantially complete.
- Innovista Phase II- Remains around 30% complete. The bridge deck pour is scheduled for 3/31. Substantial completion estimated for March 2022.
- Clemson Road Widening- Contract closeout.
- North Main Street – Street lighting nearing completion in Phase II and Phase III. Asphalt, curb and gutter, and sidewalks work performed between Sunset and Monticello. 95% complete.
- Three Rivers Greenway – Project is 99% complete. Final as-built survey's completed. Winter high water has delayed work on section 1b. Coordinating with CSXT for section 1b construction access.
- Dirt Road Package J- In close out.
- Dirt Road Package K- Site clearing has started
- SERN –Rabbit Run Connector Road SUP is nearly complete. Lower Richland Blvd SUP is

nearly complete. Garners Ferry Rd drainage structures are installed and the connector road is being prepared for paving. Projected completion will be summer 2021.

- Resurfacing Package Q- Project closeout.
- Resurfacing Package R- Upcoming pre-construction meeting.
- Hardscrabble Road- SCDOT updated that substantial completion is late in 2022. No change.

Open Solicitations:

- Transportation Improvement Contract- Old Garners Ferry Road

Closed Solicitations:

- Sidewalk Package S-10 (Clemson Rd Sidewalk), is being re-advertised in January 2021. Clemson Rd. Ph. 1 Sidewalk – Project was advertised in November, but due to a lack of proper documentation submittal from the lower bidder this project will be re-advertised.

Upcoming Solicitations

- Alpine Road Sidewalk- Working on bid package for advertisement this spring/summer.
- Percival Road Sidewalk: Summer 2021
- Sunset Drive Sidewalk: Summer 2021
- Atlas Road Widening Phase 1: Fall 2021
- Garners Ferry\Harmon Intersection: Summer 2021

- Bull\Elmwood Intersection: Summer 2021
- Blythewood Widening: Winter 2021

March 2021

	REFERENDUM	CURRENT ESTIMATE	OUTSIDE FUNDING/ REIMBURSEMENTS	VARIANCE	EXPENDED TO DATE	*PHASE
WIDENINGS						
Hardscrabble Road Widening	\$ 29,860,800	\$ 28,441,312	\$ -	\$ 1,419,488	\$ 28,441,312	CO
Clemson Road Widening	\$ 23,400,000	\$ 13,031,007	\$ 980,000	\$ 11,348,993	\$ 14,212,759	CO
Leesburg Road Widening	\$ 4,000,000	\$ 4,000,000	\$ -	\$ -	\$ -	SCDOT
North Main Street Widening (includes \$5.4M Intersection)	\$ 35,400,000	\$ 53,686,258	\$ 29,200,000	\$ 10,913,742	\$ 103,713,898	CO
Bluff Road Widening Phase 2	\$ -	\$ 3,500,000	\$ 1,800,000	\$ (1,700,000)	\$ 9,724,498	Design
Bluff Road Area Improvements	\$ 16,700,000	\$ 9,724,498	\$ -	\$ 6,975,502	\$ 1,612,671	Design
Shop Road Widening	\$ 33,100,000	\$ 32,000,000	\$ -	\$ 1,100,000	\$ 3,041,770	RW
Atlas Road Widening	\$ 17,600,000	\$ 36,300,000	\$ -	\$ (18,700,000)	\$ 293,364	RW
Pineview Road Area Improvements	\$ 18,200,000	\$ 8,000,000	\$ -	\$ 10,200,000	\$ 3,921,046	Design
Blythewood Road Widening (Syrup Mill Road to I-77)	\$ 8,000,000	\$ 13,208,127	\$ -	\$ (5,208,127)	\$ 2,379,990	RW
Broad River Road Widening	\$ 29,000,000	\$ 30,000,000	\$ -	\$ (1,000,000)	\$ 1,531,976	Design
Spears Creek Church Road Widening	\$ 26,600,000	\$ 20,000,000	\$ -	\$ 6,600,000	\$ 182,139	Design
Lower Richland Boulevard Widening **	\$ 6,216,217	\$ 5,000,000	\$ -	\$ 1,216,217	\$ 343,090	Design
Polo Road Widening	\$ 12,800,000	\$ 10,600,000	\$ -	\$ 2,200,000	\$ 382,715	Design
Blythewood Road Area Improvements	\$ 21,000,000	\$ 13,000,000	\$ -	\$ 8,000,000	\$ 167,073	Design
Total Widenings	\$ 281,877,017	\$ 280,491,202	\$ 31,980,000	\$ 33,365,815	\$ 169,948,303	
INTERSECTION IMPROVEMENTS						
Clemson Rd. & Rhame Rd./North Springs Rd.	\$ 3,500,000	\$ 4,096,203	\$ -	\$ (596,203)	\$ 3,857,479	Complete
Broad River Rd. and Rushmore Rd.	\$ 3,700,000	\$ 1,213,739	\$ -	\$ 2,486,261	\$ 1,198,504	Complete
Farrow Rd. and Pisgah Church Rd.	\$ 3,600,000	\$ 2,243,860	\$ -	\$ 1,356,140	\$ 2,068,722	Complete
North Springs Rd. and Risdon Way	\$ 1,800,000	\$ 1,936,802	\$ -	\$ (136,802)	\$ 2,034,669	Complete
Summit Pkwy and Summit Ridge Rd.	\$ 500,000	\$ 1,425,120	\$ -	\$ (925,120)	\$ 1,407,819	Complete
Kennerly Rd. & Coogler Rd./Steeple Ridge Rd.	\$ 1,900,000	\$ 2,736,144	\$ -	\$ (836,144)	\$ 2,598,629	Complete
Wilson Blvd. and Pisgah Church Rd.	\$ 3,600,000	\$ -	\$ -	\$ 3,600,000	\$ 405	Complete
Wilson Blvd. and Killian Rd.	\$ 2,600,000	\$ -	\$ -	\$ 2,600,000	\$ 405	Complete
Clemson Rd. and Sparkleberry Ln.	\$ 5,100,000	\$ 12,780,946	\$ -	\$ (7,680,946)	\$ 4,424,344	RW
Bull St. and Elmwood Ave.	\$ 2,000,000	\$ 3,798,811	\$ -	\$ (1,798,811)	\$ 692,762	RW
North Main St / Monticello Rd (constructed with N. Main Widening)	\$ -	\$ -	\$ -	\$ -	\$ -	CO
Hardscrabble & Kelly Mill Rd (constructed with Hardscrabble Widening)	\$ 3,000,000	\$ -	\$ -	\$ 3,000,000	\$ -	CO
Garners Ferry Rd. and Harmon Rd.	\$ 2,600,000	\$ 1,583,878	\$ -	\$ 1,016,122	\$ 372,236	RW
North Springs Rd. and Harrington Rd.	\$ 2,000,000	\$ 1,352,631	\$ -	\$ 647,369	\$ 751,927	CO
Screaming Eagle Rd. and Percival Rd.	\$ 1,000,000	\$ 1,600,000	\$ -	\$ (600,000)	\$ 377,186	RW
Total Intersection Improvements	\$ 36,900,000	\$ 34,768,133	\$ -	\$ 2,131,867	\$ 19,785,087	
SPECIAL PROJECTS						
Riverbanks Zoo Transportation Related Projects	\$ 4,000,000	\$ 3,345,525	\$ -	\$ 654,475	\$ 3,345,525	Complete
Innovista 1 (Greene St. Phase 1)	\$ 50,000,000	\$ 18,119,764	\$ -	\$ 8,644,207	\$ 17,897,970	Complete
Innovista 2 (Greene St. Phase 2)		\$ 23,236,029	\$ -	\$ -	\$ 14,572,952	CO
Innovista 3 (Williams St.)		\$ -	\$ -	\$ -	\$ -	NS
Shop Road Extension Phase 1	\$ 71,800,000	\$ 35,163,888	\$ 3,476,675	\$ 13,112,788	\$ 32,446,866	Complete
Shop Road Extension Phase 2		\$ 27,000,000	\$ -	\$ -	\$ 1,075,038	Design
Kelly Mill Road	\$ 4,500,000	\$ 4,500,000	\$ -	\$ -	\$ -	NS
Commerce Drive Improvements	\$ 5,000,000	\$ 5,000,000	\$ -	\$ -	\$ -	NS
Neighborhood Improvement Projects	\$ 63,000,000	\$ 63,000,000	\$ 994,090	\$ 994,090	\$ 9,980,400	Various
Total Special Projects	\$ 198,300,000	\$ 179,365,206	\$ 4,470,765	\$ 23,405,559	\$ 79,318,752	
INTERCHANGE (I-20 / Broad River Road)	\$ 52,500,000	\$ 52,500,000	\$ -	\$ -	\$ -	NS
DIRT ROAD PAVING	\$ 45,000,000	\$ 45,000,000	\$ -	\$ -	\$ 22,597,613	Various
RESURFACING	\$ 40,000,000	\$ 41,400,000	\$ 1,400,000	\$ -	\$ 30,054,367	Various
PROGRAM (traffic studies / plans / mitigation bank)	\$ 1,559,844	\$ -	\$ -	\$ 1,559,844	\$ 14,135,574	-
TOTAL ROADWAY PROJECTS	\$ 656,136,861	\$ 633,524,541	\$ 37,850,765	\$ 60,463,085	\$ 335,839,696	

BIKE / PED	REFERENDUM	CURRENT ESTIMATE	OUTSIDE FUNDING / REIMBURSEMENTS	VARIANCE	EXPENDED TO DATE	*PHASE
BIKE/PED/GREENWAY (Referendum Total = \$80.9M)						
GREENWAY PROJECTS						
Three Rivers Greenway Extension 1A/1B	\$ 7,902,242	\$ 7,902,242	\$ -	\$ -	\$ 7,627,519	CO
Lincoln Tunnel Greenway	\$ 892,739	\$ 1,496,947	\$ 323,680	\$ (280,528)	\$ 1,512,061	Complete
Gills Creek A (Ft. Jackson Blvd. to Timberlane Dr) **	\$ 5,376,724	\$ 5,376,724	\$ -	\$ -	\$ 589,691	Design
Smith/Rocky Branch C (Olympia Park to Granby Park) **	\$ 2,747,621	\$ 2,747,621	\$ -	\$ -	\$ 159,300	Design
Crane Creek B (Three Rivers to Mountain Dr) **	\$ 2,796,039	\$ 2,796,039	\$ -	\$ -	\$ -	Design
Columbia Mall Greenway	\$ 648,456	\$ 648,456	\$ -	\$ -	\$ -	Design
Polo Road / Windsor Lake Boulevard Connector **	\$ 490,741	\$ 490,741	\$ -	\$ -	\$ -	NS
Total Greenway Projects	\$ 20,983,779	\$ 21,458,770	\$ 323,680	\$ (151,311)	\$ 10,013,155	
BIKEWAY PROJECTS	\$ 22,008,773	\$ 22,008,773	\$ -	\$ -	\$ 264,460	Various
SIDEWALK PROJECTS	\$ 26,926,370	\$ 26,926,370	\$ 2,794,002	\$ 2,794,002	\$ 8,413,009	Various
PEDESTRIAN IMPROVEMENT PROJECTS	\$ 2,836,080	\$ 1,136,080	\$ -	\$ 1,700,000	\$ 901,090	Complete
Undesignated	\$ 8,146,354	\$ -	\$ -	\$ 8,146,354	\$ -	-
TOTAL BIKE / PED / GREENWAY	\$ 80,901,356	\$ 71,529,994	\$ 3,117,682	\$ 12,489,045	\$ 19,591,714	

OTHER PROGRAM COSTS	\$ 333,091,000	\$ 352,299,369	\$ -	\$ (19,208,369)	\$ 869,475	
----------------------------	-----------------------	-----------------------	-------------	------------------------	-------------------	--

TOTAL PROGRAM	\$ 1,070,129,217	\$ 1,057,353,904	\$ 40,968,447	\$ 53,743,761	\$ 356,300,885	
----------------------	-------------------------	-------------------------	----------------------	----------------------	-----------------------	--

* Approved CTIP is through 2020 and amounts listed are for approved phases of work in that time period; approval of 2017 CTIP is pending.

** Referendum amounts listed are new totals based on the Greenway Categorical Memo reallocating greenway funds



Financial Highlights FY 2021 Month End October 2020

33% of fiscal year completed

- ✦ Net Income (Loss):
 - Excluding depreciation - Month = ~\$(387)k Actual YTD = ~\$(1.64)M
- ✦ Total Revenue:
 - PTD = \$1.67M Actual YTD ~ \$6.90M
 Compared to 3/12 of annual budget of ~\$35.90M; total YTD collections represent an average ~19% of annual budgeted amount
- ✦ Total Expenses (w/depreciation):
 - PTD = \$2.06M Actual YTD ~ \$9.61M
 compared to 3/12 of annual budget of ~ \$35.14M; total YTD expenditures represent an average ~ 27% of annual budgeted amount
- ✦ YTD paid to contract operator RATP Dev 7/1/2020 to present: ~\$ 2,333,237
- ✦ Professional Contract Svcs, Marketing & Security (4203, 4361, 4509):

<ul style="list-style-type: none"> ✦ ABLE South Carolina 3,794 ✦ Brownstone Const (2 mo) 55,217 ✦ Burr Forman McNair 15,390 ✦ Center for Transportation & the Environment 1,950 ✦ Chernoff Newman, LLC 4,650 ✦ Frances Davis (board minutes) 500 	<ul style="list-style-type: none"> ✦ Nexsen Pruet, LLC 4,000 ✦ Robinson Gray Law Firm 4,475 ✦ Trillium 1,020
<ul style="list-style-type: none"> ✦ iT1 Solutions 5,500 ✦ Michael Dantzler 200 	<ul style="list-style-type: none"> ✦ Marketing, Adv & Promotion (Flock & Rally included) 31,039 ✦ Security (4509) 55,379
- ✦ Total collections of Penny Revenue since 2013 to present:
 - ✓ \$124,107,341 of \$300,991,000 allocation; remaining balance = \$176,883,659



Financial Highlights FY 2021 Month End December 2020

50% of fiscal year completed

- ✦ Net Income (Loss):
 - Excluding depreciation - Month = ~\$1.33M Actual YTD = ~\$1.55M
- ✦ Total Revenue:
 - PTD = \$3.32M Actual YTD ~ \$15.18M
 Compared to 6/12 of annual budget of ~\$35.90M; total YTD collections represent an average ~42% of annual budgeted amount
- ✦ Total Expenses (w/depreciation):
 - PTD = \$2.26M Actual YTD ~ \$15.17M
 compared to 6/12 of annual budget of ~ \$35.14M; total YTD expenditures represent an average ~ 43% of annual budgeted amount
- ✦ YTD paid to contract operator RATP Dev 7/1/2020 to present: ~\$5,232,862
- ✦ Professional Contract Svcs, Marketing & Security (4203, 4361, 4509):

<ul style="list-style-type: none"> ✦ ABLE South Carolina 3,794 ✦ Burr Forman McNair 31,450 ✦ Brownstone 48,980 ✦ Chernoff Newman, LLC 5,010 ✦ iT1 Solutions 5,500 ✦ Nexsen Pruet, LLC 573 	<ul style="list-style-type: none"> ✦ Robinson Gray Law Firm 3,388 ✦ Marketing, Adv & Promotion (Flock & Rally included - 4203) 21,445 ✦ Security (4509) 34,210
---	--
- ✦ Total collections of Penny Revenue since 2013 to present:
 - ✓ \$129,729,846 of \$300,991,000 allocation; remaining balance = \$171,261,154



Financial Highlights FY 2021 Month End January 2021

58% of fiscal year completed

- ✦ Net Income (Loss):
 - Excluding depreciation - Month = ~\$367k Actual YTD = ~\$1.90M
- ✦ Total Revenue:
 - PTD = \$2.29M Actual YTD ~ \$17.47M
 Compared to 7/12 of annual budget of ~\$35.90M; total YTD collections represent an average ~42% of annual budgeted amount
- ✦ Total Expenses (w/depreciation):
 - PTD = \$2.18M Actual YTD ~ \$17.38M
 compared to 7/12 of annual budget of ~ \$35.14M; total YTD expenditures represent an average ~ 43% of annual budgeted amount
- ✦ YTD paid to contract operator RATP Dev 7/1/2020 to present: ~\$5,232,862
- ✦ Professional Contract Svcs, Marketing & Security (4203, 4361, 4509):

<ul style="list-style-type: none"> ✦ ABLE South Carolina 3,794 ✦ Burr Forman McNair 27,490 ✦ Brownstone 60,583 ✦ Chernoff Newman, LLC 2,400 ✦ Halsey King 2,325 	<ul style="list-style-type: none"> ✦ Marketing, Adv & Promotion (Flock & Rally included - 4203) 12,067 ✦ Security (4509) 31,175
<ul style="list-style-type: none"> ✦ Harper Poston Moree 5,500 ✦ iT1 Solutions 5,500 ✦ Nexsen Pruet, LLC 6,000 ✦ Robinson Gray Law Firm 2,758 	
- ✦ Total collections of Penny Revenue since 2013 to present:
 - ✓ \$129,729,846 of \$300,991,000 allocation; remaining balance = \$171,261,154

Central Midlands Regional Transit Authority
Condensed Statement of Financial Position
Period Ended 12/31/20

	Actual PTD 12/31/2020	Actual YTD 12/31/2020	Budget YTD FY 2021
Revenues:			
Passenger Fares/Revenue Contracts	142,966	988,572	1,027,071
Special (Advertising, Interest, Rental, Etc)	176,477	287,381	182,785
Admin/Misc	394,923	403,637	15,300
Local (The Penny)	1,874,168	11,892,761	8,000,000
RTAP Reimbursement	-	325	1,500
State (SCDOT)	176,471	310,114	687,131
CBDG & Hospitality	13,559	28,546	22,083
Federal	542,459	1,270,935	8,015,501
Total Revenue	\$ 3,321,022	\$ 15,182,271	\$ 17,951,371

Expenses:			
Contract Operator	1,407,886	9,024,355	9,666,117
Federal/State	134,835	2,262,802	4,914,218
Fuel	83,925	525,073	1,018,428
Administrative (includes Salaries & Benefits)	128,849	720,658	827,795
Professional Services	115,972	694,653	791,154
Utilities	25,226	131,677	143,150
Other Operating Expenses	97,366	271,337	210,498
Depreciation	261,313	1,540,616	-
Total Expenses	\$ 2,255,372	\$ 15,171,172	\$ 17,571,360

Net Income (Loss) From Operations + Depreciation add back:	\$ 1,326,964	\$ 1,551,715	\$ 380,012
---	---------------------	---------------------	-------------------

Cash:

<i>Wells Fargo</i>			
Petty Cash		237	
Operating Acct		6,250,414	
<i>OPTUS Bank</i>			
Operating Reserve Funds	3,731,952		
Capital Reserve Funds	2,736,069	6,468,021	
<i>Local Gov't Investment Pool</i>			
Emergency Reserve	8,558,113		
Operating Reserve	8,558,113	17,116,226	
Total Cash		\$ 29,834,898	

Total Assets	\$ 65,331,341
Total Liabilities	\$ 6,549,479

Central Midlands Regional Transit Authority
Condensed Statement of Financial Position
Period Ended 01/31/21

	Actual PTD 1/31/2021	Actual YTD 1/31/2021	Budget YTD FY 2021
Revenues:			
Passenger Fares/Revenue Contracts	217,780	1,206,352	1,198,250
Special (Advertising, Interest, Rental, Etc)	38,694	326,075	213,249
Admin/Misc	693	404,329	17,850
Local (The Penny)	1,990,600	13,883,361	9,333,333
RTAP Reimbursement	-	325	1,750
State (SCDOT)	5,210	327,855	801,652
CBDG & Hospitality	34,700	63,246	25,764
Federal	-	1,258,404	9,351,418
Total Revenue	\$ 2,287,677	\$ 17,469,948	\$ 20,943,267

Expenses:			
Contract Operator	1,415,014	10,439,369	11,277,136
Federal/State	97,942	2,367,086	5,733,254
Fuel	101,980	627,017	1,188,167
Administrative (includes Salaries & Benefits)	119,648	840,306	965,760
Professional Services	128,415	825,418	923,013
Utilities	25,630	157,307	167,008
Other Operating Expenses	31,688	317,138	245,581
Depreciation	263,305	1,803,922	-
Total Expenses	\$ 2,183,622	\$ 17,377,562	\$ 20,499,920

Net Income (Loss) From Operations + Depreciation add back:	\$ 367,360	\$ 1,896,307	\$ 443,348
---	-------------------	---------------------	-------------------

Cash:

<i>Wells Fargo</i>			
Petty Cash		237	
Operating Acct		6,684,059	
<i>OPTUS Bank</i>			
Operating Reserve Funds	3,759,861		
Capital Reserve Funds	2,736,069	6,495,929	
<i>Local Gov't Investment Pool</i>			
Emergency Reserve	8,558,113		
Operating Reserve	8,558,113	17,116,226	
Total Cash		\$ 30,296,451	
Total Assets		\$ 67,321,754	
Total Liabilities		\$ 8,458,605	

M/DBE Tracking
July 1, 2020 - December 31, 2020

Month Summary (as of December 31, 2020)			Vendor Name	The COMET Paid Vendor YTD	Amount DBE Paid YTD	M/DBE Requirement	Percentage of Goal Achieved
Vendors Paid - Contracts with M/DBE Goal	\$ 6,956,058.95	1	AOS Specialty Contractors	\$ 942,779.58	\$ 942,779.58	100%	100%
# M/DBEs Paid**	\$ 2,181,246.90	2	Able South Carolina	\$ 67,814.06	\$ 2,900.00	2%	4%
M/DBE Goal Percentage Achieved	31.4%	3	Amerigas	\$ 184,148.17	\$ 9,360.00	2%	5%
# Vendors with M/DBE Goal	23	4	Apollo Video/Luminator Tech	\$ 28,291.59	-	10%	0%
Note: Data reviewed from The COMET's Financial Roster from July-December 2020		5	Brownstone Construction Group*MBE	\$ 84,060.00	\$ 55,217.50	2%	66%
*All payments are not processed for RATP Dev; ** Will need to verify payments to M/DBEs		6	Burr Forman McNair	\$ 154,883.00	\$ 29,910.00	2%	19%
*** Revenue Contract-Gateway Advertising has a 2% M/DBE goal		7	Capital Building Services	\$ 72,086.61	\$ 72,086.61	100%	100%
		8	Chernoff Newman	\$ 34,665.00	\$ 1,950.00	2%	6%
		9	CR Jackson Inc	\$ 330,368.65	\$ 73,340.00	5%	22%
		10	Double K, Inc	-	-	100%	0%
		11	First Transit	-	-	2%	0%
		12	Flock and Rally	\$ 195,997.74	\$ 195,997.74	100%	100%
		13	Harper Poston Moree	\$ 17,250.00	-	2%	0%
		14	IT1 Solutions	\$ 46,646.00	-	2%	0%
		15	New Age Protection	\$ 98,660.20	\$ 98,660.20	100%	100%
		16	New Flyer	\$ 18,473.67	-	3.70%	0%
		17	RATP Dev	\$ 4,257,284.25	\$ 673,713.79	20.06%	16%
		18	RLS & Associates	\$ 8,316.56	\$ 8,316.56	100%	100%
		19	Sightline	\$ 102,932.50	-	10%	0%
		20	Strategic Mapping	\$ 226,485.45	-	7%	0%
		21	Tolar Manufacturing	\$ 67,901.00	-	2%	0%
		22	Transit Mgmt Oversight & Solutions	\$ 17,014.92	\$ 17,014.92	100%	100%
23	Walker White	-	-	12%	0%		
		Total Payments		\$ 6,956,058.95	\$ 2,181,246.90	25%	31.4%

M/DBE Tracking
July 1, 2020 - January 31, 2021

Month Summary (as of January 31, 2021)			Vendor Name	The COMET Paid Vendor YTD	Amount DBE Paid YTD	M/DBE Requirement	Percentage of Goal Achieved
Vendors Paid - Contracts with M/DBE Goal	\$ 8,439,446.64	1	AOS Specialty Contractors	\$ 991,786.12	\$ 991,786.12	100%	100%
# M/DBEs Paid**	\$ 3,021,880.65	2	Able South Carolina	\$ 77,571.64	\$ 2,900.00	2%	4%
M/DBE Goal Percentage Achieved	35.8%	3	Amerigas	\$ 227,367.58	\$ 9,360.00	2%	4%
# Vendors with M/DBE Goal	23	4	Apollo Video/Luminator Tech	\$ 32,123.59	-	10%	0%
Note: Data reviewed from The COMET's Financial Roster from July-January 2021; RATP Dev payments are reflective through December 2020		5	Brownstone Construction Group*MBE	\$ 133,040.00	\$ 104,197.50	2%	78%
*All payments are not processed for RATP Dev; ** Will need to verify payments to M/DBEs		6	Burr Forman McNair	\$ 186,333.00	\$ 29,910.00	2%	16%
		7	Capital Building Services	\$ 84,152.94	\$ 84,152.94	100%	100%
		8	Chernoff Newman	\$ 39,675.00	\$ 2,550.00	2%	6%
		9	CR Jackson Inc	\$ 601,904.01	\$ 73,340.00	5%	12%
		10	Double K, Inc	-	-	100%	0%
		11	First Transit	-	-	2%	0%
		12	Flock and Rally	\$ 214,847.89	\$ 214,847.89	100%	100%
		13	Harper Poston Moree	\$ 22,750.00	-	2%	0%
		14	IT1 Solutions	\$ 54,641.00	-	2%	0%
		15	New Age Protection	\$ 98,660.20	\$ 98,660.20	100%	100%
		16	New Flyer	\$ 18,473.67	-	3.70%	0%
		17	RATP Dev	\$ 5,232,862.57	\$ 1,384,844.52	20.06%	26%
		18	RLS & Associates	\$ 8,316.56	\$ 8,316.56	100%	100%
		19	Sightline	\$ 102,932.50	-	10%	0%
		20	Strategic Mapping	\$ 226,485.45	-	7%	0%
		21	Tolar Manufacturing	\$ 68,508.00	-	2%	0%
22	Transit Mgmt Oversight & Solutions	\$ 17,014.92	\$ 17,014.92	100%	100%		
23	Walker White	-	-	12%	0%		
		Total Payments		\$ 8,439,446.64	\$3,021,880.65	25%	35.8%

M/DBE Tracking
July 1, 2020 - February 28, 2021

Month Summary (as of February 28, 2021)			Vendor Name	The COMET Paid Vendor YTD	Amount DBE Paid YTD**	M/DBE Requirement	Percentage of Goal Achieved
Vendors Paid - Contracts with M/DBE Goal	\$ 8,963,260.26	1	A James Global Services	\$ -	\$ -	100%	0%
# M/DBEs Paid**	\$ 3,419,634.01	2	AOS Specialty Contractors	\$ 997,779.00	\$ 997,779.00	100%	100%
M/DBE Goal Percentage Achieved	38.2%	3	Able South Carolina	\$ 87,329.22	\$ 2,900.00	2%	3%
# Vendors with M/DBE Goal	23	4	Amerigas	\$ 259,729.55	\$ 9,360.00	2%	4%
Note: Data reviewed from The COMET's Financial Roster from July-February 2021		5	Apollo Video/Luminator Tech	\$ 34,163.59	\$ -	10%	0%
*All payments are not processed for RATP Dev; ** Will need to verify payments to M/DBEs		6	Brownstone Construction Group*MBE	\$ 193,622.50	\$ 164,280.00	2%	85%
		7	Burr Forman McNair	\$ 213,822.00	\$ 29,910.00	2%	14%
		8	Capital Building Services	\$ 96,869.27	\$ 96,869.27	100%	100%
		9	Chernoff Newman	\$ 42,075.00	\$ 2,550.00	2%	6%
		10	CR Jackson Inc	\$ 601,904.01	\$ 73,340.00	5%	12%
		11	Double K, Inc	\$ -	\$ -	100%	0%
		12	Flock and Rally	\$ 224,551.25	\$ 224,551.25	100%	100%
		13	Harper Poston Moree	\$ 22,750.00	\$ -	2%	0%
		14	IT1 Solutions	\$ 54,641.00	\$ -	2%	0%
		15	New Age Protection	\$ 98,660.20	\$ 98,660.20	100%	100%
		16	New Flyer	\$ 18,473.67	\$ -	3.70%	0%
		17	RATP Dev*	\$ 5,232,862.57	\$ 1,694,102.81	20.06%	32%
		18	RLS & Associates	\$ 8,316.56	\$ 8,316.56	100%	100%
		19	Sightline	\$ 102,932.50	\$ -	10%	0%
		20	Strategic Mapping	\$ 226,485.45	\$ -	7%	0%
		21	Tolar Manufacturing	\$ 68,508.00	\$ -	2%	0%
22	Transit Mgmt Oversight & Solutions	\$ 17,014.92	\$ 17,014.92	100%	100%		
23	Walker White	\$ 360,770.00	\$ -	12%	0%		
Total Payments				\$ 8,963,260.26	\$ 3,419,634.01	25%	38.2%



To: Transportation Penny Advisory Committee, et al
From: Natavis Eric Harris, Planning & Development Specialist
Date: Monday, March 29, 2021
Subject: The COMET - Planning Activities Update

Over the past couple of months, The COMET has focused its planning efforts on adjusting to the “New Normal” of transit. The following planning activities from 12/01/2020 through 02/28/2021 are listed below:

- Continued analysis for APC data
- Completed Title IV/LEP update
- Continued to prioritize shelter and bench placements throughout service area
- Sought out vendors for mapping Blue Bike travel patterns
- Coordinated with Transdev for NTD report revisions
- Provided list of stop amenities in proposed development areas
- Conducted site plan reviews
- Continued to update performance metrics chart
- Reviewed Service Changes for UofSC and COMET routes
- Compiled on and off survey data for APC analysis
- Responded to customer route and bus stop request through solutions for transit
- Participated in the Transit & Paratransit Management and Certificate Program
- Selected vendor for microtransit pilot
- Partnered with “Transit” to gather more data for service performance

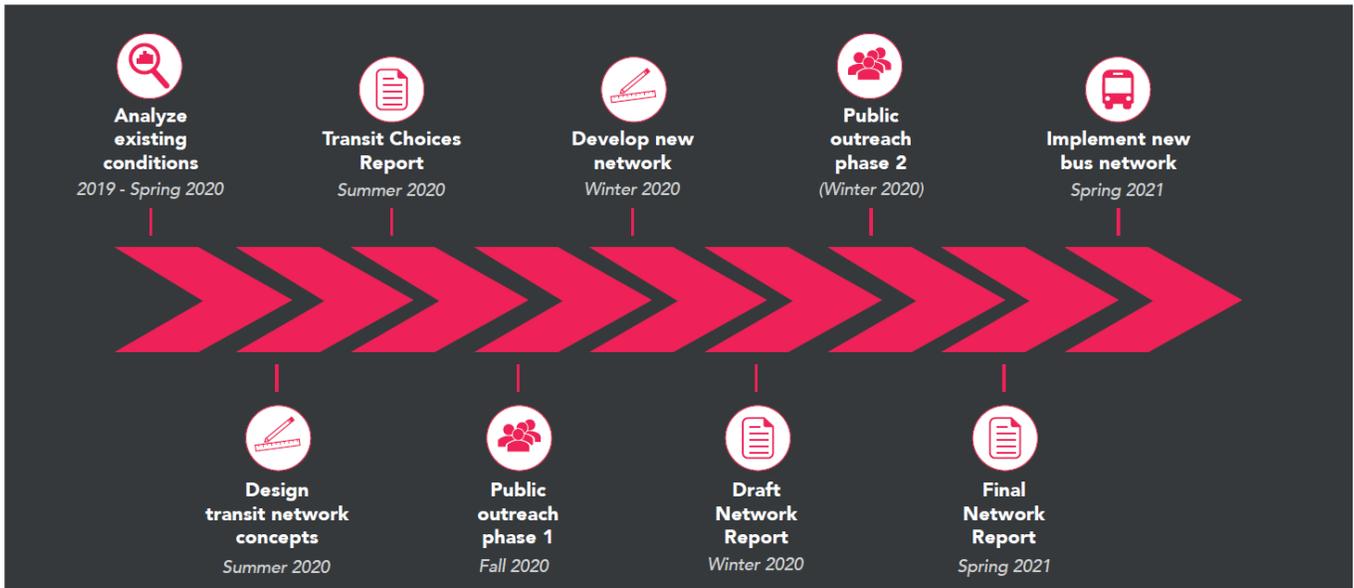
Reimagine The COMET

- The COMET officially launched the Reimagine The COMET planning effort on July 6, 2020 where local planners and staff representatives discussed community needs for transit. Elected officials were welcomed to join a daily 4 p.m. call to provide any additional feedback.
 - Using the project timeline listed below, The COMET is in the final stages of the public outreach phase. [The Reimagine The COMET](#) website was released to the public on September 1, 2020.
 - JWA is in the process of receiving input from the Board of Directors.
 - A presentation/work session is being organized for the Board of Directors to make final recommendation.
 - Online survey remains open to the public for feedback until further notice.

Central Midlands Regional Transit Authority
3613 Lucius Road, Columbia, SC 29201
803 255 7133 F 803 255 7113
CATCHTHECOMETSC.GOV
info@TheCOMETSC.gov

John Andoh, CCTM, CPM Executive Director/CEO
Ron Anderson, Chair, John V. Furgess, Sr, Vice Chair P
Andy Smith, Secretary, Dr. Robert Morris, Treasurer
Board Members: Jacqueline Boulware, Lill Mood, Carolyn Gleaton
Leon Howard, Derrick Huggins, Colonel (R) Roger Leaks, Jr.
Joyce Dickerson, Skip Jenkins, Debbie Summers, Bobby
Horton, Kevin Reeley, Geraldine Robinson, William (B.J.)
Unthank

Project Timeline



Bus Stop Improvements

WORK COMPLETED THIS PERIOD:

- Site Designs, Status Reports, Effort Review, and Project Management
- SCDOT encroachment permits have been received for 9 sites - Stop #1292 Garners Atlas EB, Stop #9601 Williams & Kmart Superstop NB, Stop #349 Gervais Oak WB, Stop #409 Two Notch Polo NB, Stop #410 Two Notch Evergreen NB, Stop #752 Laurel Henderson WB, Stop #1038 Forest Lakeshore WB, Stop #1095 Harden Gervais SB, Stop #1561 Parklane Two Notch NB
- Bi-weekly meeting with Eric Harris to discuss new work requests and review pending questions needing COMET input
- Developed Monthly status update for the Lexington and Richland CDBG grant reports
 - Lexington CDBG Site Stop 784 is in environmental review. The public input period has passed, and HUD is in the process of making their final determination.

WORK IN PROGRESS:

- Design on 14 shelter locations
- Design on 7 bench locations
- AOS has the following stops under construction (29):
 - Stop #1096 Harden/Taylor SB (shelter available)
 - Stop #1162 Harden/Taylor NB (shelter available)
 - Stop #512 Devine Queen EB (shelter available)

Central Midlands Regional Transit Authority
3613 Lucius Road, Columbia, SC 29201
803 255 7133 F 803 255 7113
CATCHTHECOMETSC.GOV
info@TheCOMETSC.gov

John Andoh, CCTM, CPM Executive Director/CEO
Ron Anderson, Chair, John V. Furgess, Sr, Vice Chair P
Andy Smith, Secretary, Dr. Robert Morris, Treasurer
Board Members: Jacqueline Boulware, Lill Mood, Carolyn Gleaton
Leon Howard, Derrick Huggins, Colonel (R) Roger Leaks, Jr.
Joyce Dickerson, Skip Jenkins, Debbie Summers, Bobby
Horton, Kevin Reeley, Geraldine Robinson, William (B.J.)
Unthank

- Stop #426 Shop 1047 EB (shelter available)
- Stop #1710 Garners Dorn WB (shelter available)
- Stop #1266 Assembly College NB (shelter available)
- Stop #523 Devine Heidt EB (shelter available)
- Stop #1514 Forest 4840 EB (shelter available)
- Stop #1596 Fashion Forum WB (shelter available)
- Stop #963 Farrow Gateway SB (shelter available)
- Stop #1752 Buckner Cort WB (shelter available)
- Stop #802 Heyward Cora SB (shelter available)
- Stop #863 Blossom Gadsden WB (shelter available)
- Stop #1186 Assembly Flora SB (awaiting amenities order)
- Stop #492 Hulon E Hospital (shelter available)
- Stop #9614 Frink & Foreman WB (shelter available)
- Stop #9616 Julius Felder & Frink (shelter available)
- Stop #31 Boston Campus WB (shelter available)
- Stop #75 Broad Riverhill WB (shelter available)
- Stop #772 Beltline Withers SB (awaiting amenities order)
- Stop #9601 Williams & Kmart Superstop NB (shelter available)
- Stop #1292 Garners Atlas EB (awaiting amenities order)
- Stop #349 Gervais Oak WB (awaiting amenities order)
- Stop #409 Two Notch Polo NB (awaiting amenities order)
- Stop #410 Two Notch Evergreen NB (awaiting amenities order)
- Stop #752 Laurel Henderson WB (awaiting amenities order)
- Stop #1038 Forest Lakeshore WB (awaiting amenities order)
- Stop #1095 Harden Gervais SB (awaiting amenities order)
- Stop #1561 Parklane Two Notch NB (awaiting amenities order)

For information regarding this staff report, please contact Eric Harris at (803) 255-7137 or email nharris@thecometsc.gov.

Central Midlands Regional Transit Authority
 3613 Lucius Road, Columbia, SC 29201
 803 255 7133 F 803 255 7113
 CATCHTHECOMETSC.GOV
info@TheCOMETSC.gov

John Andoh, CCTM, CPM Executive Director/CEO
 Ron Anderson, Chair, John V. Furgess, Sr, Vice Chair P
 Andy Smith, Secretary, Dr. Robert Morris, Treasurer
 Board Members: Jacqueline Boulware, Lill Mood, Carolyn Gleaton
 Leon Howard, Derrick Huggins, Colonel (R) Roger Leaks, Jr.
 Joyce Dickerson, Skip Jenkins, Debbie Summers, Bobby
 Horton, Kevin Reeley, Geraldine Robinson, William (B.J.)
 Unthank

THE COMET

Central Midlands Transit



Central Midlands Regional Transit Authority 2019-2020 Annual Report

Central Midlands Regional Transit Authority
3613 Lucius Road, Columbia, SC 29201
P 803 255 7133 F 803 255 7113
CATCHTHECOMETSC.GOV
info@TheCOMETSC.gov

John Andoh, CCTM, CPM Executive Director/CEO
Derrick Huggins, Chair, Allison Terracio, Vice Chair
Christopher Lawson, Secretary, Andy Smith, Treasurer
Board Members: Lill Mood, Carolyn Gleaton, Ron Anderson,
Leon Howard, John Furgess, Joyce Dickerson, Dr. Robert Morris,
Skip Jenkins, Debbie Summers, Mike Green, Geraldine Robinson,
William (B.J.) Unthank, Al Koon, Barry Walker, Stephen Cain



January 31, 2021

Dear Member Agencies,

In accordance with South Carolina Code of Laws, Section 58-25-70, the Central Midlands Regional Transit Authority (The COMET) hereby submits the Annual Report for the year ending June 30, 2020.

Profile of the Central Midlands Regional Transit Authority

Under South Carolina Code of Laws - Regional Transportation Authority Law - Title 58 - Public Utilities, Services and Carriers, a regional transportation authority may be organized in any county in South Carolina that is part of a designated regional transportation area.

The COMET is a regional transportation authority formed by the governments in Richland and Lexington Counties on April 24, 2000 by the Central Midlands Council of Governments. In May 2001, The COMET Board of Directors held its first meeting. On October 16, 2002, The COMET assumed operations of the bus services provided by South Carolina Electric and Gas Company utilizing a private contractor. In August 2011, The COMET was reconstituted between Richland County, Lexington County and the Cities of Columbia and Forest Acres.

A funding intergovernmental agreement was signed by Richland County, City of Columbia, City of Forest Acres and Lexington County to fund, operate and maintain public transit services in the Central Midlands area. The intergovernmental agreement took effect in July of 2013 based on receipt of new funding from Richland County for 22 years or \$300,991,000, whichever comes first. Lexington County agreed to provide an appropriation which is agreed to annually. Lexington County also pursues funding from the Cities of West Columbia and Cayce, the Town of Springdale and Lexington Medical Center to support transit services in Lexington County.

The COMET is the brand name of the transit services provided. As of June 30, 2020, The COMET provides countywide public transit services on 34 fixed routes, five ReFlex services and DART ADA complementary paratransit service throughout Richland and western Lexington Counties. The COMET transports approximately 2.45 million passenger trips a year on a fleet of 83 buses and vans. Transit services are provided under contract with Transdev Services, Inc. of Lombard, Illinois. In addition, The COMET has contracts with Enterprise Holdings, Bewegen Technologies, Uber Technologies and Lyft for vanpool, eight bikeshare stations in downtown Columbia and The COMET On The Go! program at night and to fresh grocery markets in The COMET service area. The COMET provides direct transit services to the Cities of Columbia, Forest Acres, West Columbia and Cayce, Towns of Eastover, Irmo, Chapin, Batesburg-Leesville and Springdale, as well as unincorporated areas of Richland and Lexington Counties. Presently, the Town of Arcadia Lakes, as well as towns in eastern Lexington County do not have The COMET transit services. The COMET also serves Town of Little Mountain and the Cities of Newberry and Sumter with Routes 44X and 93X.

Through Lexington County, the Cities of West Columbia and Cayce, Town of Springdale and Lexington Medical Center provides funding support for The COMET to provide bus services in their jurisdictional areas. The COMET also receives contract revenues from Richland One, Richland Two, Lexington Richland Five School Districts, University of South Carolina, Nephron Pharmaceuticals, Prisma Health, Midlands Technical College, Allen University, Columbia College and McEntire Produce.

The COMET Board of Directors sets overall policy and direction for the transit system. 11 voting Board Members representing the City of Columbia (3), Richland County (3), City of Forest Acres (1), Lexington County (3) and Richland County Delegation (3). Non-voting members include one (1) representative from the City of Cayce, City of West Columbia, Town of Eastover, Town of Springdale, Town of Chapin, Town of Irmo, Town of Batesburg-Leesville and Lexington County Legislative Delegation.

During the fiscal year, The COMET Board of Directors reviewed their service levels and restructured service to bring service levels in line with anticipated revenues due to the need to extend the use of the Transportation Penny provided by Richland County to The COMET and to ensure proper service equity between services in both counties. The Board of Directors also adopted a service equity policy.

The COMET has 12 employees, overseen by an Executive Director/CEO with support from staff in the Finance, Regulatory Compliance, Administration and Operations and Planning and Development departments. All other functions are contracted out to private vendors, including transit service delivery and maintenance, legal counsel, paratransit certification, engineering, marketing, community relations and government affairs, mobility management, bus stop amenities and bus stop advertising.

Motto

Catch The COMET.....We will Get You There!

Mission Statement

The COMET provides safe, reliable, efficient, and customer-friendly mobility services throughout the Midlands region and stimulates economic development and enhances quality of life.

Vision Statement

A high-quality public transit service that contributes to economic development, environmental sustainability and mobility solutions throughout the Midlands.

Core Values

- Safety
- Reliability
- Friendliness
- Cleanliness & Comfort
- Cost Effectiveness

Economic Conditions and Outlook in Richland and Lexington Counties

The COMET service area is Richland and Lexington Counties. Actual transit service provided is concentrated more in the western, central and southern portions of Richland County and western Lexington County. The service area center is the City of Columbia, the State Capital of South Carolina, as well as the County Seat for Richland County. The combined population of The COMET service area is 646,895 based off the 2010 U.S. Census. In The COMET fixed route service area, within Richland and Lexington Counties, there are two cities, two towns in Richland County and two cities and two towns in Lexington County. Overall, Richland County has two cities and four towns and Lexington County has three cities and twelve towns.

Richland County

Richland County continues to be an area of growth, due in part to the presence of the seats of State and County government, the University of South Carolina as well as Fort Jackson (the nation's largest and most active initial entry training center for the US Army). On average Fort Jackson instructs over 43,000 soldiers in basic and advanced training each year, with an additional 10,000 attending courses at the Soldier Support Institute, Armed Forces Chaplaincy Center, National Center for Credibility Assessment and Drill Sergeant School. Fort Jackson currently employs almost 3,500 civilians and provides services to over 46,000 military retirees and families.

The Richland County/City of Columbia area has continually been highlighted in the pages of national publications, including:

- 76th for business/careers, 114th for cost of doing business, 66th in job growth and 84th in education as ranked by Forbes Magazine
- 2nd America Most Livable Communities (Mid-Sized Cities) by Partners for Livable Communities.org
- 132nd Best-Performing MSA as ranked by Milken Institute
- 35th for recession recovery as ranked by Brookings Institution's Metro Monitor
- 5th Small metro area for Teleworking by Sperling's Best Places

The County is located halfway between New York and Miami and within direct access to the Port of Charleston, which puts it in the center of the growing Southeastern market and has led to an increase in service and industrial firms locating to the County. The County has benefited from the overall improvement in the economy.

This is evident through the June 30, 2019 County 3.6% unemployment rate as compared to the 3.5% South Carolina unemployment rate and the 4.5% US unemployment rate. As of June 30, 2019, the breakdown of the County workforce is as follows: 13% in government, 25% in education and health, 13% in wholesale and retail trade, 13% in services, 4% in manufacturing, 22% in finance, insurance and real estate, 3% in construction and 7% in transportation and utilities. The largest employers include Palmetto Health, University of South Carolina, Blue Cross Blue Shield of SC, Richland County School District 1 and Richland County School District 2.

Lexington County

The County of Lexington is located in the central portion of South Carolina, adjacent to the capital city of Columbia. It is one of the fastest growing counties in the state. From 2000 to 2010, the state's population increased by 15.3%, while Lexington County's increased by 21.5%. The County's 2019 population adjusted from the 2010 census was 294,774 and is ranked sixth in the state. The County had a per capital income of \$30,316. Lexington County's June 2019 unemployment rate was 2.9% compared to the state unemployment rate of 3.5%

Lexington County issued 1,584 building permits during fiscal year 2017-18. Permits for residential buildings totaled 1,525 with the buildings valued at \$412 million. A total of 59 commercial permits were issued with the buildings valued at \$48 million. Permits issued for new single-family detached housing for calendar year 2018 is projected to be 1,585. This is a 1.1 percent increase from the 1,425 permits that were projected to be issued last calendar year. These economic conditions indicate there is stability in the economy.

Major employers in Lexington County include Amazon.com Fulfillment Center, Michelin North America Inc., General Information Services and Walter P. Rawl & Sons Inc. Major public-sector agencies in Lexington County include: Lexington Medical Center, Lexington County School District One, Richland and Lexington County School District Five and Lexington County.

Major Initiatives

- Added more passenger amenities, including shelters, benches and bus stop seating.
- Formed and renewed partnerships to allow all students, employees and facility to ride The COMET services from Richland One and Richland Two, Lexington Richland Five, Columbia College, Allen University and McEntire Produce, Midlands Technical College, Prisma Health, Lexington Medical Center and Nephron Pharmaceuticals.
- Continued to help connect low income residents in food-desert areas through partnerships with Lyft and Uber.
- Created door to door services in Forest Acres and Downtown Columbia. as well as a new ReFlex service to Batesburg-Leesville.
- Implemented Route 7, Inclement Weather Shuttle with United Way and City of Columbia
- Received new Community Development Block Grant (CDBG), FTA CARES Act, FTA Section 5310 and Cities of Cayce, West Columbia and Richland County Hospitality Tax funds to support The COMET tourism, operational and capital needs.
- Completed all eight bikeshare stations and allowing The COMET users free access to bicycles through Blue Bike and linked COMET Card to Blue Bike kiosks.
- Re-launched the vanpool program to connect people to jobs and combat congestion with the addition of 7 vans in FY 2020.
- Received funding to start the “Reimagine The COMET” short range transit plan for Richland and Lexington Counties. Jarrett Walker and Associates is leading the effort.
- Awarded new contract with RATP Dev for the operations and maintenance of The COMET's transit services.
- Restructured the organization with new positions to provide additional management of marketing, customer service, mobility management and transit operations.
- Responded to the novel Coronavirus pandemic in March 2020 through service modifications, enhanced cleaning measures, payment of service recognition bonus to employees, provision of personal protective equipment and testing of employees.
- Received the Certificate of Financial Excellence award from Government Finance Officers Association for preparing a Comprehensive Annual Financial Report.
- Received the Government Finance Officers Association Distinguished Budget Presentation Award in FY 2021.
- Rescheduled the network allow for customers to make transfers at :15 and :45 past the hour at COMET Central (the renamed Sumter Street Transit Station) as well as ensure connectivity of routes at 13 SuperStops throughout the service area.
- Created a downtown Soda Cap Connector route called The Orbit serving Blossom, Assembly, Richland and Sumter Streets, seven days a week.
- Negotiated a new service contract to operate transit service for University of South Carolina.
- Complete a Vision 2020/COMPASS Progress Report to demonstrate to the community the progress The COMET has made since the passage of the Richland County Penny.
- Provide free transit services since March 17, 2020 due to the COVID-19 pandemic.
- Launched overflow paratransit taxi services with Blue Ribbon Taxi through Transdev/RATP Dev
- Installed 58 new fareboxes on The COMET fixed route buses and 23 refurbished fareboxes on the DART paratransit/ReFlex buses and implemented COMET Card, a smart card that is reloadable with bus passes, cash wallet fares as well as can be used on Blue Bike.
- Started an economic study to understand the value that The COMET provides to Richland and Lexington Counties.
- Negotiated with University of South Carolina regarding the operation of their transit services.
- Completed a new Marketing Plan, Social Media Manual and Brand Guidelines.
- Open a network of park and ride lots in Richland, Lexington, Sumter and Newberry Counties.

Should you have any questions on this annual report, please contact me at (803) 255-7087 or email john.andoh@CatchTheCOMET.org.

Sincerely,



John Andoh
Executive Director/CEO



IS CATCHING ON!

New funding in November 2012 allowed Richland County and The City of Columbia to continue providing modern and cost-efficient transportation to their citizens. In 2020, we added updated fuel-efficient buses to our fleet, increased service and expanded route areas, among other things.

	FY 2012	FY 2019	FY 2020
Hours	61,557	234,044	243,607
Riders	1,498,818	2,729,566	2,458,740
Fleet	68	83	83

\$49,200,851 FUNDS THROUGH FEDERAL MATCHING SINCE 2012

Connected low-income residents in food-desert areas to 23 fresh food markets through Lyft and Uber partnerships.

01

Received new Community Development Block Grant (CDBG), FTA CARES Act, FTA Section 5310 and Cities of Cayce, West Columbia and Richland County Hospitality Tax funds to support The COMET tourism, operational and capital needs.

02

Responded to the novel Coronavirus pandemic in March 2020 by providing fare free transit, modifying service, enhancing cleaning measures, paying service recognition bonus to employees, providing personal protective equipment and testing for employees.

03



Completed all eight Blue Bike bikeshare stations allowing The COMET users free access to bicycles and linking COMET Card to Blue Bike kiosks.

04



NEW SERVICES



Launched overflow paratransit taxi services with Blue Ribbon Taxi through Transdev/RATP Dev.



Received funding to start the “Reimagine The COMET” transit plan for Richland and Lexington Counties. Jarrett Walker and Associates leads the effort.



Negotiated a new service contract to operate transit service for University of South Carolina, UofSC Transit – Powered by The COMET.



Added seven vans to re-launch the vanpool program, connecting people to jobs and combating congestion.



Created The Orbit, a downtown Soda Cap Connector route serving Blossom, Assembly, Richland and Sumter Streets, seven days a week.



Created door-to-door services in Forest Acres and Downtown Columbia, as well as a new ReFlex service to Batesburg-Leesville.



Implemented Route 7, Inclement Weather Shuttle with United Way and City of Columbia.

CUSTOMER CARE



Increased efficiency by rescheduling network transfer times to :15 and :45 past the hour at the COMET Central transit hub ensuring connectivity of routes at 13 SuperStops throughout the service area.



Completed the Vision 2020/COMPASS Progress Report demonstrating the advancements The COMET has made since the passage of the Richland County Penny.



Renewed or formed new partnerships with Richland One and Richland Two, Lexington-Richland Five, Columbia College, Allen University, University of South Carolina, McEntire Produce, Midlands Technical College, Prisma Health, Lexington Medical Center and Nephron Pharmaceuticals. This allowed all students, employees, and faculty to ride The COMET at no charge.



Awarded new contract with RATP Dev USA for the operations and maintenance of The COMET’s transit services.

IMPROVEMENTS



Added more passenger amenities, such as shelters, benches, and bus stop seating and made bus stops more accessible and connected to sidewalks.



Received the Certificate of Achievement for Excellence in Financial Reporting award from The Government Finance Officers Association of the United States and Canada (GFOA) for our Comprehensive Annual Financial Report (CAFR).



Restructured the organization with new positions to provide additional management of marketing, customer service, mobility management and transit operations.



Installed 58 new fareboxes on The COMET fixed route buses and 23 refurbished fareboxes on the DART paratransit/ReFlex buses. Implemented COMET Card, a smart card that is reloadable with bus passes and cash wallet fares which is also usable with Blue Bike.

CATCHTHECOMETSC.GOV

If you are 65 years of age or older and/or you have a disability, our services are here for you.

DART

Provided within 3/4 of a mile of either side of a The COMET shared, non-express, fixed route bus.



Call **803-255-7123** for reservations Monday – Friday, 9-5. Specify that you are going to your COVID-19 vaccine appointment. You may need to provide proof of your appointment to the driver.

PUP

**Mobility Program:
The COMET Pick Up Program**



The COMET Pick Up Program gives you a debit card to pay up to \$50 a month in taxi, Lyft or Uber rides.

Available if you:

1. Live outside The COMET service area.
2. Live inside Richland or Lexington County.
3. Live inside the Columbia Urbanized Area.

V-TRIP

**Mobility Program:
Volunteer Transportation Program**



V-TRIP lets riders get money back to pay the people in their life who drive them. If you have a friend from church, work, school, or the neighborhood, who gives you a ride this program may help cover gas. You can travel up to 100 miles a month and a list of trips made must be submitted monthly to be reimbursed.

Available if you:

1. Live outside The COMET service area.
2. Live inside Richland or Lexington County.
3. Live inside the Columbia Urbanized Area.

Registration is required for V-TRIP and PUP. Call Brittany Terry, Mobility Management Specialist to get started at **803-834-2382** (TTY/TDD: 711) or email: mobility@thecometsc.gov.

COVID Rules of the Road to Remember



Masks or other face coverings must be worn to access all COMET buses, vehicles and facilities. The bus will not move unless everyone is wearing a face covering or mask.



Travel on fixed route must be one-way to a specific location – no continuous riding without a destination.



Boarding some buses may require you to enter through the rear doors, unless you have a wheelchair or stroller or are disabled and needing assistance.



**DON'T
MISS
YOUR
SHOT**

[COMETCovidHelp.org](https://www.cometsc.gov/COVIDHelp)

803-255-7100



Catch The COMET to Get Your Vaccine

The COMET transit services are always available to get you to where you need to go. However, to receive the vaccine, you must first:

1. Check to see if it's your turn using the following link: <https://scdhec.gov/covid19/covid-19-vaccine>
2. If it IS your turn, find a location and make an appointment. <https://scdhec.gov/covid19/covid-19-vaccine/covid-19-vaccine-appointments>
3. You may also call SCDHEC at **1-866-365-8110** for help making an appointment.

Don't Miss Your Shot!

The COMET offers **FREE rides to Vaccinations Sites**. Below are the major vaccination locations and corresponding COMET routes.

On-Demand operates in the areas formerly served by Routes 46, 62 and 74 in Hopkins, Forest Acres/Downtown Columbia and Lower Richland Blvd. Call 1 hour in advance for a ride, Monday-Friday from 7 a.m. to 7 p.m.



ADDRESS	ROUTES
900 Assembly Street, Columbia, SC 29201	Soda Cap 4, 1, 91,61,92X
3595 Harden Street, Columbia, SC 29203	22 - Harden
4627 North Main Street, Columbia, 29203	32 - North Main & Hardscrabble
2571 Forest Drive, Columbia, SC 29204	75/701 - Decker & Parklane
3055 Broad River Road, Columbia, SC 29210	801 - Broad River
3312 Devine Street, Columbia, SC, 29205	401 - Devine
3700 Two Notch Road, Columbia, SC 29204	501 - Two Notch
500 Knox Abbott Drive, Cayce, SC 29033	91 - Springdale & Cayce
4711 Forest Drive, Columbia, SC 29206	75/701 - Decker & Parklane
6090 Garners Ferry Rd, Columbia, SC 29209	21,44X,45/401
121 Clemson Rd, Columbia, SC 29229	57L - Killian & Clemson
1210 Charleston Hwy, West Columbia, SC 29169	96L - West Columbia/ Cayce 91 - Springdale/Cayce
134 Harbison Blvd, Columbia, SC 29212	801 - Broad River



ADDRESS	ROUTES
1941 Blossom Street, Columbia, SC 29205	Route 22 - Harden
2708 Rosewood Drive, Columbia, SC 29205	Route 21 - Rosewood
4467 Devine Street, Columbia, SC 29205	Route 88 - Beltline Crosstown
3501 Forest Drive, Columbia, SC 29204	Route 88 - Beltline Crosstown Route 701 - Forest
9001 Two Notch Road, Columbia, SC 29223	Route 55 - Sandhills
175 Forum Drive, Columbia, SC 29229	Route 55 - Sandhills
2725 Clemson Road, Columbia, SC 29229	Route 57L - Killian
2300 Decker Boulevard Columbia, SC 29206	Route 77 - Polo Route 75 - Decker & Parklane
4730 Forest Drive, Columbia, SC 29206	Route 701 - Forest
7801 Garners Ferry Road Columbia, SC 29209	Route 46 - Lower Richland ReFlex
1537 Charleston Highway, West Columbia, SC 29033	Route 91 - Springdale & Cayce Route 96L - West Columbia & Cayce
2224 Augusta Road West Columbia, SC 29169	Route 96L - West Columbia & Cayce
1223 St. Andrews Road, Columbia, SC 29210	Route 88 - Beltline Crosstown Route 801 - Broad River



ADDRESS	ROUTES
6439 Garners Ferry Rd Columbia, SC 29209	Route 45 - Leesburg & Hazelwood Route 88 - Beltline



ADDRESS	ROUTES
2720 Sunset Blvd West Columbia, SC 29169	Route 96L - West Columbia & Cayce Route 97 - Batesburg Leesville Rural



ADDRESS	ROUTES
Midtown: 2435 Forest Dr, Columbia, SC 29204	Route 701 - Forest Route 501 - Two Notch
Northeast: 120 Gateway Corporate Blvd, Columbia, SC 29203	Route 32 - North Main & Hardscrabble



ADDRESS	ROUTES
Prisma Health Baptist: Taylor at, Marion St, Columbia, SC 29220	Routes 4, 21, 91, 401, 12, 501, 701
Prisma Health Parkridge: 400 Palmetto Health Pkwy, Columbia, SC 29212	Route 83L - St. Andrews Local
Prisma Health Richland: 5 Richland Medical Park Dr, Columbia, SC 29203	Route 22 - Harden Route 301 - Farrow Route 11 - Fairfield
Fairgrounds/National Guard Armory	Route 61 - Shop



DEPARTMENT OF MARKETING AND COMMUNITY AFFAIRS

Report for mid-November 2020 thru mid-March 2021

Pamela Bynoe-Reed, Director of Marketing and Community Affairs/Public Information Officer

Contributing Team Members:

- (VACANT) Public Information Specialist & Clerk of the Board
 - Blake Gibbons, Transit Services Intern (contributing from Planning and Development)
 - Tamra Hood, Administrative Intern
 - Kimberly Simmons, Marketing Intern
-

The following pages contain reports for Marketing, Communications and Public Information for the Central Midlands Regional Transit Authority for the period beginning mid-November 2020 through mid-March 2021 (December 2020-February 2021). Due to the novel COVID-19 Coronavirus, most of our communications and outreach pertains to the pandemic. Notable projects are highlighted.



Activities and Events

Month: November/December 2020

Pamela Bynoe-Reed, Marketing and Public Information Manager

Due to the novel COVID-19 Coronavirus, our full slate of community events and activities continues to be condensed, but we are slowly adding available activities. We are happy to report that there have been some events which have been implemented safely, and the work of telling The COMET story, communicating with the public and encouraging safe practices while riding continues. My top projects are as follows. (NOTE: This report captures a protracted time period between October 22 and November 12)

- **Events:**

- Stuff A Bus with The Salvation Army and WLTX (December 4 & 11)
- Keep the Midlands Beautiful-The COMET pick up (November 12)
- Reimagine The COMET Campaign
 - Stakeholder Meeting (November 12)
 - John Andoh interview, WLTX (November 30)
 - Eric Harris interview, WOLO, (December 1)
 - John Andoh interview, SC Public Radio (December 1)
 - Public Meetings (December 2 & 9)

- **Press releases and Media Advisories-**

- Press Release - CHRISTOPHER LAWSON APPOINTED TO THE COMET BOARD OF DIRECTORS (November 20)
- Press Release - THE COMET RELEASES RESULTS FROM VISION 2020 AND THE COMPASS REPORT (November 20)
- Press Release - DRIVER QUARANTINED IMMEDIATELY AFTER POSITIVE COVID-19 TEST (November 25)

Unreleased/Pending (I also participated in numerous conference calls to discuss the program launches of this program. A soft debut was in the September newsletter and Midlands Biz Blog):

- The COMET Debuts Two New Mobility Programs for Seniors and The Disabled (scheduled launch TBD)

- **Articles, Newsletters, Interviews and Blogs**

- November 22, Imara Woman Television Feature on Spectrum. Pamela Bynoe-Reed Interviewed. The COMET commercials were featured.
- November/December 2020 Newsletter released digitally and printed
- November "COMET Chat with John Andoh", Midlands Biz
- "Coping with COVID", podcast with John Andoh (November 24)

- **Social Media Highlights**
 - Facebook Live regarding public input on Reimagine The COMET (Dec 2 & 9)
 - Industry uploads to LinkedIn (3)

- **Presentations:**
 - WTS Panel presentation on “Advancing Transit in SC”, Pamela Bynoe-Reed (November 18)
 - AARP Ride +50 Panel Presentation “Crisis Communications at The COMET” - Pamela Bynoe-Reed (November 17)

- **Campaigns and/or Issues Management:**
 - Reimagine The COMET Public Meetings
 - Continued working on new website redesign and redirection away from SC.gov.
 - Continuing to create messaging about positive COVID-19 operators to focus on safety and “safe to ride” during the pandemic per the COVID-19 Ad Hoc Subcommittee.
 - SCDHEC and The COMET partnership to promote testing locations for COVID-19 at COMET Central.

- **Professional Development**

- **Other**
 - Editing Transportation Report



Activities and Events

Month: December 2020/January 2021

Pamela Bynoe-Reed, Marketing and Public Information Manager

Due to the novel COVID-19 Coronavirus, our full slate of community events and activities continues to be condensed, but we are slowly adding available activities. December/January is a short reporting period due to the holidays. My top projects are as follows.

Events:

- Senior Resources Annual Community Partner Award (December 14)
- The COMET toy bus giveaway at COMET Central (December 24)
- **Press releases and Media Advisories-**
 - Press Release - The COMET DEBUTS TWO NEW MOBILITY PROGRAMS FOR SENIORS AND THE DISABLED (January 19)
 - Press Release - THE COMET FINANCIAL TEAM RECEIVES PRESTIGIOUS BUDGET AWARD: High honor commends excellence in handling and reporting all funding, including the Richland Penny (January 15)
 - Press Release - PARATRANSIT DRIVER QUARANTINED AFTER POSITIVE COVID-19 TEST (January 13)
 - Press Release - AFTER POSITIVE COVID-19 TEST, DRIVER QUARANTINED (December 17)
 - Press Release - THE COMET PARTNERS WITH SC DHEC TO PROVIDE COVID-19 TESTING TO RIDERS (December 16)
- **Articles, Newsletters, Interviews and Blogs**
 - December 26, Imara Woman Television Feature on Spectrum. John Andoh Interviewed. The COMET commercials were featured.
 - November/December 2020 Newsletter released digitally and printed
- **Social Media Highlights**
 - Launch of Mobility Programs, V-TRIP and PUP
- **Presentations: (none this month)**
- **Campaigns and/or Issues Management:**
 - Welcome to new Richland County Council members
 - Continued working on new website redesign and redirection away from SC.gov.
 - Continuing to create messaging about positive COVID-19 operators to focus on safety and "safe to ride" during the pandemic per the COVID-19 Ad Hoc Subcommittee.
 - SCDHEC and The COMET partnership to promote testing locations for COVID-19 at COMET Central.
 - Development with Flock and Rally of The COMET's COVID 19 Vaccination Transportation Campaign
- **Professional Development**
- **Other**
 - BPAC Meeting



Activities and Events

Month: January/February 2021

Pamela Bynoe-Reed, Marketing and Public Information Manager

Due to the novel COVID-19 Coronavirus, most of our communications and outreach pertains to the pandemic. My top projects are as follows.

Events:

- Launch of Mobility Programs, V-TRIP and PUP (January 19)
- “Don’t Miss Your Shot” press conference and campaign kickoff event (February 4)
- The COMET toy bus giveaway at COMET Central (February 11)
- Schedule of UofSC Transit student forum (to be held February 18)

- **Press releases and Media Advisories–**
 - Press Release - THE COMET ELECTS 2021 BOARD OF DIRECTORS OFFICERS (January 27)
 - Media Advisory - The COMET Launches Major Initiative to Help Transport People to Midlands Vaccine Locations (February 2)
 - Press Release - THE COMET LAUNCHES “DON’T MISS YOUR SHOT” CAMPAIGN TODAY (February 4)
 - Press Release - APPLICATIONS NOW BEING ACCEPTED FOR THE SPRING 2021 COMET ACADEMY (February 10)
 - Press Release - National Safe Place Network Welcomes The COMET’s Executive Director/CEO to its Advisory Board: *NSPN and The COMET Expand Partnership to Help Keep Youth Safe* (February 11)

- **Articles, Newsletters, Interviews and Blogs**
 - Pamela Bynoe-Reed interview with WLTX for campaign teaser (January 22)
 - John Andoh interview with Sadiyah Thompson of METRO Magazine (February 3)
 - Pamela Bynoe-Reed interview with WACH-Fox 57 for campaign teaser (February 3)
 - Don’t Miss Your Shot, Vaccine Transportation Special Newsletter (February 8)
 - COMET Chat with John Andoh in Midlands Biz for February 2021 (February 10)
 - Pamela Bynoe-Reed Interview with UofSC regarding School Driver Appreciation week (February 10)
 - OnPoint with Cynthia Hardy television interview feature with John Andoh (February 13)
 - February 2021 Newsletter released digitally and goes to print on 2/18.

- **Social Media Highlights**
 - Launch of Mobility Programs, V-TRIP and PUP

- **Presentations: (none this month)**

- **Campaigns and/or Issues Management:**
 - Apology Letter for Service Delivery Issues (February 16). Fielding media.
 - Continued working on new website redesign special COMET Covid Help microsite.
 - Continuing to create messaging about positive COVID-19 operators to focus on safety and “safe to ride” during the pandemic per the COVID-19 Ad Hoc Subcommittee.
 - Development and Implementation of The COMET’s COVID 19 Vaccination Transportation Campaign from **January 18-February 4** to launch at press conference on 2/4/2021.
 - ✓ Conception with Flock and Rally regarding slogan (Don’t Miss Your Shot), direction and assets.
 - ✓ Web microsite developed and launched.

- ✓ Outreach and Partner Development (Prisma Health, Lexington Medical, Senior Resources, DHEC, Columbia VA Health System, Columbia Housing Authority, Thomas Media Group/Black Pages, Cooperative Health, CarePro, Hawthorne Pharmacy, Journey United Methodist Church)
- ✓ Development and Production of print collaterals (posters, flyers, brochures)
- ✓ Development, Review and Completion of Radio Spots.
- ✓ Working on television commercial concept and implementation.
- ✓ Met with customer service and DART employees on campaign.
- ✓ Approval of outdoor advertising (billboards)
- ✓ Negotiate and schedule "Coping with COVID" broadcast with Tre Taylor.
- ✓ Schedule presentations with Columbia Council of Communities and Richland County Neighborhood Council.
- ✓ Working with elected officials to get the information in their districts on how to access transportation for COVID vaccine appointments.
- ✓ Special issue newsletter through The COMET's list serve and through Black Pages/Thomas Media Distribution (to more than 10,000 African American households in Richland and Lexington Counties.)

- **Professional Development**

- WTS StrengthsFinder course. (Begins February 25)
- APTA Marketing and Communications Conference (Begins February 24-25)
- World Affairs Council seminar (February 3.)
- CDC Webinar (February 4)

- **Other**

- Monthly BPAC Meeting
- TCRP Research duties
- Scheduled two photoshoots. (headshots/assets/campaign)
- Ongoing social media



DEPARTMENT OF MARKETING AND COMMUNITY AFFAIRS

Month: February/March 2021

Pamela Bynoe-Reed, Director of Marketing and Community Affairs/Public Information Officer

Contributing Team Members:

- (VACANT) Public Information Specialist & Clerk of the Board
 - Blake Gibbons, Transit Services Intern (contributing from Planning and Development)
 - Tamra Hood, Administrative Intern
 - Kimberly Simmons, Marketing Intern
-

Due to the novel COVID-19 Coronavirus, most of our communications and outreach pertains to the pandemic. Notable projects are highlighted.

- **Events**

- UofSC Transit student forum (February 18)
- The COMET Academy - Spring 2021 (March 1 - April 5)
- The COMET Finance Committee Meeting (March 10)
- The COMET Service Committee Meeting (March 10)
- The COMET Covid-19 Ad-Hoc Committee Meeting (March 12)

- **Press releases and Media Advisories**

- Press Release - WILL BRENNAN APPOINTED TO THE COMET BOARD OF DIRECTORS (February 25)
- Press Release - THE COMET NAMES PAMELA BYNOE-REED, DIRECTOR OF MARKETING, PIO (March 8)
- Press Release - Flock and Rally wins Gold ADDY for The COMET's Sarah Mae Flemming campaign (March 9)
- Press Release - JOHN ANDOH AMONG THIS YEAR'S 50 MOST INFLUENTIAL (March 15)

- **Articles, Newsletters, Interviews and Blogs**

- February 2021 Newsletter released digitally and print
- Dalton Mixon (UofSC) interview on Driver Appreciation (February 18)
- DOT Newsletter article on The COMET's DBE Program (March 1)
- WLTX interview with Malcom Carter on essential workers getting the COVID vaccine (March 2)
- The State Newspaper interview on The COMET partnering with community organizations to get people to COVID vaccine appointments (March 10)

- **Social Media Highlights**

- Facebook Live Event: "Ask The Planner with Eric Harris and special guest, Executive Director/CEO John Andoh (February 11)

- **Presentations**

- Earlewood Community Council - Update on The COMET and Don't Miss Your Shot Campaign (February 18)

- Richland County Neighborhood Assn. - Update on The COMET and Don't Miss Your Shot Campaign (February 25)

- **Campaigns and/or Issues Management**

- Continuing with "Don't Miss Your Shot" Campaign (Chairman Huggins' recommendation)

- ✓ Outreach and Partner Development (Prisma Health, Lexington Medical, Senior Resources, DHEC, Columbia VA Health System, Columbia Housing Authority, Thomas Media Group/Black Pages, Cooperative Health, CarePro, Hawthorne Pharmacy, Journey United Methodist Church)
- ✓ Black Pages distribution of print collaterals (posters, flyers, brochures)
- ✓ Development, Review and Completion of TV/cable Spots.
- ✓ Radio Spots out in the Marketplace
- ✓ Outdoor advertising (billboards) up throughout Richland and Lexington Counties
- ✓ Working with elected officials to get the information in their districts on how to access transportation for COVID vaccine appointments.
- ✓ Special issue newsletter through The COMET's listserve and through Black Pages/Thomas Media Distribution (to more than 10,000 African American households in Richland and Lexington Counties.)

- Continuing to work through the optics of Service Delivery Challenges

- ✓ Met with Service Committee Chair, Consultants and Legal with Executive Director/CEO
- ✓ Scheduled meeting with RATP Dev to discuss joint narrative to the public

- **Professional Development**

- APTA Marketing and Communications Conference (February 24-25)
- WTS (Women in Transportation) StrengthsFinders Workshop with Gallup (February 25)

- **Public Information Administrative**

- Ongoing social media
- Follow up on FOIA requests
- Follow up on ordering schedule racks
- Continuing website content build and design approvals

- **Public Information Process Improvement**

- Created automatic replies on Facebook to ease customer concerns and improve response time.
- Linked Facebook and Instagram inboxes together to be able to respond to customers faster.
- Edited the YouTube page with social media links and video watermarks to help boost viewers.
- Added agency contact info to the Transit App.
- Suggested lamination of car cards to reduce wear and tear of marketing materials

- **Other**

- Monthly BPAC Meeting
- Attended presentation on new Rideshare program/app launch - HopIn Pal
- Working with Moovit on QR codes at bus stops (Board Member Lawson's recommendation)
- Keep the Midlands Beautiful + The COMET partnership exploratory meeting for Adopt A Spot (March 3)
- Sponsorship discussion with Artista Vista
- Working on plan for Lexington County outreach and NW corridor (Chapin, Newberry, Irmo)
- Columbia Fireflies sponsorship reboot featuring promo of Soda Cap 3 (March 12)