



TOLEDO AREA REGIONAL TRANSIT AUTHORITY

RESOLUTION NO. 29-23

AUTHORIZING A CHANGE ORDER TO THE HART INC. CONTRACT FOR CREATIVE SERVICES
AND MARKETING EXPENSES FOR 2023

WHEREAS, in 2023 TARTA began implementing the TARTA Next Comprehensive Operational Analysis which included launching TARTA Flex and new bus and paratransit services in Springfield Township and Holland in the first two quarters of 2023; and

WHEREAS, TARTA increased its marketing, advertising, and communications strategies to raise awareness of new services and to increase ridership; and

WHEREAS, TARTA invested in a new brand guideline and is continuing to implement the new, elevated TARTA brand across all services, all vehicles, and at all facilities; and

WHEREAS, TARTA has a contract with Hart Inc. to provide creative services and marketing and the amount stated in the contract has been exceeded; and

WHEREAS, TARTA has invoices from the vendor due for payment that exceed the contract amount; and

WHEREAS, the amounts due require a Board approved change order to facilitate payment; and

NOW, THEREFORE BE IT RESOLVED BY THIS BOARD OF TRUSTEES OF THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY, OHIO:

SECTION 1. The Chief Executive Officer, or her designee, is authorized to enter a change order in the amount of \$150,000 to facilitate payment of invoices currently due and to pay future invoices as needed for creative and marketing services for the remainder of the 2023 calendar year.

SECTION 2. That this resolution shall become effective immediately upon its adoption.

ADOPTED: May 18th, 2023

President

ATTEST:

Secretary-Treasurer