

Southwest  
Ohio  
Regional  
Transit  
Authority



A Commuter Benefit Analysis  
Prepared for: Procter & Gamble



Mock Interview Presentation  
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# AGENDA

Thank You!

A Brief Overview:

- Introduction
- National Infrastructure
- Local Transit

Exploring The Fit:

P& G Initiatives to Attract and Retain Top Talent

- Sustainability
- Diversity
- Inclusion
- Soft Benefits

# INTRODUCTION

## Community & Economic Development Professional

### Roots in Public Service

- Housing Authority

### Business Development-Facilities Services

- Labor Commodity-Commercial Cleaning

*Understanding the corporate cultures and growth that makes up the local economy was the key to my successful sales career.*

### Giving Back

- Ridership Development



*"I'm a senior business development professional with a robust regional network and a reputation for proposing complex solutions; with the heart of a public servant".*

***Amy Rasmussen***

# SORTA: SOUTHWEST OHIO REGIONAL TRANSIT AUTHORITY

SORTA operates Metro buses and smaller Access buses for people whose disabilities prevent them from riding Metro buses.

## SORTA MISSION

Regional transportation connecting people and places, driving economic growth and expanding quality of life choices.

## SORTA VISION

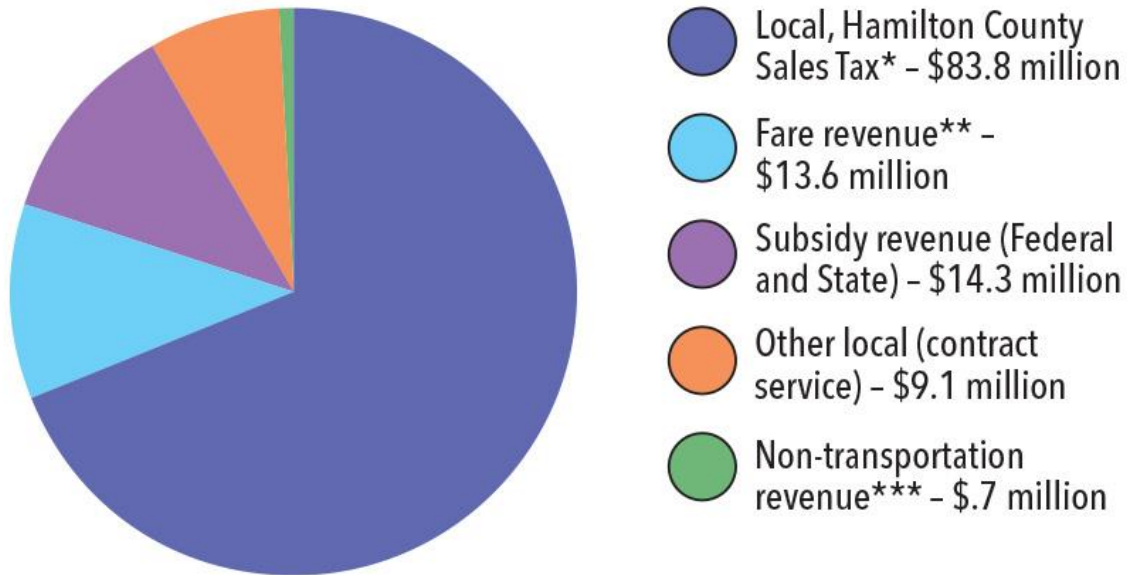
A regional system connecting our community with 20 million rides by 2026.

go\*METRO



# METRO: FACTS & FIGURES

## 2021 Operating Revenue



**Total Revenues \$121.5 million**

\* Local tax funding is provided by 75% of the 0.80% Hamilton County Sales Tax that was levied and passed in 2020. \*\* Includes Metro and Access fares. \*\*\* Includes primarily advertising revenue and investment income

## About Metro

Metro is a non-profit, tax-funded public service of the Southwest Ohio Regional Transit Authority (SORTA), providing about 14 million rides per year in the Greater Cincinnati area.



## SAFETY MOMENT

Metro's top priority is delivering riders to their destination safely every trip, every day.

### Metro 48<sup>th</sup> Annual Safety Awards

- 94 employee safety milestones recognitions
- Four employees 25+ years without accident
- One employee 35+ years without an accident
- One employee Two Million Mile Club (2 M miles without a preventable accident)



June 2021



# INFRASTRUCTURE

## Bipartisan Infrastructure Framework

Largest long-term investment in infrastructure and competitiveness in a century.

Historic investment in transportation.

*Improve healthy, sustainable transportation options for millions of Americans by modernizing and expanding transit and rail networks across the country, while reducing greenhouse gas emissions. The Plan is the largest federal investment in public transit in history and is the largest federal investment in passenger rail since the creation of Amtrak.*

Bipartisan Infrastructure Framework Bill







# ISSUE SEVEN

Historic Passage April 28, 2020

.8% Sales Tax Increase

Generates \$130M per year (\$100M Metro, \$30M Infrastructure)

## REINVENTING METRO:

- faster service with improved connections
- increased frequency
- extended service hours
- enhanced customer amenities



A NEW ERA OF TRANSIT IN CINCINNATI





# THE PAST: OUR CINCINNATI ROOTS

Procter and Gamble



Cincinnati Transit



Our Shared Commitments to the Future

# SHARED COMMITMENT TO THE FUTURE

## P & G: Ambition 2030

**AMBITION 2030**  
ENABLE AND INSPIRE  
POSITIVE IMPACT



## SORTA: Reinventing Metro



# YOUR COMMITMENT TO SUSTAINABILITY



## Your New Climate Commitment

*#globalworkforce*

“As professionals living in metropolitan areas, we are very excited to work in places that support the transit movement to create a more sustainable future for us. We respect corporations that signal a commitment to the nation’s overall environmental goals by offering commuter benefits”.



Sustainable packaging milestone

Invested in the Future



# YOUR COMMITMENT TO DIVERSITY



*#urbanvibe*

"As young professionals, we are very excited to work in places that support the transit movement to create urban mobility. We respect corporations that signal a commitment to the livability of our cities offering commuter benefits".



Young Professionalism Ridership

Talent Acquisition

# YOUR COMMITMENT TO INCLUSION



*#workplace accommodations*

"I knew from a young age that my seizures would prevent me from ever driving my own car. As I plan to further my education and choose a career path, it is always top of mind that I must live in a metropolitan area with a robust transit system in order to thrive and live my best life."

Paratransit Options



Transport Accessibility

# YOUR COMMITMENT TO DIVERSITY



*#busline*

“As a service vendor for large corporations, we have the best success in finding quality candidates to fill service industry positions when we are partnered with businesses with an accessible transit system.”



## Service Industry Labor Shortages





34.51°



# PROUD PARTNERSHIPS



# ATTRACT AND RETAIN TALENT



"Commuter benefits are an especially attractive recruiting and retention tool in metro areas where parking and/or transit expenses can be costly to employees," said Andrea Toben, manager of total rewards and well-being at human capital management company Paycor in Cincinnati. "At the end of the day, contributing toward all or a portion of commuter expenses shows that you're invested in employees and what they provide to your business."

# SOFT BENEFITS



## SHRM SURVEY:

Turnover costs an average of 6-9 months' salary to replace an employee

- Payroll tax reductions
- Reduced hiring costs
- Reduced productivity loss due to open positions

# TAX BENEFIT

Employer-provided parking and mass-transit subsidies are tax-exempt for employees up to monthly limits set by the IRS.

Plan	2021	2020
Medical FSA	\$2,750	\$2,750
Limited Purpose FSA	\$2,750	\$2,750
Dependent Care FSA - Family	\$5,000	\$5,000
Dependent Care FSA - Married, Filing Separately	\$2,500	\$2,500
Qualified Parking	\$270	\$270
Qualified Transportation	\$270	\$270



# THE ROLLOUT



How do we  
implement a  
commuter benefit  
program?



Our experts will assist in designing and administering the commuter benefits plan to best fit your needs. The next steps:

- Book a meeting with our team to better understand your company's needs.
- Our specialists will build a program that's right for you and get you signed up.
- We will take care of the rest, including consultative expertise on how to conduct research, convene events and produce publications to get things rolling!

THANK YOU!



Resources provided through the Kenton County Public Library Makerspace.



# READY TO WORK



No sales call ends without an ask.

- Servant leadership
- Complex sales experience
- Robust local network

I understand the gravity of this position. The eyes are upon me to produce deliverable results. I'm confident I can get the job done!

# HOW I CAN HELP

**Engagement**-existing corporate network and visibility in local associations; ability to quickly crossover into new committee and association roles as required for increased exposure.

**Autonomy**-ability to self-regulate the division of time, working methods and other aspects of work  
Ability to pivot with changes in deliverable outcomes.

**Tenacity**-cold calling warrior mentality and experience starting from scratch in database management will bring a sense of accountability to increased ridership forecasting for reporting purposes.

*“I will ask for your guidance but provide you with direction”.*

THANK YOU!

Thank you for the opportunity to demonstrate my ability to come aboard and help you Reinvent Metro!

