



Serving Monongalia County, WV

420 Dupont Road • Morgantown, WV • 26501

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ADDENDUM 5 - REQUEST FOR PROPOSALS

Marketing Support Services

Mountain Line Transit Authority

Monongalia County Urban Mass Transit Authority

420 DuPont Road, Morgantown, WV 26501

Submit proposals electronically to: Loring Danielson, Finance Officer, danielson@busride.org

Direct all questions in writing to: Loring Danielson, Finance Officer, danielson@busride.org

ADDENDUM 5 -The following questions were proposed by a bidder and the responses are below:

1. Is there an incumbent agency, and is that agency involved in this process?

No.

2. Who are the members of the RFP evaluation committee?

The evaluation committee has not yet been determined.

3. Does Mountain Line have any existing demographic, ridership, or rider-sentiment data it can share with the selected agency to inform marketing strategy?

Attached is Mountain Line's January 2026 Board Packet, which includes some ridership statistics that may be helpful for reference.



Happy 30th Birthday
1996 - 2026



Monthly Board Meeting

January 21, 2026



I. Call to Order



II. Reading and Approval of Minutes

a. December 21, 2025



III. Presentations



III. Presentations

a. Driver of the Month for December



Driver of the Month *Alexander Siracusa*



For outstanding service and dedication to our passengers during the month of December 2025

Mountain Line Recognizes Outstanding Employees

The Mountain Line Transit Authority is pleased to recognize outstanding employee performance for the month of December 2025. After evaluating 61 drivers in 10 performance categories, the Authority is pleased to recognize **Alexander Siracusa** as Driver of the Month for December, 2025. We also wish to recognize **Tom Jones, Shawn Devall, Mike Fisher and Daniel Shorter**.

All of these employees are being recognized for their demonstrated driving skills, safety, public relations, assistance to fellow drivers and maintaining route schedules in the course of their daily performance.



III. Presentations

b. Rider of the Month of January



Rider of the Month

Richard Howard

Mountain Line CAC Recognizes Rider of the Month

The Mountain Line Transit Authority Citizen Advisory Committee is pleased to announce an extraordinary passenger who has gone above and beyond the call of courtesy while riding with Mountain Line. Richard Howard rides Rt. 4 Orange Line and uses Mountain Line for his transportation needs.

The Mountain Line CAC is pleased to recognize Richard Howard as Rider of the Month for December. Richard will receive a 30 day pass as well as Mountain Line promotional prizes and will be presented with a certificate of appreciation.

The CAC meets every other month on the third Wednesday at 1:30 PM via Zoom Meeting and in person. The next CAC meeting will be held March 18, 2026 at 1:30 pm, all are encouraged to attend. Zoom call in information will be provided as part of the agenda.



III. Presentations

c. New Hire Introductions for December

December

Personnel Changes



Ryan Statton
FT Driver

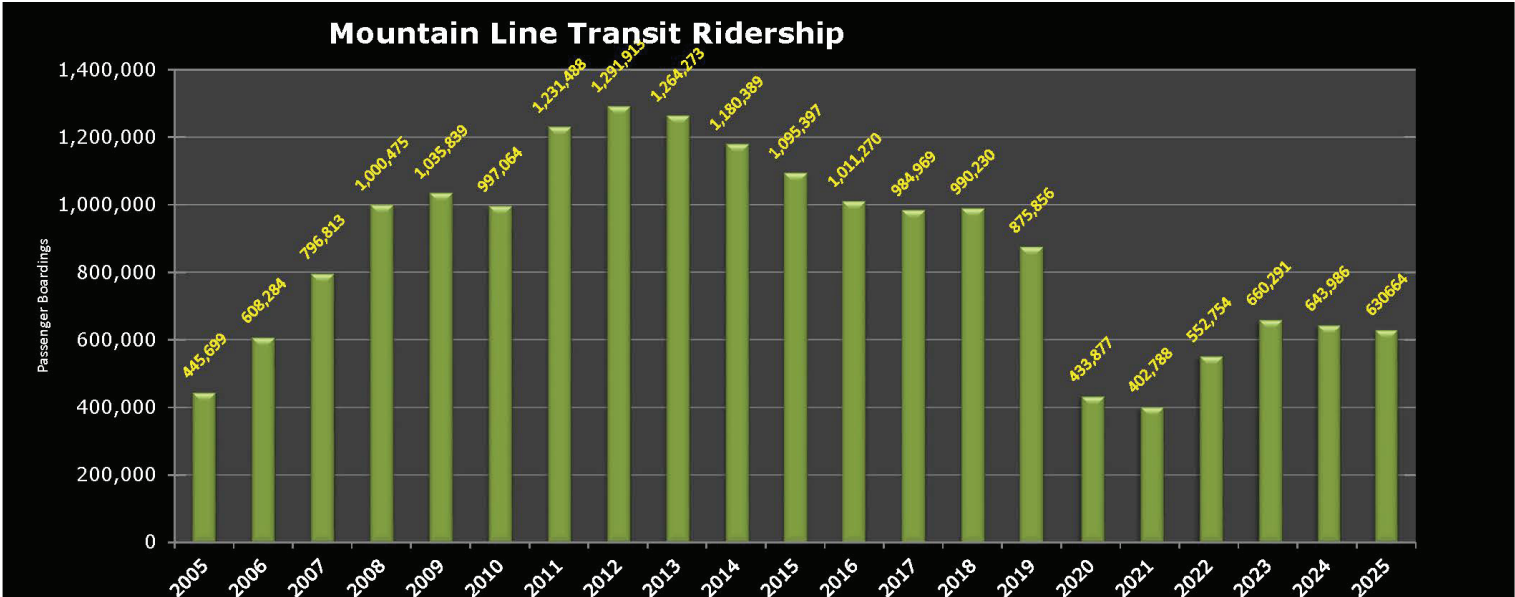


IV. Public Comment *See back of agenda for rules and procedures*



V. Monthly Data Summaries and Correspondence

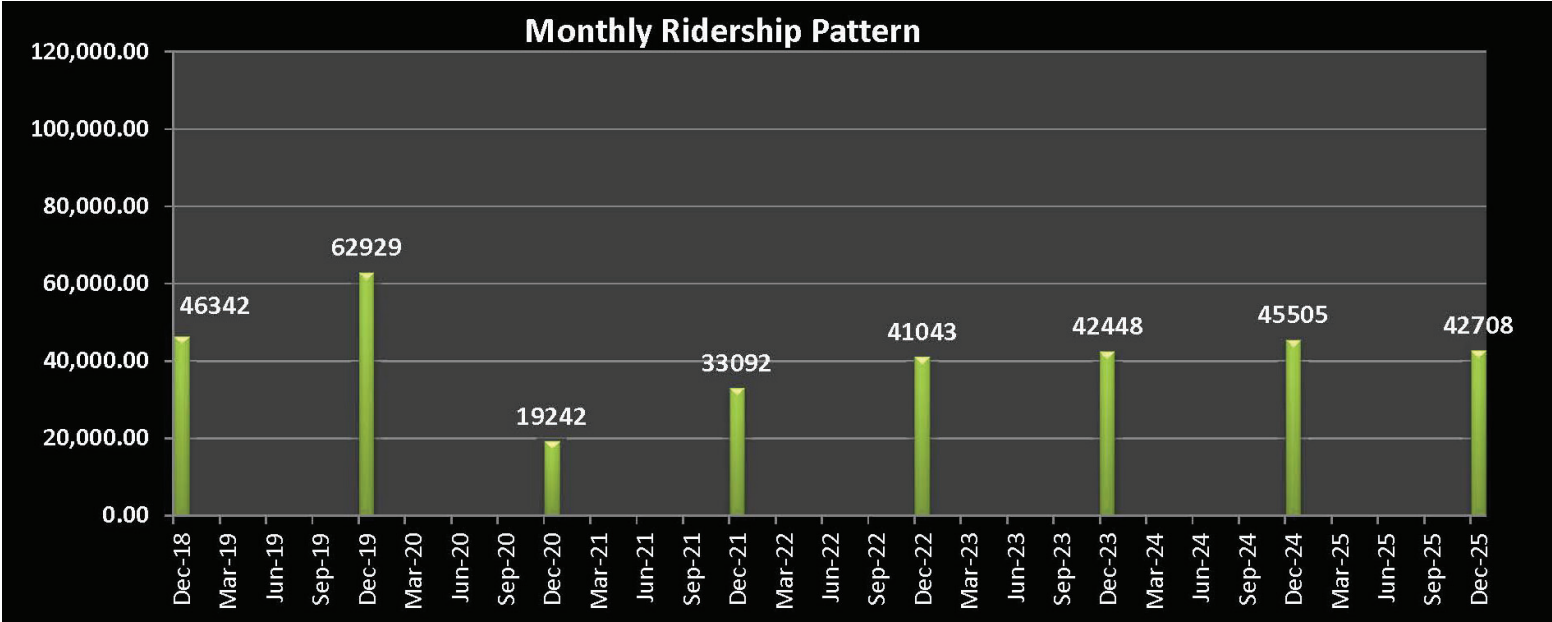
Annual Ridership



630,664 Trips
< 2% from 2024

December

Monthly Ridership Pattern



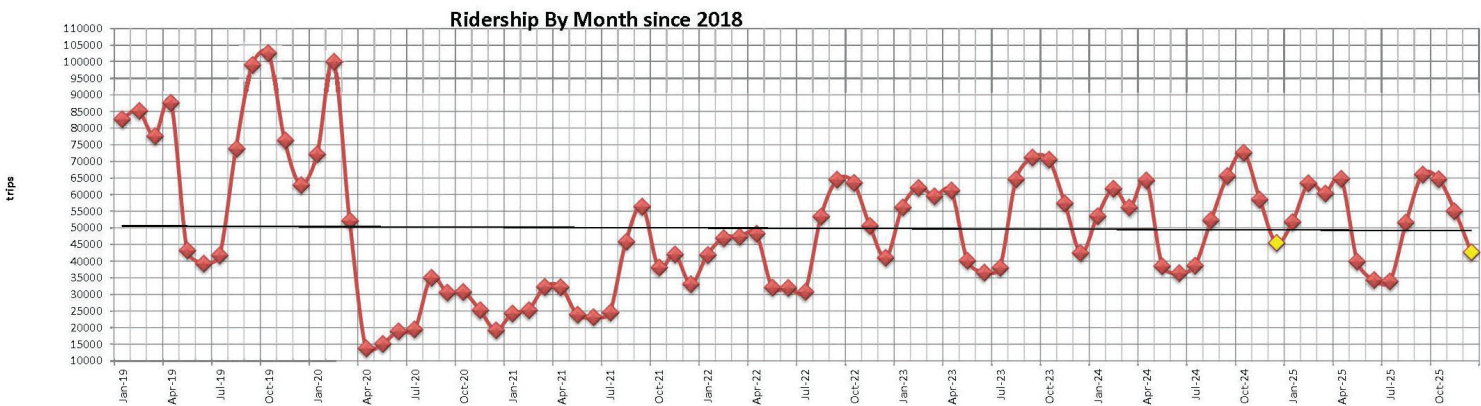
42,708 Trips

December

Ridership by Month



December Total: 42,708



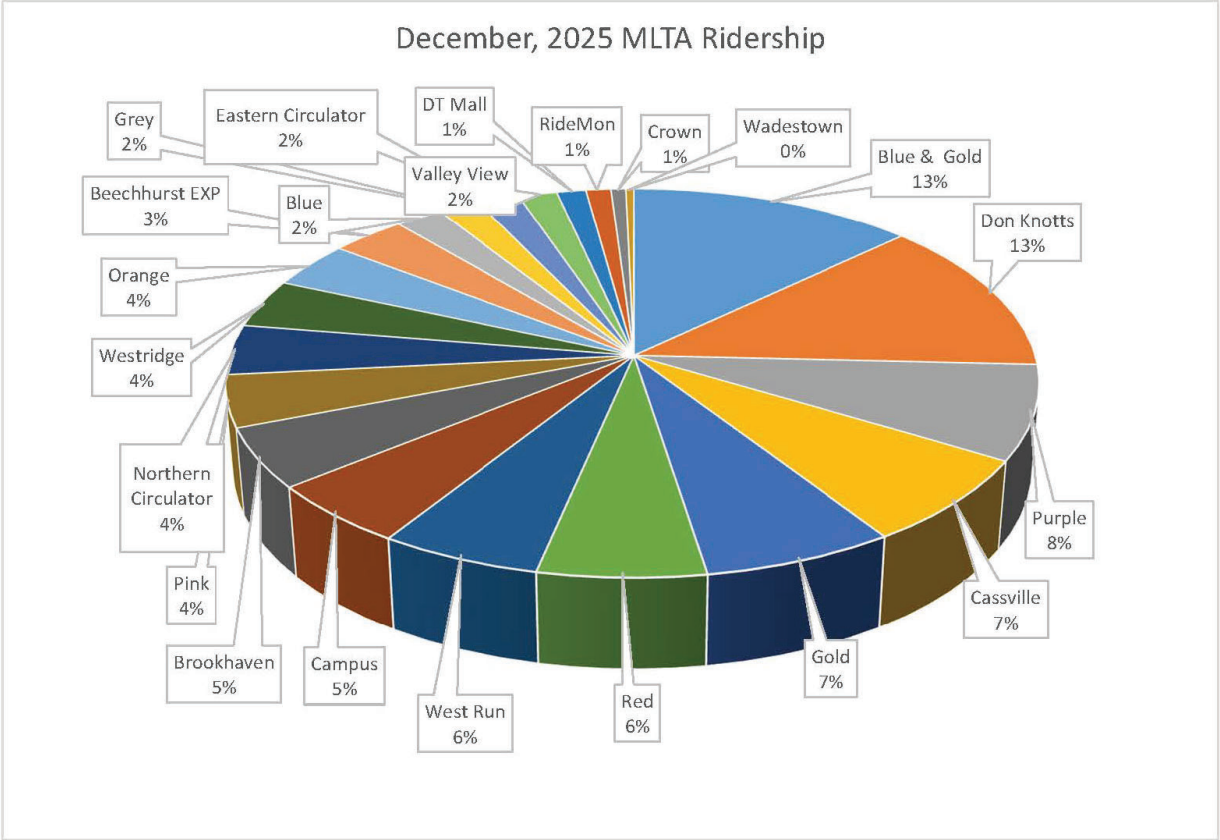
December

Ridership Comparison



	2024	2025	Change
Calendar Year Ridership Compared	643,986	628,588	-2%
Monthly Comparison – All Riders	45,505	42,708	-6%
Monthly Comp. - Disabled Ridership	1,466	2,022	38%
Monthly Comparison – Seniors	2,314	3,102	34%
Monthly Comparison – WVU	18,392	16,429	-11%
Calendar Year WVU Ridership Compared	278,691	272,464	-2%

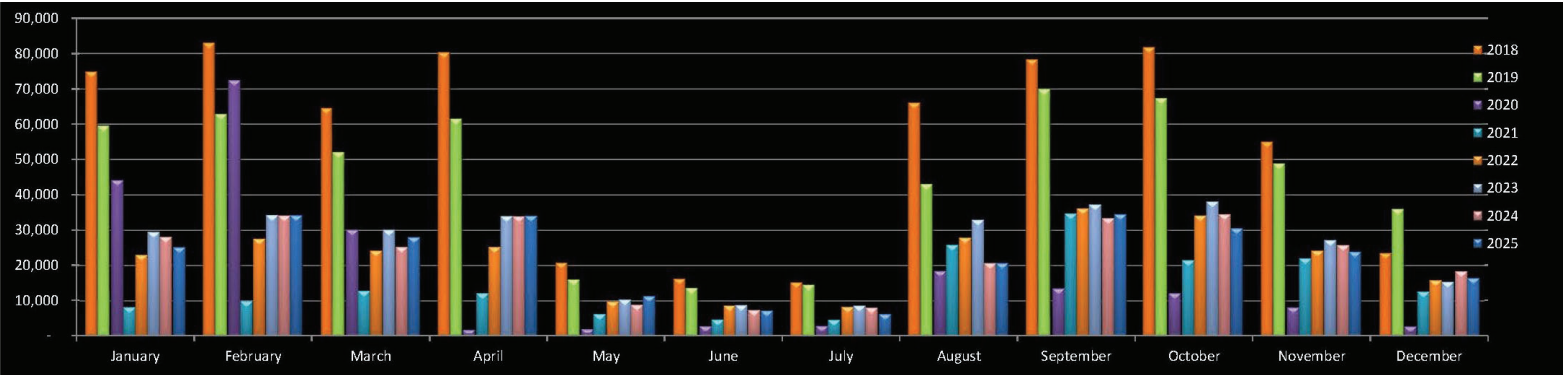
Route	Total
Blue & Gold	5412
Don Knotts	5356
Purple	3284
Cassville	3005
Gold	2807
Red	2444
West Run	2367
Campus	2158
Brookhaven	2075
Pink	1797
Northern Circulator	1738
Westridge	1681
Orange	1611
Beechhurst EXP	1424
Blue	902
Grey	794
Eastern Circulator	791
Valley View	725
DT Mall	552
RideMon	471
Crown	281
Wadestown	151



WVU 16,429 Trips

WVU Ridership

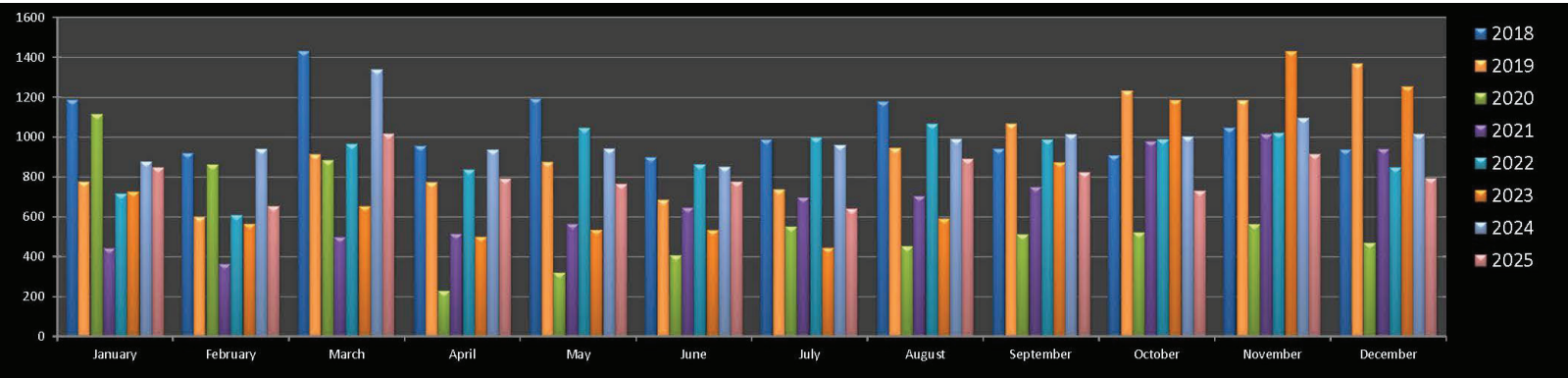
	2018	2019	2020	2021	2022	2023	2024	2025
January	74,889	59,598	44,168	8,247	23,022	29,490	28,087	25,155
February	83,088	62,897	72,479	9,972	27,577	34,335	34,157	34,246
March	64,643	52,102	30,154	12,862	24,245	30,107	25,284	27,999
April	80,386	61,546	1,784	12,179	25,263	34,011	33,969	34,068
May	20,988	16,086	2,022	6,275	9,763	10,378	8,887	11,361
June	16,438	13,657	2,825	4,710	8,680	8,845	7,408	7,261
July	15,424	14,600	2,897	4,631	8,326	8,642	8,048	6,248
August	66,138	43,055	18,457	25,827	27,905	32,985	20,715	20,729
September	78,339	69,909	13,496	34,745	36,149	37,307	33,427	34,516
October	81,779	67,393	12,193	21,534	34,166	38,133	34,541	30,566
November	55,178	48,894	8,178	22,065	24,233	27,190	25,776	23,886
December	23,753	36,024	2,749	12,619	15,876	15,368	18,392	16,429
Total	661,043	545,761	211,402	175,666	265,205	306,791	278,691	272,464



<2%

Grey Line 794 Trips

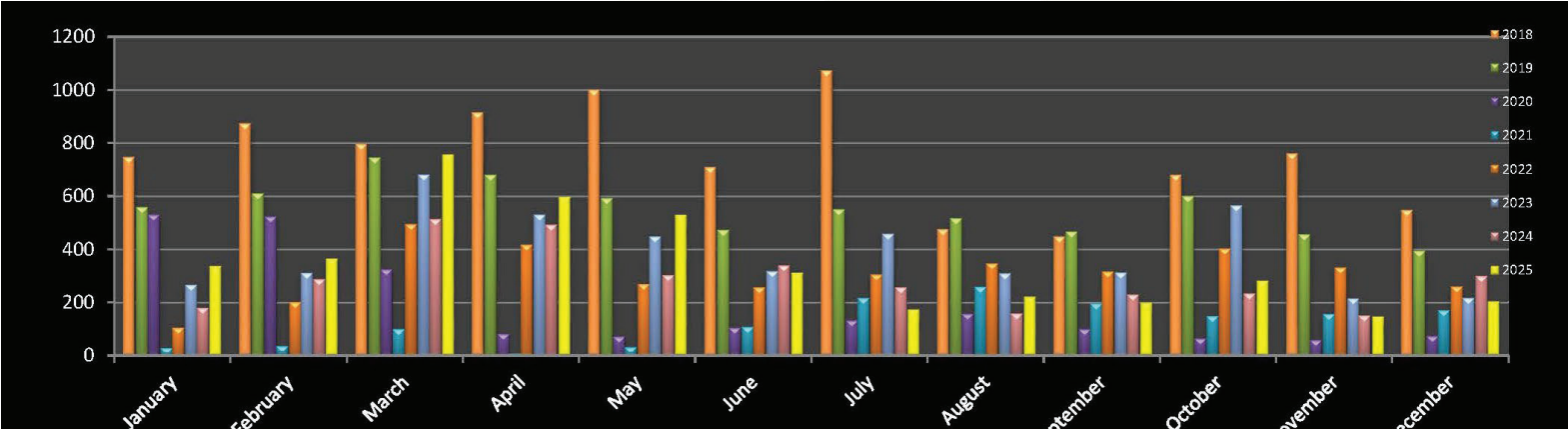
Grey Line Ridership								
	2018	2019	2020	2021	2022	2023	2024	2025
January	1189	777	1117	444	718	727	878	849
February	921	600	863	364	610	566	942	654
March	1434	914	886	499	967	654	1341	1018
April	957	775	228	516	839	500	938	793
May	1195	876	320	565	1047	535	943	766
June	901	685	408	647	865	533	852	777
July	990	738	551	699	999	445	961	641
August	1181	946	453	705	1069	592	992	892
September	943	1068	513	751	990	874	1016	824
October	911	1233	522	981	991	1188	1005	732
November	1049	1186	564	1017	1022	1433	1098	916
December	940	1370	469	942	850	1256	1017	794
Total	12,611	11,168	6,894	8,130	10,967	9,303	11,983	9,656



<19%

High School *204 Trips*

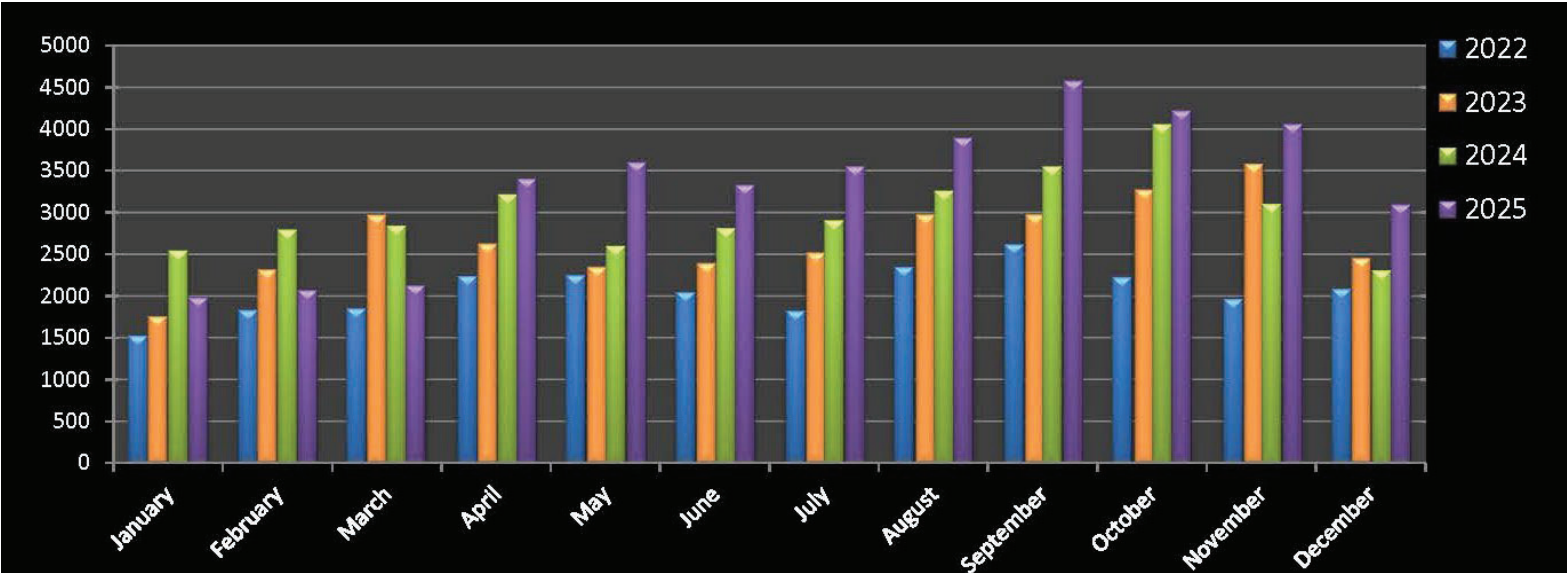
High School Ridership								
	2018	2019	2020	2021	2022	2023	2024	2025
January	748	560	532	30	106	268	181	337
February	875	612	525	37	203	313	289	365
March	797	747	326	101	496	683	515	758
April	916	682	83	9	419	532	494	597
May	1001	594	73	33	271	450	304	530
June	710	474	106	109	258	319	341	312
July	1074	552	134	218	307	460	258	174
August	476	518	159	260	348	311	160	222
September	449	468	101	197	318	314	231	199
October	681	601	66	150	404	567	235	282
November	761	458	60	158	333	216	152	147
December	548	396	75	172	261	218	301	204
Totals	9,036	6,662	2,240	1,474	3,724	4,651	3,461	4,127



>19%

Senior Ridership *3,102 Trips*

Senior Ridership				
	2022	2023	2024	2025
January	1532	1754	2551	1988
February	1839	2318	2803	2076
March	1859	2972	2851	2133
April	2247	2629	3226	3414
May	2255	2348	2605	3611
June	2053	2395	2820	3337
July	1829	2521	2912	3563
August	2355	2978	3268	3902
September	2626	2978	3560	4585
October	2233	3274	4066	4228
November	1973	3587	3112	4067
December	2092	2454	2314	3102
Totals	24,893	32,208	36,088	40,006

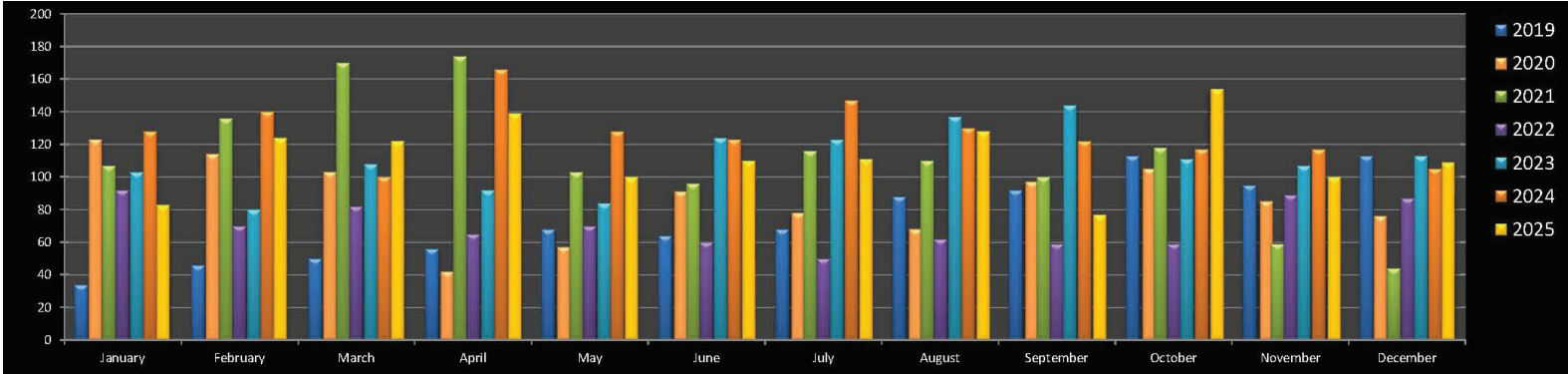


>10.8%

NewFIT 109 Trips

NewFIT Cumulative Tracking

	2019	2020	2021	2022	2023	2024	2025
January	34	123	107	92	103	128	83
February	46	114	136	70	80	140	124
March	50	103	170	82	108	100	122
April	56	42	174	65	92	166	139
May	68	57	103	70	84	128	100
June	64	91	96	60	124	123	110
July	68	78	116	50	123	147	111
August	88	68	110	62	137	130	128
September	92	97	100	59	144	122	77
October	113	105	118	59	111	117	154
November	95	85	59	89	107	117	100
December	113	76	44	87	113	105	109
Total	887	1,039	1,333	845	1,326	1,523	1,357

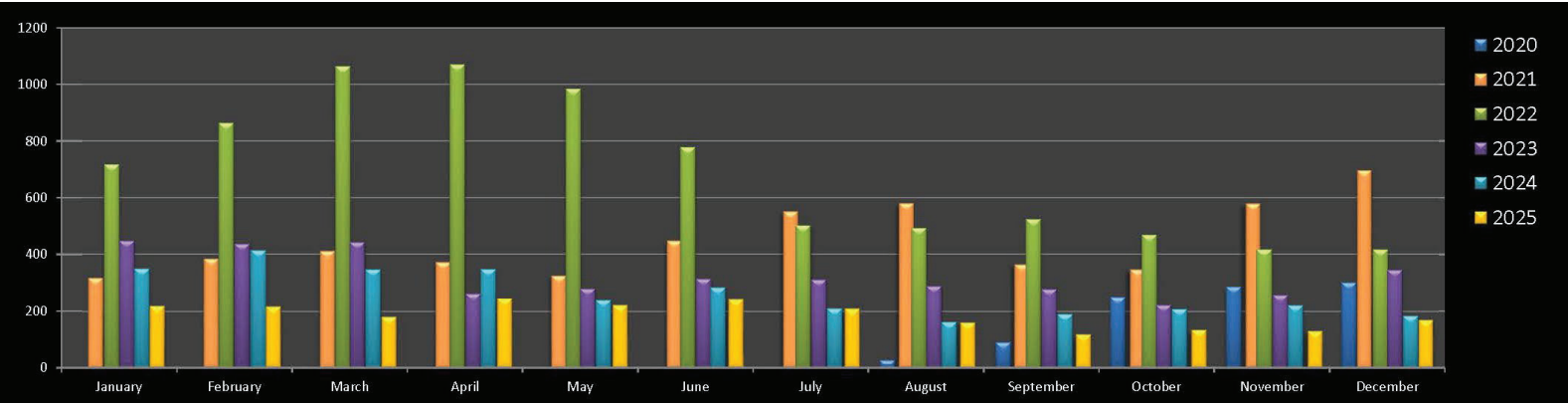


<10.8%

SOR 169 Trips

<8.6%

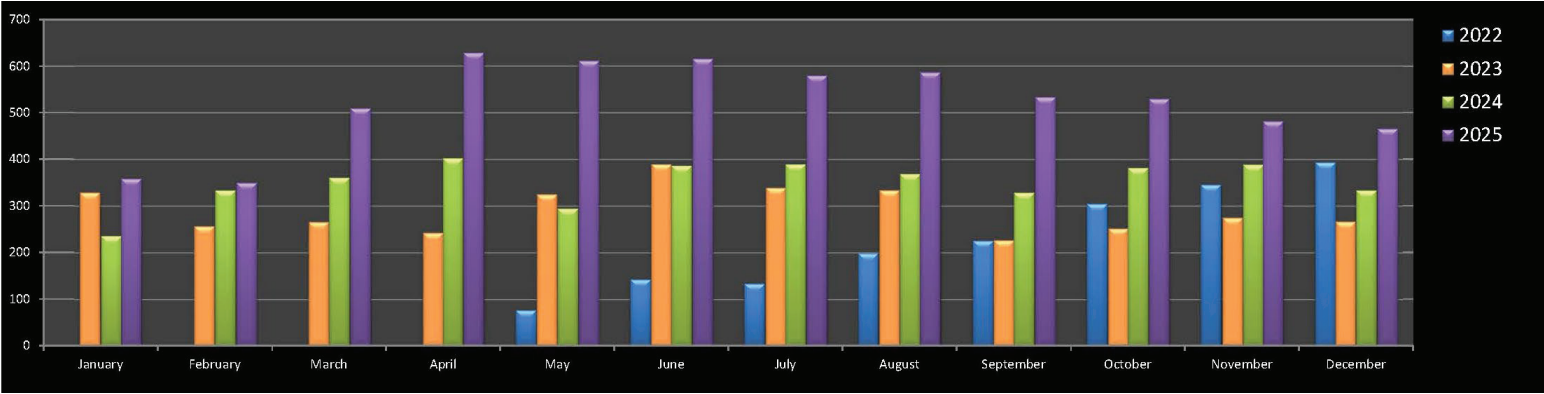
SOR Ridership						
	2020	2021	2022	2023	2024	2025
January		319	718	448	352	219
February		387	865	437	414	217
March	2	412	1065	443	349	180
April	0	375	1072	263	350	246
May	0	327	986	281	241	222
June	0	448	779	316	285	243
July	1	551	502	313	211	210
August	28	580	493	290	163	160
September	91	367	524	279	191	118
October	251	349	469	223	209	134
November	288	579	417	258	222	130
December	303	696	417	347	185	169
Total	964	5,390	8,307	3,898	3,172	2,248



23,979 trips since our first rider in March 2020

RideMon 466 Trips

RideMon Ridership				
	2022	2023	2024	2025
January		329	236	359
February		257	334	350
March		266	361	510
April		243	403	629
May	77	325	295	612
June	143	390	387	616
July	134	339	390	580
August	199	334	369	587
September	226	227	329	534
October	305	252	382	530
November	346	275	389	482
December	394	267	334	466
Total	1,824	3,504	4,209	6,255

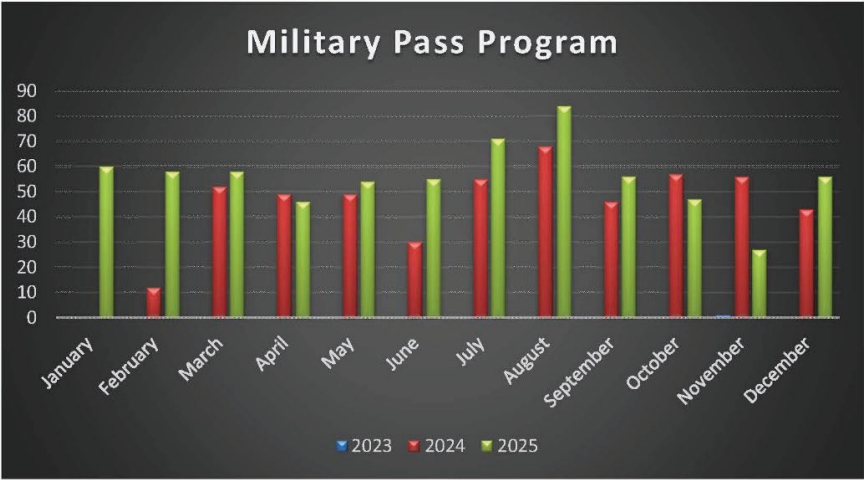


15,326 trips since May 2022
>48.6%

Military *56 Trips*

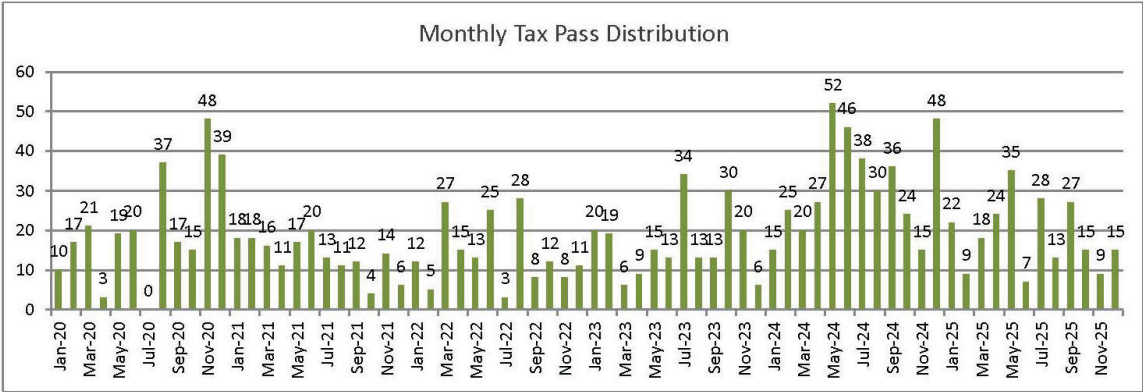
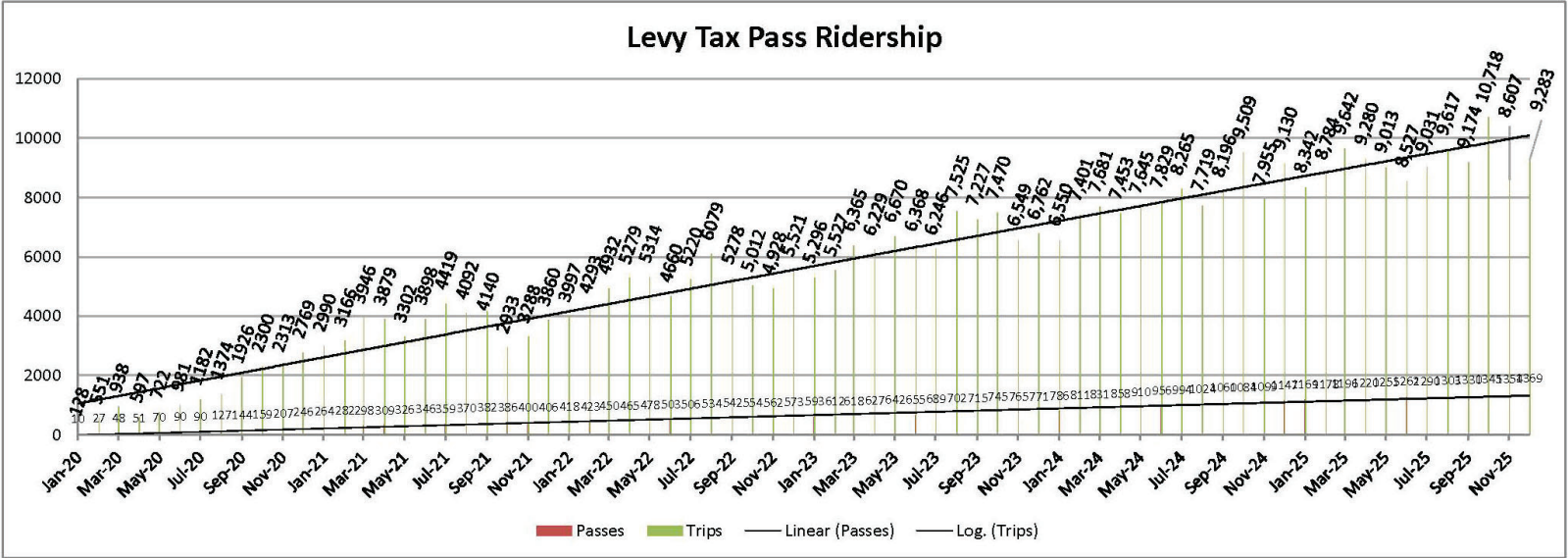
Military Pass Program

	2023	2024	2025
January		0	60
February		12	58
March		52	58
April		49	46
May		49	54
June		30	55
July		55	71
August		68	84
September		46	56
October		57	47
November	1	56	27
December	0	43	56
Totals	1	517	672



>30%

Tax Pass 9,283 Trips 1,369 Passes Distributed

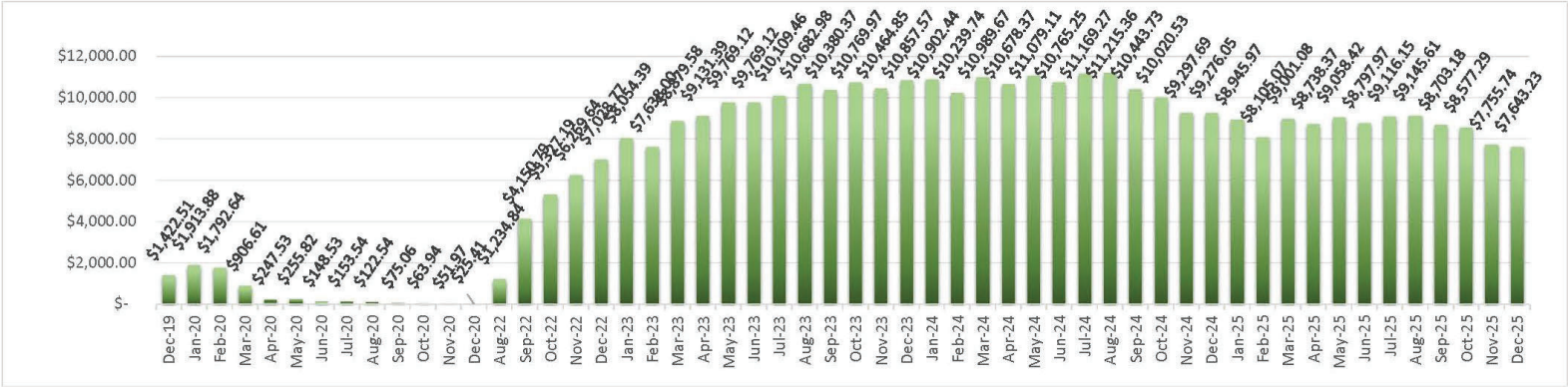


Tax Pass

Month	2020	2021	2022	2023	2024	2025
Jan	128	2990	3997	5,296	6,550	8,342
Feb	551	3166	4293	5,527	7,401	8,784
Mar	938	3946	4932	6,365	7,681	9,642
Apr	597	3879	5279	6,229	7,453	9,280
May	722	3302	5314	6,670	7,645	9,013
Jun	981	3898	4660	6,368	7,829	8,527
Jul	1182	4419	5220	6,246	8,265	9,031
Aug	1374	4092	6079	7,525	7,719	9,617
Sept	1926	4140	5278	7,227	8,196	9,174
Oct	2300	2933	5,012	7,470	9,509	10,718
Nov	2313	3288	4,928	6,549	7,955	8,607
Dec	2769	3860	5,521	6,762	9,130	9,283
	15781	43913	60513	78234	95,333	110,018
		178%	38%	29%	22%	15%

Sweep Account Interest

\$7,643.23

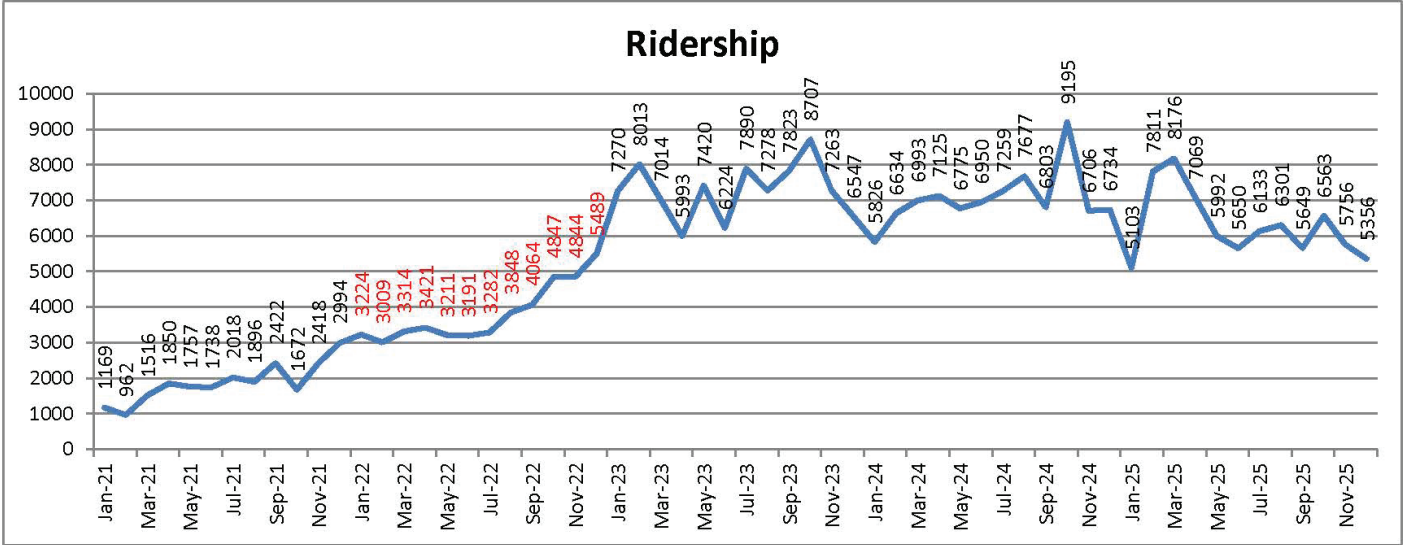
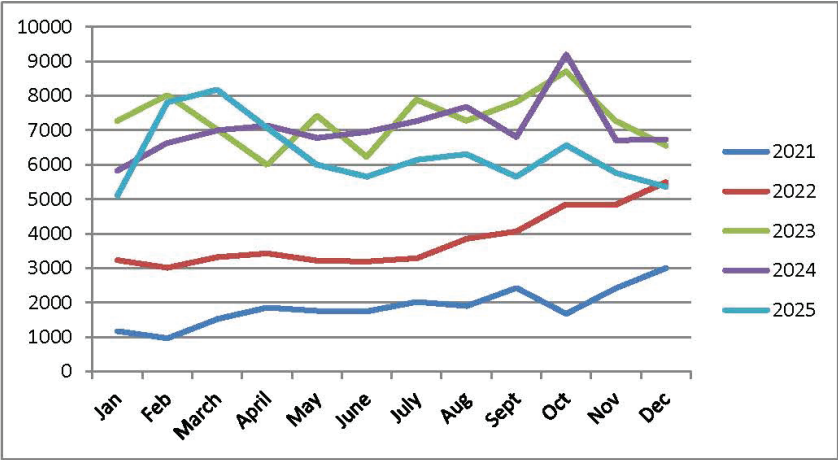


Rt 50 Don Knotts Ridership

5,356 Trips

<10.8%

	2021	2022	2023	2024	2025
Jan	1169	3224	7270	5826	5103
Feb	962	3009	8013	6634	7811
March	1516	3314	7014	6993	8176
April	1850	3421	5993	7125	7069
May	1757	3211	7420	6775	5992
June	1738	3191	6224	6950	5650
July	2018	3282	7890	7259	6133
Aug	1896	3848	7278	7677	6301
Sept	2422	4064	7823	6803	5649
Oct	1672	4847	8707	9195	6563
Nov	2418	4844	7263	6706	5756
Dec	2994	5489	6547	6734	5356
	22,412	45,744	87,442	84,677	75,559





VI. Committee Reports

- a. Finance Committee Report
 - i. December 2025 Finance Report



VII. Old Business



VII. Old Business

a. Construction Updates

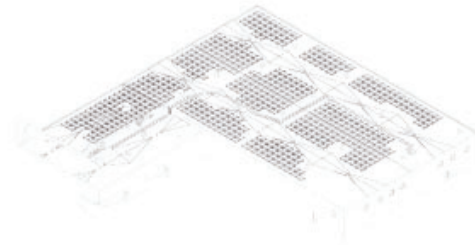


VII. Old Business

- a. Construction Updates
 - i. Roofing Project

RE-ROOFING OF BUS TERMINAL

FOR
MOUNTAIN LINE TRANSIT AUTHORITY
MORGANTOWN, WEST VIRGINIA



Roofing Project Schedule

- *Kickoff Meeting was held January 15th*
- *Tentative Start Date – As early as February and probably no later than the end of March*



VII. Old Business

- a. Construction Updates
 - ii. Lot A Development



VIII. New Business

a. Finance Committee Members



VIII. New Business

b. NewFit/5310 Match – Hazel Ruby McQuain Grant



VIII. New Business

c. Records Retention Plan



VIII. New Business

d. 5307 Funding Resolution 2026-1 –\$3,693,143



VIII. New Business

e. 5311f Funding Resolution 2026-2 - \$300,000



VIII. New Business

f. 5311f Certifications and Assurances



VIII. New Business

g. 5311f Conflict of Interest



VIII. New Business

h. 5310 Funding Resolution 2026-3 - \$84,000



VIII. New Business

i. Title VI Update – Separate Packet



VIII. New Business

j. Property Monitoring Funding



VIII. New Business

k. Sweep Account Funding



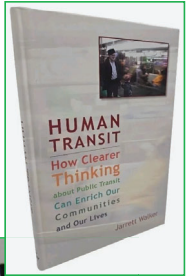
IX. Board Member Reports and MPO Update

Transit Network Design Course

Jarrett Walker + Associates

WHAT IT IS

An intensive, hands-on course that teaches how to design and evaluate effective public transit networks. Areas explored include routes, frequency, coverage, and trade-offs in network design.

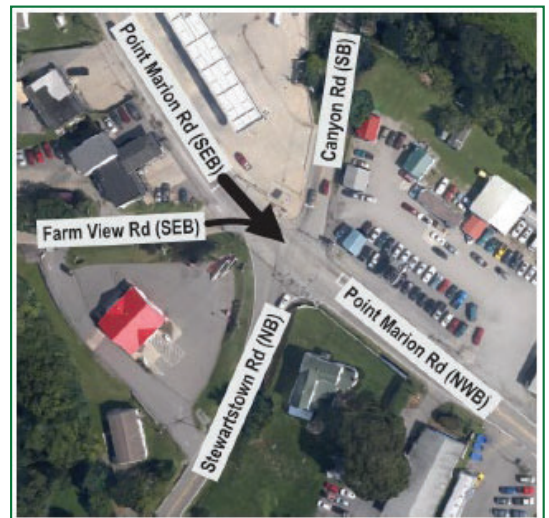


HOW IT WORKS

Interactive exercises using a fictional city, group discussion, and applied problem-solving — focused on real-world decision making.

MMMPO Updates

1. *Bill Austin Retiring June 2026*
2. *Election of Officers*
3. *West Run Warming Shelter - DOH*
4. *RFQ Complete Streets for Greenbelt Project*
5. *Stewartstown Rd/Pt. Marion Intersection Study*
6. *Unified Planning Work Program*
7. *Harmony Grove Interchange Project – January 15, 2026*
8. *Holland Avenue Construction*
9. *Fairmont Ave Construction Project*
10. *Exit 155 Temporary Light*





X. Next Board Meeting Date
February 18, 2026



XI. Adjournment