

# **Contract: Route Restoration and Equity Index Study (X-Factor Strategic Communications, LLC)**



## Project Overview

- The project will create an on-going measurement tool to address service restoration in the near term; in addition, on-going route planning in an equitable way.
- This project is being funded with an FTA grant, through the Federal Rescue Action Plan of 2021 funding under the Route Restoration Program.
  - The program was created to provide funding for public transportation planning associated with the restoration of transit service reduced due to the pandemic
- Scope of Services:
  - Public Outreach and Community Engagement
  - Route Restoration Model(s) and Equity Index Development



## Project Outcomes

- Expand, or improve, routes to communities that have the most critical need for public transit.
- Have an on-going measurement tool for equity analysis that will impact and help inform service and long-range planning.
- Document processes used in creating inputs and outputs of the developed equity tool for future replication and necessary updates.
- Creation of a final route restoration plan and equity index.



## Recommendation

Authorize the Executive Director to execute the contract and associated disbursements with X-Factor Strategic Communications, LLC in the amount of \$277,000 to create an equity index for route restoration and future planning.



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## **Recommended Action (by acclamation)**

Motion to approve the contract with X-Factor Strategic Communications, LLC for the Route Restoration and Equity Index Study, as presented

