



Magnetic Fare Media

Presented to:

Organizational, Services & Performance
Monitoring Committee

July 18, 2023

Background

- Began using magnetic fare media in 1995.
- Despite magnetics being an aging technology, RTA still needs the magnetic fare media to be available for issuance from fareboxes and for pre-sales through retail outlets, the Customer Service Center, and the RTA web-store.

Justification

- Necessary to provide various magnetic strip fare media
- Bidders can bid on one or both sections:
 - Bid Section 1 - Blank paper thermal magnetic strip cards to be issued from the on-board fareboxes
 - Bid Section 2 - Paper and plastic thermal and non-thermal cards to be pre-printed and encoded for distribution to retail sales agents such as Giant Eagle, Dave's Supermarkets and the RTA Customer Service Center

Fare Media Types

- Bus/Rapid (1 Trip, 2 Trip, 5 Trip, 7-Day Pass, Monthly Pass)
- Sr/Disabled (1 Trip, 2 Trip, 5 Trip, 7-Day Pass, Monthly Pass)
- Park-n-Ride (1 Trip, 5 Trip, 7-Day Pass, Monthly Pass)
- Student K-12 (1 Trip, 2 Trip, 5 Trip)
- Paratransit (1 Trip, 5 Trip, 7-Day Pass, Monthly Pass)
- All Day Pass Preprinted and Farebox issued (Individual, Sr/Disabled/Child, Student K-12 and Paratransit)

Fare Media Samples

GCRTA Magnetic Farecards and Passes Effective October 4, 2020

	N/A		

SAMPLE TRIM CARD LAYOUTS



Challenges

Suppliers

- Number of magnetic strip card providers has significantly decreased over the last few years
 - Many have gone out of business or have been purchased by other similar companies
- Reduced sales and/or supply chain issues as a result of Covid
- Due to aging technology, fewer providers in industry.

Challenges

Reduction in quantities needed over time

- Reduction in ridership due to Covid
- Riders transitioning from magnetic strip cards to other methods of fare payment
 - Mobile App (EZfare)
 - Off board ticket vending machines (TVMs) and customer service kiosks (CSKs)
 - ID based Flash Passes (Upass Stickers)
- Overall quantity reduced by half from previous contract
- Lower quantity orders results in higher unit costs per order

Procurement Overview

- Invitation for Bid (IFB) issued May 1, 2023
- Accessed on the GCRTA website by seven (7) interested parties
- Bids were due June 14, 2023
- Two (2) firms submitted bids
- A 0% DBE goal was assigned to this project

Procurement Overview

Lowest responsive and responsible vendor

– EDM Technology, Inc.

- High Point, NC

Procurement Overview

Firm Experience:

- Established in 1983 as a family-owned business with close to 100 employees
- Leading supplier of fare media to the transit industry
- Specialize in manufacturing magnetic stripe and RFID (Smart Cards) products
- Serve nearly two-thirds of the U.S transit operators and authorities, including Boston, Chicago, GCRTA, New York, Philadelphia, Portland, among others
- Paragon ID became parent company, as of September 2021
 - Over 700 employees
 - Leader in electronic identification solutions, transport, smart cities and traceability

Procurement Overview

Recommendation

- Staff requests that the Organizational, Services and Performance Monitoring Committee recommend award to EDM Technology, Inc. for magnetic fare media in an amount not to exceed \$650,865.00 for the three-year base term, with two one-year options not to exceed \$226,573.50, per year, for a total contract not to exceed \$1,104,012.00

QUESTIONS?