

Minutes

RTA Organizational, Services and Performance Monitoring Committee Meeting

9:06 a.m., July 18, 2023

Committee Members: Biasiotta (Chair), Moss (Vice Chair), Sleasman, Welch

Other Board Members: Lucas, Mersmann

Not present: Joyce, Koomar, Weiss

Staff/Other: Becker, Birdsong Terry, Catalusci, Caver, Dangelo, Davidson, Davis, Feke, Feliciano, Ferraro, Fleig, Freilich, Garofoli, Gautam, Jones, Martin, McGervey, McManus, Miller, Polly, Ponder, Prebish, Schipper, Shaffer, Tarka, Temming, Togher, Young

Public: Gibbons, Loh

The meeting was called to order at 9:06 a.m. Four (4) committee members were present.

RFP Procurement for Micro Transit Program

Maribeth Feke, Director, Programming and Planning and Shawn Becker, Program Contract Manager gave the presentation.

Program Overview

The number one destination for RTA customers is to work. Over the last few decades, work zones have moved away from our core network. After the pandemic, companies expressed workforce issues. RTA created a program to address these concerns. It is a first/last mile program. Microtransit is not new. Many companies use it. Some have on demand service and some take away service. This service will pick up from an RTA stop, drop them off at their employers' door and return them the RTA stop at the end of their shift.

- GCRTA budgeted \$600,000 towards the program
- GCRTA awarded 2 contracts in April 2022
 - SHARE Mobility for Solon service
 - Mayfield Heights/Highland Hts-withdrew their proposal – went to remote work
- This proposed contract replaces the Mayfield/ Highland Proposal with remaining funds
- A short-term program to connect work sites with RTA service
- Helpful where the first/last mile of a commute trip is not easily navigated
- Must pick-up/drop off at an RTA Facility
- Worksite needs to be within Cuyahoga County
- Route/schedule is flexible
- Memorandum of Understanding with Union
 - Cannot replace RTA existing service
 - Term cannot extend beyond 18 months
 - December 14, 2022 – June 14, 2023

RTA Solon Connection Program

Service Began December 14, 2022. Participating employers include Wrap Tite, PrimRose, Pyle Dynamics and Bridgerton.

Results:

- 70 days of service
- 1,000 rides provided
- Avoided 250 car trips
- Saved 400 passenger miles

They have three prospective employers.

Proposed New Program:

- \$300,000 (50-50 match)
- Employers pay \$3.00 per month/per employee
- Uber trips for emergencies
- Brookpark Rapid Transit Station

When they asked economic development officials in the region where the job shortage is, they said University Circle, downtown Cleveland, Solon, Aerozone area and Mayfield. UC and downtown are well served by RTA. The Aerozone area is around the Brookpark Rapid Station.

Facts:

- 100,684 total jobs (Aerozone)
- 11% job growth (10,275)
- 1,135 acres
- \$4.5B economic output

Stakeholders:

- 7 cities (Cleveland, Fairview, North Olmsted, Middleburg Heights) Employers include Cleveland Airport, NASA Glenn, Moen and Sysco

They have had weekly meetings with Aerozone. They will assist with getting their employees signed up for the program.

Procurement Overview

The RFP was issued on February 15, 2023. It was accessed on the GCRTA website by fifty interested parties. Proposals were due April 20, 2023. Two firms proposed. Various departments made up the evaluation panel using select criteria. The recommended firm is SHARE Mobility based in Columbus, OH.

- Aerozone and Brook Park
 - Currently operating pilot out of Southgate Transit Center
- Leading Provider of mobility-as-a-service (MaaS) solutions
- Track record working with private employers to create commuter programs for employees
- Experience working with local transit authorities and governments
 - Chillicothe Transit, COTA, City of Dublin, Cuyahoga Community College and GCRTA

Staff requests that the Organizational, Services and Performance Monitoring Committee recommend to the Board of Trustees the award for Micro Transit Program services to Ave Automeia, Inc., dba SHARE Mobility in a total contract amount NTE \$300,000.00. Mayor Biasiotta asked about the budget amount of \$600,000 and the term of the contract. Mr. Becker said \$300,000 was used for the first program back in April. The balance will be used for this program. The program will not exceed 18 months from the December 14, 2022 service date through June 14, 2024. Ms. Moss asked about the Solon ridership. Ms. Feke said 1,000 rides (12 riders) have been given. RTA only pays for service utilized. Solon is marketing the program. Ms. Moss asked for an update in December. Ms. Terry said having HR departments buy in and push to their employees makes the difference. She recommended a report be given at the mid-point of the 18-month contract. Ms. Feke added that SHARE helped to get the funding in the State budget.

Ms. Welch asked about the emergency plan and if there was a process around why Uber was chosen for emergencies. Ms. Feke said SHARE included Uber as a part of their team. Ms. Birdsong Terry said this can be included in the December presentation. Mr. Sleasman asked about what happens at the end of the term and if a cost sharing will be implemented. Ms. Feke said it will be evaluated and determined how to bring it in-house. They have submitted a microtransit grant to ODOT. Ms. Feke said the cost sharing is TBD. SHARE currently collects the \$3 month from the employees. Ms. Birdsong Terry added that the

business communities and city officials in these areas confirmed the demand for this service. If it is not successful after the 18 months, it will be reviewed before RTA absorbs the cost.

Mr. McManus, CEO of SHARE Mobility said they want employers to contribute to mobility. They are taking what they learned in Solon and applying it to this program. They plan to operate on the same schedule as RTA. Uber approached Share about their partnership. Ms. Welch asked if Uber gave them money for the program and if they have already used them for emergencies. Mr. McManus said SHARE will provide a discount code to the rider to book a free ride. This will be the first time they use Uber for emergencies. Ms. Birdsong Terry said that Uber has a good track record in working with public transportation and with paratransit. She suggested Paratransit be added to that service.

It was moved by Mayor Biasiotta, seconded by Mr. Sleasman and approved to move this to the full Board. He requested a roll call. There were four (4) and none opposed.

IFB Procurement for Magnetic Fare Media

Presenters included Allen Polly, Director, Revenue Collection, Matt Davis, Supervisor, Computer Room Revenue and Nikki Ponder, Contract Administrator II.

Project Overview

RTA 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 webstore. It is 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)

Supplier Challenges:

- 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 because of Covid
- Due to aging technology, fewer providers in industry.

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 result in higher unit costs per order

Procurement Overview

The Invitation for Bid (IFB) was issued on May 1, 2023. It was 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. The lowest responsive and responsible vendor was EDM Technology, Inc. in High Point, NC.

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

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.

Mayor Biasiotta asked who the current contractor is and if the magnetic card usage decreased by a greater rate than our ridership during COVID. Ms. Ponder said EDM is the current contractor. Mr. Davis said the app usage has grown compared to magnetic cards. Ms. Ponder added that transit agencies are moving to mobile fare apps, smart cards, etc. NY Metro had planned to stop use of magnetic cards but extended usage to 2025. The Chair asked why the other interested parties did not bid. Ms. Ponder said some said they don't do this type of media or was just interested in the IFB. Ms. Mersmann noted that the option years total on the summary of award did not total correctly. She also asked what RTA's transition from magnetic fare cards looks like in the future. Staff said they would review the numbers. Mr. Polly said as they implement account-based ticketing and smart cards, they will look at the need for magnetic tickets. Employers still use the paper tickets. As they move into smart cards it may behoove GCRTA to transition to an electronic format.

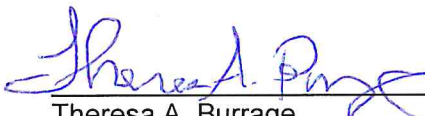
Public Comment:

1. Loh – A lot of people lost jobs during COVID. The magnetic fare technology is used frequently by social service agencies who rely on it to help people in need.

It was moved by Mayor Biasiotta, seconded by Ms. Moss and approved to move this to the full Board. He requested a roll call. There were four (4) ayes and none opposed.

The meeting was adjourned at 9:53 a.m.


Rajan D. Gautam
Secretary/Treasurer


Theresa A. Burrage
Executive Assistant