



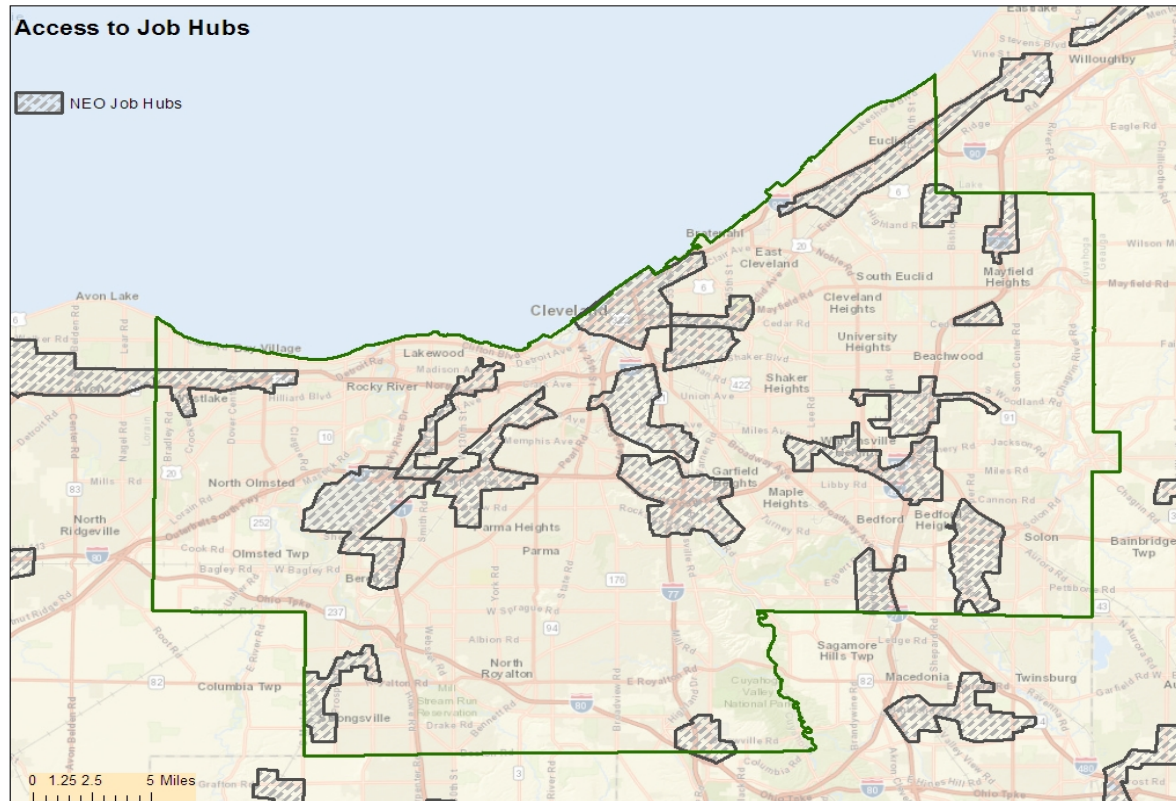
Micro Transit Program (RTA ConnectWorks)

Organizational, Services &
Performance Monitoring Committee

April 12, 2022

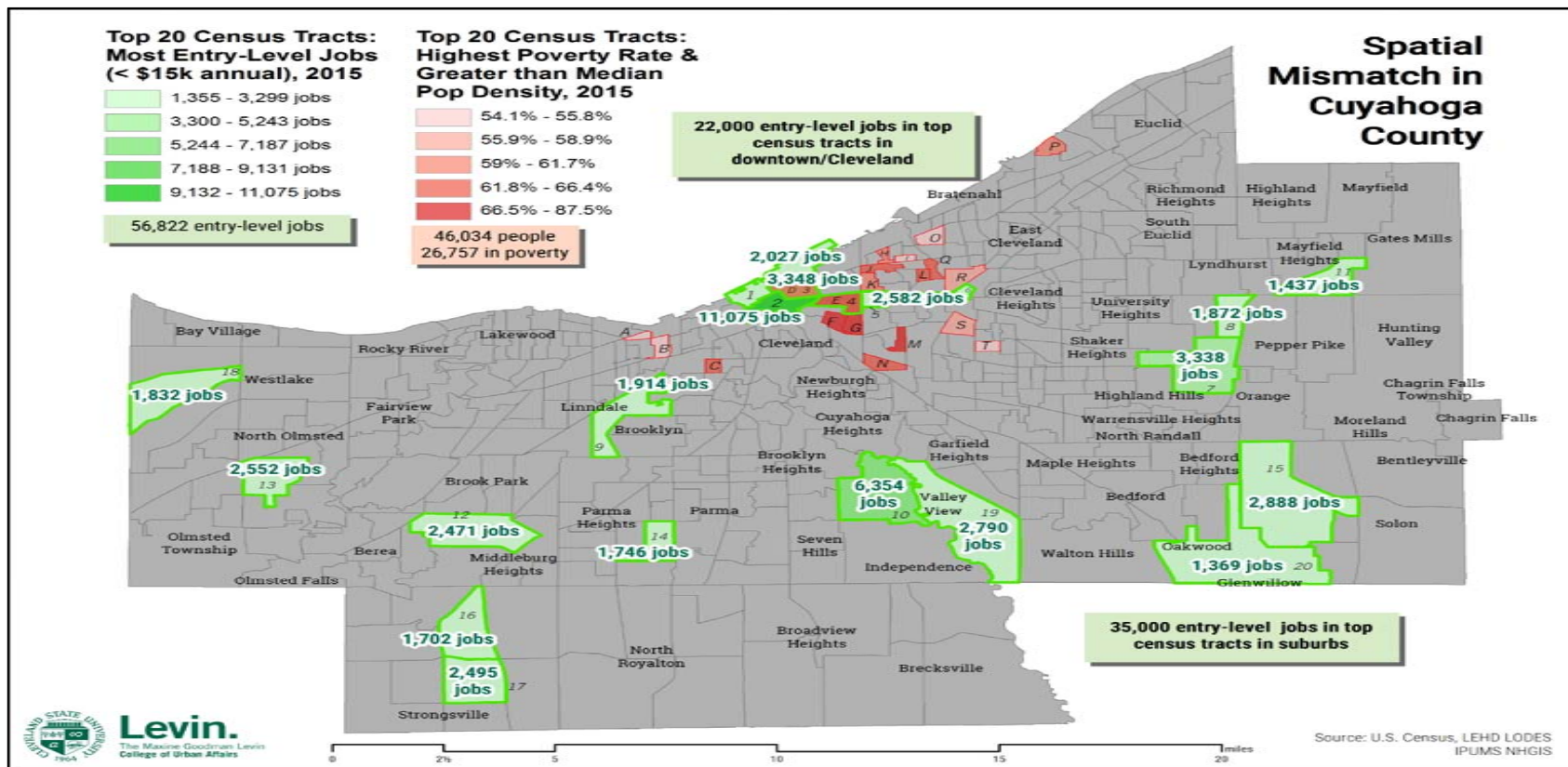
RTA Customer Facts

- 79% Minority
- 37% earn less than \$15,000/year; 60% earn less than \$35,000/year (Household Income)
- 26% Students
- 77% Transit Dependent; 54% Highly Transit Dependent (no driver's license)
- The most common trip purpose is the work commute



Greater Cleveland Regional Transit Authority

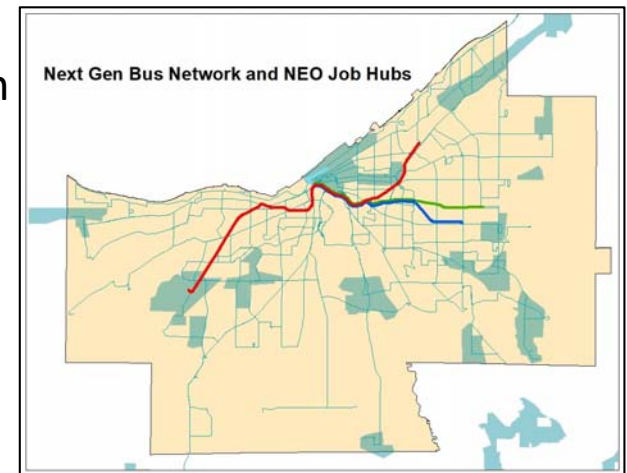




Job Access

Issues:

- People without cars need to live in areas with pedestrian amenities and frequent transit service
- Many jobs are located in outlying areas, where the first/last mile of a commute is not easily navigated, especially in the winter
- Growing demand for workers in essential industries
- NextGen Service Network
- Workforce transportation initiatives with community



RTA ConnectWorkS



- Formed an Internal GCRTA Team
- Researched Micro Transit Programs
 - Transit Agencies
 - Shared Mobility Providers
- Facilitated partnerships with local development & job agencies
 - GCP
 - The Fund for Our Economic Future
 - Ohio Means Jobs
 - Wirenet/Aerozone/Solon Chamber



RTA Response: ConnectWorkS

Project Overview

- A short-term pilot program to connect work sites to RTA stops (less than 18 months)
- Helpful where the first/last mile of a commute trip is not easily navigated
- Must pick-up/drop off at an RTA Facility
- Work Site needs to be within Cuyahoga County
- Route/schedule is flexible
- Cannot duplicate RTA existing service
- RTA budget will provide up to 50% of the cost of the proposal
- No longer than 18 months



ConnectWorkS

Project Description

Applicant Responsibilities:

- Any entity, government, business, non-profit, or team can apply
- Applicant will:
 - design the service including service area, service hours
 - supply vehicles, operators, scheduling as needed
 - meet all RTA requirements for insurance and regulatory compliance
- RTA will pay up to 50% of the service cost for the selected proposal(s)



RTA ConnectWorks

Project Description

GCRTA Responsibilities:

- Provide technical route planning assistance
- Outreach to potential applicants
- Market and promote the program
- Provide up to \$600,000
 - \$400,000 ODOT Competitive OTP2 funds
 - \$200,000 RTA Funds
- Evaluate the success of program
 - Ridership
 - Employer/Rider Feedback

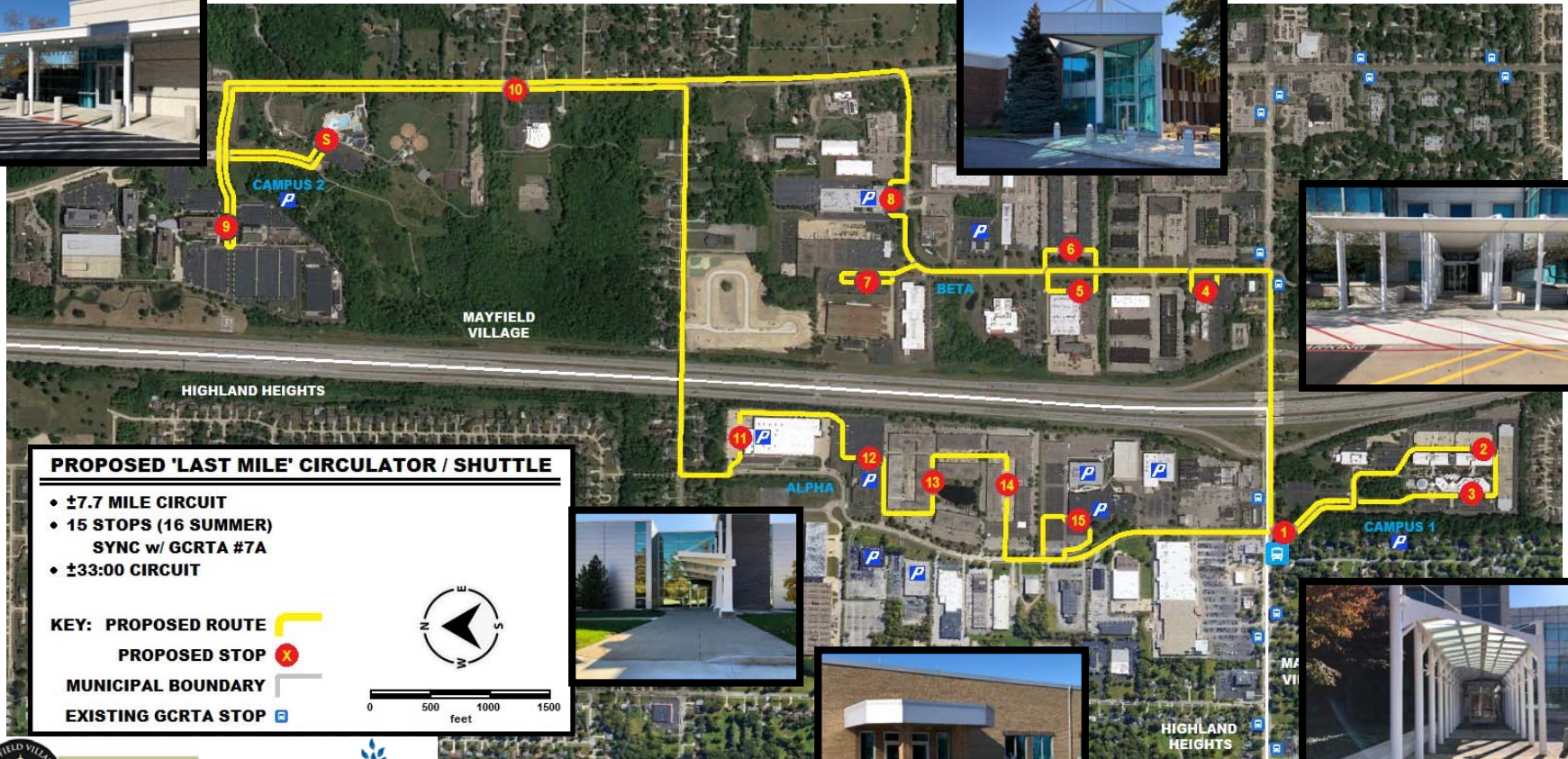
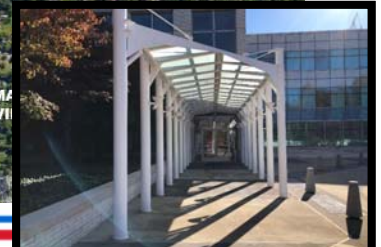


Mayfield Village/Highland Heights

Proposed Program

- Team includes: Mayfield Village, Highland Heights
- Standard Parking Plus
- \$119, 197.50 (GCRTA)
- \$59.598.75 (each city)
- Links to RTA #7A Route
- Navigates through Industrial areas-12,000 jobs
- Written support letters from companies





City Authority

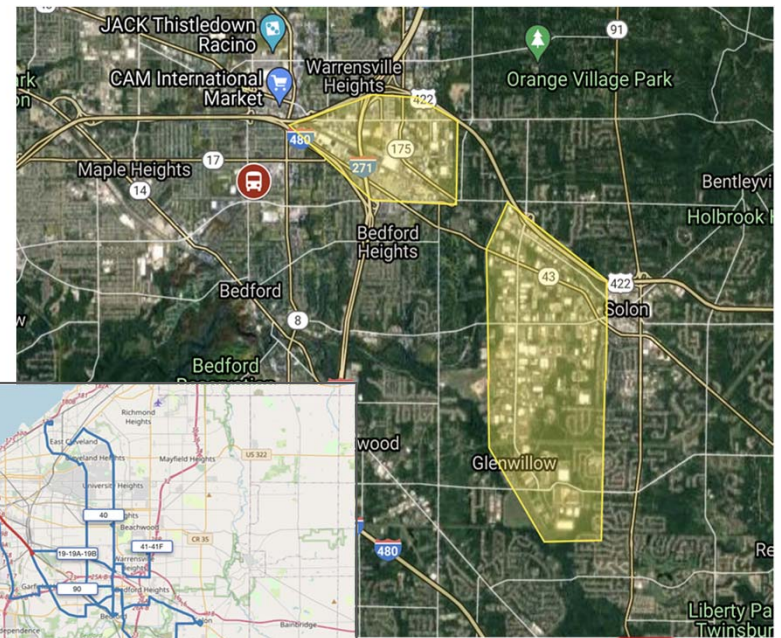
MAYOR BRENDA T. BODNAR

Chuck Brunello, Jr.
Mayor/Safety Director

Proposed Program

Share Mobility

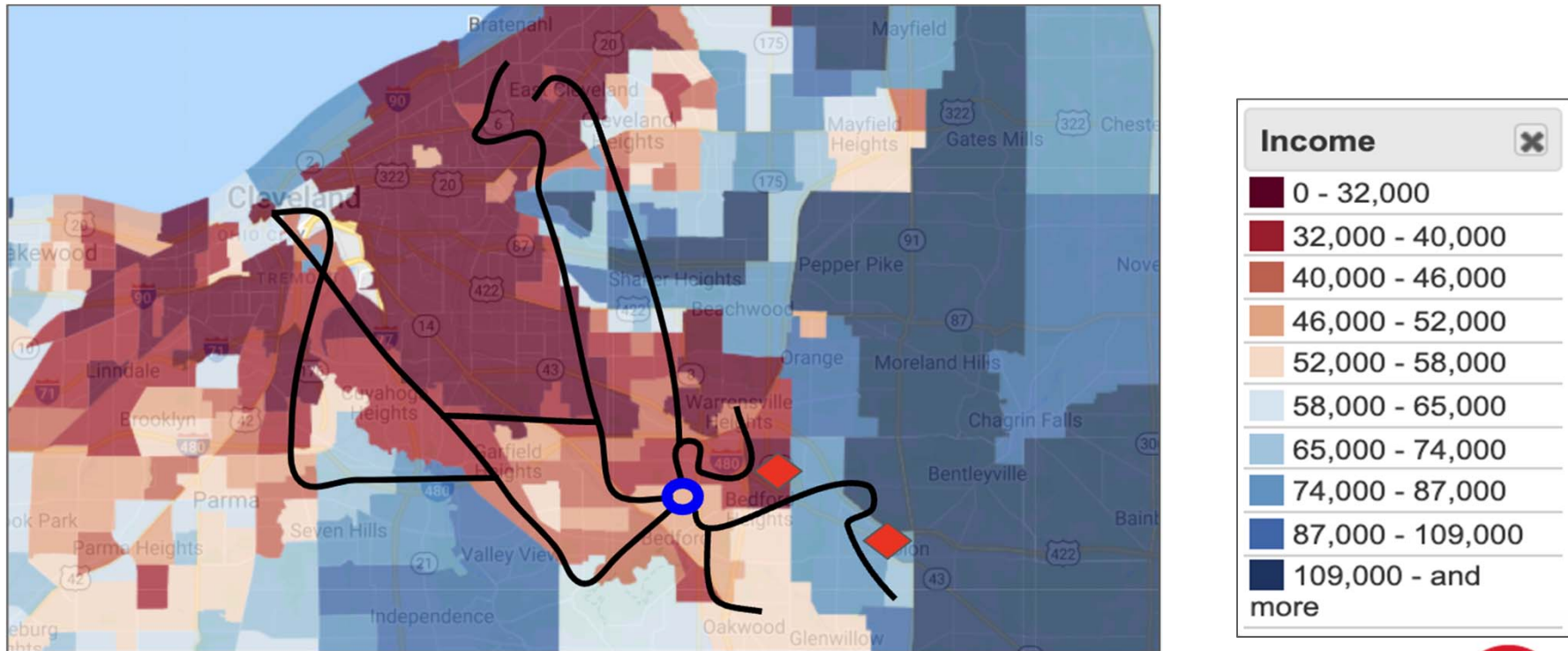
- Team includes: Share Mobility, Solon, Bedford Heights, Cuyahoga County, Fund for Economic Future
- \$300,000 (GCRTA)
- \$225,000(Employers)
- \$50,000 (Local Government)
- \$25,000 (Other)
- Begins at Southgate Transit Center
- Navigates through Industrial areas of Solon & Bedford Heights
- 24/7 Service available to employees riding the 19, 40, 41 and 90 RTA stops to participating employers.



Greater Cleveland Regional Transit Authority

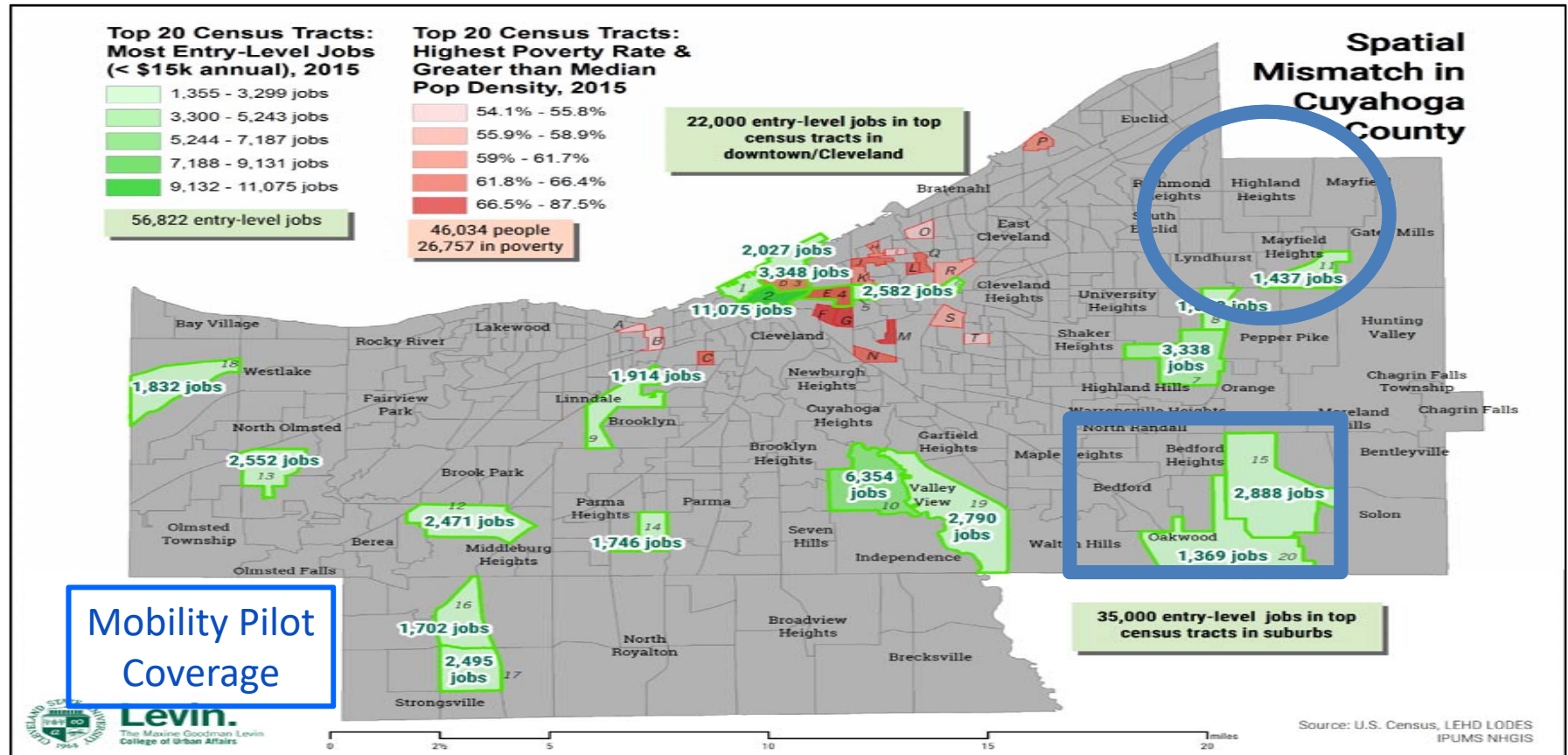


Why The Southgate Transit Center?



Greater Cleveland Regional Transit Authority





Procurement Overview

- RFP issued on September 13, 2021
- Accessed on the GCRTA website by seventy-eight interested parties
- Proposals due December 10, 2021
- Four firms proposed

Procurement Overview

Evaluation Panel Members:

- OEO – ADA & DEI
- External Affairs
- Paratransit
- Service Management
- Programming & Planning
- Legal
- Procurement

Procurement Overview

Evaluation Criteria:

- Partnership
- General Plan & Project Approach
- Operating Plan
- Budget

Procurement Overview

Recommended Firm No. 1:

- Mayfield Village/Highland Heights
 - Mayfield area job hub
 - Utilizing Standard Parking Plus as transportation provider
 - Professional parking management & ground transportation provider
 - 23,000 employees across North America
 - Commitment to innovation & technology
 - Strong municipality partnership with employer buy-in
 - Progressive Insurance
 - Mayfran International, Inc.
 - Mars Electric
 - Omni Systems

Procurement Overview

Recommended Firm No. 2:

- SHARE Mobility
 - Based in Columbus, OH
 - 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

Staff Recommendation

Staff requests that the Organizational, Services and Performance Monitoring Committee recommend to the Board of Trustees the awards for Micro Transit Program services to the Village of Mayfield and the City of Highland Heights in a total contract amount NTE \$119,197.50 and to Ave Automedia, Inc., dba SHARE Mobility in a total contract amount NTE \$300,000.00 resulting in a combined total amount NTE \$419,197.50 for the project.

Questions