

Minutes

RTA Organizational, Services and Performance Monitoring Committee Meeting

9:05 a.m., April 12, 2022

Committee Members: Biasiotta (Chair), Moss (Vice-Chair), Duarte, Weiss

Other Board Members: Joyce, Lucas, McCall, Pellot

Not present: Koomar

Staff: Becker, Benford, Birdsong, Burney, Caver, Coppock, Dangelo, Davidson, Feke, Fields, Fleig, Freilich, Garofoli, Gautam, Hale, Johnson, Kirkland, Lively, Manning, Marotta, Miller, Mothes, Schipper, Talley, Tarka, Walker-Minor

Public: Braddock, Gibbons, Loh, Marguart, Wright

The meeting was called to order at 9:05 a.m. Four (4) committee members were present. In accordance with the Ohio Open Meetings Act and House Bill 51, signed into law on February 17, 2022 and effective immediately through June 30, 2022, this meeting will be live-streamed on RTA's Board Page www.RideRTA.com/board via the meeting date for staff and members of the public. House Bill 51 allows Board members to participate by telephone or video and be considered present as if in person. It also allows Board members to vote and be counted for the purpose of determining a quorum while attending by telephone or video.

RFP Procurement for Locomotive Work Car

Aaron Hale, Supervisor of Track and Structure and Glenville Manning, Contract Administrator, gave the presentation. The locomotive work car is used to haul heavy materials and equipment like rail road ties, trains, rocks, etc. The work car was built in 1943. RTA purchased it refurbished in 1978. Most recent major repairs:

- 2010 Major Engine Overhaul
- 2012 Traction Motors Rebuilt
- Rebuilt Air Compressor

The car has two engines. The traction motors were rebuilt twice. The wheels have a thin flange limiting the capacity to be repaired. Parts are becoming obsolete. The electrical system is becoming hazardous. The wires are dry rooting. The cab structure is beginning to rust. The main cabin seating is only for two operators. The cab interior controls are antiquated. The proposed design offers a double-ended cab. The current car has a center cab, which has a difficult field of view. The end cab offers a better field of view from each direction. There is a flat deck in the middle, which helps transport material. Opposed to having three pieces of equipment, this one car will assist with duties. The cab crane helps lift larger material. In the past, the locomotive would carry the equipment and a crane would off load the material. With the new work car, it will consolidate the work to one vehicle. The new work car meets EPA Tier 4 diesel engine requirements. The multi-use vehicle with crane and flat deck makes the new locomotive more versatile. The new design is narrower than existing locomotive. The main cab has seating for five crew members (plus the operator) and improves the field of view.

The RFP was issued July 19, 2021. Twenty-nine (29) interested parties downloaded the package and three (3) vendors submitted a proposal. The evaluation team was comprised of various RTA departments using specific evaluation criteria to review the proposals. The recommended vendor is Geismar North America, Inc., located in Beaufort, SC. A 0% DBE goal was established for this procurement. Clients include:

- Greater Cleveland Regional Transit Authority (GCRTA)
- Metropolitan Atlanta Rapid Transit Authority (MARTA)
- New Jersey Transit
- Port Authority Trans-Hudson (PATH)
- Southeastern Pennsylvania Transportation Authority (SEPTA)

The anticipated delivery of the locomotive work car will be completed within 25 months of contract signature and Notice to Proceed. Staff requests that the Organizational, Services & Performance Monitoring Committee recommend an award to Geismar North America, Inc. for Locomotive Work Car in an amount not to exceed \$3,291,204.80. Ms. Moss asked how the car could be used for light rail and heavy rail. Mr. Hale said the current locomotive is used on both lines. The new car is narrower and can be used for both lines. Mayor Weiss asked if this was budgeted. Dr. Caver said yes. Mr. Joyce asked if the proposed design is built to our specs. Mr. Manning said yes. It was moved by Ms. Moss, seconded by Mayor Weiss and approved to move this to the full Board.

RFP Procurement for Micro Transit Program

Maribeth Feke, Director of Planning and Shawn Becker, Program Contract Manager gave the presentation. This is RTA's first venture into micro transit, named RTA ConnectWorks. This is a pilot program. The plan is centered on workforce development. It will bridge the mobility divide, connect communities and creates partnerships. Below is information from a customer onboard survey that define the region and service area:

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

She showed maps of the county where the main job hubs, mainly manufacturing are located, the income and how RTA bus and rail routes align. 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. There is a growing demand for workers in essential industries. The NextGen Service Network created a network that gets people to jobs quicker, but there is room to recreate first/last mile service. Workforce transportation initiatives with the community is growing.

Microtransit is not new to transit. RTA formed an internal team for this project (Service Management, Paratransit, Legal, HR, External Affairs, OEO). HR created a MOU with the union. OEO helped with Title VI issues. Staff researched Micro Transit Programs, transit agencies and shared mobility providers. They facilitated partnerships with local development & job agencies (GCP, Fund for Our Economic Future, Ohio Means Jobs and Wirenet/Aerozone/Solon Chamber) to best resolve the issue. They came up with ConnectWorks, a short-term pilot program to connect work sites to RTA stops (less than 18 months). It will help where the first/last mile of a commute trip is not easily navigated. It must pick-up/drop off at an RTA Facility and work site needs to be within Cuyahoga County. The

route/schedule is flexible, cannot duplicate RTA existing service. The funding is \$600,000. RTA budget will provide up to 50% of the cost of the proposal. The pilot will run no longer than 18 months.

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; and 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 will provide technical route planning assistance, outreach to potential applicants, market and promote the program and provide up to \$600,000 (\$400,000 ODOT Competitive OTP2 funds and \$200,000 RTA Funds). After the pilot, RTA will evaluate the success of program, look at ridership and gather employer/rider feedback. There were 71 people on the pilot program webinar.

The first team includes the Mayfield Village and Highland Heights Standard Parking Plus:

- Requesting \$119,197.50 from (GCRTA)
- Matching \$59,598.75 (each city)
- Links to RTA #7A Route
- Navigates through industrial areas-12,000 jobs
- Written support letters from companies

The second team includes Share Mobility, Solon, Bedford Heights, Cuyahoga County, Fund for Economic Future:

- Requesting \$300,000 from (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.

The Southgate Transit Center was identified as a hub in correlation with the income levels in the area. The two proposals will hit 1/3 of the county with the job areas.

The RFP issued on September 13, 2021. It was accessed on the GCRTA website by 78 interested parties. Proposals were due December 10, 2021. Four firms proposed. Various RTA departments served on the evaluation panel using select evaluation criteria.

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

Recommended Firm No. 2:

- SHARE Mobility
 - Based in Dublin/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 and Cuyahoga Community College

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. John Marguart, Economic Development Manager in Mayfield Village was in attendance. Mayor Weiss expressed his excitement about the program. He asked how the service is scheduled. Mr. Becker said the Mayfield service would be a continuous route from 6:20 a.m. – 6:40 p.m., on weekdays, which is in line with routes that service that area. Share Mobility has an app that riders can schedule trips. It will be a 24/7 service based off scheduled routes.

Ms. Birdsong added that she is excited for the staff and community. Staff stepped up to create the program. They looked at budgets and grant funding to make it a robust program. It is a good start. Ms. McCall said it is a great program. She ask that it be connected to NextGen. This could also be connected to NOACA programing. Ms. Moss asked if the service is free. Ms. Feke confirmed that it would be free. Mayor Weiss asked if RTA is investing roughly \$400,000. Mr. Becker clarified the amount at \$420,000. Mayor Weiss asked if the \$600,000 is covering the current year or up to 18 months of each program. Mr. Becker said we would not exceed the \$119,000 for Firm 1 and not to exceed \$300,000 for Firm 2. Should RTA get to the point where we do not hit the term, they would evaluate and proceed with the standard procurement process. The term is the same for each firm. They are looking for funds to do additional programs. Mayor Biasiotta said this is an important step to address the need. It is creative and he loves that we are collaborating with governments and communities to connect people to jobs.

It was moved by Mayor Weiss, seconded by Ms. Moss and approved to move this to the full Board.

Interagency Agreement through NEORide Council of Governments

Mike Lively, Director of Intelligent Transportation Systems (ITS) and Shawn Becker, Program Contract Manager, gave the presentation. The fare collection system has been discussed in the Ad Hoc Tech Committee meeting and in the regular committee meeting back in January. In 2019, ITS developed a five-year Strategic Plan to improve the rider's experience through technology. It is based around four pillars (maintenance, service delivery, customer experience and safety). Service delivery and customer experience relate to fare collection. The plan was based off RTA's Strategic Plan adopted by the Board, with major components of improving how customers pay. Today's discussion has two key components. One being fare equity and implementing a more equitable system for riders and the other being advance technology of account-based system, open architecture and ultimately the goal of fare capping.

The current state of fare collection consist of four main components. (i.e.: Farebox, Ticket Vending Machines, Customer Service Kiosk and Mobile Payment App). The TVMs and CSKs are ATM style machines located at stations. The current mobile payment app is through Passport. That contract will expire this year. The number one means of collecting fares for the last 10 years is through the farebox. The current Odyssey fare box was installed in 2007 on buses and trains. They are no longer

on the Red Line trains. The TVMs and CSKs are located at Tower City and in stations. We have a short term and long-term plan for fare collection. If everything was replaced today, it would cost between \$15 million - \$19 million. In order to enhance the system for the customer and not make that investment, short-term plans were put into place. The short-term plan is to replace the mobile payment app. Ticket validators will be installed on the vehicles. It allows contactless payment. We are keeping the current fare boxes. The electronic repair department will rebuild them. Fare capping and smart cards will be incorporated at the end of this project. This will create a connected, regional fare system. PARTA, Akron, Laketran and SORTA all have the same system. This will make easy transfer between agencies. The long-term plan will adopt the new technology and determine the next steps on the long-term system whether new equipment should be purchased, etc. In the short-term plan, they want to start a proof of concept. It calls for testing the technology. They purchased training, hardware, configuration and dues through a small purchase of \$28,175 to test the system.

Initial Deployment – May 2022 soft launch

- Visual validation for all bus/rail lines
- Two validators installed on 16 HealthLine vehicles
 - Visual and audio acceptance (no MDT integration)

Remaining 2022 Deployment (Board action required)

- One-two validators installed on fixed route fleet
- Two-three validators installed on rail vehicles
- Integration with other RTA systems
- Purchase of smart cards
- Account based ticketing/Fare Capping
- Retailer deployment
- Partner Portal (U-Pass Program)

The major components of the project include the EZfare app, web portal, partner portal, vendor portal, JRV validators, and hub back office software systems. Passengers can go to retailers and load funding on their mobile app or smart card. They can load through credit card or cash. Passport has agreed to extend service through the end of the year, which allows customers to utilize tickets until 12/31/2022. Passport has \$19,000 unused passes. It provides a soft-launch approach for EZFare in May 2022. Starting in June, customers will no longer be able to purchase passes. RTA will provide a 2-3 week period after EZFare goes live. Total Expense = \$56,000.

Proof of Concept Plan

Tasks	Due Date
Finalize Procurement Documents for full deployment	Complete
Core Team weekly call setup	Complete
Complete Ticket and App Guides	Complete
Schedule Site Survey (equipment placement)	Complete
Marketing Plan and Campaign	February – May
Training	March – April
• PCI Compliance, Equipment Security, Online Portals	
• App - User Acceptance Testing	April - May
• Installation of HealthLine Validators	April - May

Full Deployment Plan

Task	Completion Date
Launch proof of concept	February 2022
Seeking board approval for full project	April 2022
Training	March - May 2022
Marketing/rider outreach	April – May 2022
Soft-launch of validators and visual inspection	May 2022
Retail Outlet Review and Deployment	July – December 2022
Fleet Deployment Validator installation	July – December 2022
Sunset of RTA CLE, Passport App	December 2022

Customers can use the app in the soft-launch phase, but it will not be fully announced to customers. This will allow for testing.

Project Budget

Project Task	Expense
Validators, accessories, warranty	\$1,830,000
Software integration	\$230,000
Smartcards (2 types)	\$120,000
Revenue sharing and fees	\$520,000
Total	\$2,700,000

They are purchasing over 800 validators. One smartcard is designed like a credit card and the other type is paper. The vendor gets a percentage of all revenue.

This is an interagency agreement through NEORide with Masabi. Ohio Revised Code, Section 306.43(H)(4) provides that competitive bidding is not required when an expenditure is made from another political subdivision, public agency, public transit system, regional transit authority, the state, or the federal government, or as a beneficiary under a state or federal procurement contract, or as a participant in a department of administrative services contract under (B) of section 125.04 of the Revised Code. The current EZFare agreement between NEORide and Masabi is set to expire March 2023. Staff is currently negotiating a new contract. This procurement includes equipment and services to participate until the new agreement is executed. Management will come back to the BOT once the new interagency agreement is executed to maintain services.

A proposal was received on January 6, 2022. The proposal was reviewed and discussed by representatives from various RTA departments. GCRTA maintains membership in NEORide Council of Governments, which was approved by the Board under Resolution No. 2019-99. Fourteen agencies across Ohio, Michigan & Kentucky are members of the NEORide consortium called EZFare. Interlining agencies include Laketrans, SARTA, PARTA, Medina County & Akron Metro. Masabi launched the first ever UK mobile ticketing application with Chiltern Railways in 2007. They launched first ever deployment for US transit agency in 2012 with their Fare Payment-as-a-Service platform, Justride. They have experience with 140+ agencies, 9 Countries and they have 70 Mobility as a Service (MaaS) deployments. They have additional experience with MTA, Boston MBTA, Los Angeles' Metrolink, Southern Nevada's RTC, Colorado RTD, among many others. Staff requests that the Organizational, Services & Performance Monitoring Committee recommend an award to Masabi to provide EZFare Mobile Ticketing Solution services in an amount not to exceed \$2,700,000.

Mayor Weiss asked if Masabi has a contract with NEORide. Mr. Becker said they have a state contract. RTA is joining the last year of that term. When the new contract is established, they will

come back to the Board for a renewed term, which will probably be for five years. Mayor Weiss asked if staff is comfortable that Masabi will renew their contract and do we customize on that base contract. Mr. Lively said the system is an open source. Functionally, it is the same for all transit systems. Ms. Birdsong added that this would simplify the system. They look forward to taking a regional approach to simplify the use for the customer and expand usage and technology. Like the micro transit program, this is something that has been discussed for a long time. A lot of sister agencies use this type of technology so RTA is catching up. Mayor Weiss is excited about the change. He asked how the validators work. Mr. Lively explained that the validator is powered by an Ethernet cord. They will be installed on the front and mid/back end of the vehicle. Trains will have multiple validators. The rider would scan their phone or smart card and if validated, will give the operator a visual and audible signal. No money is being transmitted on the vehicle.

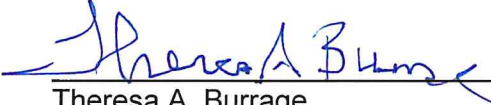
It was moved by Ms. Moss, seconded by Mayor Weiss and approved to move to the full Board.

Rev. Lucas added that the committee chairs have rotated this year per the changes made to the bylaws back in 2020.

The meeting was adjourned at 9:56 a.m.



Rajan D. Gautam
Secretary/Treasurer



Theresa A. Burrage
Executive Assistant

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