

# Greater Cleveland Regional Transit Authority

## **SUMMARY OF PROPOSED AWARD** **Fare Study**

Presented to: Operational Planning & Infrastructure  
Committee  
July 17, 2018

Greater Cleveland Regional Transit Authority



# Project Overview

## Previously Scheduled Fare Increase:

- Delayed
- Completion of Fare Study
- Fare Study
  - Fare adjustments vs ridership vs revenue
  - Maximize revenue
  - Maximize ridership

# Project Overview

## Scope of Services include:

- Fare structure comparison to similar agencies
- Analysis of each fare by mode
- Process and model to analyze elasticity of fare changes and ridership
  - Long term decision making

# Project Overview

## Scope of Services include:

- Targeted fare programs
  - Maximize revenue and ridership
- Fare Equity Analysis
  - Title VI

# Procurement Overview

- RFP issued April 9, 2018
- Accessed on the GCRTA website by nine interested parties
- Two firms proposed

# Procurement Overview

## Evaluation Panel Members

- Office of Management & Budget
- Revenue
- ITS
- Service Management
- Office of Business Development
- Procurement

# Procurement Overview

## Evaluation Criteria

- Qualifications and Experience
- Project Understanding
- Approach
- Overall Cost Effectiveness of Proposal

# Procurement Overview

## Recommended Firm:

- LTK Engineering Services, Inc.
  - Located in Ambler, PA
- DBE Goal: 0% due to lack of certified DBE's



# Procurement Overview

## Experience

- Experience with fare policies and fare structures for transit agencies, large and small
- Project Manager brings 22 years of experience and is a notable industry authority on fare policy and fare modeling, as well as ridership analysis and estimation

# Procurement Overview

## Experience, continued

- Proposed staff offers directly relevant experience to complement the Project Manager
- No conflicts of interest with any transit industry vendors or suppliers, providing recommendations that are fair, impartial and unbiased
- Long record of client satisfaction

# Procurement Overview

## Experience, continued

- GCRTA has contracted with LTK previously for fare collection consulting and rail car analysis
- Other clients include, Los Angeles County Metropolitan Transportation Authority, Rhode Island Public Transit Authority, Southeastern Pennsylvania Transportation Authority in Philadelphia, PA, Washington Metropolitan Area Transit Authority, and Dallas Area Rapid Transit

# Procurement Overview

## Recommendation:

Staff requests that the Operational Planning & Infrastructure Committee recommend to the Board of Trustees the award of a contract to LTK Engineering Services, Inc. in an amount not to exceed \$147,300.00.