EZFare Mobile Ticketing Solution
Presented to: Organizational, Services & Performance Monitoring Committee

April 12, 2022
Intelligent Transportation Systems (ITS) Strategic Plan

RTA is committed to improving the rider’s experience through continued technology enhancements.

**Four Pillars:**
1. Maintenance
2. Service Delivery
3. Customer Experience
4. Safety
RTA Strategic Plan

IMPROVE HOW CUSTOMERS PAY

- Implement recommendations from Fare Equity Analysis pillar study
- Change RTA fare collection to improve customer experience and better reflect best practices
- Seamless, equitable fare practices
## Current State: Fare Collection

<table>
<thead>
<tr>
<th>Payment Method</th>
<th>Information</th>
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</thead>
</table>
| Farebox                      | Quantity: 800  
Average monthly revenue: $609,770  
Location: fixed route, paratransit and light rail vehicles |
| Ticket Vending Machine       | Quantity: 124  
Average monthly revenue: $56,332.62  
Location: HealthLine stations, Tower City and various Red Line stations |
| Customer Service Kiosk       | Quantity: 16  
Average monthly revenue: $74,138.48  
Location: Tower City, various Red Line stations |
| Mobile Payment App           | Unique users (Nov.): 12,529 purchased 76,891 tickets  
Average monthly revenue: $371,803.02 |
Current State: Fare Machines

Farebox

Ticket Vending Machine

Customer Service Kiosk

RTACLE Mobile App

Greater Cleveland Regional Transit Authority
Masabi-EZFare
Fare Collection Vision

Short Term:
• Replace RTA’s current mobile payment app
• Purchase and install ticket validators on vehicles
• Keep the current fareboxes
• Begin to incorporate fare capping and smart cards
• Create a connected, regional fare system

Long Term:
• While implementing the short term objectives
  – Evaluate the replacement of TVMs, CSKs and fareboxes
Proof of Concept

• Started Proof of Concept in order to meet the project deadline (Tentative: May 2022)
• Purchase of training, hardware, configuration and EZFare dues
• Expense: $28,175
Full Deployment

Initial Deployment – May 2022
• Visual validation for all bus/rail lines
• Two validators installed on 16 HealthLine vehicles
  – Visual and audio acceptance (no MDT integration)

Remaining 2022 Deployment
• 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)
Current Scope of Work

- Mobile ticketing in EZfare app, Transit, Moovit, Uber
- Web Portal for online top ups and account management
- Partner Portal for corporate, institutional organizations
- Cash top ups at retail locations and agency customer service windows
  **Vendor Portal included**
- JRVs for multi-format electronic validation
- Hub Back Office with customer service, reporting, and admin
- Seamless user experience across regional agencies

Greater Cleveland Regional Transit Authority
Current Mobile App Transition

• Passport has agreed to extend service through end of the year
  – Allows customers to utilize tickets until 12/31/2022
  – 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
## POC Plan

<table>
<thead>
<tr>
<th>Tasks</th>
<th>Due Date</th>
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</thead>
<tbody>
<tr>
<td>Finalize Procurement Documents for full deployment</td>
<td>Complete</td>
</tr>
<tr>
<td>Core Team weekly call setup</td>
<td>Complete</td>
</tr>
<tr>
<td>Complete Ticket and App Guides</td>
<td>Complete</td>
</tr>
<tr>
<td>Schedule Site Survey (equipment placement)</td>
<td>Complete</td>
</tr>
<tr>
<td>Marketing Plan and Campaign</td>
<td>February – May</td>
</tr>
<tr>
<td><strong>Training</strong></td>
<td></td>
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<tr>
<td>• PCI Compliance, Equipment Security, Online Portals</td>
<td>March – April</td>
</tr>
<tr>
<td>• App - User Acceptance Testing</td>
<td>April - May</td>
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<tr>
<td>• Installation of HealthLine Validators</td>
<td>April - May</td>
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# Full Deployment Plan

<table>
<thead>
<tr>
<th>Task</th>
<th>Completion Date</th>
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<tbody>
<tr>
<td>Launch proof of concept</td>
<td>February 2022</td>
</tr>
<tr>
<td>Seeking board approval for full project</td>
<td><strong>April 2022</strong></td>
</tr>
<tr>
<td>Training</td>
<td>March - May 2022</td>
</tr>
<tr>
<td>Marketing/rider outreach</td>
<td>April – May 2022</td>
</tr>
<tr>
<td>Soft-launch of validators and visual inspection</td>
<td>May 2022</td>
</tr>
<tr>
<td>Retail Outlet Review and Deployment</td>
<td>July – December 2022</td>
</tr>
<tr>
<td>Fleet Deployment Validator installation</td>
<td>July – December 2022</td>
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<tr>
<td>Sunset of RTA CLE, Passport App</td>
<td>December 2022</td>
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</tbody>
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# Project Budget

<table>
<thead>
<tr>
<th>Project Task</th>
<th>Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Validators, accessories, warranty</td>
<td>$1,830,000</td>
</tr>
<tr>
<td>Software integration</td>
<td>$230,000</td>
</tr>
<tr>
<td>Smartcards (2 types)</td>
<td>$120,000</td>
</tr>
<tr>
<td>Revenue sharing and fees</td>
<td>$520,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$2,700,000</strong></td>
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</tbody>
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Procurement Overview

• 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
Procurement Overview

- Interagency Agreement through NEORide with Masabi
  - Current EZFare agreement between NEORide and Masabi set to expire March 2023
    - Currently negotiating new contract
    - This procurement includes equipment and services to participate until the new agreement is executed
    - Management will come back to the BOT once new interagency agreement is executed to maintain services
Procurement Overview

- A proposal was received on January 6, 2022
- Proposal was reviewed and discussed by representatives from Accounting, Executive, Finance, Innovation & Technology, Intelligent Transportation Systems, Procurement and Revenue
Procurement Overview

NEORide Council of Governments

- GCRTA maintains membership, approved by the BOT under Resolution No. 2019-99
- 14 agencies across Ohio, Michigan & Kentucky of NEORide consortium called EZFare
  - Interlining agencies
    - Laketran, SARTA, PARTA, Medina County & Akron Metro
Procurement Overview

Firm’s Experience

• Launched first ever UK mobile ticketing application with Chiltern Railways in 2007
• Launched first ever deployment for US transit agency in 2012 with their Fare Payment-as-a-Service platform, Justride
• 140+ Agencies
• 9 Countries
• 70 Mobility as a Service (MaaS) deployments
Procurement Overview

Firm’s Experience

• Transit
  – Laketran, SARTA, PARTA, Medina County & Akron Metro, MTA, Boston MBTA, Los Angeles’ Metrolink, Southern Nevada’s RTC, Colorado RTD, among many others
Recommendation

• 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.
Questions