Greater Cleveland Regional Transit Authority

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

Maintenance | Service Delivery

Technology in Transit

Customer Experience | Safety
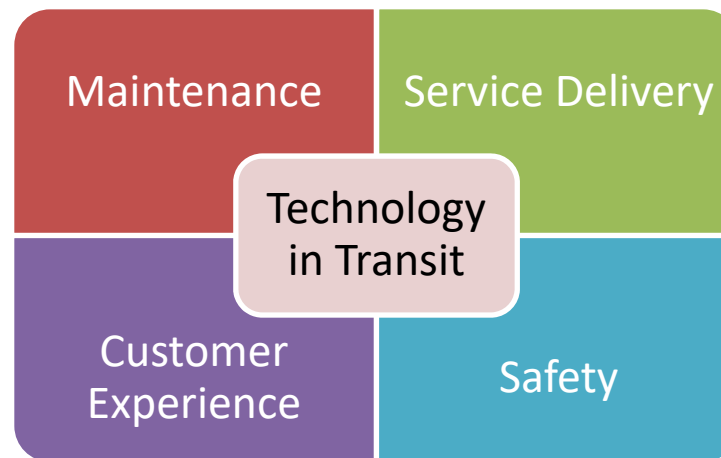
RTA Strategic Plan

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

OPEN ARCHITECTURE

CONTACTLESS

ACCOUNT-BASED

STORED VALUE

FARE CAPPING

OPEN PAYMENTS

Greater Cl

Current State: Fare Collection

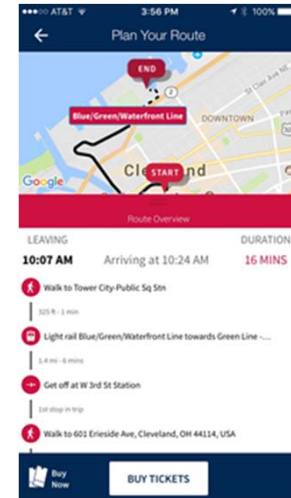| Payment Method	Information
Farebox	Quantity: 800 Average monthly revenue: $609,770 Location: fixed route, paratransit and light rail vehicles
Ticket Vending Machine	Quantity: 124 Average monthly revenue: $56,332.62 Location: HealthLine stations, Tower City and various Red Line stations
Customer Service 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

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Current State: Fare Machines

Farebox

Ticket Vending Machine

Customer Service Kiosk

RTACLE Mobile App

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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

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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)

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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

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

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 • PCI Compliance, Equipment Security, Online Portals	March – April
• 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

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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**

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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

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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

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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

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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

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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