

# Swiftly Transit Data System

Organizational, Services & Performance  
Monitoring Committee

May 5, 2026

# Swiftly Project Overview

- Swiftly is an industry leader offering technical solutions to improve the rider experience
- Since August 2025, the Customer Experience team has led an effort to consider partnership with Swiftly
- This effort included a free-trial pilot period, involving cross functional team members representing many GCRTA departments

# Swiftly Project Overview

## Pilot Success Criteria

### Objective

### Success Measurements

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#### Improve the rider experience

Improved GTFS-rt data feed quality:

- ETA accuracy
- ETA completeness

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#### Help staff save time

Usability, adoption, and time savings on common tasks:

- Total user adoption / sessions
- User feedback

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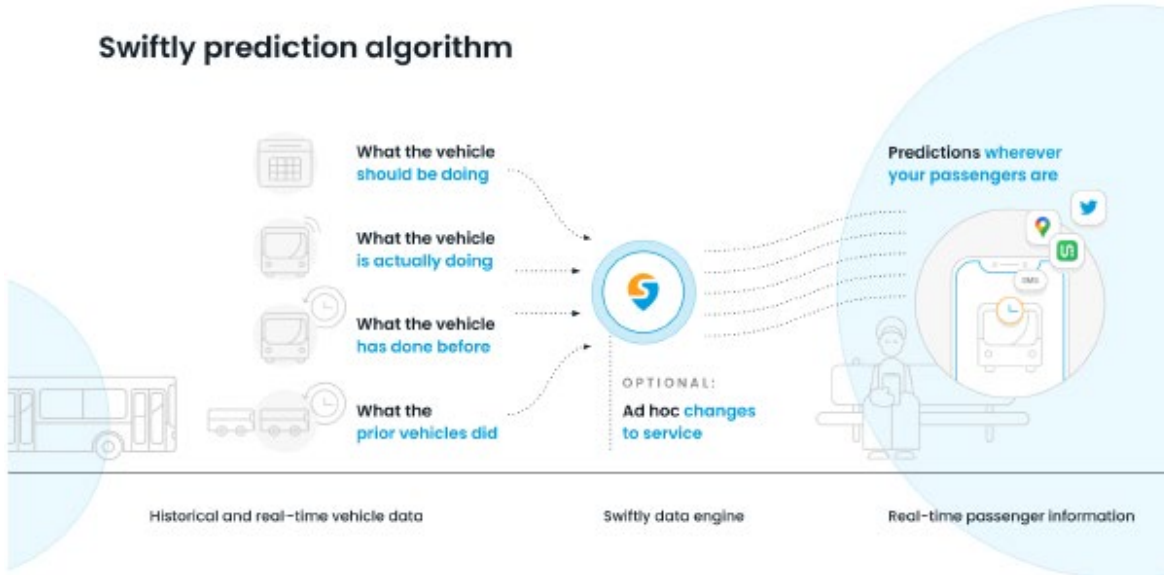
#### Enable more data accessibility and interoperability

Enable real-time data to be shared with any 3rd party applications:

- Transit App to test detour shapes
  - Transit TV Integration
  - Kimley Horn TSP Testing
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# Swiftly Project Overview

## Swiftly prediction algorithm



# Swiftly Project Overview

- On-Time Performance is consistently and overwhelmingly cited as the most important factor for GCRTA's fixed-route customers through the quarterly customer surveys

# Swiftly Project Overview

## ETA Accuracy Benchmark

Designed to reflect the rider experience and minimize scenarios where the rider misses the vehicle (worst scenario)

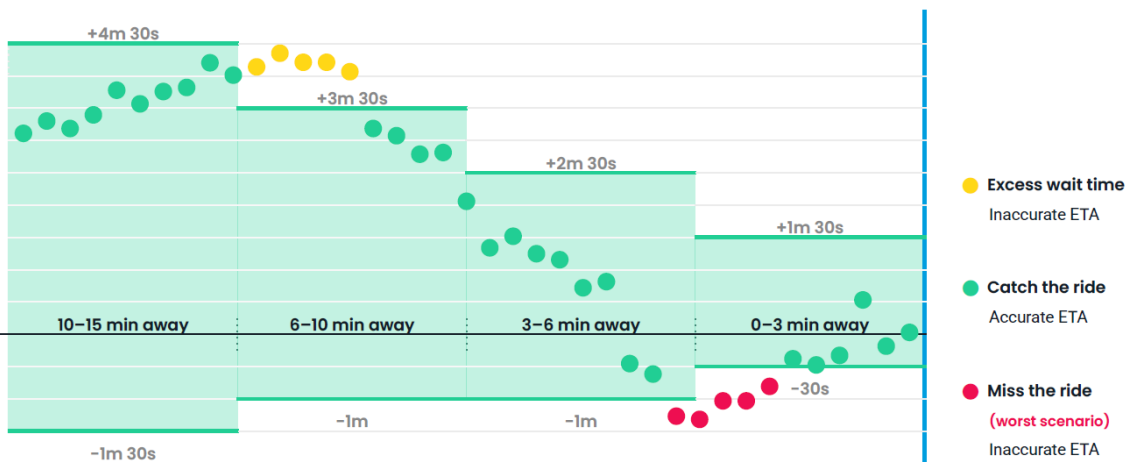
Is the vehicle coming?  
Should I take a different  
mode of transportation?

Do I need to leave now?

Do I need to hustle?

Where is my vehicle?

ARRIVAL



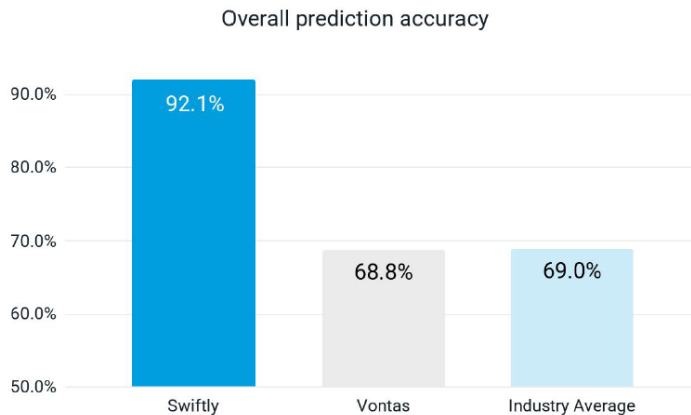
# Swiftly Project – Pilot Results

Improve the rider experience

## More accurate predictions

46 million predictions analyzed from September 20th to October 20th

34% improvement in total prediction accuracy from 68.8% to 92.1%—relative to Vontas



# Swiftly Project – Pilot Results

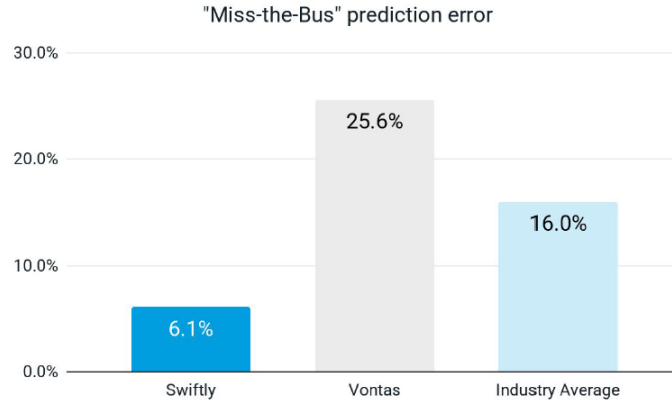
Improve the rider experience

## More accurate predictions

**46 million predictions** analyzed from September 20th to October 20th

**34% improvement** in total prediction accuracy from 68.8% to 92.1%—relative to Vontas

**75% improvement** in reducing “miss-the-bus” predictions from 25.6% to 6.1%—relative to Vontas



# Swiftly Project – Pilot Results

- GCRTA's Employee Riders' Council conducted field testing to verify improved prediction accuracy with Swiftly
- Organic adoption rate amongst GCRTA staff
  - Service Quality Management
  - Customer Care Department
- Integration with Transit Signal Priority efforts on West 25<sup>th</sup> and real-time passenger information screens
  - 'Single source of truth' for vehicle predictions

# Swiftly Project – Pilot Results

- Partnering with Swiftly would mean more accurate and consistent vehicle prediction data leading to improved customer journeys, from trip planning to waiting for vehicles to anticipating arrival times at destinations

# Procurement Overview

**Cooperative Purchase made available through NEORide who the Authority holds an Intergovernmental Agreement with:**

- 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

- Current agreement between NEORide and Swiftly set to expire August 2030
- GCRTA plans to sign on to this agreement for a period of three years, with two additional one-year options. The final option year would be prorated to an 81-day renewal term to align with the NEORide-Swiftly expiration

# Procurement Overview

- A proposal was received on April 16, 2026
- Proposal was reviewed and discussed by representatives of Management Information Services, Customer Experience, Information Technology, and Procurement

# Procurement Overview

## Swiftly, Inc.:

- Industry's leading transit data platform, improving the rider experience for more than 2 billion passenger trips per year across 12 countries and over 200 transit agencies.
- Over the past 13 years, Swiftly has helped agencies increase on-time performance by up to 40%, improve arrival predictions by up to 50%, and complete planning projects up to 90% faster — driving increased ridership, fewer customer complaints, and more efficient operations
- Built a reputation in the transit industry for consistently exceeding contract expectations and improving the passenger experience in the cities they support

# Procurement Overview

## Other Clients Include:

- MDOT MTA – Baltimore-Washington
- MBTA – Boston
- VIA – San Antonio
- KCATA – Kansas City
- LBT – Long Beach
- SunTran – Tucson

# Procurement Overview

## Recommendation:

Staff requests that the Organizational, Services & Performance Monitoring Committee recommend an award to Swiftly, Inc. to provide a Transit Data System in an amount not to exceed \$1,330,259.66 for the base three-year period, with a one-year option in an amount not to exceed \$469,821.71, and an 81-day option in an amount not to exceed \$109,474.89, for a total contract price not to exceed \$1,909,556.26.

# Questions