

# Greater Cleveland Regional Transit Authority

## Summary of Proposed Award Mobile Ticketing Solution

Presented to : Finance Committee  
February 7, 2017

Greater Cleveland Regional Transit Authority



# History of Fare Collection

- Cash/Paper Tickets
- Tokens
- Magnetic Stripe
- Automated Fare Collection
- Mobile Ticketing

# Mobile Ticketing Benefits

- Enhance Customer Satisfaction
  - Available Wherever/Whenever
- Minimal Cost
  - Base solution requires no RTA equipment
- Incorporates Other Rider Services
  - Trip Planning



# Mobile Ticketing Pilot Successful

- 90 Day Implementation
- Go-live was July 1, 2016
- Base Solution Visual Inspection
- Fare Media - All Day, 7-Day & Monthly Fare

# RTA CLE Application Pilot

The **RTA** CLE app  
is here.

Your phone is your fare card.  
**PLAN, BUY, AND RIDE** all on your phone.  
Download it now.



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# Purchase Fare Pass

Press the Pay Now button to purchase pass(es) in the Cart with a Payment Card.

Sprint 32% 2:56 PM



← Cart 2

	(Jul) Monthly - Park-N-Ride Bus Qty: 1   \$95.00	
	All Day - Individual Qty: 1   \$5.00	

☐ Use Ticket(s) Now

Total Transaction Fee: **\$100.00**

PAYMENT METHOD

 Visa-1111 

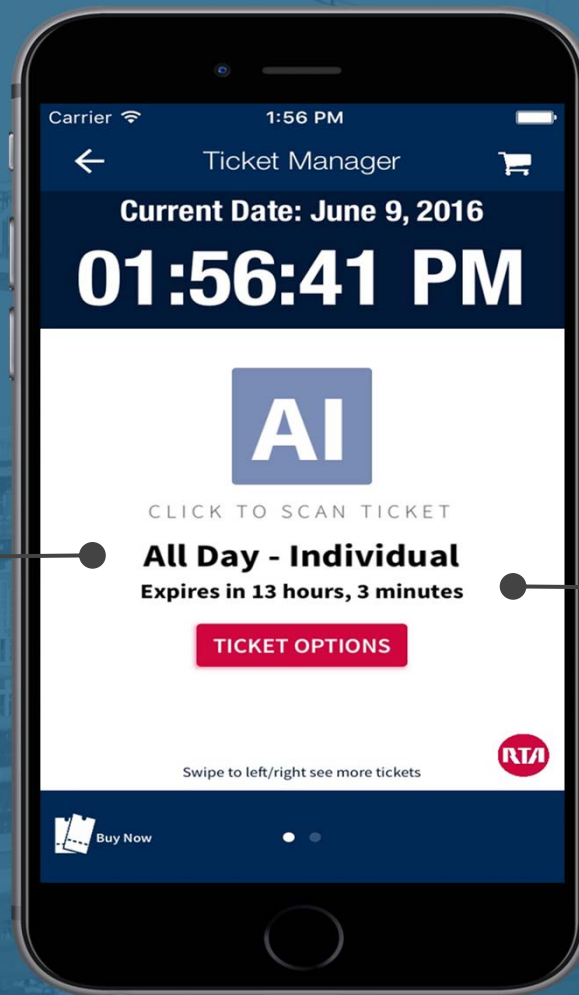
**PAY NOW**

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# Active Fare Pass Type Screen

FARE TYPE



EXPIRY

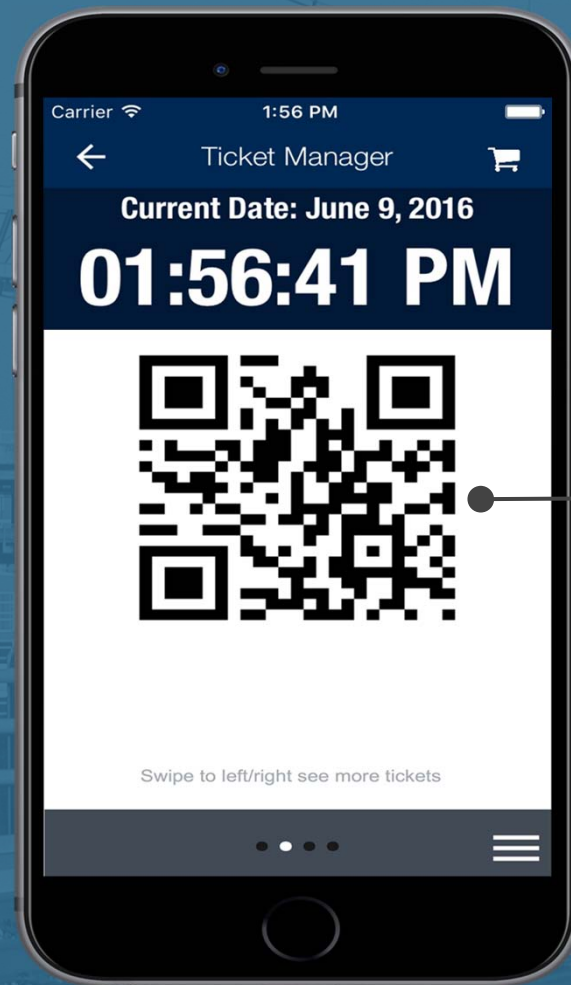
Counts down until expired. Prevents static screenshots

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# Dynamic QR Code Fare Pass Screen



## DYNAMIC QR CODE

Changes at a custom interval. Prevents static screenshots

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# Visual Validation at Tower City

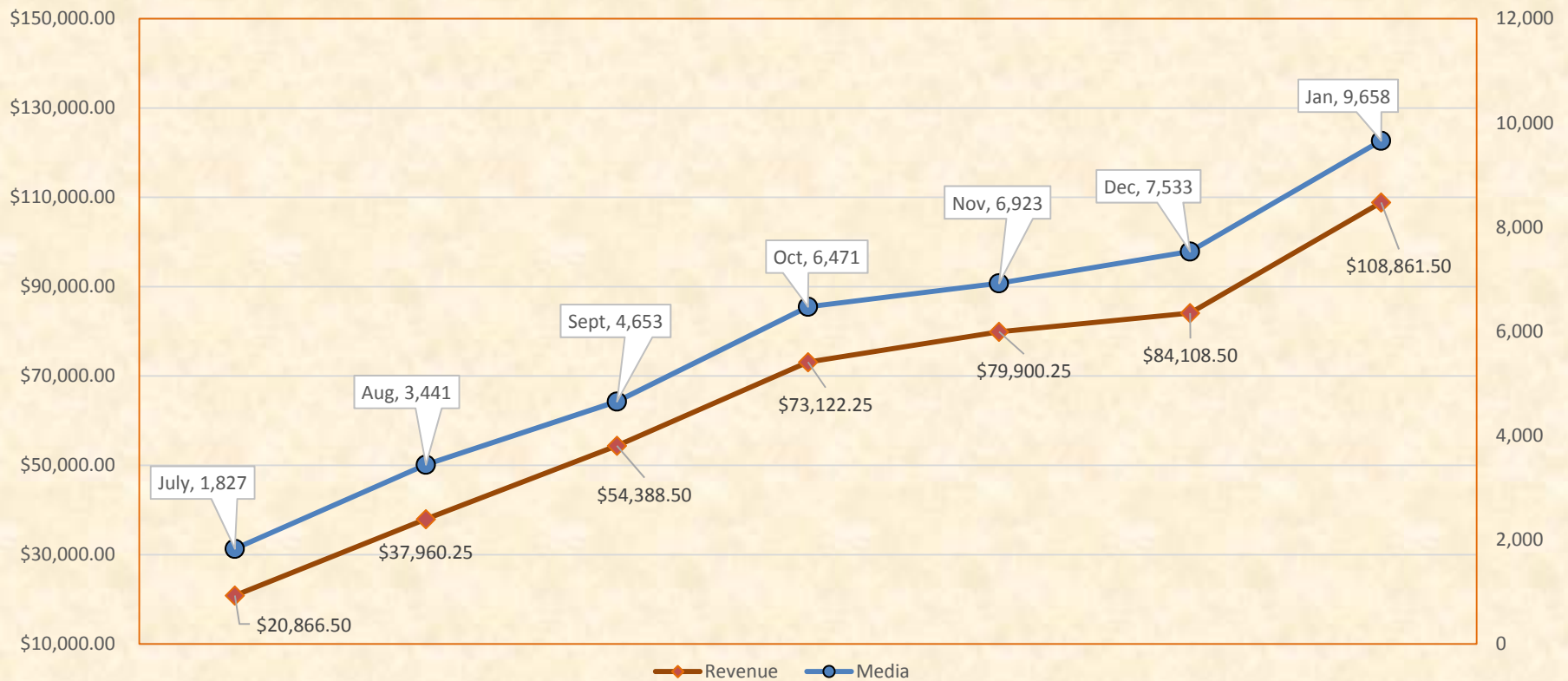


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# Mobile Ticketing Pilot (Cont'd)

Mobile Ticketing  
Media vs Revenue Trend



## Slide 10

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- u1** Calculating from August rev. as baseline (to avoid counting the initial uptake from July-Aug) I get the equivalent of a cumulative 37% increase per month.  
user, 2/2/2017
- u2** Which means very close to tripled (2.85x) from Aug. to Jan. (\$37,180 of fares for Aug. ridership versus \$105,781 of fares for Jan. ridership)  
user, 2/2/2017
- u3** I'd be concerned "increased by 30%" could be mis-heard as it being only 30% over the first month's numbers  
user, 2/2/2017



# Mobile Ticketing Solution Components

- Base Offering
- Electronic Validation - OPTION
- U-Pass/Commuter Advantage - OPTION

# Procurement Overview

## Mobile Ticketing Solution

- RFP issued October 24, 2016
- Proposals due December 1, 2016
- 12 interested parties downloaded the solicitation from the website
- 3 firms submitted proposals

# Procurement Overview

## Mobile Ticketing Solution

- Evaluation Panel Members
  - Accounting
  - Information Technology
  - Marketing
  - Revenue
  - Transit Police
  - Procurement



# Procurement Overview

## Mobile Ticketing Solution

- Evaluation Criteria
  - Technical/Functional Response to Requirements
  - Execution, Delivery & Project Management
  - Qualifications and Experience
  - Cost

# Procurement Overview

## Mobile Ticketing Solution

- Recommended Vendor
  - Passport Parking, Inc.
    - Charlotte, NC company founded in 2010
    - Over 2,000 installations across 48 states and provinces
    - Advanced Security Technology
      - Certifications including PCI DSS level 1, SSAE-16 Type 2, registered provider for MasterCard and Visa
    - Current pilot with RTA

# Procurement Overview

## Mobile Ticketing Solution

- Firm's Transit Experience
  - Cincinnati, Miami Dade County, Jacksonville Transportation Authority, Utah Transit Authority, City of Sacramento, City of Tucson – Go Tucson Transportation, Central Midlands Transit, GCRTA (pilot)
- A 5% DBE goal was assigned to this project
  - DAR Public Relations (Cleveland, OH)



# Procurement Overview

## Mobile Ticketing Solution

### Pricing

- Base Solution
  - NTE \$96,000/year
    - Maintenance & Support \$5,000/month
    - 1.25% Mobile App Sales Revenue (NTE \$3K/month)
  - Electronic Validation Trials
    - Handheld \$3,000
    - Fixed Device \$3,000

# Procurement Overview

## Mobile Ticketing Solution

### Pricing

- Options (GM Authorization)
  - U-Pass/Commuter Advantage .....\$29,500
  - Electronic Validation
    - Handheld .....\$62,000
    - Fixed/Station .....\$28,000

Total: \$119,500

# Procurement Overview

## Mobile Ticketing Solution

- Recommendation
  - Staff requests that the Finance Committee recommend award to Passport Parking, Inc. for providing a mobile ticketing solution for a period of three years in an amount NTE \$294,000, with two one-year options in an amount NTE \$96,000 per year, with options for additional mobile ticketing features in an amount NTE \$119,500 for a total contract amount NTE \$605,500.