

## Minutes

### RTA Organizational, Services and Performance Monitoring Committee Meeting

9:37 a.m., December 5, 2023

**Committee Members:** Biasiotta (Chair), Koomar (Vice Chair), Sleasman, Weiss, Welch

**Other Board Members:** Lucas, McPherson, Mersmann      **Not present:** Love

**Staff/Other:** Becker, Birdsong Terry, Bober, Burney, Caver, Colonna, Dangelo, Davidson, Feliciano, Ferraro, Fleig, Freilich, Garofoli, Gautam, Hudson, Jenkins, Jones, Jones, Jupina, Kirkland, LaTourette, Lincoln, Lively, Miller, Mothes, Peganoff, Prebish, Schipper, Schultz, Sutula, Talley, Tarka, Walker Minor, Woodford

**Public:** Gibbons

The meeting was called to order at 9:37 a.m. Five (5) committee members were present.

#### RFP for Transit and Shelter Advertising Sales

Sharon Jenkins, Director of Marketing and Ashley Bober, Contract Administrator II, gave the presentation.

#### *Project Overview*

- GCRTA is in the final year of two separate advertising sales contracts, transit and shelter, which both expire December 31, 2023
  - Contractor sells, produces, installs, and removes advertising on GCRTA shelters (in Cleveland) and vehicles (coaches and rail cars)
- The Request for Proposal package was prepared to combine both the transit (vehicle) and shelter (including rail stations and the Ron Tober Walkway) contracts

#### *Updates to GCRTA Advertising Policy & Standards*

- Enable GCRTA to consistently manage advertising to reflect mission and public image
  - Advertising Policy (adopted June 27, 2023)
  - Advertising Standards (effective June 30, 2023)
- The Request for Proposal package for Transit and Shelter Advertising Sales contained the updated advertising standards and the contractor is responsible for compliance

#### *Inventory*

##### Transit (Vehicles)

- Coaches: 218 total (does not include approximately 70 vehicles: Trolleys and CSU Line, HealthLine, MetroHealth Line because of naming rights)
- Rail cars: 47 total (32 HRV + 15 LRV)
- Paratransit: Approximately 80 GCRTA-owned

##### Shelters

- 500-600 in City of Cleveland (644 as of August 2023, which includes exemptions along CSU Line, HealthLine, MetroHealth Line)
- Rail stations (all except Tri-C Campus District on Red Line)
- Ron Tober Walkway (Tower City/Rocket Mortgage FieldHouse)

### *Scope of Services*

- Maximize revenue opportunities related to the sale of advertising in and on vehicles, shelters, and select facilities
- Advertising media includes static art (primarily vinyl graphics) applied directly to vehicles and shelters
- Explore opportunities for additional, improved, and/or creative displays

### *Connecting the Community*

Advertising program and value-added services to align with mission

- Advertising Policy & Standards
- Leverage advertising program to maximize benefit to GCRTA and community

Contractor expectations: a committed partner to GCRTA

- Transparency
- Open communication
- Cooperation and collaboration
- Dedicated account manager and sales staff

Win – win – win: includes riders and public with GCRTA and Contractor

### *Procurement Overview*

Ms. Bober has been the contract administrator for this contract for 11 years. This is a revenue generating contract which means there are no cost associated for the Authority. The Request for Proposal (RFP) was issued on July 21, 2023. It was accessed on the GCRTA website by 14 interested parties. Three firms proposed. The evaluation panel consisted of several RTA departments using evaluation criteria.

The recommended firm is HFT Management, Inc. dba Gateway Outdoor Advertising, headquartered in New Jersey with 17 regional offices. There was a 0% Disadvantaged Business Enterprise (DBE) Goal assigned by the Office of Business Development. They do not assign goals to revenue generating contracts.

HFT Management, Inc. dba Gateway Outdoor Advertising

- Established in 1937 and acquired by current Owner/President 40 years ago
- Family-owned business focused solely on transit advertising markets
- Previously contracted with the Authority from 1992 to 1996, wherein revenues increased from \$1,100,000 to \$2,240,000 by 1996
- In addition to a dedicated national sales team, will establish a Cleveland-based office and hire locally to include a market manager, office manager, 2 local sales staff, and an operations team
- Commitment to innovation, technology, and transparency.
- Will offer discounted rates to non-profit organizations, public service agencies, community agencies, and minority businesses to promote brand awareness and growth
- All sales staff will be members of local business organizations and attend outreach events on a regular basis to promote the benefits of brand advertising on the Authority's assets
- Will provide \$100,000 annually in media trade to use at GCRTA's discretion
- Will pay a minimum annual guarantee (MAG) to the Authority for each contract year with a 65% revenue share for any revenue exceeding the minimum annual guarantee



**Minimum Annual Guarantee (MAG)**

<b>Contract Year</b>	<b>MAG</b>
2024	\$ 1,200,000
2025	\$ 1,400,000
2026	\$ 1,600,000
2027	\$ 1,700,000
2028	\$ 1,800,000
2029 (Option Year 1)	\$ 1,900,000
2030 (Option Year 2)	\$ 2,000,000
<b>TOTAL</b>	<b>\$ 11,600,000</b>

Gateway does not make money until they reach the MAG.

**Other Clients**

- Delaware Area Rapid Transit
- Ocean City Transportation
- Hillsborough Regional Transit Authority
- Nassau County Bus System
- Rochester-Genesee Regional Transit Authority
- City of Pittsburgh

Gateway currently has 35 transit and shelter advertising contracts in 11 states.

*Recommendation*

Staff requests that the Organizational, Services & Performance Monitoring Committee recommend an award of a revenue-generating contract to HFT Management, Inc. dba Gateway Outdoor Advertising to provide Transit and Shelter Advertising Sales for a period of five years with two, one-year options for renewal. Gateway has proposed for this contract since they lost it in 1996.

Mayor Biasiotta said bringing these two together makes it more consistent. The agency is heavily incentivized with the MAG. Ms. Mersmann asked if a five-year contract is normal for these services. Yes it is. The current contract was extended two years to review the advertising guidelines. Ms. Mersmann asked if we hit the \$100,000 can the Authority do more and what magnitude of advertising that represents. Ms. Walker Minor said the Authority spent about \$40,000 with Lamar Advertising in the last two and half years. An investment from her budget, covers any additional cost. The current contract gives us a greater magnitude to get our message out. This contract is aligned with RTA's mission statement. Once this contract is approved, they will work to ensure low revenue generating areas where there are CDCs, will have opportunities to advertising.

Ms. Mersmann asked about how the vendor will align with the technical specifications that cover windows on buses and shelters. Ms. Jenkins said they will work with the contractor, Safety Department. and Transit Police to ensure the ads meet the guidelines. Ms. Mersmann asks that we experience the user perspective from inside the vehicles. Ms. Terry added that a SOP will be developed. The CAC will also be asked for input. Mr. Sleasman gave kudos to the staff for the proposed contract and agreed with Ms. Mersmann's comments on the technical specs. Mayor

Biasiotta made a motion to move this to the full Board. It was seconded Mayor Koomar. He asked for a roll call. There were five (5) ayes and none opposed. Mr. Craig Heard, President of Gateway thanked the Board for their support.

#### IFB for Ruggedized Tablets for Non-Revenue Vehicles

Julie Schultz, ITS Manager and Ann Marie Prebish, Contract Administrator II gave the presentation.

#### *Background*

- Transit Police
  - Communicate with dispatch, vehicle tracking, situational awareness, verify real-time data, speed/accuracy of field reporting
- Support Departments (Service Quality, Electronic Repair, Mobile Mechanics)
  - Field supervision managing service, maintain equipment, keep service running at optimal levels and ensure safety
- Current Hardware
  - Not rated for rugged mobile usage (unsupported)
  - Repetitive failures and maintenance
  - Incompatibility with new software
  - System limitations
- Proposed solution
  - Durability certification
  - Improved software/hardware integration
  - Cellular capability
  - Laptop/tablet flexibility

#### *Procurement Overview*

The Invitation for Bid (IFB) was issued September 10, 2023. It was accessed on the GCRTA web site by forty-one (41) interested parties. Six (6) firms submitted bids. Two (2) bids were determined to be responsive. The lowest responsive and responsible bidder is Baycom, Inc. It is located in Green Bay, WI. There was a 0% DBE participation goal assigned to this project.

#### *Recommendation*

Staff requests that the Organizational, Services & Performance Monitoring Committee recommend award to Baycom, Inc. to provide Ruggedized Tablets for Non-Revenue Vehicles. The price is in an amount not to exceed \$263,444.40, which is 24.73% below the project estimate. Mayor Biasiotta said these devices are consistent with the equipment used by cities and government agencies.

It was moved by Mayor Biasiotta and seconded by Mayor Weiss to move this to the full Board. Mayor Biasiotta asked for a roll call. There were five (5) ayes and none opposed.

#### Negotiated Procurement for CAD/AVL Maintenance and Support Services

Julie Schultz, ITS Manager and Shawn Becker, Program Contract Manager gave the presentation.

#### *Project Overview*

- Vontas (Trapeze) has been our CAD/AVL provider for approximately 20 years
  - Established relationship
  - Radio Replacement Project upgraded equipment in 2019
- Service agreement guarantees



- Software/hardware support
- System upgrades
- On-site vendor training
- Timely customer support
- Software patches
- Five (5) Year agreement
- Software and hardware service and support
  - OnRoute (TransitMaster)
    - CAD/AVL onboard vehicle computer & MDT (Operator interface)
    - Dispatch software – communications, GPS, incident management
    - Software upgrades
  - V8 IVLU onboard computer
  - MDT (Operator interface)
  - Automated Passenger Counter
- Software support
  - Vehicle Intelligence – Telematics software
    - Real-time reporting
    - Supports Predictive Maintenance
  - Device Management
    - Remote device management of IVLU (onboard computer)
    - Real-time deployment
  - Operator turn-by-turn navigation
  - GTFS-RT (real-time vehicle tracking available to passengers)

#### *Procurement Overview*

- Non-competitive purchase with Trapeze Software Group, Inc. dba Vontas
  - R.C. 306.43 H(3)
    - Competitive procedures are not required when the expenditure is for a renewal or re-negotiation of a lease or license for telecommunications or electronic data processing equipment, services, or systems, or for the upgrade of such equipment, services, or systems, or for the maintenance thereof as supplied by the original source or its successors or assigns
- Procurement requested a proposal November 16, 2023
- A proposal was received November 28, 2023
- A 0% DBE goal was assigned to this project
- Proposal was reviewed by representatives from the Information Technology and Procurement Departments

#### *Firm's Experience*

- Pioneers in providing intelligent transportation systems
- Serving transit for over thirty (30) years
- Over forty (40) offices worldwide
- Support 135+ large transit agencies across North America
- Support 1/3 of top 100 fleets in North America in CAD/AVL space

#### *Vontas Transit Clients*

- GCRTA, Central Ohio Transit Authority (COTA), Capital Area Transit Authority (CATA), Southwest Ohio Regional Transit Authority (SORTA), Dallas Area Rapid Transit (DART), Massachusetts Bay Transportation Authority (MBTA), Maryland Transit Authority (MTA),

Nashville Metropolitan Transit Authority (WeGo) and Pace Suburban Bus (Suburban Chicago), among many others.

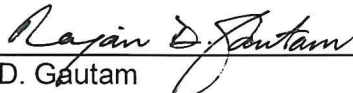
*Recommendation*

Staff requests that the Organizational, Services and Performance Monitoring Committee recommend to the Board of Trustees the award for Computer Aided Dispatch and Automated Vehicle Locator (CAD/AVL) Maintenance and Support services to Trapeze Software Group, Inc. dba Vontas in a negotiated contract amount not to exceed \$4,559,274.00 for a period of five years. This amount is approximately 13% below the independent cost estimate.

Mayor Biasiotta asked for an explanation of the price increase and what we are getting. Mr. Becker said we're currently paying \$735,000. The first year will be \$825,000 which includes two additional applications. Staff can see and predict mechanical problems on the road with the new application. Mayor Weiss asked for the annual percentage increase. It is 5%.

It was moved by Mayor Weiss, seconded by Mr. Sleasman and approved to move this to full Board.

The meeting was adjourned at 10:17 a.m.



Rajan D. Gautam  
Secretary/Treasurer



Theresa A. Burrage  
Executive Assistant