

RESOLUTION NO. 2024-39

AUTHORIZING CONTRACT NO. 2024-080 WITH MASABI LLC TO PROVIDE EZFARE MOBILE TICKETING SERVICES IN A TOTAL CONTRACT AMOUNT NOT TO EXCEED \$1,200,000.00 FOR A PERIOD OF TWO YEARS (GENERAL FUND, MANAGEMENT INFORMATION SERVICES DEPARTMENT BUDGET)

WHEREAS, the Greater Cleveland Regional Transit Authority ("Authority") requires a renewal for its current mobile ticketing platform that will be ending May 31, 2024; and

WHEREAS, the Authority entered into an intergovernmental cooperative purchasing agreement with NEORide Council of Governments ("NEORide"), as authorized by the Board of Trustees under Resolution No. 2019-099; and

WHEREAS, NEORide has renewed its existing cooperative purchasing agreement with Masabi LLC, located at 1330 Avenue of the Americas, Suite 23A, New York, NY 10019, to offer NEORide's member transit agencies the EZFare mobile ticketing solution; and

WHEREAS, the offer from Masabi LLC is made available through NEORide in an amount not to exceed \$1,200,000.00 for a period of two years; and

WHEREAS, R.C. 306.43(J) authorizes the Authority to enter into intergovernmental purchasing agreements; and

WHEREAS, the General Manager, Chief Executive Officer deems the offer of Masabi LLC to provide the EZFare mobile ticketing solution through NEORide's agreement with Masabi LLC to be in the best interest of the Authority and recommends acceptance thereof by the Board of Trustees.

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority, Cuyahoga County, Ohio:

Section 1. That the offer of Masabi LLC to continue providing EZFare mobile ticketing solution to the Authority be and the same is hereby accepted.

Section 2. The General Manager, Chief Executive Officer of the Authority be and she is hereby authorized to enter into a contract with Masabi LLC to provide mobile ticketing services.

Section 3. That said contract shall be funded through the General Fund, Management Information Systems Department budget, in an amount not to exceed \$1,200,000.00 for a period of two years.

Section 4. That said contract shall be binding upon and an obligation of the Authority contingent upon future funding, compliance by the contractor to the specifications and addenda, if any; the Affirmative Action Plan adopted by the Board of Trustees; bonding and insurance requirements and all applicable laws relating to contractual obligations of the Authority.

Section 5. That this resolution shall become effective immediately upon its adoption.

Adopted: May 21, 2024



President

Attest: Rejan D. Santam
Secretary-Treasurer



TITLE/DESCRIPTION: CONTRACT: EZFARE MOBILE TICKETING SERVICES VENDOR: MASABI LLC AMOUNT: NTE \$1,200,000.00 FOR A PERIOD OF TWO YEARS	Resolution No.: 2024-39
	Date: May 16, 2024
	Initiator: Management Information Systems Department
ACTION REQUEST: <input checked="" type="checkbox"/> Approval <input type="checkbox"/> Review/Comment <input type="checkbox"/> Information Only <input type="checkbox"/> Other _____	

- 1.0 **PURPOSE/SCOPE:** This action will allow the Greater Cleveland Regional Transit Authority (“Authority”) to participate in an intergovernmental cooperative purchasing agreement to continue utilizing the mobile ticketing solution, EZFare, made available through the NEORide Regional Council of Governments.

- 2.0 **DESCRIPTION/JUSTIFICATION:** The Authority began utilizing a mobile ticketing solution in 2016. The previous provider to the Authority ceased its mobile ticketing business at the end of 2022. The Authority then began participating in an interagency agreement made available through the NEORide Regional Council of Governments (“NEORide”), which provided a comprehensive mobile fare collection solution to replace the Authority’s previously expiring solution. NEORide issued a competitive Request for Proposal (“RFP”) in March 2018 for a joint mobile ticketing solution to be used by its member transit agencies. The RFP was ultimately awarded to Masabi LLC. The Masabi LLC solution provides backend, cloud-based software, a cloud-based customer portal, and a mobile application that provides both visual and electronic validation on Authority vehicles and locations throughout its service footprint. NEORide has since renewed its cooperative purchasing agreement with Masabi LLC for its member agencies.

 The use of EZFare has resulted in a positive experience for Authority customers since its implementation, and the Authority now deems it favorable to renew the services provided by Masabi LLC through the intergovernmental cooperative purchasing agreement established by NEORide.

- 3.0 **PROCUREMENT BACKGROUND:** R.C. Section 306.43(J) authorizes the Authority to enter into intergovernmental cooperative purchasing agreements, including those entered into by a council of governments such as NEORide. The Authority’s Board of Trustees authorized membership in NEORide on September 24, 2019 by Resolution No. 2019-099. Pursuant to the Authority’s membership in NEORide, the Authority has negotiated the proposed EZFare mobile ticketing solution renewal with Masabi LLC. The offer from Masabi LLC to continue providing EZFare mobile ticketing solution for a total contract amount not to exceed \$1,200,000.00 for a period of two years was determined to be fair and reasonable to the Authority.

- 4.0 **AFFIRMATIVE ACTION / DBE BACKGROUND:** The Office of Business Development does not conduct Affirmative Action reviews or set DBE participation goals on governmental contracts or Interagency Agreements.

- 5.0 **POLICY IMPACT:** Does not apply.

- 6.0 **ECONOMIC IMPACT:** The contract will be funded through the General Fund, Management Information Systems Department budget, in an amount not to exceed \$1,200,000.00 for a period of two years.

- 7.0 ALTERNATIVES: Reject this offer. Rejection of this offer would suspend the robust, and scalable mobile ticketing solution that leverages interlinking neighboring transit agencies with riders utilizing the same solution, ultimately preventing the Authority from receiving mobile ticketing revenue.
- 8.0 RECOMMENDATION: This project was discussed by the Board of Trustees at the May 7, 2024 Organizational, Services & Performance Monitoring Committee meeting. It is recommended that the offer of Masabi LLC be accepted and the resolution adopted authorizing the General Manager, Chief Executive Officer to enter into a contract.
- 9.0 ATTACHMENTS: None.

Recommended and certified as appropriate to the availability of funds, legal form and conformance with the Procurement requirements.



General Manager, Chief Executive Officer