



# EZFare Service Renewal

Presented to: Organizational, Services &  
Performance Monitoring Committee

May 7, 2024

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# Fare Media Ticketing Options



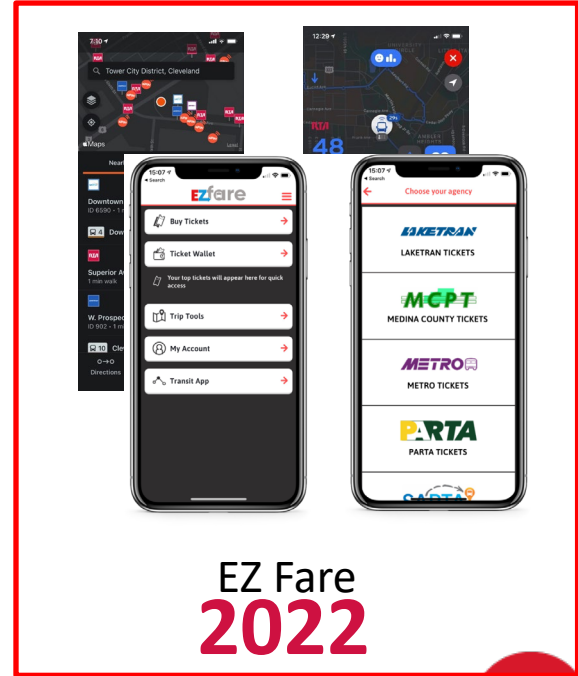
Farebox



Ticket Vending Machine



Customer Service Kiosk



EZ Fare  
**2022**

# The Road to EZFare

- Clear policy direction via 2019 Fare Equity Study, 2020 Strategic Plan, and Code Book 842.09
- In 2022, GCRTA utilized a cooperative purchasing agreement with NEORide for fixed pricing on digital fare ticketing solution
- EZFare is comprised of 15 transit systems throughout Ohio creating a regional ticketing system.
- Users purchase digital fare media via an app and use scanners located on bus, rail, and bus rapid transit vehicles.



# EZFare Overview

## Total Sales:

- 2022: \$2.70 million (5 months)
- 2023: \$7.66 million
- 2024: \$2.77 million (as of March)

## Total Unique Accounts:

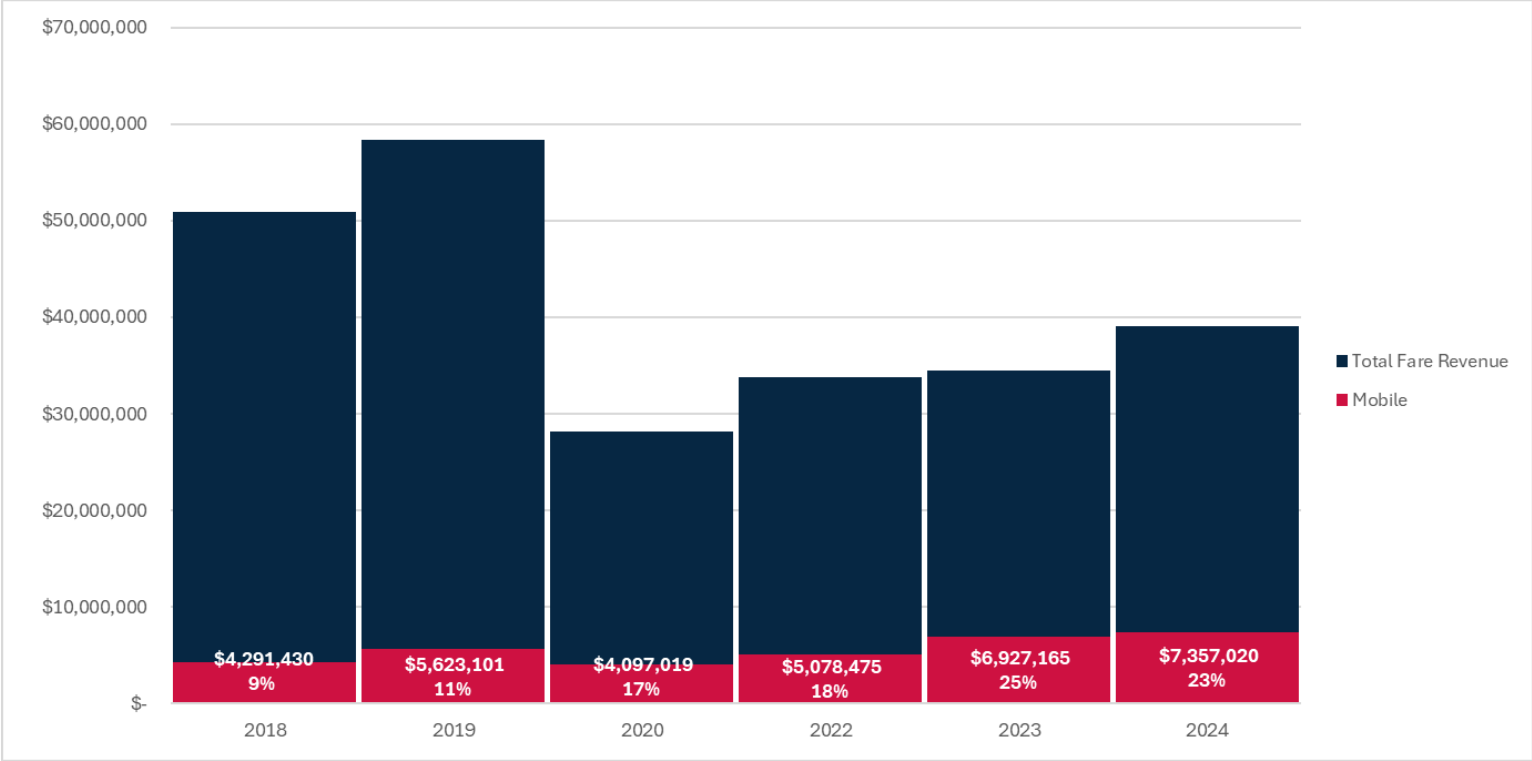
- 174,000 total

## Most Purchased Fare Media

- 1-trip Bus/Rapid/BRT each year



# Revenue by Payment Collection



# Transaction Pricing Change

Purchase Type	Current	Masabi 2024-2028
Direct Ticket Purchase	7.5% (credit card transaction and fee share)	5.9%: credit card fees* 1.5% Revenue Sharing
Direct Ticket Purchase over \$700,000 monthly sales	7.25% (credit card transaction and fee share)	5.9%: credit card fees 1.5% Revenue Sharing
Stored Value/ ABT	8.5% (credit card transaction and fee share)	5.9%: credit card fees 1.5% Revenue Sharing
Stored Value/ABT over \$700,000 monthly sales	8.25% (credit card transaction and fee share)	5.9%: credit card fees 1.5% Revenue Sharing

# Procurement Overview

## Interagency Agreement through NEORide with Masabi LLC

- R.C. 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 section 125.04 (B) of the Ohio Revised Code

# Procurement Overview

- Proposal was received on April 4, 2024
- Proposal was reviewed and discussed by representatives of Management Information Systems and Procurement



# Procurement Overview

## NEORide Council of Governments

- GCRTA joined in 2019
- 15 NEORide agencies across Ohio, Michigan and Kentucky participate in consortium called EZfare
  - Interlining agencies include Laketran, SARTA, PARTA, Medina County and Akron Metro

# 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
- 250+ Agencies
- 4 Continents
- 80 Mobility as a Service (MaaS) deployments in 5 Countries

# Procurement Overview

## Firm's Experience

- Transit
  - Laketran, SARTA, SORTA, PARTA, Medina County Public Transit, Akron Metro, MTA, Boston MBTA, Los Angeles' Metrolink, Southern Nevada's RTC, Colorado RTD, among many others.

# Procurement Overview

## Recommendation

- Staff requests that the Organizational, Services & Performance Monitoring Committee recommend an award to Masabi LLC to provide EZFare Mobile Ticketing Solution services in a total contract amount not to exceed \$1,200,000.00 for the two-year term.

# Questions

