

## Minutes

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

9:01 a.m., September 10, 2024

**Committee Members:** Biasiotta (Chair), Welch (Vice Chair), McPherson, Pacetti, Sleasman

**Other Board Members:** Elder, Koomar, Love, Lucas, Weiss                      **Not present:** None

**Staff:** Becker, Birdsong Terry, Burney, Caver, Ciesla, Cottrell, Dangelo, Fields, Flannery, Fleig, Freilich, Garofoli, Gautam, Jones, Kirkland, Lewis, Miller, Shaffer, Svancara, Walker Minor, Young

**Public:** Loh

The meeting was called to order at 9:01 a.m. Five (5) committee members were present.

#### RFP Procurement for Vending Services

Sharee Lewis, Manager, Support Services and Dawn Svancara, Contract Administrator, II gave the presentation.

#### *Project Overview*

The vending services contract ensures convenient access to snacks for employees across GCRTA locations, generating revenue that supports various employee activities and enhances engagement. Support Services manages and oversees the vending services contract for all internal district locations. A total of 43 vending machines are distributed across GCRTA district locations. These machines are placed in secure, employee-only areas within each district, except for the first floor of the Main Office Building.

The vending machines provide convenient access to snacks, beverages, coffee, small meals, and healthy alternatives for over 2,000 employees. Revenue generated from the vending machines is pooled into funds allocated for employee activities, organized by each district's council group, supporting morale and engagement. GCRTA is seeking a new revenue-generating vending contract with a commission guarantee, including food (including healthy options), paper products, beverages, flatware, condiments and napkins.

#### *Procurement Overview*

The RFP was issued on April 21, 2024. Proposals were due May 22, 2024. Fifteen (15) parties accessed RFP on GCRTA website and 3 proposals were received. The evaluation panel consisted of various RTA departments using select criteria. The recommended vendor is Stephen J. Hall dba Firelands Vending located in Sandusky, Ohio. A DBE Goal is 0% (Due to lack of DBE subcontractors).

#### *Financial Breakdown*

- Commission: 19% on non-perishable items
- Guaranteed Annual Revenue: \$72,000
- Guaranteed Monthly Payment: \$6,000
- Three-Year Total Revenue: \$216,000
- Five-Year Total Revenue: \$360,000

Firelands Vending was established in 1994. They have over 30 years of experience in the vending industry. They have State-of-the-Art Equipment, vending machines with features like cashless payment options, a proven track record and experience handling large, multi-location accounts in both public and private sectors. They have experience working with several universities, hospitals, transit agencies and GCRTA.

#### *Recommendation*

Staff requests that the Organizational, Services & Performance Monitoring Committee recommend to the Board of Trustees an award to Stephen J. Hall dba Firelands Vending to provide vending services to the Authority for a period of three years with two, one-year options.

Mayor Biasiotta noted that there is no overhead expense to RTA for this procurement and that the 19% commission is the same as the current contract. It was moved by Mayor Biasiotta, seconded by Ms. McPherson and approved to move this to the full Board.

#### RFP Procurement for a Consultant for Ticket Vending Machines

Jonathan Ciesla, Project Resource Manager and Shawn Becker, Program Contract Manager gave the presentation.

#### *Project Overview*

The Authority established clear direction through the Board of Trustees Code Book, 2020 Strategic Plan and 2019 Fare Equity Study that fare payment needs to be innovative and improve how customers pay. Our fare ecosystem is a network of policies and procedures, hardware and software. This procurement takes an important step forward in developing the specifications to update our TVMs.

#### *Justification*

GCRTA staff have knowledge related to the specifications and needs of the Authority's current system. Current ticket vending units are over 17 years old (2007) and reaching the end of useful life & support. The last specs development occurred in 2002. Staff learned there is a need for a 3<sup>rd</sup> party for risk reduction through subject matter expertise and current understanding of the fare collection industry and market. This procurement will accomplish two goals identified by Electronic Repair, Revenue and MIS:

They pursued a contract with three pieces – Base Contract, Option 1, and Option 2

#### Base Contract:

- GCRTA priority setting/engagement
- Technical & functional specifications of TVM's.
- Requirements Traceability Matrix and pricing forms
- Independent Cost Estimate for TVM vendor solicitation

#### Option 1:

- As requested Subject Matter Expertise during Request for Proposal
- Technical compliance assessment reports for each requested proposal review

Option 2:

- Review/comments for the Contractor's installation plan and testing scripts/plans
- Test results summary reports: Pilot Testing & Back Office System readiness verification

*Procurement Overview*

The RFP was issued on May 26, 2024. It was accessed on the GCRTA website by nineteen (19) interested parties. Proposals were due July 8, 2024. Five (5) firms proposed. The evaluation panel consisted of several RTA departments using select criteria.

The recommended firm is WSP USA Inc. Their qualifications include:

- International leader in planning design & construction of automated fare collection systems
- Broad transit experience, management and engineering experience in fare collection equipment and systems
- Understanding of Cleveland and GCRTA's system

They have experience with Greater Cleveland Regional Transit Authority, Chicago Transit Authority, Massachusetts Bay Transportation Authority, New York Metropolitan Transportation Authority, Southeastern Pennsylvania Transportation Authority, Pittsburgh Regional Transit, Maryland Transit Authority (Baltimore), Birmingham Jefferson County Transit Authority, among many others.

*Recommendation*

Staff requests that the Organizational, Services and Performance Monitoring Committee recommend to the Board of Trustees the award for ticket vending machine consultant services to WSP USA Inc. in an amount NTE \$173,716.94 for the base contract, and in an amount NTE \$88,085.66 for option 1, and in an amount NTE \$117,970.09 for option 2, for a total contract amount NTE \$379,772.69.

Mayor Biasiotta asked for the timetable for the specs and the age of our current machines. Mr. Becker said it will take 6.5 months. The current machines are 17 years old. Ms. McPherson asked if the new machines have smart phone capabilities. Mr. Ciesla said smart phone technology would be discussed as one of the specs. Ms. Welch asked if we plan to do a wide sweep of the older machine or mix the new machines with the old ones. Mr. Ciesla said once they determine the per machine cost, the appropriate departments would look at how the new machines could be phased in and if a pilot is needed. They would make sure accessibility and equity are included in the plan.

Mr. Love asked about what is included in the options and if the scope outlines criteria, equity and access. Mr. Becker said the base contract is the spec development based on what is out there currently. There will be workshops with stakeholders to develop the specs and independent cost estimates. Option 1 is the solicitation phase. The vendor will provide the subject matter expert to review the proposals and answer questions. Option 2 occurs after the vendor is selected. This is the installation phase. RTA's project manager has installed over 11,000 machines and has over 30 years of experience. Mr. Ciesla added that Option 1 and 2 was thinking ahead to have the ability to contact the consultant during the process on a as needed basis.

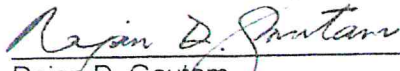
Ms. Pacetti asked for clarification on the relationship between the TVMs and digital readers. Mr. Ciesla said the TVMs houses the tickets. If we move to a Smart Card, the machine will disperse the card. The card is used to pay the fare via the network of fare boxes and validators. If you use the mobile app the TVM is not needed. The mobile app and the new equipment (validators and new TVMs) will need to work together. Mayor Weiss asked for the total number of machines. The total is 118, but that number could change after the analysis. Ms. Elder asked if there would be other pay options like Apple pay. Mr. Ciesla said that is outside the scope of this procurement but they want to

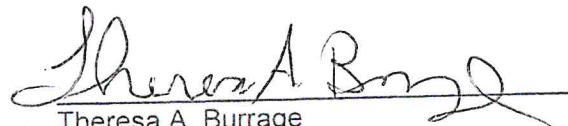
leverage the validators to meet the policy and plan initiatives for innovative customer payment. The term Open Payment leverages current tools and mixes it with the TVMs and back systems. Dr. Caver added that the current hardware and software has occurred in different eras. The farebox on the vehicle and the TVMs have different vendors. We've modernized our systems to use the mobile app which is another vendor. They are looking for ways to integrate the systems so customers can tap and go. Currently the vendors don't have that component. A modern system would be cashless, but we will always accept cash to promote fare equity.

Mr. Sleasman asked for an estimate of what one machine will cost. The cost is between \$10,000 to \$26,000. The TVMs were purchased for off-board payment on the HealthLine. Moving forward, the smart phone is the hardware. The goal is to find the best system that is not archaic. Mr. Sleasman sees this contract as an insurance policy to ensure we get the best machines. The current machines are challenging to use. Ms. Terry added that this vendor has a lot of experience, and the process can take some time to reconfigure the system. Having the consultant is a added benefit. She asks that the process be rolled out in committee.

It was moved by Mr. Sleasman, seconded by Ms. Pacetti and approved to move to the full Board.

The meeting was adjourned at 9:32 a.m.

  
Rajan D. Gautam  
Secretary/Treasurer

  
Theresa A. Burrage  
Executive Assistant