



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

BUSINESS MANAGEMENT COMMITTEE

THURSDAY, JULY 25, 2024

ATLANTA, GEORGIA

MEETING SUMMARY

1. CALL TO ORDER AND ROLL CALL

Committee Chair James Durrett called the meeting to order at 9:35 A.M.

Board Members

Present:

Al Pond
Freda Hardage
James Durrett
Roderick Frierson
Stacy Blakley
Rita Scott
William Floyd
Jacob Tzegaegbe
Sagirah Jones

Board Members

Absent:

Kathryn Powers
Russell McMurry
Thomas Worthy
Valencia Williamson
Jennifer Ide
Jannine Miller

Staff Members Present:

Collie Greenwood
Rhonda Allen
Ralph McKinney
Peter Andrews
Michael Kreher
George Wright
Kevin Hurley

Also in Attendance: Justice Leah Ward Sears, Phyllis Bryant, David Emory, Stephany Fisher, Nancy Joseph, Kenya Hammond, Jacqueline Holland, Tyrene Huff, Paula Nash and Anthony Thomas

2. APPROVAL OF THE MINUTES

Minutes from June 20, 2024 Business Management Committee Meeting.

Approval of the Minutes from June 20, 2024 Business Management Committee Meeting. On a motion by Board Member Pond, seconded by Board Member Hardage, the motion passed by a vote of 6 to 0 with 4 members present.

3. RESOLUTIONS

Resolution Authorizing the Award of a Single Source Contract for Airlink Mobility Maintenance and Support, RFPP P50549

Approval of the Resolution Authorizing the Award of a Single Source Contract for Airlink Mobility Maintenance and Support, RFPP P50549. On a motion by Board Member Hardage, seconded by Board Member Pond, the resolution passed by a vote of 6 to 0 with 6 members present.

Resolution Authorizing the Award of a Contract for the WAN Aggregation Redesign and Switch Upgrade, IFB B50485

Approval of the Resolution Authorizing the Award of a Contract for the WAN Aggregation Redesign and Switch Upgrade, IFB B50485. On a motion by Board Member Hardage, seconded by Board Member Tzegaegbe, the resolution passed by a vote of 6 to 0 with 6 members present.

Resolution Authorizing the Award of a Contract for Hardware and Software Maintenance for Arista Switches, IFB B50445

Approval of the Resolution Authorizing the Award of a Contract for Hardware and Software Maintenance for Arista Switches, IFB B50445. On a motion by Board Member Hardage, seconded by Board Member Durrett, the resolution passed by a vote of 6 to 0 with 6 members present.

Resolution Authorizing the solicitation of Proposals for the Procurement of MARTA On the Go Mobile Application, RFP P50565

Approval of the Resolution Authorizing the solicitation of Proposals for the Procurement of MARTA On the Go Mobile Application, RFP P50565. On a motion by Board Member Hardage, seconded by Board Member Tzegaegbe, the resolution passed by a vote of 7 to 0 with 7 members present.

Resolution Authorizing the Award of a Single Source Contract for Swiftly Data Platform, RFPP P50547

Approval of the Resolution Authorizing the Award of a Single Source Contract for Swiftly Data Platform, RFPP P50547. On a motion by Board Member Frierson, seconded by Board Member Pond, the resolution passed by a vote of 9 to 0 with 9 members present.

Resolution Authorizing the solicitation of Proposals for the Procurement of Station Digital Signage for The Transit Rider Information & Passenger Signage (TRIPS) Program, RFP P50559

Approval of the Resolution Authorizing the solicitation of Proposals for the Procurement of Station Digital Signage for The Transit Rider Information & Passenger Signage (TRIPS) Program, RFP P50559. On a motion by Board Member Pond, seconded by Board Member Tzegaegbe, the resolution passed by a vote of 9 to 0 with 9 members present.

Resolution Authorizing the Solicitation of Proposals for Bus Stop E-Paper Digital Arrival Screens & Installation Services for The TRIPS Program, RFP P50560

Approval of the Resolution Authorizing the Solicitation of Proposals for Bus Stop E-Paper Digital Arrival Screens & Installation Services for The TRIPS Program, RFP P50560. On a motion by Board Member Hardage, seconded by Board Member Pond, the resolution passed by a vote of 8 to 0 with 8 members present.

4. OTHER MATTERS

None

5. ADJOURNMENT

The Committee meeting adjourned at 10:56 A.M.

YouTube link: <https://www.youtube.com/live/-qgrerxMPrk?feature=shared>



**Resolution Authorizing the Award of a
Single Source Contract for Airlink
Mobility Maintenance and Support, RFPP
P50549**

Business Management Committee

July 25, 2024

Nancy Joseph, Director of Technology
Infrastructure and Production

Department of Technology

Background

Sierra Wireless America Inc. is a leading manufacturer of Sierra Wireless modems, which provide communication services for various aspects of MARTA's operations, including buses, trains, mobility services, policing, safety, bus supervision, non-revenue vehicles, training facilities, and remote site locations. The Airlink Mobility maintenance and support contract will include these services.

- Technical Support
- Troubleshooting
- Maintenance
- Security

MG 90 Router



Financial/DBE Considerations

The Department of Audit conducted an analysis and determined that Sierra Wireless's price is fair and reasonable.

Financial Consideration

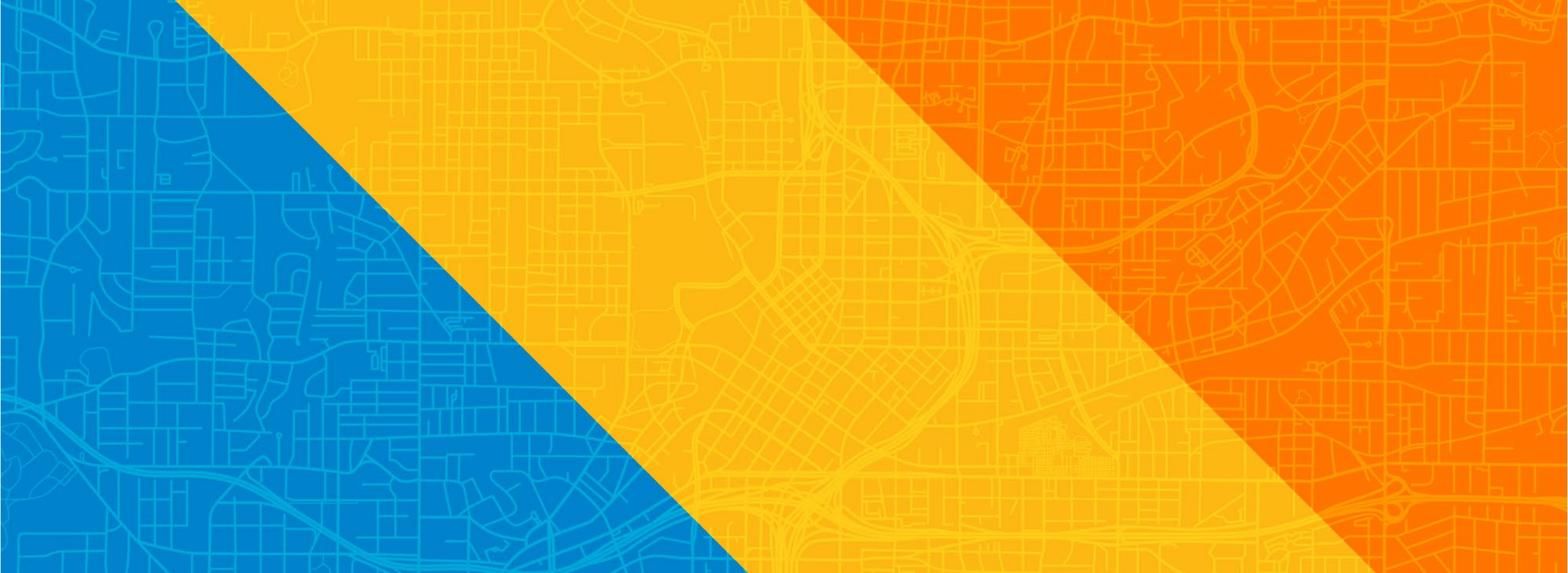
This 3-year contract in the amount of \$625,248.00 is funded with local operating funds.

DBE Consideration

No DBE goal was assigned due to it being a single source procurement.

Board Request

The Department of Technology requests the Business Management Committee recommend approval of the Resolution Authorizing the Award of a Single Source Contract for Airlink Mobility Maintenance and Support, RFPP P50549 to Sierra Wireless America Inc. in the amount of \$625,248.00



Thank You



RESOLUTION AUTHORIZING AWARD OF A CONTRACT FOR PROFESSIONAL SERVICES TO PROVIDE AIRLINK MOBILITY MAINTENANCE AND SUPPORT, REQUEST FOR PRICE PROPOSAL P50549

WHEREAS, the Authority's Office of Information Technology has identified the need for the procurement of Professional Services to provide Airlink Mobility Maintenance and Support, Request for Price Proposal Number P50549; and

WHEREAS, it is necessary to procure airlink mobility maintenance and support; and

WHEREAS, the Department of Internal Audit has performed a cost/price analysis and has determined the price to be fair and reasonable;

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO or his delegate be, and hereby is, authorized to execute a Single Source Contract on substantially the same terms and conditions as contained in the Request for Price Proposal P50549, between the Authority and Sierra Wireless America Inc., for Professional Services to provide Airlink Mobility Maintenance and Support in the amount of \$625,248.00

Approved as to Legal Form:

DocuSigned by:
Peter J. Andrews
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**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



**Resolution Authorizing the Award of a
Contract for the Enterprise WAN
Aggregation Redesign, Switch and
Wireless Access Point Upgrade, IFB
B50485**

Business Management Committee

July 25, 2024

Nancy Joseph, Director of Technology
Infrastructure and Production

Department of Technology

Background

The Enterprise WAN Aggregation Redesign, Switch, and Wireless Access Point Upgrade project is a critical undertaking that will significantly enhance the performance and security of our enterprise network. The primary objective of this initiative is to obtain new Cisco switches and Wireless Access Points, which will be strategically deployed to replace outdated infrastructure components. By modernizing our network infrastructure, we aim to achieve the following benefits:

- Increased throughput
- Higher bandwidth capacity
- Improved security
- Scalability
- Redundancy



Figure 1.
Catalyst 9164I access point

Cisco Catalyst 9300 Series Switches



Procurement Considerations

- Notice to Bidders was sent to 11 vendors
- 5 bids were received
- The lowest responsive and responsible bid was received by CDW Government LLC. in the amount of \$2,123,324.34.

Financial and DBE Considerations

Financial Considerations

Term: 3 years

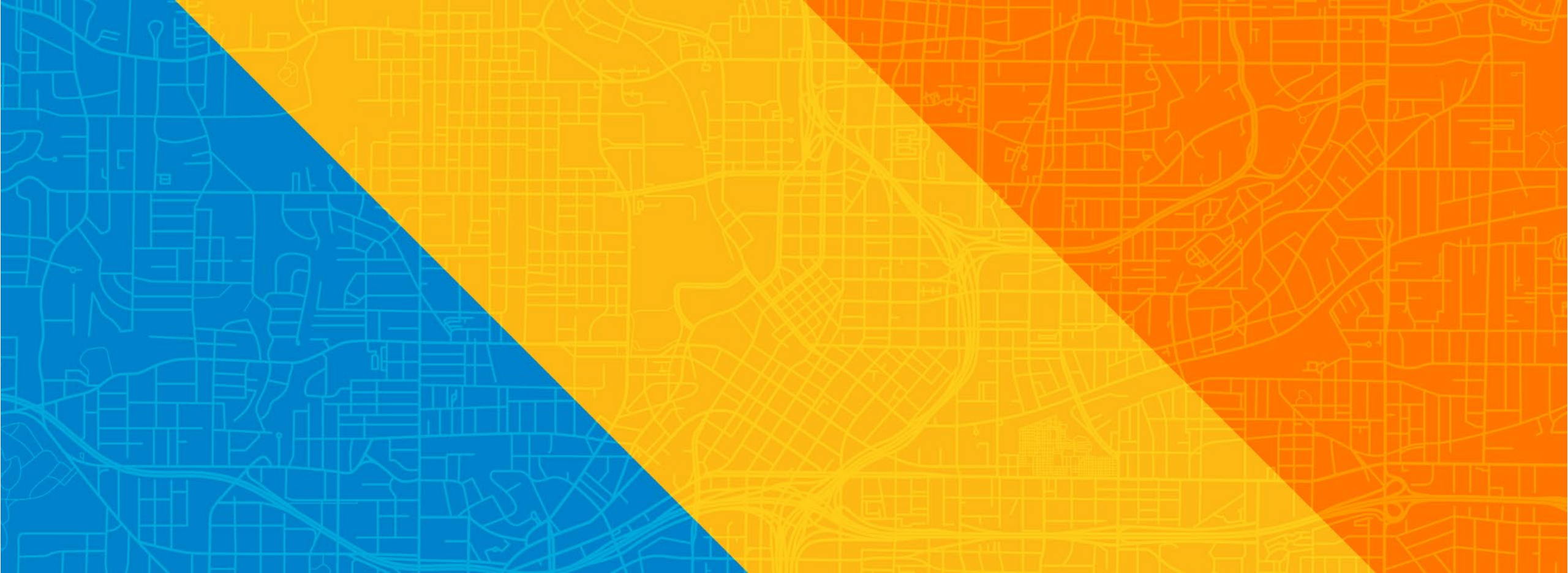
This procurement is being funded with Local Capital Funds (100%) from the approved fiscal year 2025 budget. Subsequent years will be funded through Local operating funds

DBE Considerations

The DBE goal is set at zero because there are no known subcontracting opportunities.

Board Request

The Department of Technology requests the Business Management Committee recommend approval of Resolution Authorizing the Award of a Contract for the Enterprise WAN Aggregation Redesign, Switch, and Wireless Access Point Upgrade, IFB B50485 to CDW Government LLC in the amount of \$2,123,324.34



Thank You



**RESOLUTION AUTHORIZING AWARD OF A CONTRACT FOR
WAN AGGREGATION REDESIGN, SWITCH AND WIRELESS ACCESS
POINT UP GRADE, IFB 50485**

WHEREAS, the Authority's Department of Information Technology has identified the need for WAN Aggregation Redesign, Switch and Wireless Access Point Up Grade, Invitation for Bid B50485; and

WHEREAS, on April 22, 2024, the Metropolitan Atlanta Rapid Transit Authority duly sent Notice of the Invitation for Bids to potential Bidders; and

WHEREAS notice of the said Invitation for Bids were advertised in the local newspaper of the largest circulation in the Atlanta metropolitan area, once in each of the two weeks prior to opening bids; and

WHEREAS, all Bidders were given an opportunity to protest the bid instructions, specifications, and/or procedures; and

WHEREAS, on May 23, 2024 at 11:00 a.m., local time, five (5) bids were publicly opened and read aloud; and

WHEREAS, the lowest bid submitted by Sentinel Technologies, was determined to be non-responsive since bidder failed to follow instructions in the Invitations for Bids; and

WHEREAS, the second lowest bid submitted by Inter Vision Systems, was determined to be non-responsive since bidder failed to follow instructions in the Invitation for Bids; and

WHEREAS, the third lowest bid submitted by CDW Government, LLC, is responsive and responsible and the bidder is capable of performing the Contract; and

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO or his delegate be, and hereby is, authorized to execute a Contract on substantially the same terms and conditions as contained in the Invitation for Bids Number B50485, for WAN Aggregation Switch and Wireless Access Point Upgrade, IFB B50485 between the Authority and CDW Government, LLC in the amount of \$2,123,324.34

Approved as to Legal Form:

DocuSigned by:
Peter J. Andrews
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**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



**Resolution Authorizing the Award of a
Contract for the Procurement of
Hardware and Software Maintenance for
Arista Switches, IFB B50445**

Business Management Committee

July 25, 2024

Nancy Joseph, Director of Technology
Infrastructure and Production

Department of Technology

Background

Arista is a leading manufacturer of switches used within our CCTV and Storage Area Network (SAN) environment to deliver efficient, reliable, and high-performance network connectivity within our Data Center and sites. The Arista switch maintenance and support contract will provide:

- Technical Support
- Troubleshooting
- Maintenance
- Security

Arista 7020SR Series Switches



Procurement Considerations

- Notice to Bidders was sent to 7 vendors
- 4 bids were received
- The lowest bid was submitted by Kambrian Corporation in the amount of \$617,245.90

Financial and DBE Considerations

Financial Considerations

Term: 3 years

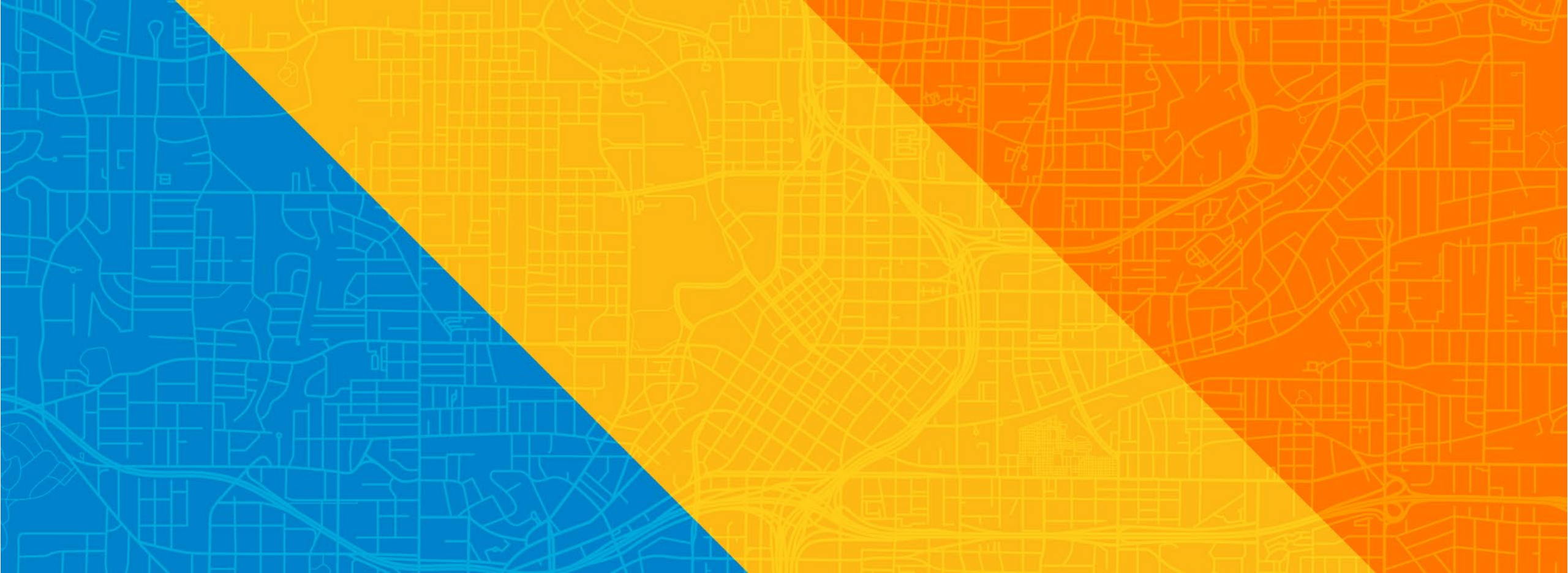
This procurement is being funded with 33% Local Operating Funds and 67% from Capital Funds approved fiscal year 2025 budget.

DBE Considerations

The DBE goal is set at zero because there are no known subcontracting opportunities.

Board Request

The Department of Technology requests the Business Management Committee recommend approval of the Resolution Authorizing the Award of a Contract for the Procurement of Hardware and Software Maintenance for Arista Switches, IFB B50445 to Kambrian Corporation in the amount of \$617,245.90



Thank You



**RESOLUTION AUTHORIZING AWARD OF A CONTRACT FOR HARDWARE AND
SOFTWARE MAINTENANCE FOR ARISTA SWITCHES, IFB B50445**

WHEREAS, the Authority's Office of Technology has identified the need for Hardware and Software Maintenance for Arista Switches, Invitation for Bids Number B50445; and

WHEREAS, on April 29, 2024, the Metropolitan Atlanta Rapid Transit Authority duly sent notice of the Invitation for Bids to potential Bidders; and

WHEREAS, notice of the said Invitation for Bids were advertised in the local newspaper of the largest circulation in the Atlanta metropolitan area, once in each of the two weeks prior to opening bids; and

WHEREAS, all Bidders were given an opportunity to protest the bid instructions, specifications, and/or procedures; and

WHEREAS, on May 30, 2024, at 2:00 p.m., local time, four (4) bids were publicly opened and read aloud; and

WHEREAS, the lowest bid submitted by Kambrian Corporation, was determined by staff to be responsive and responsible and the bidder is capable of performing the Contract.

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO or his delegate be, and hereby is, authorized to execute a Contract on substantially the same terms and conditions as contained in the Invitation for Bids Number B50445, for Hardware and Software Maintenance for Arista Switches between the Authority and Kambrian Corporation, in the amount of \$617,245.90.

Approved as to Legal Form:

DocuSigned by:
Peter J. Andrews
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**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



Resolution Authorizing the Solicitation of Proposals for the Replacement of the MARTA On The Go Mobile Application, RFP P50565

Business Management Committee

MARTA Board of Directors

July 25th, 2024

David Emory

Sr. Director of Customer Technology
Office of Customer Technology

AGENDA

1. Background & Context
2. Solicitation Overview
3. Anticipated Schedule
4. Next Steps
5. Board Resolution Request



Mobile Application Map

Background: Customer Technology Products Portfolio

Website Replacement

- Replacement of itsmarta.com
- Active solicitation

App Replacement

- Replacement of current MARTA On The Go app
- Consolidation of other mobile app functions into single “super” app
- Upcoming solicitation

New Digital Signage

- **Transit Rider Info and Passenger Signage (TRIPS)**: new initiative to deliver high quality digital service information across all modes of transit

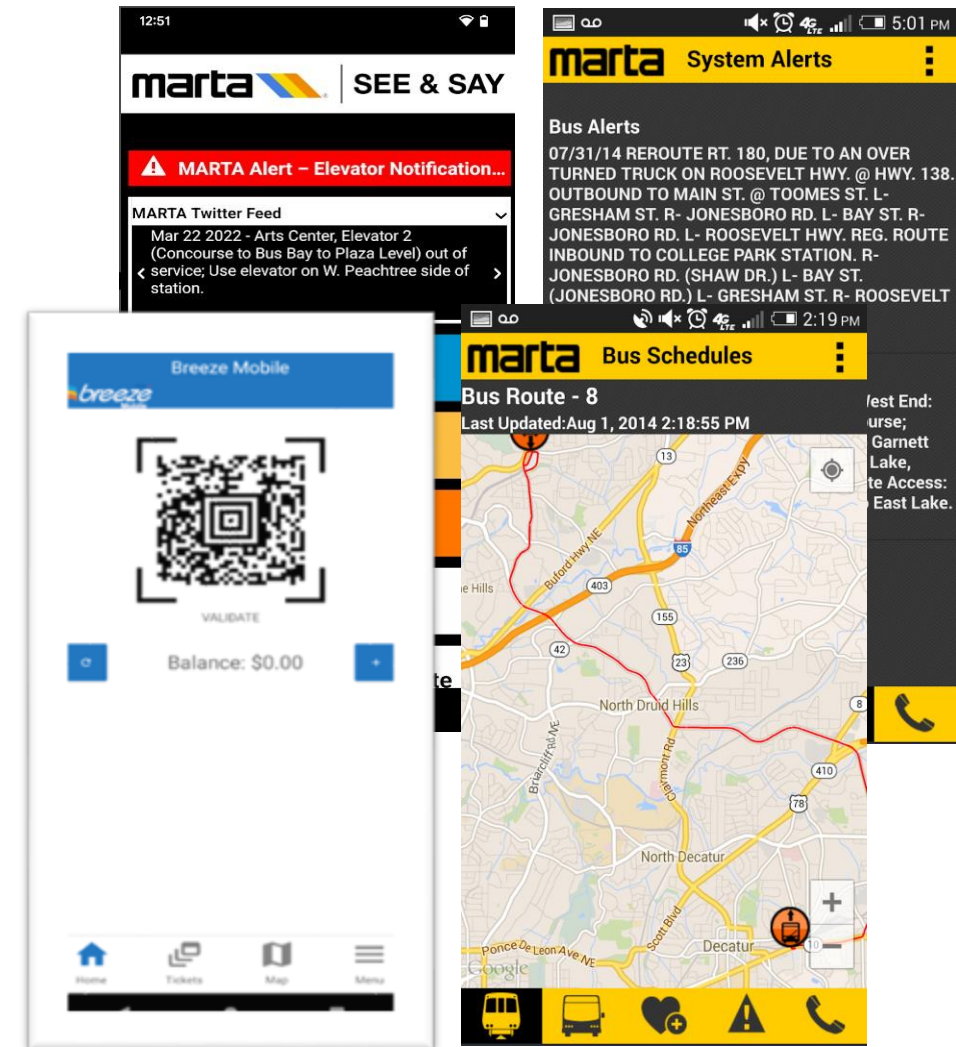
MARTA is also conducting a **Passenger Information Needs (PIN)** assessment:

- Considering all digital communication touchpoints
- Using multi-stage customer journey as framework
- Conducting focus groups for various age and ability cohorts

Background: Mobile App Context

MARTA On The Go (MOTG) is MARTA's mobile application that provides **schedules, service alerts, live bus tracking, and next train arrivals.**

- MOTG was initially released in 2013 and has had few updates to the user interface (UI) and core app functionality since.
- MOTG is missing some core functionality, like trip planning.
- Riders prefer to use a single application to interact with MARTA services.



Screenshots of current MARTA applications

Importance of the Mobile App

- Transit agencies are relying more on smartphone applications to communicate, provide critical services, and access to mobility services.
- A robust mobile platform is critical to serving users and gathering valuable insights into our riders.
- Mobile apps also act as a key part of the brand and encourage use of public transit.



Riders on MARTA train platform

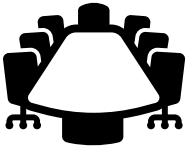




Solicitation Overview

With this RFP MARTA will deliver a **modern, unified mobile platform** that includes:

- Real-time Trip Planning
- Incident Reporting (See & Say)
- Customer Account Management
- Fares & Fare Account Management
- Demand Response (Paratransit & On-Demand)
- And more



Anticipated Schedule

PLANNING Q1/Q2 FY25	DESIGN Q3 FY25	DEVELOPMENT Q4 FY25 – Q1 FY26	TESTING Q2 FY26	DEPLOY Q3 FY26
<ul style="list-style-type: none"> • Approval to solicit • RFP released • Contract award 	<ul style="list-style-type: none"> • App design • Customer feedback on user interface (UI) design 	<ul style="list-style-type: none"> • App development • Initial system integrations 	<ul style="list-style-type: none"> • QA & UAT testing • Public beta test • Security and data integrity testing 	<ul style="list-style-type: none"> • Public launch • Monitor app performance • New features and integrations
				

Next Steps

- ✓ Technical requirements gathering and draft technical scope of work
- **Committee & Board approval to solicit proposals**
- Finalize scope and submit to Contracts, Procurement, and Materials (CPM)
- Issue Request for Proposals (RFP)
- RFP evaluations
- Board approval of selected vendor
- Implementation (including app design)

DBE Goal

MARTA's D&I Office will evaluate for DBE participation opportunities and assign a goal during the pre-solicitation phase.

Board Resolution Request

Staff requests that the Business Management Committee recommend approval of the resolution authorizing the solicitation of proposals for the **MARTA On The Go Mobile Application Replacement, RFP P50565.**



Bus rider using mobile device



Thank You



**RESOLUTION AUTHORIZING THE SOLICITATION OF PROPOSALS FOR THE
PROCUREMENT OF MARTA ON THE GO MOBILE APPLICATION, RFP P50565**

WHEREAS, the Authority is authorized by Section 14(m) of the MARTA Act to procure goods and services without competitive bidding if it is impracticable to prepare adequate specifications and an adequate description on the basis of which to solicit competitive bids; and

WHEREAS, the General Manager/CEO has certified, in accordance with Section 14(m) of the MARTA Act, that the procurement of MARTA On the Go Mobile Application is impracticable through the solicitation of competitive bids; and

WHEREAS, award of a Contract for the procurement of MARTA On the Go Mobile Application, after the solicitation of proposals and selection of a preferred proponent pursuant to Section 14(m) of the MARTA Act, is subject to approval by the Board of Directors.

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO, or his designee be, and hereby is, authorized to solicit proposals for the procurement of MARTA On the Go Mobile Application by means other than competitive bidding, in accordance with Section 14(m) of the MARTA Act, through the use of Request for Proposals.

Approved as to Legal Form:

DocuSigned by:

Peter J. Andrews

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**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



Resolution Authorizing the Award of a Single Source Contract for Swiftly Data Platform Procurement, P50547

Business Management Committee

MARTA Board of Directors

July 25, 2024

David Emory

Sr. Director, Customer Technology

Office of Customer Technology

Agenda

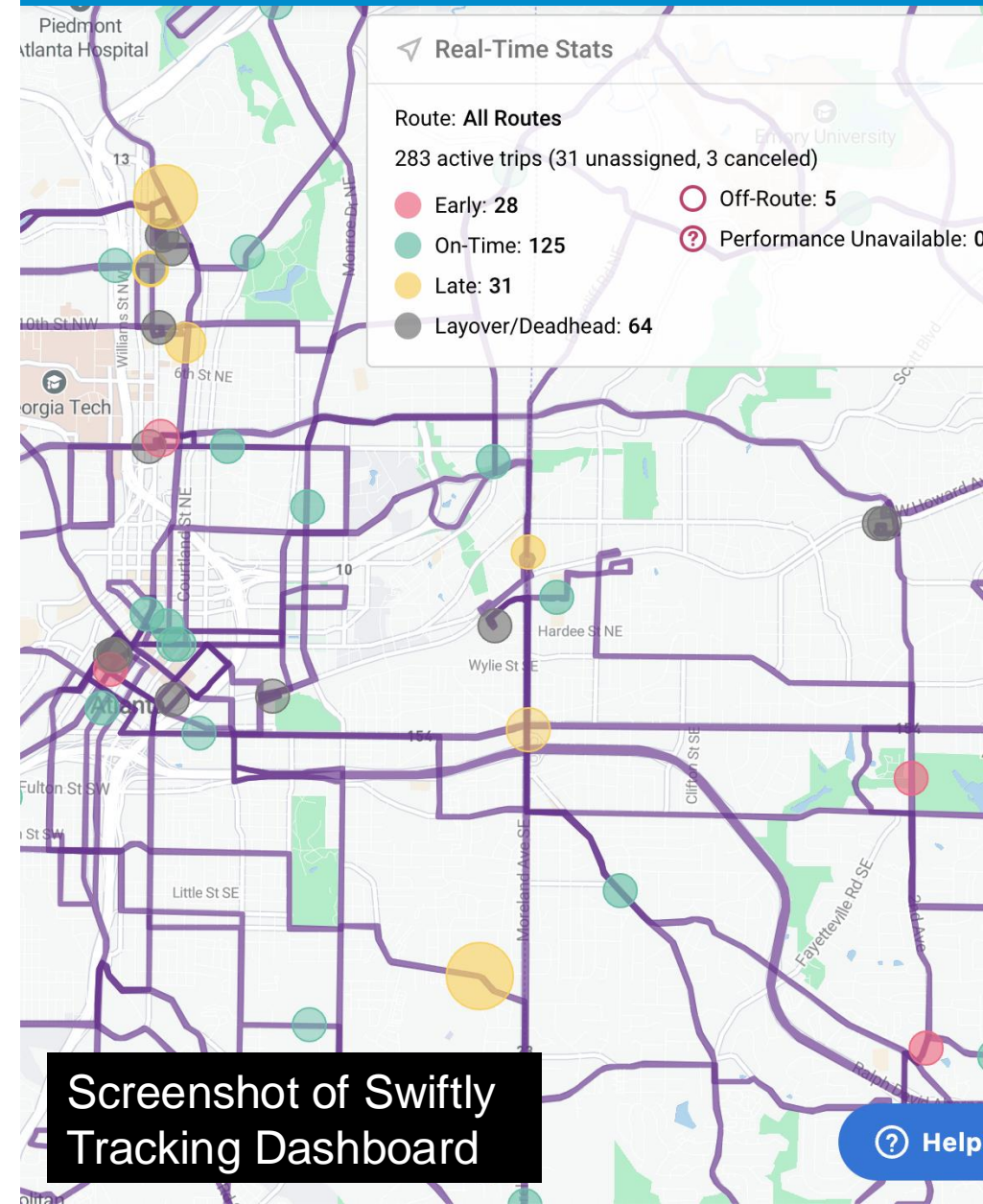
1. Swiftly Overview
2. Long-term Product Strategy
3. Proposed Swiftly Contract
4. Board Resolution Request



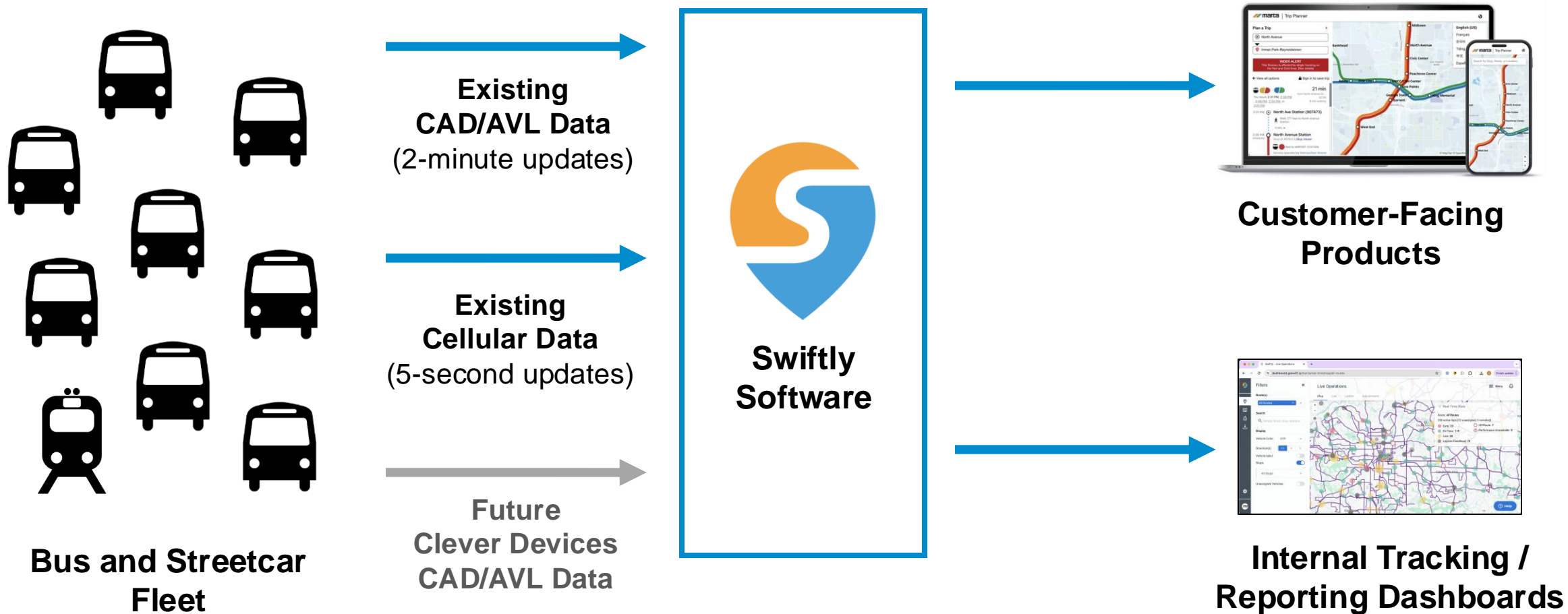
Patrons Boarding Buses
at College Park Station

Swiftly Overview

- **Swiftly** is a commercial software-as-a-service product for real-time transit data, providing:
 - Enhanced arrival predictions
 - Combined real-time data from multiple sources
 - Live tracking and reporting dashboards
- MARTA has been Swiftly customer since 2022; Current subscription expires in September 2024



Swiftly Overview



Long-Term Product Strategy

- **Proposal:** Procure new Swiftly subscription for 1 to 2 years to align with ongoing replacement of CAD/AVL Platform
- **Next Step:** MARTA Staff to conduct comparative analysis of Swiftly vs baseline CAD/AVL product, considering the following:
 - Completeness of real-time data
 - Accuracy of future arrival predictions
 - Utility of tracking and reporting tools
- **If new CAD/AVL data and tooling is competitive**, then no need for long-term deployment of Swiftly or similar product
- **Otherwise**, conduct competitive procurement for long-term product

Proposed Swiftly Contract

Strategy

Procure new Swiftly contract with one base year and one option year to align with CAD/AVL replacement timeline while long-term real-time data needs are evaluated.

DBE Considerations

The Office of Diversity and Inclusion did not assign a DBE goal for this single-source procurement.

Financial Considerations

Fiscal Year	Cost
FY2025	\$495,445.63
FY2026 (option)	\$503,474.40
Total (including option year)	\$998,920.03

Board Resolution Request

Staff requests that the Business Management Committee recommend Board approval of the resolution authorizing the award of a single source contract for the **Swiftly Data Platform Procurement, P50547.**



Route 39 Bus Departing Lindbergh Center Station



Thank You



**RESOLUTION AUTHORIZING AWARD OF A SINGLE SOURCE CONTRACT FOR
SWIFTLY DATA PLATFORM
PRICE PROPOSAL NUMBER P50547**

WHEREAS, the Authority's Office of information Technology has identified the need for the procurement of Swiftly Data Platform, Request for Price Proposal Number P50547; and

WHEREAS, on May 14, 2024, the Metropolitan Atlanta Rapid Transit Authority duly sent the Request for Price Proposal to the Single Source Proprietor; and

WHEREAS, it is necessary to procure Swiftly Data Platform; and

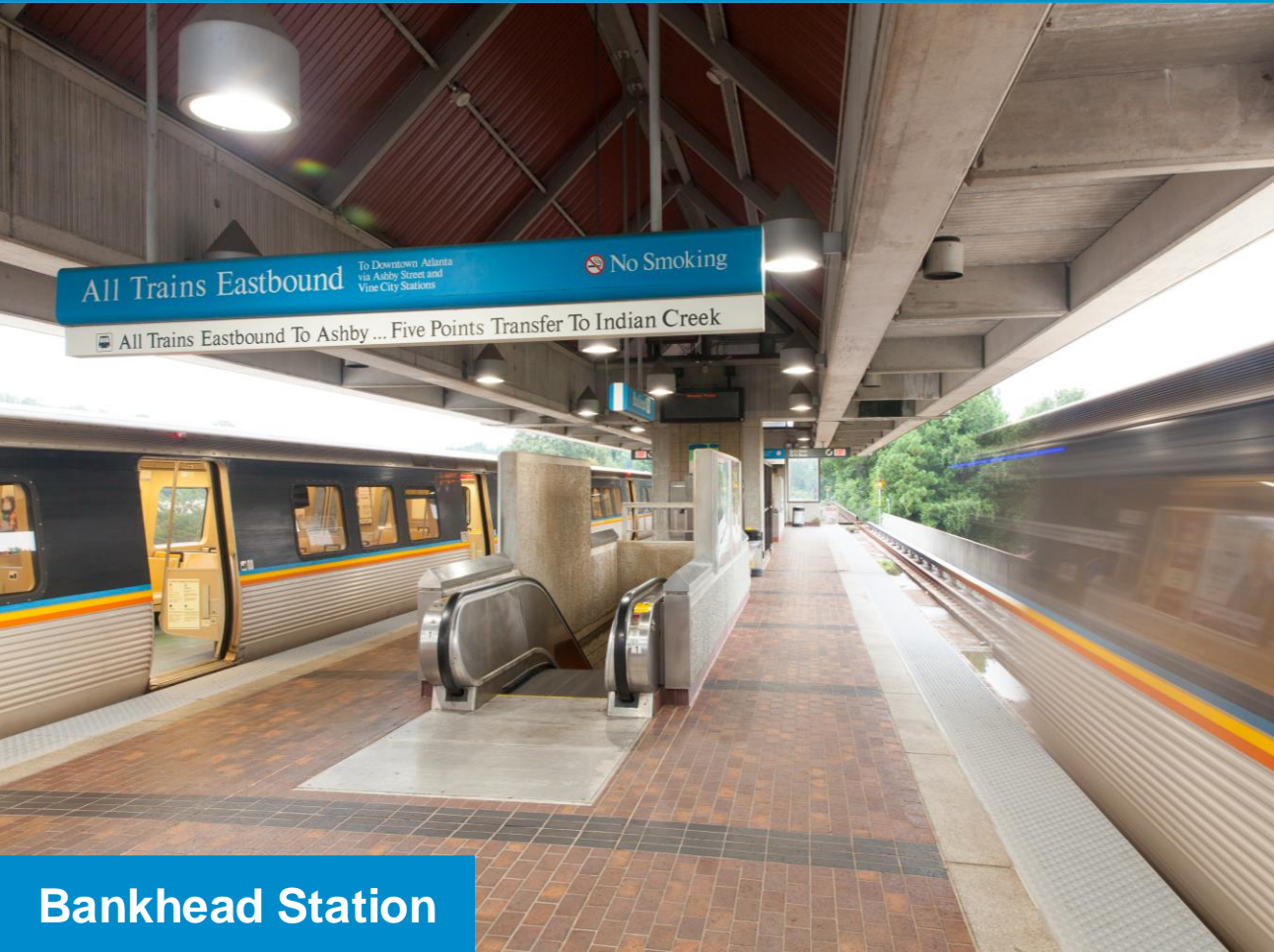
WHEREAS, The Department of Internal Audit performed conducted a price/cost analysis, and determined the price to be fair and reasonable; and

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO or his delegate be, and hereby is, authorized to execute a Sole Source Contract on substantially the same terms and conditions as contained in the Request for Price Proposal Number P50547, between the Authority and Swiftly, Inc. , for the procurement of Swiftly Data Platform in the amount of \$998,920.03

Approved as to Legal Form:

DocuSigned by:
Peter J. Andrews
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**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



Bankhead Station



Resolution Authorizing
the Solicitation of Proposals for
**Station Digital Signage for
the Transit Rider
Information & Passenger
Signage (TRIPS) Program,
RFP P50559**

Business Management Committee
MARTA Board of Directors
July 25th, 2024

Anthony Thomas
Manager of Customer Technology Products
Office of Customer Technology

AGENDA

1. Background & Context
2. Solicitation Overview
3. Next Steps
4. Board Resolution Request



AVIS Screens at Lindbergh Center Station

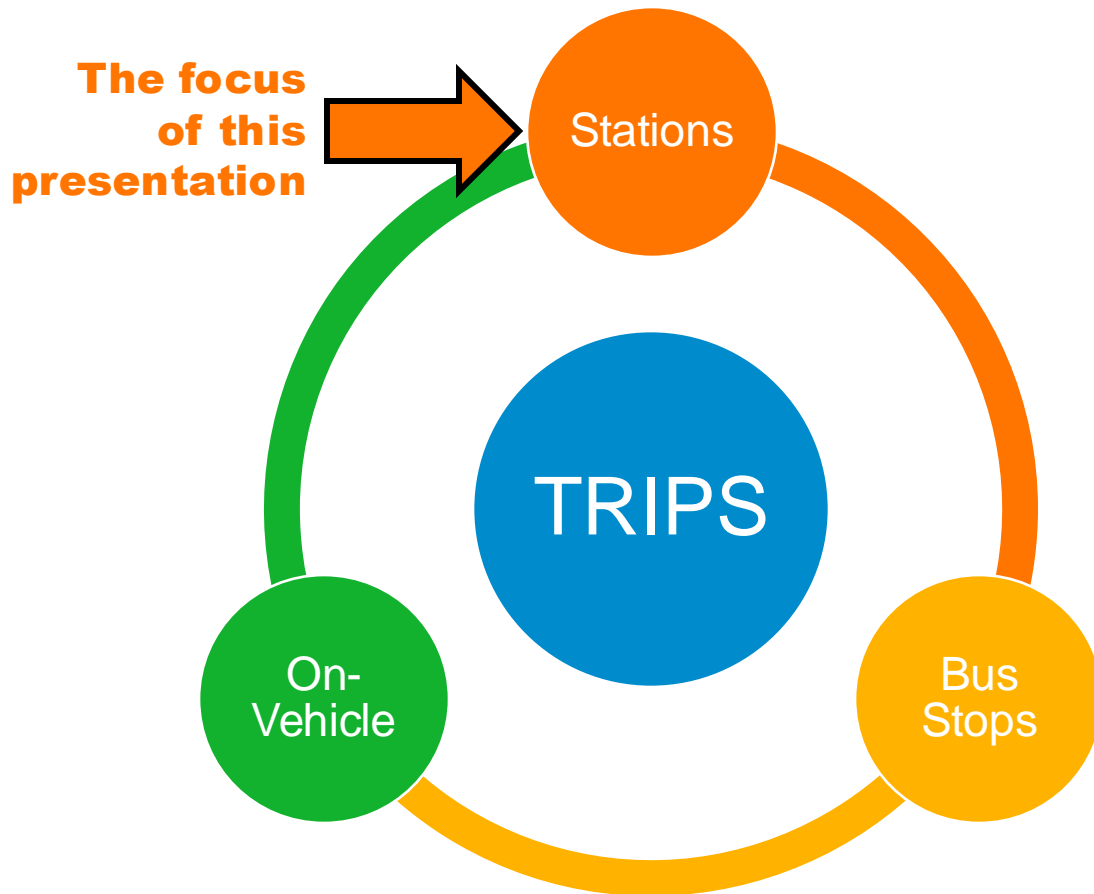
Background: Why Digital Signage?

- Digital signage displays accurate and real-time information, conveying the dynamic nature of MARTA routes and schedules.
- The signs can convey this information in a way which is accessible to all riders, including those without cellphones or those for whom English is not a primary language.



Train arriving at Dunwoody Station

Transit Rider Information and Passenger Signage (TRIPS)



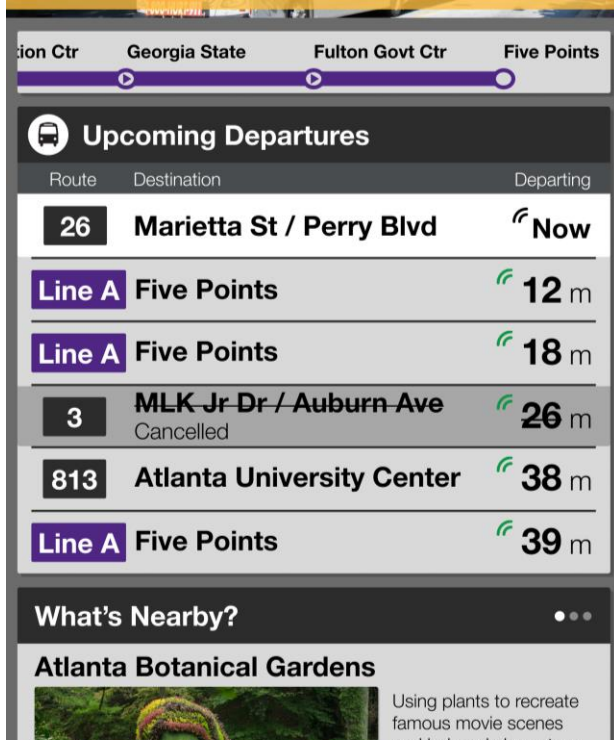
The **Transit Rider Information and Passenger Signage Program** is a brand-new, comprehensive initiative at MARTA meant to deliver high quality digital information across all MARTA's fixed route modes.

The TRIPS program consists of three main components:

- **TRIPS-Stations:** Additional digital signage at rail stations
- **TRIPS-Stops:** New digital signage at some of MARTA's bus stops
- **TRIPS-Vehicles:** Digital signage onboard MARTA's fixed route buses



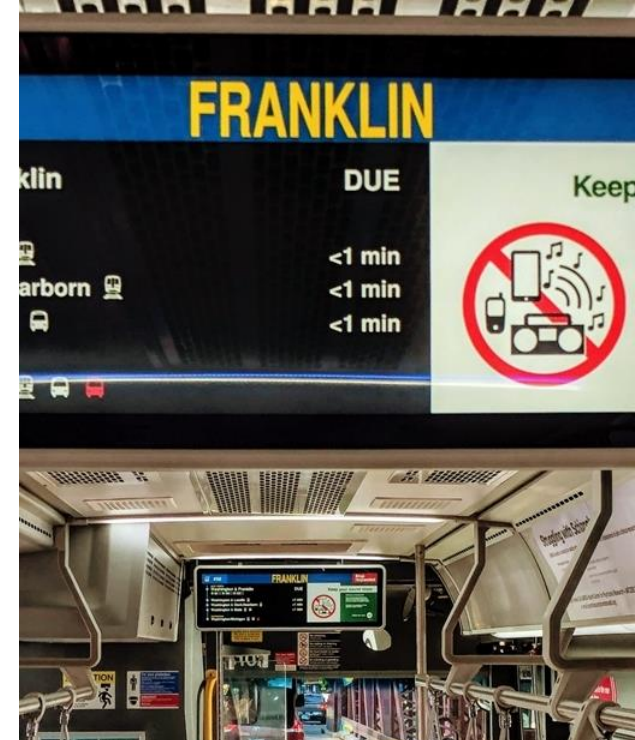
TRIPS-Stops



TRIPS-Stations



AVIS



TRIPS-Vehicles

MARTA's Future Digital Signage Ecosystem

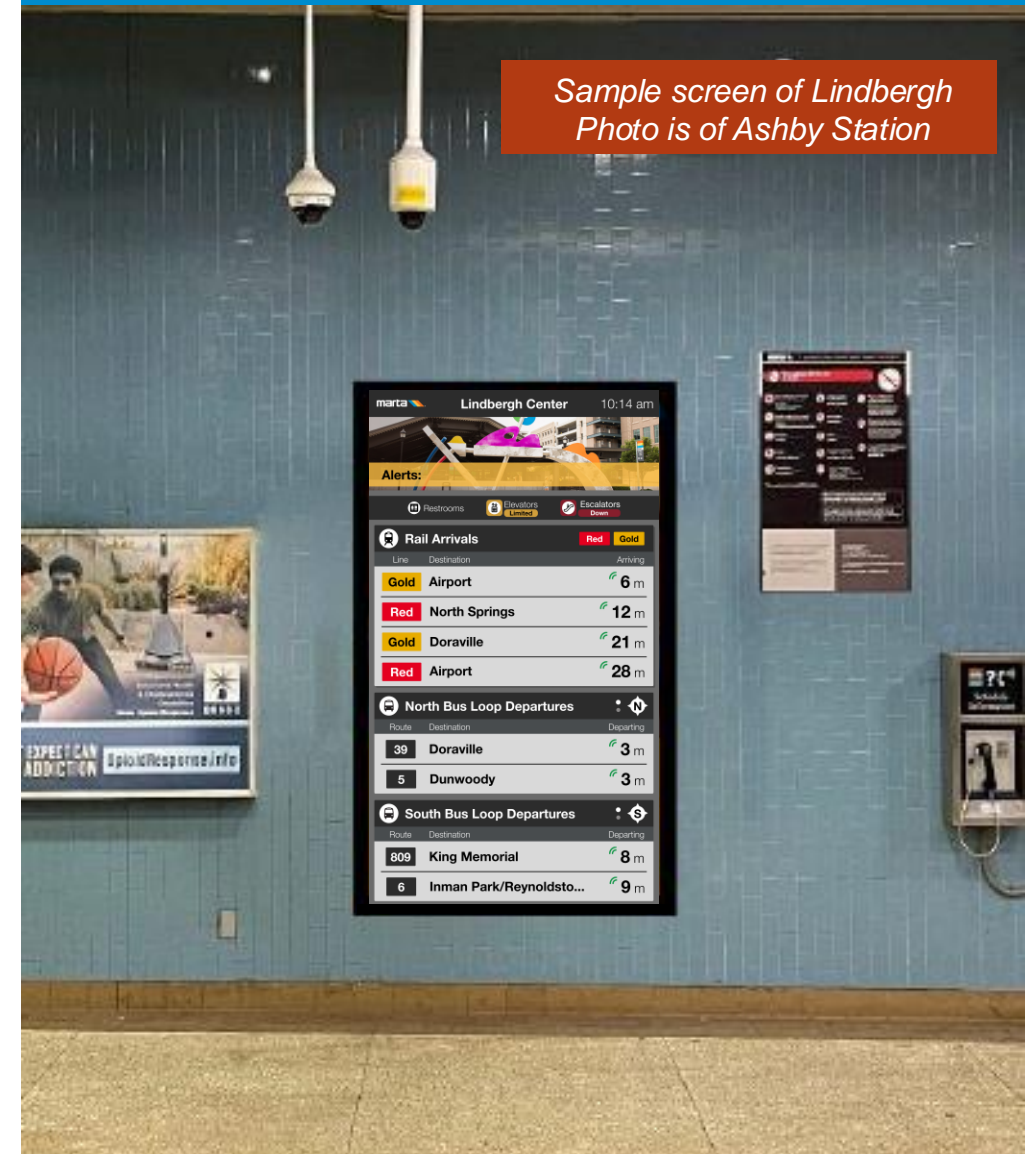
- TRIPS-Stations will not replace the current station screens, called the Audio-Visual Information System (AVIS).
- TRIPS is meant to work alongside AVIS. Modifications may be made to AVIS to allow that system to focus specifically on upcoming arrivals.
- TRIPS gives MARTA the flexibility to include route or area maps, points of interest, wayfinding, alerts, and more all dynamically and digitally.

TRIPS-STATIONS Overview

For MARTA customers, TRIPS-Stations will provide the following:

- Location sensitive, real-time arrival and departure information
- Directional and point of interest (POI) mapping
- Service alerts and MARTA service notifications
- Audio-equivalency for persons with disabilities
- AVIS will continue to display rail arrival information and emergency alerts

Sample screen of Lindbergh
Photo is of Ashby Station



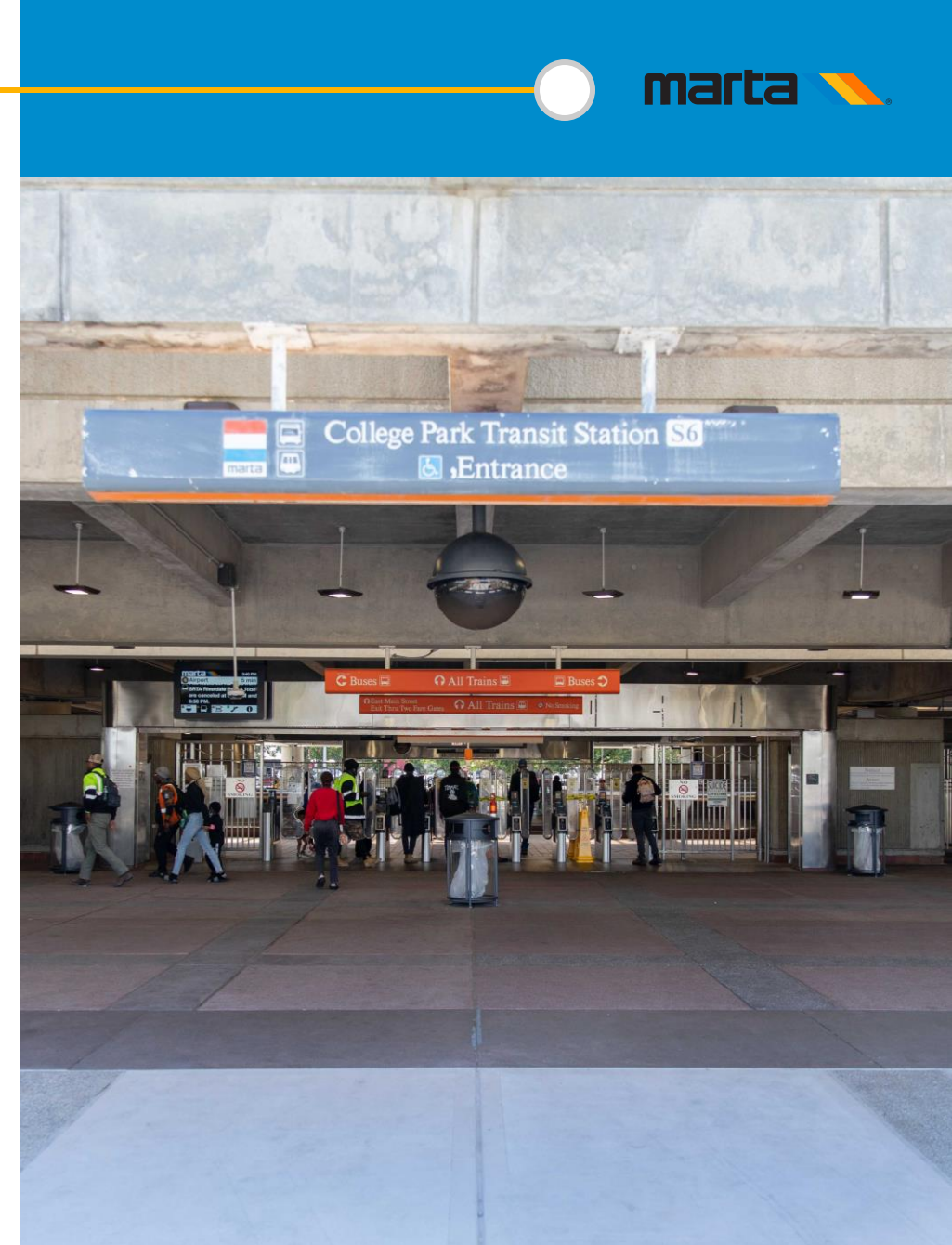
Mockup of sample TRIPS-Station screen

Solicitation Overview

This Contract will provide the necessary hardware and services to stand up the Stations portion of the TRIPS program.

- 300+ digital displays across all 38 rail stations
- Mounting and housing units (including both wall and floor mounted solutions)
- Warranty and ongoing maintenance services for the duration of the contract.

Installation to be managed through the Department of Capital Programs Delivery and will not be a part of this solicitation.



College Park Station

Next Steps

- ✓ Technical requirements gathering and draft technical scope of work
- **Committee & Board approval to solicit proposals**
- Finalize scope and submit to Contracts, Procurement, and Materials (CPM)
- Issue Request for Proposals (RFP)
- RFP evaluations
- Board approval of selected vendor
- Implementation (including site design and installation)

Anticipated Schedule

We anticipate a 5-year delivery and installation timeline and ongoing maintenance support services.

DBE Goal

MARTA's D&I Office will evaluate for DBE participation opportunities and assign a goal during the pre-solicitation phase.

Board Resolution Request

Staff requests that the Business Management Committee recommend approval of the resolution authorizing the solicitation of proposals for **Station Digital Signage for the Transit Rider Information & Passenger Signage (TRIPS) Program, RFP P50559.**



Bus in front of Midtown Station



Thank You



**RESOLUTION AUTHORIZING THE SOLICITATION OF PROPOSALS FOR THE
PROCUREMENT OF STATION DIGITAL SIGNAGE FOR THE TRANSIT RIDER
INFORMATION & PASSENGER SIGNAGE (TRIPS) PROGRAM, RFP P50559**

WHEREAS, the Authority is authorized by Section 14(m) of the MARTA Act to procure goods and services without competitive bidding if it is impracticable to prepare adequate specifications and an adequate description on the basis of which to solicit competitive bids; and

WHEREAS, the General Manager/CEO has certified, in accordance with Section 14(m) of the MARTA Act, that the procurement of Station Digital Signage for The Transit Rider Information & Passenger Signage (TRIPS) Program is impracticable through the solicitation of competitive bids; and

WHEREAS, award of a Contract for the procurement of Station Digital Signage for The Transit Rider Information & Passenger Signage (TRIPS) Program, after the solicitation of proposals and selection of a preferred proponent pursuant to Section 14(m) of the MARTA Act, is subject to approval by the Board of Directors.

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO, or his designee be, and hereby is, authorized to solicit proposals for the procurement of Station Digital Signage For

The Transit Rider Information & Passenger Signage (TRIPS) Program by means other than competitive bidding, in accordance with Section 14(m) of the MARTA Act, through the use of Request for Proposals.

Approved as to Legal Form:

DocuSigned by:

Peter J. Andrews

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**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



Resolution Authorizing
the Solicitation of Proposals for
**Bus Stop E-Paper Digital
Arrival Screens &
Installation Services for the
TRIPS Program, RFP P50560**

Business Management Committee

MARTA Board of Directors

July 25th, 2024

Anthony Thomas

Manager of Customer Technology Products
Office of Customer Technology

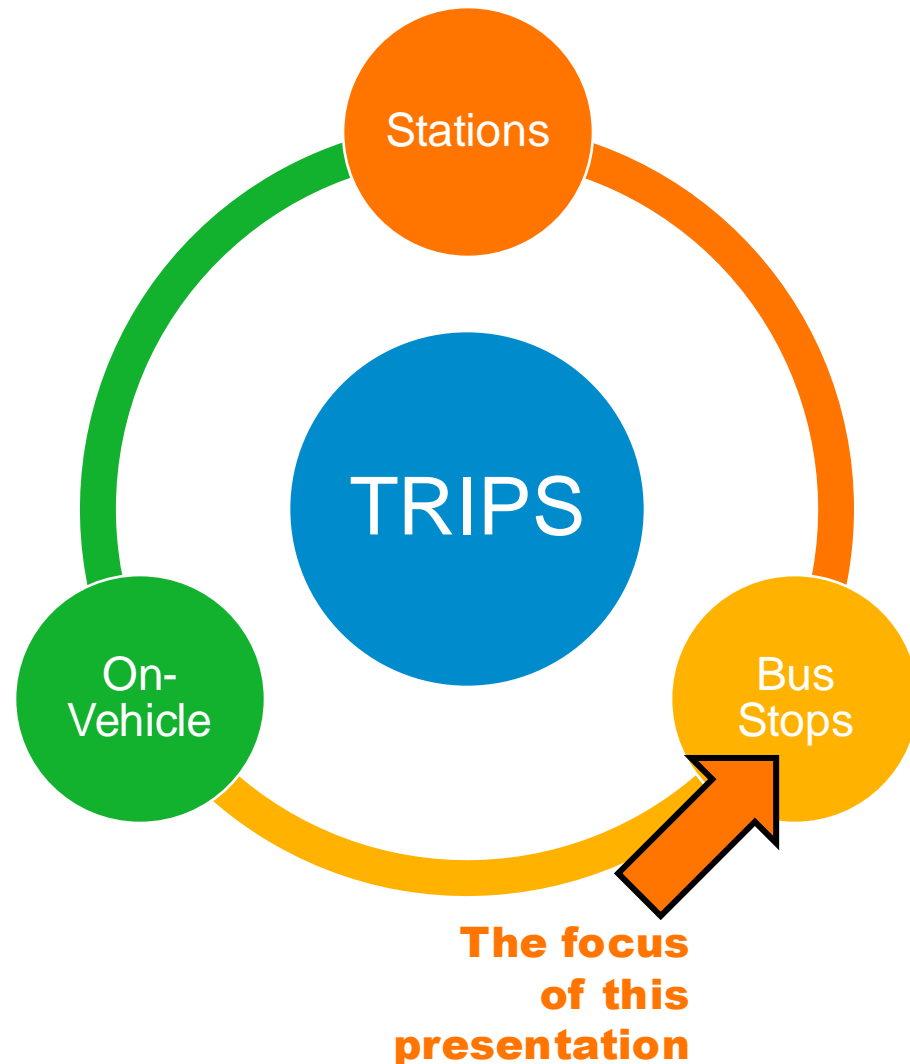
AGENDA

1. Background & Context
2. Solicitation Overview
3. Next Steps
4. Board Resolution Request



Metro bus stop with e-paper screen & solar

Transit Rider Information and Passenger Signage (TRIPS)



The **Transit Rider Information and Passenger Signage Program** is a brand-new, comprehensive initiative at MARTA meant to deliver high quality digital information across all MARTA's fixed route modes.

The TRIPS program consists of three main components:

- **TRIPS-Stations:** Additional digital signage at rail stations
- **TRIPS-Stops:** New digital signage at some of MARTA's bus stops
- **TRIPS-Vehicles:** Digital signage onboard MARTA's fixed route buses

TRIPS-STOPS Overview

For MARTA customers, TRIPS-Stops will provide the following:

- Location sensitive, real-time arrival information
- Service alerts and MARTA service notifications
- Audio-equivalency for persons with disabilities

TRIPS aligns with upcoming capital projects and **Bus Stops Amenities Program**

- Locations to be determined in coordination with Bus Stop Planning team, so that digital arrival information is co-located with other MARTA stop amenities



Bus shelter with e-paper screen

Solicitation Overview

This Contract will provide the necessary hardware and services to stand up the Stops portion of the TRIPS program.

- 1000+ e-paper digital displays at bus stops around the service area (covering more than 15% of bus stops)
- Mounting and housing units (including both shelter and pole mounted solutions)
- Solar arrays + battery packs for solar power units (for install locations w/o hardwired power)
- Installation, warranty, and ongoing maintenance services for the duration of the contract.



IK8+ Impact Rating

IP65+ Water Resistance

Closeup of e-paper screen at MBTA stop

Next Steps

- ✓ Technical requirements gathering and draft technical scope of work
- **Committee & Board approval to solicit proposals**
- Finalize scope and submit to Contracts, Procurement, and Materials (CPM)
- Issue Request for Proposals (RFP)
- RFP evaluations
- Board approval of selected vendor
- Implementation (including site design and installation)

Anticipated Schedule

We anticipate a 5-year delivery and installation timeline and ongoing maintenance support services.

DBE Goal

MARTA's D&I Office will evaluate for DBE participation opportunities and assign a goal during the pre-solicitation phase.

Board Resolution Request

Staff requests that the Business Management Committee recommend approval of the resolution authorizing the solicitation of proposals for **Bus Stop E-Paper Digital Arrival Screens & Installation Services for the TRIPS Program, RFP P50560.**



Solar e-paper display at MBTA bus stop



Thank You



**RESOLUTION AUTHORIZING THE SOLICITATION OF PROPOSALS FOR BUS
STOP E-PAPER DIGITAL ARRIVAL SCREENS & INSTALLATION SERVICES FOR
THE TRIPS PROGRAM, RFP P50560**

WHEREAS, the Authority is authorized by Section 14(m) of the MARTA Act to procure goods and services without competitive bidding if it is impracticable to prepare adequate specifications and an adequate description on the basis of which to solicit competitive bids; and

WHEREAS, the General Manager/CEO has certified, in accordance with Section 14(m) of the MARTA Act, that the procurement of Bus Stop E-Paper Digital Arrival Screens & Installation Services for The TRIPS Program is impracticable through the solicitation of competitive bids; and

WHEREAS, award of a Contract for the procurement of Bus Stop E-Paper Digital Arrival Screens & Installation Services for The TRIPS Program, after the solicitation of proposals and selection of a preferred proponent pursuant to Section 14(m) of the MARTA Act, is subject to approval by the Board of Directors.

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO, or his designee be, and hereby is, authorized to solicit proposals for the procurement of Bus Stop E-Paper Digital

Arrival Screens & Installation Services for The TRIPS Program by means other than competitive bidding, in accordance with Section 14(m) of the MARTA Act, through the use of Request for Proposals.

Approved as to Legal Form:

DocuSigned by:

Peter J. Andrews

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**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**