



**BOARD OF DIRECTORS**

**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

**BUSINESS MANAGEMENT COMMITTEE**

**THURSDAY, JULY 25, 2024**

**ATLANTA, GEORGIA**

**MEETING MINUTES**

**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.

Sincerely,

A handwritten signature in blue ink that reads "Tyrene L. Huff". The signature is written in a cursive style.

Tyrene L. Huff  
Assistant Secretary to the Board

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

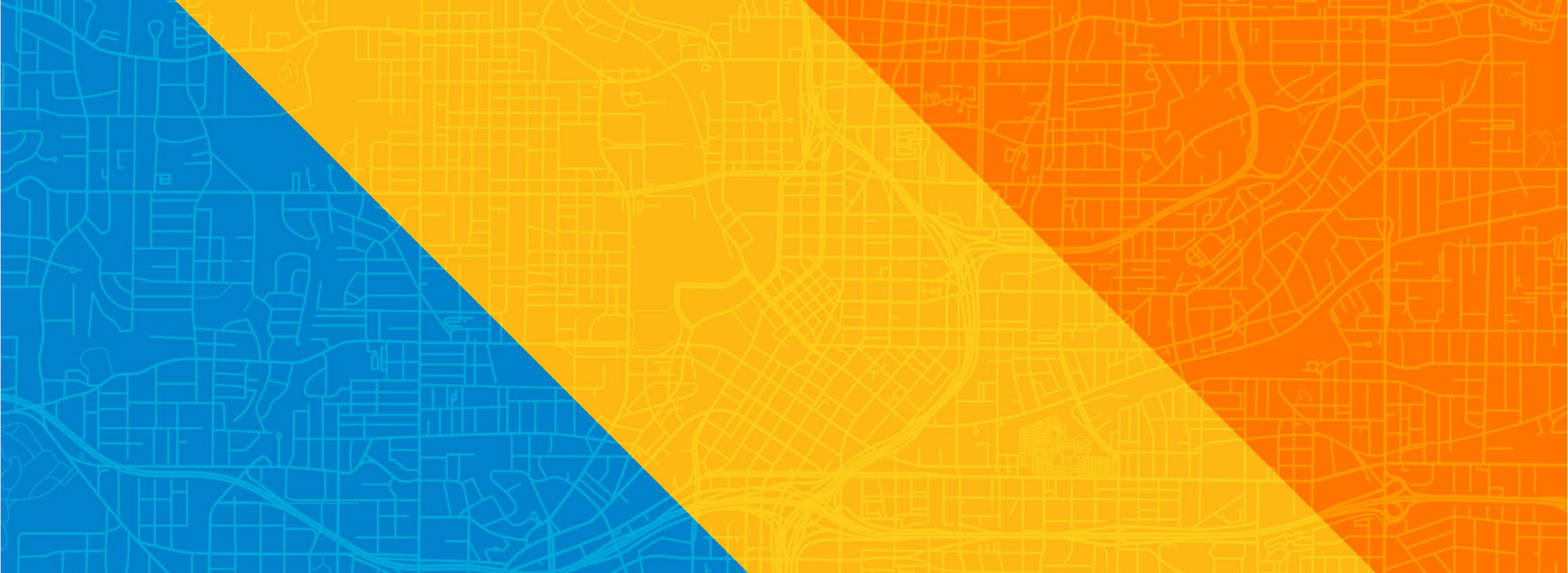
This 3-year contract in the amount of \$625,248.00 is funded with local operating funds.

## 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

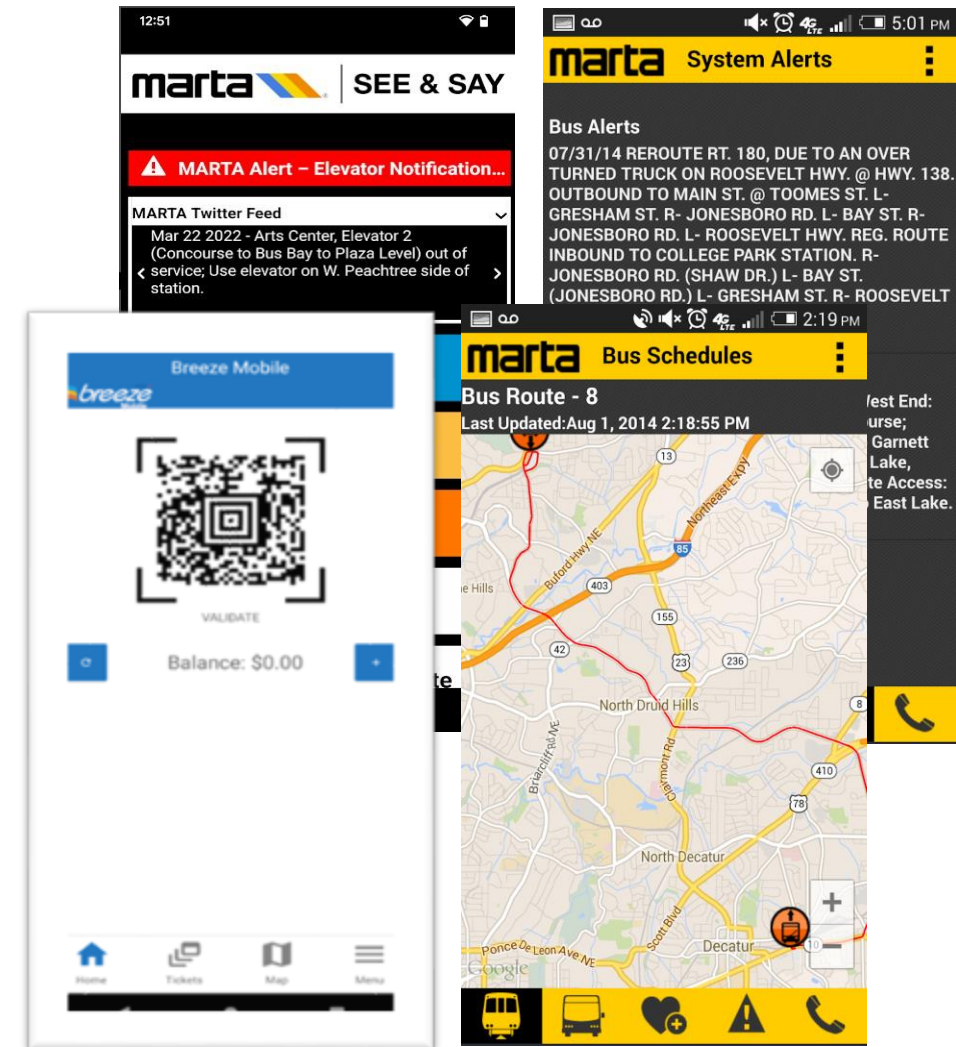
MARTA is also conducting a **Passenger Information Needs (PIN)** assessment:

- 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

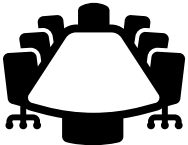




## Solicitation Overview

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

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



## 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

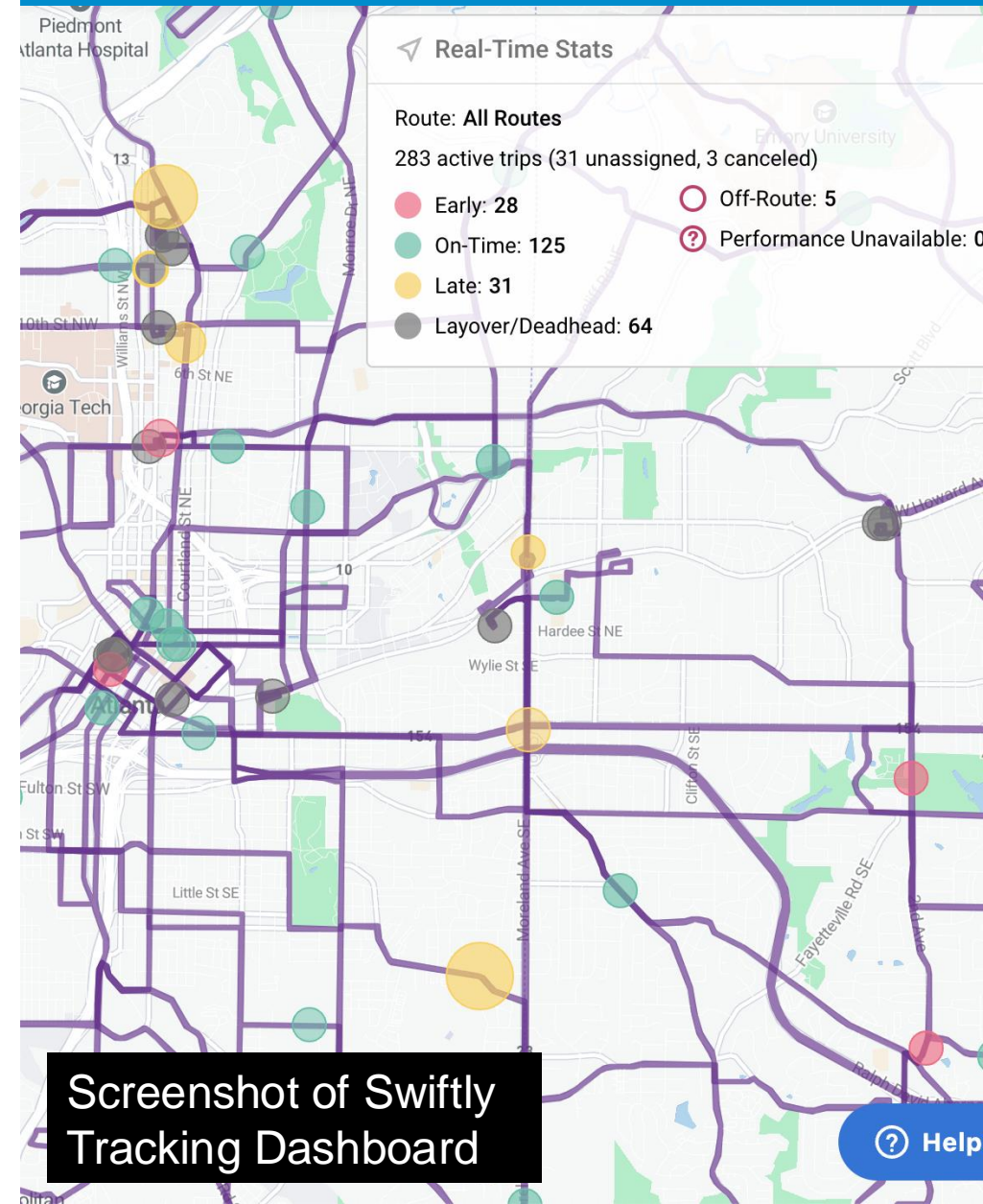
1. Swiftly Overview
2. Long-term Product Strategy
3. Proposed Swiftly Contract
4. Board Resolution Request



Patrons Boarding Buses  
at College Park Station

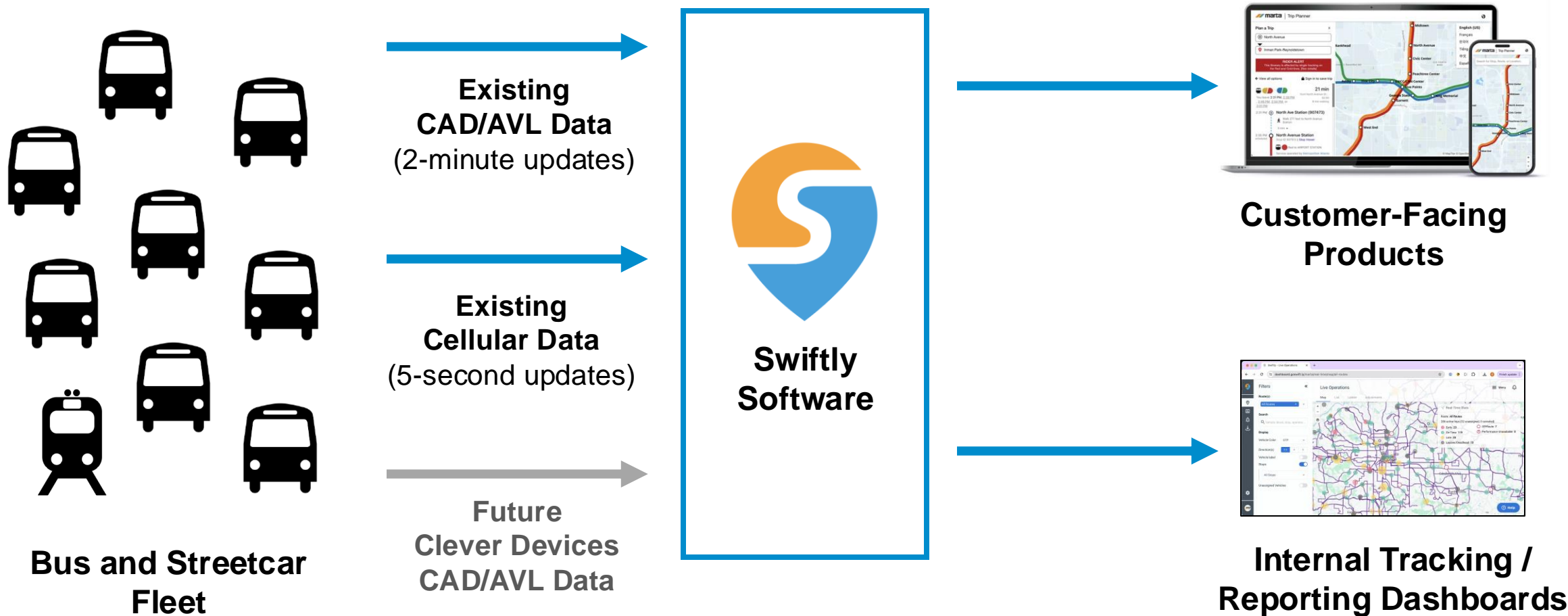
# Swiftly Overview

- **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



Screenshot of Swiftly Tracking Dashboard

# 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

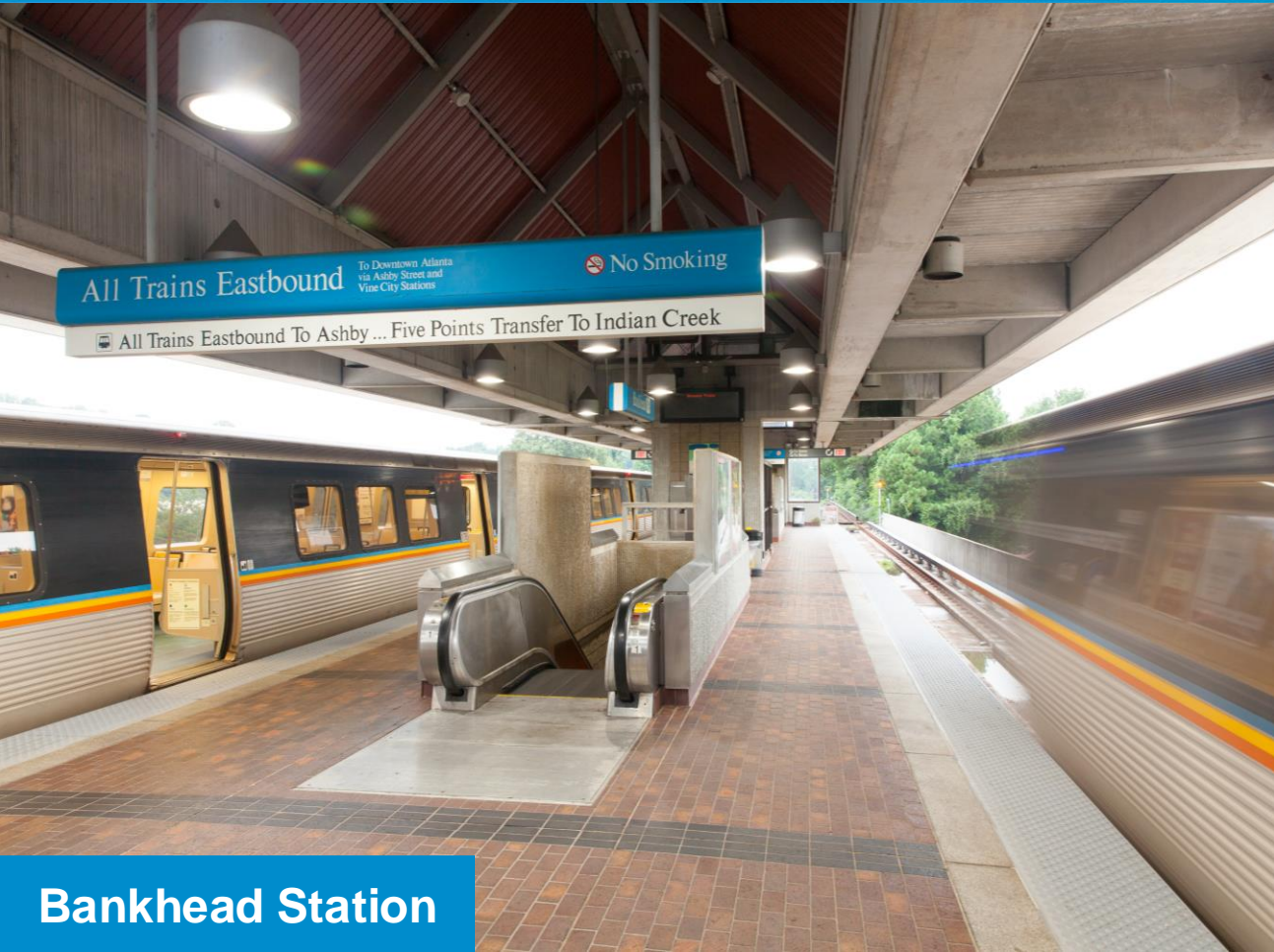
**RESOLVED THEREFORE**, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO or his delegate be, and hereby is, authorized to execute a Sole Source Contract on substantially the same terms and conditions as contained in the Request for Price Proposal 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



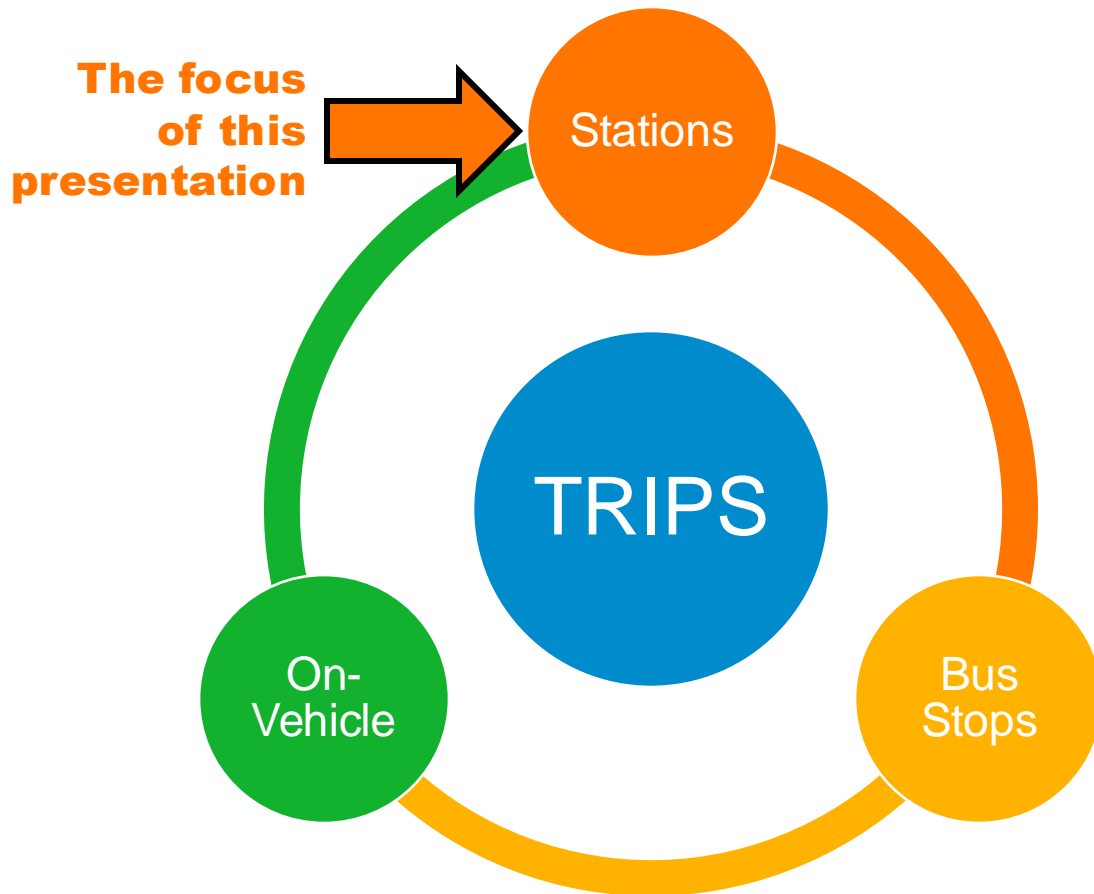
## Background: Why Digital Signage?

- 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)



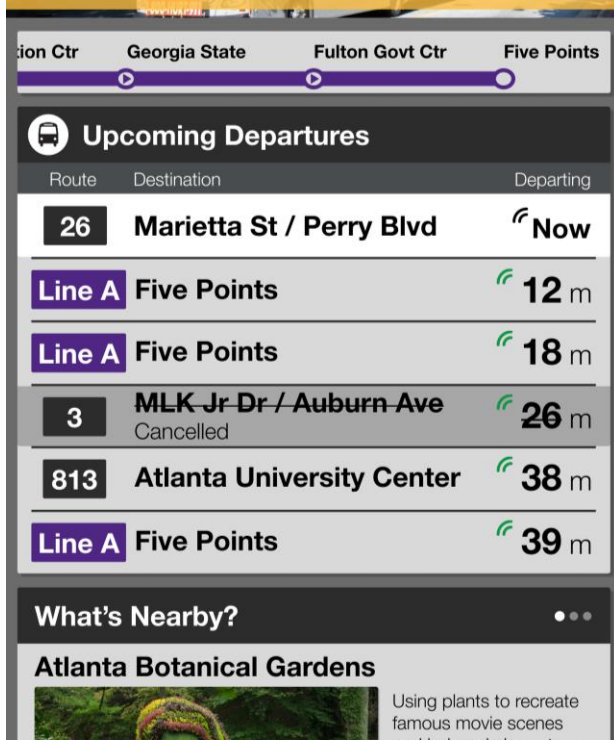
The **Transit Rider Information and Passenger Signage Program** is a brand-new, comprehensive initiative at MARTA meant to deliver high quality digital information across all MARTA's fixed route modes.

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



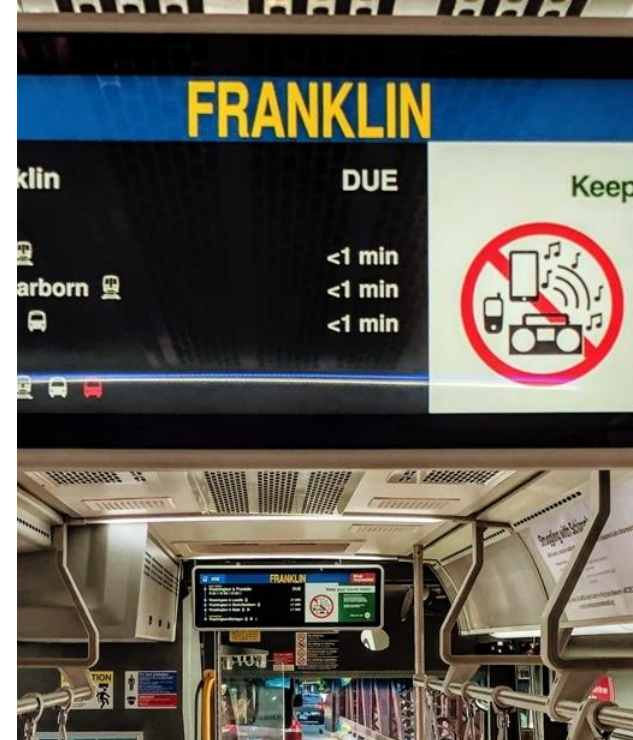
**TRIPS-Stops**



**TRIPS-Stations**



**AVIS**



**TRIPS-Vehicles**

## MARTA's Future Digital Signage Ecosystem

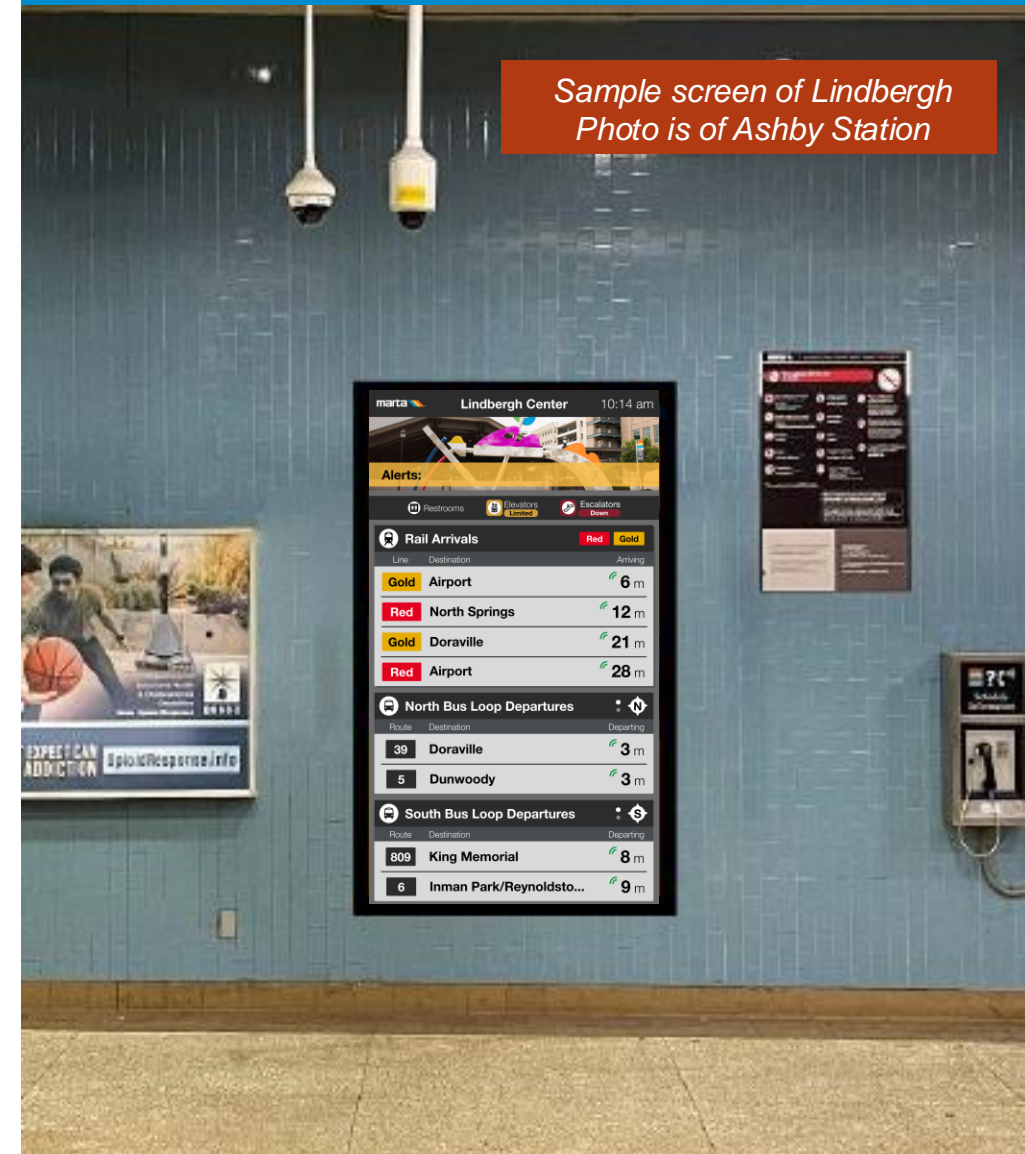
- TRIPS-Stations will not replace the current station screens, called the Audio-Visual Information System (AVIS).
- TRIPS is meant to work alongside AVIS. Modifications may be made to AVIS to allow that system to focus specifically on upcoming arrivals.
- TRIPS gives MARTA the flexibility to include 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



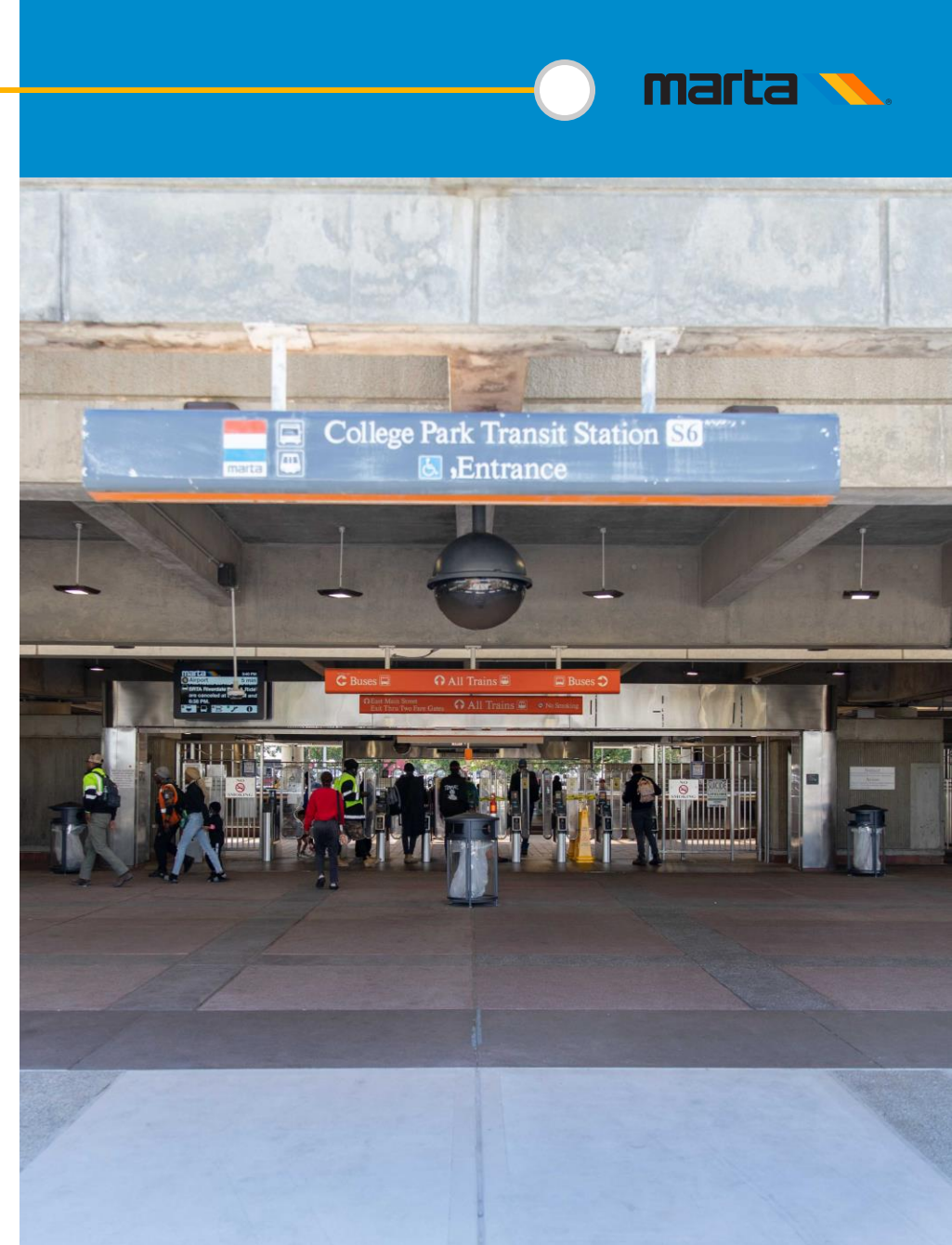
Mockup of sample TRIPS-Station screen

## 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

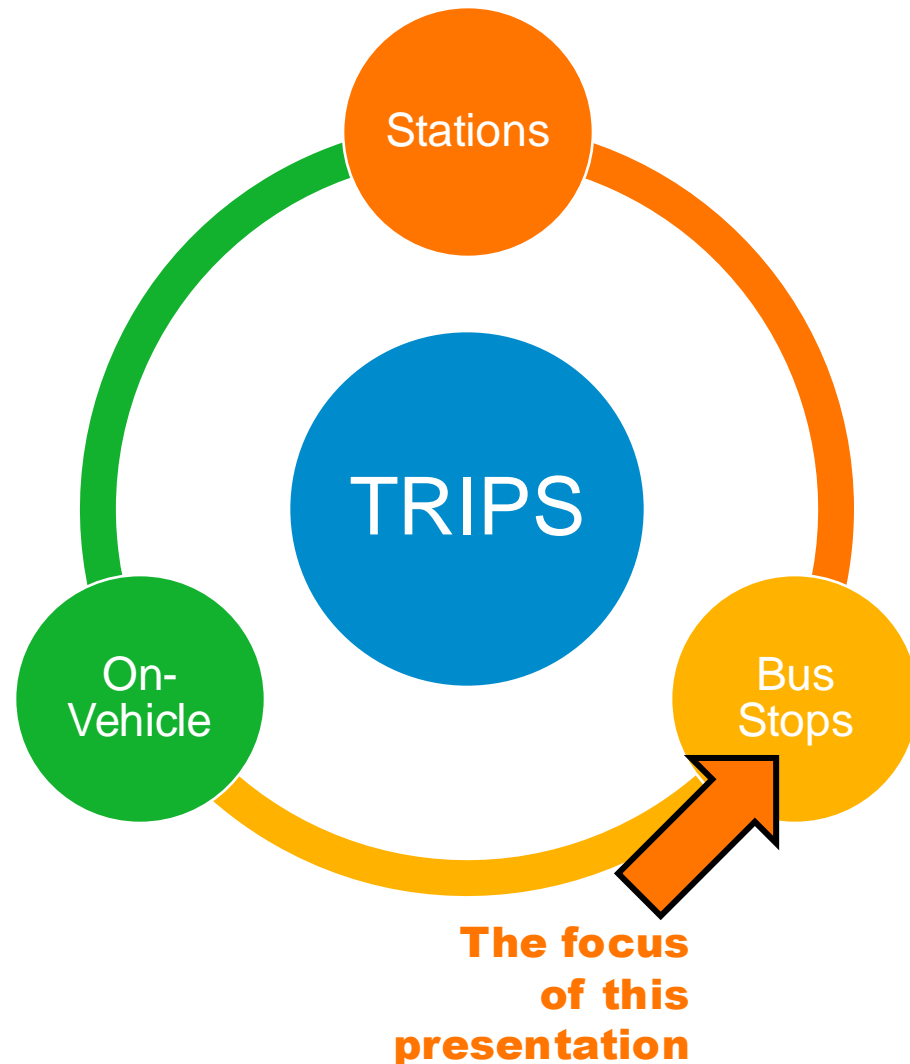
# AGENDA

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.



**IP65+ Water Resistance**

**IK8+ Impact Rating**

**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**