



**Massachusetts Bay
Transportation Authority**

In-Station Customer Service Operations

Janice Lewis

Jeff Cook

MBTA Board of Directors

May 26, 2022

In-Station Customer Service Operations Overview

- In 2017 MBTA leveraged a third-party provider to provide Transit Ambassadors services
- Covers 68 station posts throughout the rail system
- Providing
 - Customer assistance, and trip planning upon request
 - Reporting station hazards and maintenance needs
 - Assisting during severe weather events and emergencies
 - Reporting accessibility issues (tripping hazards, path of travel obstructions, etc.)
- Deploy over 200 contract employees as Transit Ambassadors (TA's) and Supervisory staff
- Need to expand coverage to an additional 30 key station posts
- Transit Ambassadors also provide operational support to other MBTA Operations in-station personnel. (CSAs, Station Officials, Platform Attendants, etc.) There are currently 28 CSAs who have similar customer service duties as Transit Ambassadors but are not deployed to the same locations during the same coverage hours



RFP Overview: In-Station Customer Operations

- Current contract has been in place five (5) years since July 31, 2017
- The Authority released a best value RFP procurement on the State COMMBUYS bidding platform reaching over 200 companies
- The Scope of Work in addition to previously mentioned includes:
 - Distributes in-station CharlieCards upon request
 - Navigate interaction with fare vending equipment and faregates
 - Checking operating equipment e.g. elevators and escalators, and reporting outages
- RFP Term, Five (5) Years with Three (3) one (1) year renewal options. Commencing July 21, 2022
- Includes expanded hours to provide additional posts over the agreement term
- Service Level Agreements: Six (6) SLA's were modified or add with written warnings and Penalty implications
- Disadvantage Business Enterprise Commitment: 15% on contract value \$15,305,408 over the five (5) years.



RFP Outcome

- Only two companies participated in the Q & A of the bid section.
- A virtual Pre-Bid meeting was conducted, and two companies were in attendance, including MyDatt Services.
- MyDatt Services was the only company responding to the RFP procurement
- In comparison in 2017 two proposals were submitted
- Feedback from other companies was that the size of the services required was beyond their abilities and staffing
- MBTA did conduct two (2) Best and Final Offer (BAFO) discussion culminating into a \$487,000 savings from initial BID proposal



RFP Technical and Pricing Response

Expenses	Year 1 Cost	Year 2 Cost	Year 3 Cost	Year 4 Cost	Year 5 Cost
	8/1/2022 - 7/31/2023	8/1/2023 - 7/31/2024	8/1/2024 - 7/31/2025	8/1/2025 - 7/31/2026	8/1/2026 - 7/31/2027
LABOR: include labor costs for all employees dedicated 100% to the MBTA					
sub total	\$ 9,963,112.40	\$ 11,704,672.87	\$ 13,694,849.82	\$ 15,965,950.87	\$ 18,554,259.44
MANAGEMENT: pro-rated wages, employer-paid taxes, and employer-paid benefits for staff partially dedicated to the MBTA					
Management	\$ 2,386,184.47	\$ 2,734,780.78	\$ 3,055,100.93	\$ 3,459,756.04	\$ 3,916,358.42
TECHNOLOGY:					
Tablets	\$ 12,973.26	\$ 14,270.58	\$ 15,697.64	\$ 17,267.40	\$ 18,994.14
Connectivity	\$ 65,700.00	\$ 69,642.00	\$ 73,820.52	\$ 78,249.75	\$ 82,944.74
Radios	\$ -	\$ -	\$ -	\$ -	\$ -
Additional Technology	\$ 21,587.09	\$ 23,098.18	\$ 24,715.06	\$ 26,445.11	\$ 28,296.27
	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -
OTHER (provide detail below):	\$ -	\$ -	\$ -	\$ -	\$ -
sub total	\$ 100,260.34	\$ 107,010.76	\$ 114,233.22	\$ 121,962.26	\$ 130,235.15
BUSINESS EXPENSES:					
Subcontractors	\$ 512,147.04	\$ 591,529.83	\$ 676,710.12	\$ 774,156.37	\$ 885,634.90
Insurance	\$ 247,543.01	\$ 292,076.77	\$ 343,041.86	\$ 401,279.20	\$ 467,733.59
Rent	\$ 117,493.20	\$ 117,493.20	\$ 117,493.20	\$ 117,493.20	\$ 154,877.40
Communications	\$ -	\$ -	\$ -	\$ -	\$ -
Supplies	\$ 26,400.00	\$ 30,360.00	\$ 34,914.00	\$ 40,151.10	\$ 46,173.77
	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -
OTHER (provide detail below):	\$ 351,992.76	\$ 395,279.38	\$ 443,490.31	\$ 486,448.39	\$ 547,423.46
sub total	\$ 1,255,576.00	\$ 1,426,739.18	\$ 1,615,649.49	\$ 1,819,528.26	\$ 2,101,843.12
UNIFORMS:	\$ 161,407.41	\$ 177,548.15	\$ 205,233.62	\$ 243,963.19	\$ 276,370.24
TRAINING:	\$ 97,920.49	\$ 115,536.70	\$ 135,696.94	\$ 158,733.86	\$ 185,021.20
PROFIT:	\$ 934,450.90	\$ 1,087,945.38	\$ 1,148,025.96	\$ 1,333,451.12	\$ 1,546,683.83
OTHER (provide detail below):		\$ -	\$ -	\$ -	\$ -
Total Cost (annual)	\$ 14,898,912.01	\$ 17,354,233.82	\$ 19,968,789.97	\$ 23,103,345.60	\$ 26,710,771.40
Total Hours (est. annual)*	379353.00	417288.30	459017.13	504918.84	555410.73
Price per hour	\$ 39.27	\$ 41.59	\$ 43.50	\$ 45.76	\$ 48.09

- Total Five (5) Year contract value is \$102,036,053
- Previous contract: Early on the TA rate was \$17 per hour. In 2021, this rate became ineffective in attracting qualified candidates. Over the past year the starting rates moved to \$18 per hour, and then \$19 per hour, with an increase to \$20 per hour after one year of service. Currently the initial starting rate per the RFP response is approximately \$20.60 per hour and seems to be spot to attract candidates
- The MBTA factored in a five (5) percent increase in staffing hours into the RFP in-order to address increased Station Posts needs year over year.
- Six SLA's contain penalties regarding Safety and Service.



Board Vote

VOTED:

That the MBTA Board of Directors hereby authorizes the General Manager, or his designee, to execute a contract, on behalf of the Authority, with MyDatt Services LLC. in an amount not to exceed \$102,036,053, in a form approved by the General Counsel, with a term to begin upon execution and to provide In-Station Customer Service Operations for the period July 31, 2022, through July 30, 2027.

