



**Massachusetts Bay
Transportation Authority**

In-Station Customer Service Operations

Follow Up and Contract Request

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MBTA Board of Directors

September 29, 2022 Board Meeting

In-Station Customer Service Operations Service Role and Function - Supporting Customers System Experience

- TAs are classified as essential personnel, and in state of emergency they are required to report to work
- Responsibilities:
 - Maintain visible presence and provide customer assistance and trip planning upon request
 - Report fare evasion and respond and assist (when directed by Operations) during emergencies
 - Report safety hazards, station defects and maintenance needs (see appendix for BBB reporting example).
 - Report accessibility barriers such as tripping/slipping hazards, and obstructed doorways, faregates and elevators, etc.
 - Accommodate disabled customers who request assistance with:
 - Providing sighted guide for blind/low vision riders
 - Obtain priority seating on trains and locating station platforms, elevators and exits
 - Navigating through crowded stations
 - Deploying bridgeplate as needed for wheelchair users
 - Accessing restrooms located in paid fare areas
 - Providing support during project and mass service diversions, severe weather events and emergencies
- Conduct station checks walking station platforms (see appendix for BBB checklist details):
 - Report suspicious activity/packages
 - Check elevators for operability and cleanliness (free of urine) on an hourly basis
 - Notify OCC when an elevator shuttle bus is needed
- Need to increase hours of coverage at existing posts and expand coverage to additional key station posts.
 - 31 key station posts are not covered



Station Staffing Plan & Compliance with Settlement

- In July 2021, the MBTA presented the Independent Monitor and plaintiffs' group with a plan for achieving compliance with these settlement commitments
 - The plan identified a station staffing standard that would ensure an adequate number of staff, strategically positioned throughout the system so that assistance could be provided quickly to riders in need
 - Breaks staffing posts into 3 tiers based on variety of factors including ridership and complexity of station
 - Station staffing standard calls for staff at Tier I & Tier II station posts from 6AM-midnight, 7 days/week; partial staffing at Tier III stations 7 days/week
- In November 2021, Judge King found that the proposed station plan would satisfy settlement but that the settlement terms would not be considered in compliance until the plan was fully implemented:

"While the MBTA is to be congratulated for creating an excellent plan for customer assistance, it would be premature to find that the MBTA is in substantial compliance with term 44 and 71 without seeing, at a minimum, that the plan for fiscal 2023 is implemented. The Independent Monitor finds that the MBTA is not presently in compliance with terms 44 and 71." (see Appendix for more detail)

The proposed staffing levels and staffing plan included in this contract would fully satisfy this standard and leave open the option to expand coverage further



Procurement Overview

- The Authority released a best value RFP procurement on the State Public COMMBUYS bidding platform reaching over 212 direct companies plus MBTA facilitations.
 - ALL companies registered (and those that are not) on COMMBUYS public bidding platform with RFP access and ability to Respond. Available for viewing by more than 15,000 registered vendors.
 - RFP Industry segments included: Travel Facilitation and Passenger Transit. Large service firms such as Aramark did not respond, but areas of Transit or Consulting participated in the question and answer; and pre bid activities.
- Mydatt Services is a TN based company, with approved filings to do business in MA. State funded procurements follow Commonwealth Executive Branch “Goods and Services” policies with bids issued in an open, fair and competitive manner. There are very limited exceptions for preference. Such as small business preference.
- Learning:
 - In todays Capital and Employee markets at least six (6) months or more transitional period is needed.
 - Need to create competition and partnership creative opportunities for this and certain other procurements



Ambassador Service Industry and Block by Block (Mydatt)

- The small ambassador service industry began serving with Business Improvement Districts (BIDS).
- Previously the need was completely served by Security and Cleaning companies. Once BIDS moved beyond just a commodity service into customer service/ambassador functions the industry moved and grew into providing a broader service model.
- Block by Block has approximately 140 customers across the nation
- Industry has very little competition in procurements within the \$3m-\$5m range.
- Mydatt Services is TN based company with Offices in Boston since 2011. Supporting six (6) Massachusetts BID Contracts totaling approximately 108 employees. Largest location is Boston Downtown Improvements District with 60 employees.
 - Most recent award for Rose Kennedy Greenway totaling 16 people
- Currently 246 employees are providing Block by Block services on the MBTA account.



Answers for Board Follow Up Questions

Block by Block MBTA Account

- 96% of Transit Ambassadors are full-time of the 212 Ambassadors
 - Block by Block employ 66% of the full-time employees
 - Diversity Partnership Companies employ 34% of the full-time employees
 - Sterland Staffing Solutions as a DBE partner
 - Hire Partnership as a MBW and WBE partner
- Block by Block employ an additional 34 management employees.
- Total Block by Block and Diversity Partnership Company Employee Demographics
 - Diversity base of 81%
 - Male 64%
 - Female 36%
 - Live in Boston 61% vs surrounding towns 39%.
- Two Main Shifts: 6am – 3pm and 3pm to 12am base agreement
- FT Hours 30 and OT paid over 40 hrs worked
- Worker Compensation Claims: Total 42 since 2017 - Major areas 11 Assaults/14 Slip Fall
- Full load salary and benefit cost per BBB Ambassador is \$55k vs MBTA CSA ranges from \$92k to \$131k
- Employee Training: Block by Block provides: Public engagement and customer service training, technology and radio training
MBTA provides: Emergency Training and System Wide Accessibility Training (See Appendix for specific detail)
- Technology: Proprietary technology to capture and aggregate Ambassador Program activities: Such as Incidents, maintenance issues, etc. Its customizable to the account (See Appendix for SMART System examples)
- Margin of Profit on agreement is approximately 5.97% on average over 5 years
- Diversity spend over the initial Five (5) year term was approximately 14.81% on average. \$6,409,000



Answers for Board Follow Up Questions

Block by Block Benefits

Block by Block provides a competitive benefit package more than most found in the service industry (security and janitorial, etc.). The following are elements of the benefits package including workers Comp.:

- Benefits after 90 days/Hourly Rate at approximately \$21
- Health Insurance – Pay approximately 70% of the employee’s individual monthly premium. (May for cost add dependents)
- Dental insurance – Pay approximately 70% of the employee’s individual monthly premium. (May for cost add dependents)
- Workers Compensation coverage
- Life Insurance - \$20,000 of free life insurance for company healthcare policy participants
- Paid Time Off –PTO is managed on a “benefit year” basis. This is a 12-month period. Will accrue and may be used according to Block by Block Policies
- 401K – company sponsored plan for employees to contribute to their retirement savings. No Company Match
- Holidays Six Paid & Birthday –after one year of service
- Employee Assistance Program provides free confidential guidance and resources for Employees or an immediate household family member with financial, legal and work-life services.
- Leadership Identification & Development Program - Block by Block believes in promoting from within, had numerous Transit Ambassadors promoted to supervisors (including from Diversity Partners)
- In an effort to be consistent in benefits offerings BBB “DBE” partners also provide the same level of benefits to those Transit Ambassadors they provide to the program.



RFP Re-Cap: In-Station Customer Operations

- Current contract has been in place since July 31, 2017 (with Mydatt Services)
- Contract was extended to a Month to Month as of July in order to sufficiently answer board questions
- RFP Term, Five (5) Years with Three (3) one (1) year renewal options. Commencing October 1, 2022. Contract value over the initial term is not to exceed \$102,036,053. Annual average of \$20,407,000.
- MBTA standard termination exists: “ May terminate a contract without cause and without penalty”.
 - The Five (5) Year term was chosen to create service “Stability” towards meeting MBTA/BCIL Accessibility Settlement; and with intent during little competition trying to lock in better pricing over longer period of time.
- Two (2) Best and Final Offer (BAFO) culminated into a \$487,000 savings.
- Disadvantage Business Enterprise Commitment: Under this program initiated this past year for state funded contracts, contractor commits to 15% on contract value \$15,305,408 over the five (5) years.



Staff Summary Recommends Award: MyDatt Services LLC

VOTED:

To authorize the General Manager, or his designee, to award and execute a contract for RFP No. 3-22 In-Station Customer Service Operations with MyDatt Services LLC, for a five (5) year term, in the amount of \$102,036,053.00, in a form approved by the General Counsel, and to execute any necessary or ancillary documents in the name and on behalf of the Massachusetts Bay Transportation Authority to effectuate this Agreement.



APPENDIX



Block by Block Reporting

Total Customer Interactions:

- By Month
 - By Category
 - Accessibility Assistance (bridgeplate deployment, sighted guide)
 - Fare Equipment Assistance
 - Fare Evasion
 - Courtesy Tap
 - Customer Assistance
 - Station Checks (walk the station and platform, observe to see if there any maintenance/accessibility issues that need reporting, remove homeless that may be camped out in the station, report suspicious activity)
 - Elevator Checks** (SWA requirement; there are performance targets for these checks based on station location)
- **There are currently 143 station elevators system-wide that require TA checks for operable service. Most locations require 1 check per hour, but there are 10 locations that require 2 checks per hour. Elevator issues should be documented in the Smart System AND reported to OCC/MCC for follow-up and repair. The TA is required to update the SmartSystem if the issue is resolved during his/her shift.
- TAs were also very instrumental in the Authority's mask distribution during COVID facilitated mask delivery. We would not have been able to do this without the assistance of BBB.



INCIDENT REPORTING FORM

Incident Information

Incident ID	Incident Type	Date/Time of Incident	Priority Level
918877	Medical	07/25/2022 06:22 AM	● Low

Reported By	Title/Role	Supervisor Reviewed
MBTA Diosandra Pallano	Ambassador	No

Summary

A female rider around 6:23 am came up from the red side platform to inform me the a passenger has passed out, when I and my supervisor Miguel arrived at the scene he was getting helped from the train driver, he sat down on one of the bench. He seems fine now, the inspector arrived at 6:29 am, the passenger does not want medical assistance. At 6:35 the passenger said he was fine and he just left the station.

Example of an incident report captured by one of our Transit Ambassadors. The time, location, type of incident, description and photo are all logged. These are viewable by BBB managers and MBTA employees with SMART access



MAINTENANCE REQUEST: MASSACHUSETTS BAY TRANSPORTATION AUTHORITY

28M
Time Elapsed

Work Order #:

858633

Submitted on

07/26/2022 06:59 AM

Status

In Progress

Maintenance Type

Escalator Issue

Address

1 Assembly North

Additional Information

Escalator 443

Zone

Assembly North

Department

Maintenance/Cleaning

COMPLETE REQUEST

EMAIL WORK ORDER

CREATE WORK ORDER

Escalator Issue

Escalator 443 is not working

Created by: MBTA Samuel Baptista, 07/26/2022 07:01 AM and Last Modified: MBTA Samuel Baptista, 07/26/2022 07:16 AM

Associated Files



Baptista, MBTA Samuel , 07/26/2022 07:16 AM



Baptista, MBTA Samuel , 07/26/2022 07:16 AM



Baptista, MBTA Samuel , 07/26/2022 07:16 AM



Baptista, MBTA Samuel , 07/26/2022 07:16 AM

COMMENTS

+ ADD MESSAGES

Here is an example of a real-time maintenance request. The Ambassador included location, time, work order, photos of the maintenance issue and a description.

The elapsed time since the request was created is updated in real-time.



Compliance with Daniels-Finegold v. MBTA Accessibility Settlement

Comprehensive class-action settlement agreement focused on improving accessibility system-wide

- Signed 2006. Amended in 2018.
- Overseen by a court-appointed Independent Monitor, Judge Patrick King
- Out of original 206 settlement terms – 16 are still pending

2 of the 16 open commitments are directly related to station staffing

- Section 44. *The MBTA shall ensure that appropriate MBTA personnel are available in order to assist all passengers with access*
- Section 71. *The MBTA must establish and operate a system to aid customers with disabilities. Customer assistance services must be available at all stations on the fixed route system. Customer assistance services must include a means of providing help with boarding or leaving trains and buses, using accessibility features, arranging for alternative transportation when necessary, and other assistance to facilitate use of the system by persons with disabilities. The MBTA must ensure that customer assistance services are available to persons with disabilities during all hours of operation*



Block by Block Training

MBTA TRANSIT AMBASSADOR TRAINING AGENDA

4 days of class room training by Block by Block
1 day at Broadway ETC by MBTA staff
3 days of in station training by Block by Block

Mandatory Training for all Transit Ambassadors

- **Customer Engagement - Block by Block Training Manager**
- **Lisa Ann Trainor**
 - Role of the Transit Ambassador
 - Transportation Related Duties
 - Maintenance Issues
 - Operational & Safety Rules
 - SWA
 - Incident Reporting
 - Essential Employees
 - Reporting to work on time
 - Who to contact if running late
 - Proper clock in locations
 - Reporting during state of emergency
 - Report to/working during inclement weather or pandemics
 - Extreme Cold
 - Extreme Heat
 - Review of Booth Policy in Extreme Heat or Extreme Cold
 - Discussion of stations weather conditions
 - When booth policy is in effect.
 - MBTA decision making as relates to late arrival or early dismissal.
 - During your shift
 - Assisting & Greeting
 - Remaining Visible
 - Serving those with disabilities
 - Challenges of standing, weather conditions and rider issues.
 - Bridgeplate Processing
 - Location Move Policy
 - Problem Resolution
 - Proper policy for homeless or intoxicated individuals
 - SWA Assistance of homeless or intoxicated individuals
 - Ensuring all are treated with respect on a fair and equal basis.
 - Location Assignment, Visibility & Assistance
 - Standing Area
 - Greeting Area
 - First Impressions/Appearance
 - Dress code & Uniform Guidelines, Summer & Winter Attire including necks, gaiters, hats, and layers.
 - Common Complaints or Problems
 - Sitting in the booth
 - Not assisting customers
 - Walking away when a customer approaches
 - On your phone.
 - Excessive time in facilities
 - Tardiness/NCNS
 - Public Perception



Block by Block Training (continued)

- Camera locations
- MBTA riders recording TA's
- Twitter, Instagram Posting(s)
- Not assisting customers
- De-escalation
 - Listen
 - Acknowledge
 - Sincerely Apologize
 - Empathize
 - Response
- Review of TransitAmbassador.net
 - Policies & Procedures Overview
 - Location of all memos' accessible to all TA's
 - Review of top memos'
- Y **Radio Communication - Block by Block Training Manager**
- Y **Lisa Ann Trainor**
 - Radio Guidelines
 - Radio usage
 - Rate of speech
 - Clearly defined verbiage
 - Professional & Respectful Communication
 - Avoidance Topics
 - Greetings
 - Vulgar/Swear Words
 - Unnecessary Chatter.
 - Radio Checks
 - Checking frequency
 - Power/Battery Issues
 - When to complete
 - What to do if no response
 - Identification on Radio Calling/Answering
 - Proper TA identification/location
 - Review of OCC, Portable & Transit Designations
 - Verbiage of Calls
 - Radio Checks
 - Medical Emergency
 - Medical Issue
 - Identifying area
 - Fight on the Platform
 - Participants involved
 - Weapons involved
 - What to do if weapons are involved
 - TA Safety (reinforced)
 - Opening the Faregates
 - Emergency situation
 - Examples of faregate opening request
 - Person in the Pit
 - Person in, or report of, person in the pit
 - Default protocols of person, or report of, person in the pit
 - What not to do
 - In-station countdown clock (revenue only)
 - TA Safety (reinforced)



Block by Block Training (continued)

- Bridgeplate Requests
- Proper verbiage when offering assistance
- Discuss why riders may decline assistance
- Notifying Control of a pending request
- Notifying Control of rider on the train proper verbiage/importance
- Needing additional assistance/hands off policy
- Reiterate SWA Policy for those with disabilities

➤ **Topics Reviewed First Week - Block by Block Training Manager**
➤ **Lisa Ann Trainor**

- System Wide Accessibility
- Title 6
- New Fare Vending Info
- Fare Transformation
- Operation Control Center
- Assisting Visually Impaired
- Into to Block by Block
- Leadership Identification Program
- Smart System Reporting
- MBTA Map (N/S or E/W)
- Importance of the Ambassador
- Rider Engagement & Perception
- Understanding who we serve
- People the TA will communicate with
- How to complete Platform & Elector Checks
- General Cleanliness
- Directions & Wayfinding including Transfer Stations & Tourist Destinations
- Reporting Emergency Situations from Riders
- Charlie Card vs. Charlie Ticket
- Understanding how to use the Fare Vending Machines
- Station Observation Criteria and Expectations
- Uniform Standards
- Those who ride for free
- Positive Imaging
- 10 Key Greeting Points
- Time Off & Payroll
- TA Helpful Hints
- Fare Evasion Tricks



Block by Block Training (continued)

- **HR Policies & Procedures – Block by Block HR Manager**
- **Rick Webb & HR Assistant Ian McDonald**
 - Callout Policy
 - PTO Policy
 - Nature of Employment
 - Categories (Exempt vs. Non-Exempt)
 - Holidays & Leave
 - Birthday Pay
 - Holidays
 - Bereavement
 - LOA
 - Cell Phone Policy
 - Internet/Data Usage Policy
 - Employee Conduct
 - Language
 - Injuries/Accidents
 - Late Arrive
 - NCNS
 - Willful/improper Actions
 - Alcohol/Drug Testing
 - Time Theft
 - Theft of Property
 - Falsifying Info
 - Safety Violations
 - Sexual Harassment & Prohibited Behaviors
 - Attendance, Punctuality & Point System
 - Attendance Point System
 - Valid & Approved Excuses
 - Bereavement as relates to Attendance & Point System
 - Expiration of Points
 - Correct wearing of the uniform (reinforced)
 - Tattoos/Body Piercings
 - Hair/Makeup/Fingernails
 - Jewelry
 - Facial Hair
 - Personal hygiene
 - Sunglasses



Block by Block Training (continued)

- **FIELD Visits & Review of Station Overview – Block by Block Supervisors**
- **Harold Bend, Terrence Dockins, Nelson Jimenez**
 - Review of station
 - Locating Safe/Equipment
 - Entering Booth/Locking Booth
 - Bridgeplate locations
 - In-station call box
 - Emergency Exits
 - Review of start to finish expectations
 - SMART
 - Logging into Smart System ~ Start of shift
 - Recording Stats in Smart System ~ After each customer interaction
 - Entering a Maintenance Request
 - Entering an incident report
 - WIW Overview
 - Confirm Shifts
 - Locate MOD for Callouts
 - Requesting Time Off
 - Logging out of WIW if using on tablet
- **Overview of Manager on Duty Expectations – Block by Block Managers**
- **Jim Atsales, Tahira Cox, Shalaya Gray, Royal Hector, James McCormick**
 - Reporting on time
 - Responsibility During Shift
 - Problem Solving
 - Communication
 - Chain of Command
 - Q&A Info Session
- **MBTA Emergency Training – MBTA Personnel as assigned ETC**
 - Security Presentation
 - MBTA Transit Police Presentation
 - Light Rail Instruction
 - Heavy Rail Instruction including Bridge Plate
 - Bus evacuations



Block by Block Training (continued)

Note: Dated added 9/21/22: The below is a modification of service training and replaces the services reflected on slide 19 in same category to reflect TSA SAEPET requirement.

MBTA Emergency Training – MBTA Personnel as assigned by ETC

- TSA-mandated Security Awareness and Emergency Preparedness Employee Training (SAEPET)
- Light Rail and Heavy Rail Instruction
- Mobile bridgeplate deployment
- Demonstrations and techniques
 - Stryker Evacuation Chair
 - Extremity Carry method
 - In-chair Carry method
 - Bullhorn
 - Sighted guide
- Fire extinguisher training simulator



Block by Block Daily – Example some Checklist Items

- Secure Equipment from safe or Previous Transit Ambassador
- Verify Safe, CSA Booth door and CSA booth window are all locked
- Verify equipment is charged and functional
 - Radio, iPad, Fare Vending Machines, Fare Gates, an doors
- Verify Bridge Plate is secure
- Verify Charlie Card quantities
- Perform station check
- Perform elevator check
- Advise Charlie Card vs Charlie Tickets and differences



WALK PATHS

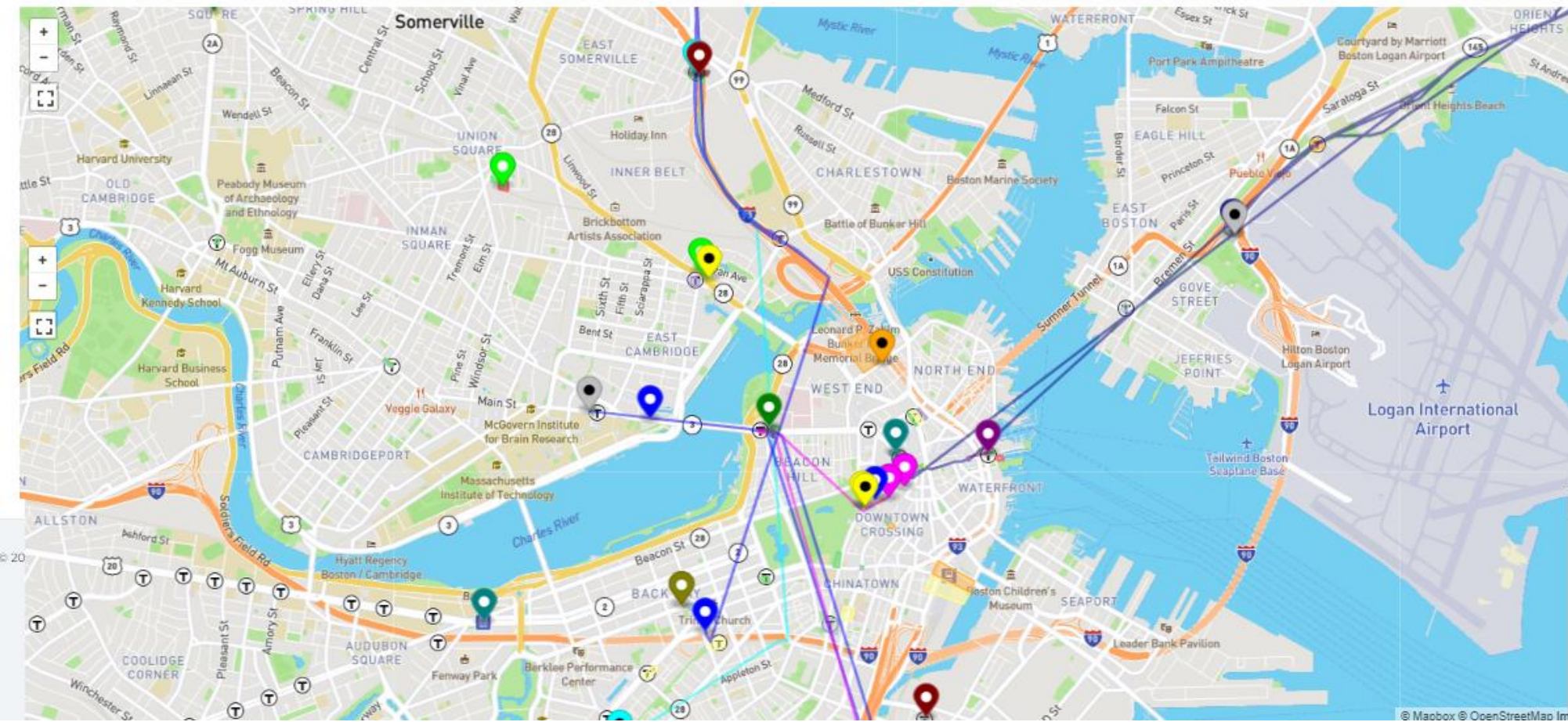
Date	Start Time	End Time	Past Days	Accuracy	
07/16/2022	08:00 AM	10:59 AM	1 Day	10 meters	GO

- Ambassadors Active (Show)
- Ambassadors Inactive (Show)
- Ambassadors Deleted (Show)
- Job Titles (Show)

Time of Walk: 07/16/2022 10:59:59 AM

07/16/2022 08:00:00 AM PLAY 07/16/2022 10:59:59 AM

Playback Speed: Normal



Real-time visibility
Of where all the BBB
Employees are in the
system.

This is visible by
BBB managers as well
as Customer
Experience via BBB's
SMART System
Technology

Block by Block Staffing Locations

MBTA IN-STATION CUSTOMER SERVICE OPERATIONS COVERAGE				
July 2022				
Station	Monday - Friday	Saturday	Sunday	
Airport	6am-12am	6am-12am	7am-10pm	Airport
Alewife Front	6am-12am	6am-12am	7am-10pm	Alewife Front
Andrew	6am-12am	6am-12am	7am-10pm	Andrew
Aquarium East	N/A	6am-12am	N/A	Aquarium East
Arlington	6am-12am	6am-12am	7am-10pm	Arlington
Ashmont North	6am-12am	6am-12am	N/A	Ashmont North
Ashmont South	6am-12am	6am-12am	7am-10pm	Ashmont South
Assembly North	6am-12am	3pm-12am	7am-10pm	Assembly North
Assembly South	2pm-12am (Mon-Thurs) 6am - 12am (Friday)	6am-12am	2pm-10pm	Assembly South
Back Bay	2pm - 12am	6am-12am	7am-10pm	Back Bay
Beachmont	2pm-12am (Tues - Thurs)	2pm-12a	N/A	Beachmont
Braintree	3pm-12am	3pm-12am	7am-10pm	Braintree
Broadway	6am-12am	6am-12am	7am-10pm	Broadway
Central North	6am-12am	6am-12am	7am-10pm	Central North
Central South	6am-12am	6am-12am	7am-10pm	Central South
Charles/MGH	6am-12am	6am-12am	7am-10pm	Charles/MGH + Floater
Chinatown North	6am-12am	6am-12am	7am-10pm	Chinatown North + Floater
Chinatown South	6am-12am	6am-12am	7am-10pm	Chinatown South + Floater
Community College	2pm-12am (Mon-Thurs) 6am - 12am (Friday)	6am-12am	7am-10pm	Community College
Copley (East)	6am-12am	6am-12am	7am-3pm	Copley (East)
Copley (West)	6am-12am	6am-12am	7am-10pm	Copley (West)



Block by Block Staffing Locations (Continued)

Davis	6am-12am	6am-12am	7am-10pm	Davis
DTX North	6am-12am	6am-12am	7am-10pm	DTX North + Floater
DTX South	6am-12am	6am-12am	7am-10pm	DTX South + Floater
DTX Summer St Concourse	6am-12am	6am-12am	7am-10pm	DTX Summer St Concourse
Fields Corner	6am-12am	6am-12am	N/A	Fields Corner
Forest Hills (front)	N/A	6am-12am	7am-10pm	Forest Hills (front)
Government	6am-12am	6am-12am	7am-10pm	Government
Green Street	6am-12am (Mon-Thurs) 6am - 3pm Friday	6am-12am	7am-10pm	Green Street
Harvard	6am-12am	6am-12am	7am-10pm	Harvard + Floater
Haymarket Busway	3pm-7pm	N/A	N/A	Haymarket Busway
Haymarket Green	6am-12am	6am-12am	7am-10pm	Haymarket Green + Floater
Haymarket Orange	6am-12am	6am-12am	7am-10pm	Haymarket Orange + Floater
Jackson	6am-12am	6am-12am	7am-10pm	Jackson
JFK/Umass	6am-3pm	6am-12am	7am-10pm	JFK/Umass
Kendall North	6am-12am	6am-12am	7am-10pm	Kendall North
Kendall South	6am-12am	6am-12am	7am-10pm	Kendall South
Kenmore	6am-12am	6am-12am	7am-10pm	Kenmore
Lechmere North	6am-12am	6am-12am	7am-10pm	Lechmere North
Lechmere South	6am-12am	6am-12am	7am-10pm	Lechmere South
Malden	2pm-12am (Mon-Thurs) 3pm - 12am (Friday)	3pm-12am	2pm-10pm	Malden
Mass Ave	6am-12am	6am-12am	7am-10pm	Mass Ave
Maverick	6am-12am	6am-12am	7am-10pm	Maverick
North Quincy South	2pm-12am	2pm-12am	2pm-10pm	North Quincy South
North Station Causeway	6am-12am	6am-12am	7am-10pm	North Station Causeway + Floater
North Station Valenti Way	6am-12am	6am-12am	N/A	North Station Valenti Way



Block by Block Staffing Location (continued)

Park Green East	6am-12am	6am-12am	7am-10pm	Park Green East + Floater
Park Green West	6am-12am	6am-12am	7am-10pm	Park Green West + Floater
Porter	2pm-12am	6am-12am	7am-10pm	Porter
Prudential	2pm-12am	6am-12am	N/A	Prudential
Quincy Adams	N/A	6am-12am	N/A	Quincy Adams
Quincy Center	N/A	N/A	7am-10pm	Quincy Center
Revere Beach	2pm-9:30pm (Mon - Thurs)	6am-9:30pm	N/A	Revere Beach
Roxbury Crossing	N/A	6am-12am	7am-10pm	Roxbury Crossing
Ruggles	2pm-12am	6am-12am	7am-10pm	Ruggles
Shawmut	N/A	6am-12am	N/A	Shawmut
South Station South	6am-12am	6am-12am	7am-10pm	South Station South + Floater
State Blue (East)	6am-12am	N/A	N/A	State Blue (East)
State Orange North	6am-12am	6am-12am	7am-10pm	State Orange North + Floater
State Orange South	6am-12am	6am-12am	7am-10pm	State Orange South + Floater
Stony Brook	N/A	6am-12am	7am-10pm	Stony Brook
Sullivan Square	6am-12am	6am-12am	7am-10pm	Sullivan Square + Floater
Tufts Medical	6am-12am	6am-12am	7am-10pm	Tufts Medical
Tufts Medical South Cove	8am-5pm	N/A	N/A	Tufts Medical South Cove
Union Square	6am-12am	6am-12am	7am-10pm	Union Square
Wellington	2pm-12am	6am-12am	7am-10pm	Wellington
Wonderland	6am-12am	6am-12am	7am-10pm	Wonderland



Block by Block Expertise and Competencies

- We have developed a deep understanding of what's important to this small niche industry. At the same time we have a core competency in providing the desired outcome of having friendly personnel provide the specified scope of work. Having friendly Ambassadors, who are engaging, is the overarching goal of outsourcing the Transit Ambassador program.
- We've built an entire operating model specifically focused on this work, which includes the following:
 - Hiring not only workers, but persons that are comfortable and engaging with the public. We often say "we hire for personality and train for skills."
 - We've developed the necessary training which transform the friendly person to having the right skills to be an effective Ambassador
 - We've developed the right processes, structure and tools for communication
 - We've identified the most effective equipment, tools and consumable supplies for carrying out the work in our industry, regardless of safety, hospitality or cleaning functions.
 - We've built the necessary technology that allows us to document important activities, while also facilitating communication of all necessary information to our customers (SMART System)
 - Our operating model is built on customization, which allows us to build a workflow and local management team to deliver on the unique requirements of each customer. For example, the MBTA's



Block by Block Expertise and Competencies (continued)

requirements for Transit Ambassadors are different than the needs of cleaning and watering flowers at the Downtown Boston Business Improvement District.

- Specifically for the MBTA, we have built an entire workflow of many small processes that accounts for the needs within the MBTA system. This includes Ambassadors being scheduled for a particular station assignment, to ensure when Ambassadors arrived they have what they need at that station, that they can communicate with important constituents (OCC, supervisors, etc.) and they are supervised by the local management team all in the delivery of friendly services.
- At the same time we've built a competency for hiring and training a local management team assigned exclusively to the MBTA program. This team historically has little turnover, which has allowed them to become familiar with your processes, requirements and to build relationships with MBTA personnel.
- The management practices and quality assurance from a highly engaged corporate team to ensure we're delivering on each individual's customer expectations



OTHER PROGRAMS IN MASSACHUSETTS

- Block by Block also services the following programs in the Boston area:

Customer	# of Employees	Contract Start
Downtown Boston Business Improvement District (Boston MA)	60	April 2011
Rose Kennedy Greenway (Boston, MA)	16	September 2019
Central Square BID (Cambridge, MA)	15	October 2019
City of Somerville (Somerville, MA)	8	May 2021
Boston Seaport Neighborhood (WS Development, Boston MA)	5	July 2019
MASCO (seasonal pilot program, Boston, MA)	4	May 2022
Providence Downtown Improvement District (Providence, RI)	20	February 2005



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) discussions 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.



Staff Summary Recommends Award: MyDatt Services LLC

- The request is for the MBTA Board of Directors, to approve and authorize the General Manager, to execute a five (5) year contract with three (3) one-year options with Mydatt Services LLC for RFP No. 3-22 In-Station Customer Service Operations to not exceed \$102,036,053 for the base term.

