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555 Lakeshore Blvd. Painesville Twp., OH 44077

RFP # 2502 Digital System for Customer Communications

Questions & Answers

January 16, 2025

Q1. Could you share Laketran’s annual ridership (NTD-reported unlinked boardings) for 2023 and 2024, and if possible what your planning leadership would forecast for 2025?

A1.

NTD Reported	2023		2024 through November
MB_DO	317087		333729
CB-DO	59168		62129
DR-DO*	252387		226596
* This includes Geauga Transit because we had to report their ridership to NTD			
Purchased**	15395		13425
*Breckenridge is not reported to NTD- we only had to report City of Wickliffe			
Gauga Transit	14555		28653

Laketran operates rural transportation agency, Geauga Transit, as of July 1, 2023. The main focus of this project will be Laketran’s service and customers. There is a small possibility that Geauga Transit would be incorporated at a later date depending on need and funding availability.

Q2. Also, are you aware of the NEORide Modular Transit System RFP currently on the street? There’s slight overlap with your scope, in terms of generating a GTFS-realtime Service Alerts feed for Transit and Google Maps. I’m planning to submit a proposal to that, and I’m curious if there could be an opportunity to expand/alter the scope of the NEORide RFP to accommodate Laketran’s needs. I’m also fine submitting proposals to both RFPs, it just seems odd to do that, given their similarities and the purpose of NEORide’s RFPs.

A2. Laketran’s project is separate and unique from NEORide’s project. Proposals submitted to Laketran must address the scope of work described our RFP.

Q3. I have a question regarding what options for procurement are available to LAKETRAN. The reason for asking is that many Transit agencies procure software via agreements like GSA or Co-ops like NASPO and OMNIA. This allows both parties to avoid lengthy legal reviews



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while providing complete pricing transparency. As we work on our response, are alternate procurement methods available for this project?

A3. Alternate procurement methods are not available because the procurement (aka solicitation, request for proposals, or scope) has already been issued. Laketrans has purchased products from cooperative purchasing agreements in the past. The proposals submitted in response to Laketrans RFP #2502 must address the scope of work we have requested. If you would like to submit an alternate proposal from a cooperative purchasing agreement, you are free to do so. Please be sure to identify this in your submission. However, all proposals will be evaluated using the criteria described in section 3.12.

Q4. Are you looking for a custom (built to your specs) solution, or a provider to customize off-the shelf software (some exist that may cover most of your needs, but not all --- and integration with existing systems may be limited).

A4. We did not anticipate there would be turnkey product and anticipated we may have to prioritize options when selecting a final vendor. We are open to a custom or "off-the-shelf" application.

Q5. For the plug-in/integration – the main site (<https://laketrans.com/>) is based on WordPress --- confirming this is the site that we are integrating with?

A5. Yes, Laketrans.com is a WordPress site and it would integrate with it.

Q6. For the texting capability – assuming that this is one-way, or will a system need to be setup for Laketrans admins to respond to any replies?

A6. We currently use EZTexting and would prefer to have the capability to respond, although it is primarily used as one-way communication tool. Texts should be able to be scheduled.

Q7. Is stop level data currently included in your GTFS feed?

A7. Yes, our feeds are available here: <https://laketrans.com/about-laketrans/use-of-laketrans-data/>

Q8. Re: 24/7 support --- assume that would be for the system uptime/monitoring and Laketrans administrative users --- is there a request for end-user support, as well?

A8. No.

Q9. Are there current processes/data in place that need to be adhered to/migrated with respect to the text/web/email/social media channels --- or will this be clean slate?

A9. We'll continue to use current social sites; we use Constant Contact (email) and EZTexting (SMS), but are open to new applications, if needed. All subscribers would be moved to new platform

Q10. Is there a target launch date?



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A10. End of 2025, if possible.