

# Implementing a Broadband Wireless Network within the MARTA system

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2011 Trans/Tech

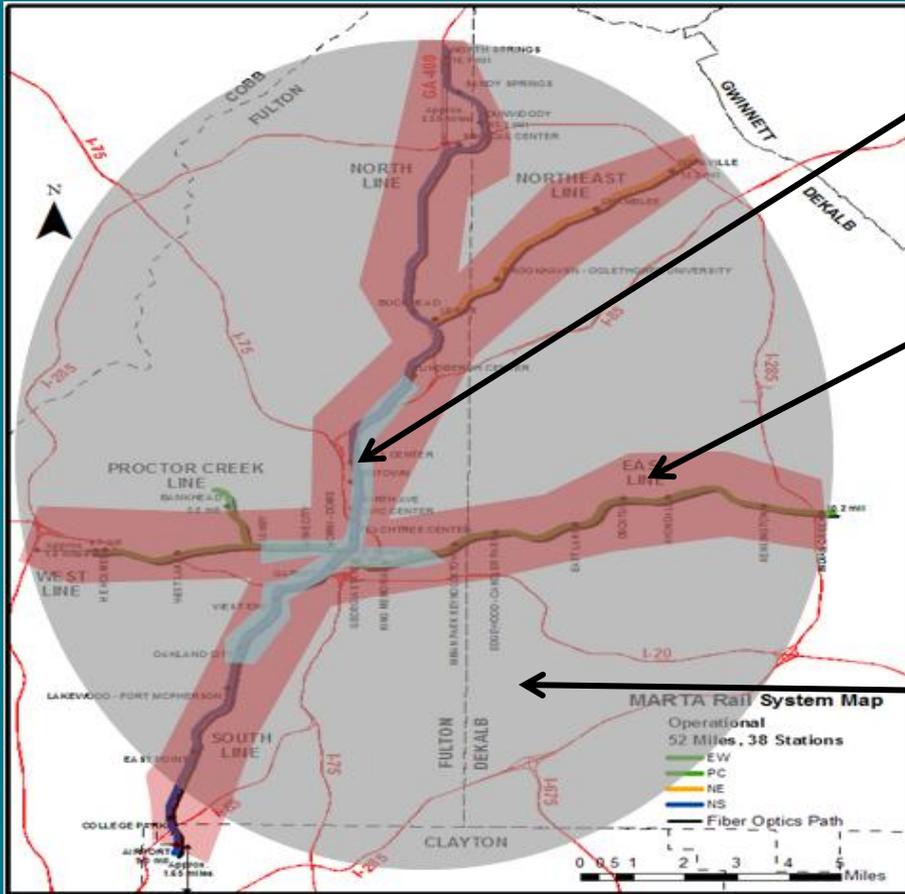
# Goal One

Create a long term revenue stream for the authority with limited or no upfront costs in infrastructure.

*Leverage over 900 “vertical assets” for positioning of Cellular/WiFi/WiMax equipment.*



# Vision



- Initial Vision – Provide cellular services within the tunnels and underground train stations.
- Bigger Vision – Provide cellular and WiFi services along and around all of the MARTA track waysides. Attempt to capture non-ridership customers that live/work near the tracks.
- BIG Vision – Use all MARTA properties and assets to provide a broad range of cellular and wireless services city-wide.

## The Industry Connection... WirelessWeek.com

- ▶ Up-to-the-minute
- ▶ Interactive
- ▶ Comprehensive

### Boston Subway To Gain Wireless Access

By Susan Rush

Wireless Week - February 11, 2005



Massachusetts Bay  
Transportation Authority

The MBTA not only views the wireless access as a convenience and safety benefit for its passengers, but as a source of revenue. The transportation authority expects to collect a minimum of **\$4 million in revenue over the course of the 15-year** license.

### The New York Times

By [WILLIAM NEUMAN](#)

Published: September 20, 2007 **M.T.A. Makes Deal for Cellphones in Stations**

The company that won the right to wire the stations, Transit Wireless, will pay **New York City Transit** a minimum of **\$46.8 million over 10 years**, the agency said. The company will also pay the full cost of building the wireless network in the underground stations, estimated at \$150 million to \$200 million.



Metropolitan Transportation Authority



By Robert Thomson |

### The Washington Post

February 27, 2009; 3:19 PM ET **Metro Announces Deal For More Cell Service**

The wireless contract will generate a minimum of nearly **\$25 million** during the initial 15-year term and **an additional \$27 million** during the five, two-year renewal terms.

# Learnings From a Peer Assessment

1. Most were initiating similar projects to raise revenue and provide operating capability (MTA, WMATA, and CALTrain).
2. Most had re-issued RFP's (MBTA, MTA, WMATA)
3. Most were attempting to do it at 'no cost' to the transit authority
4. Most RFPs included cellular AND WiFi for both operations and passengers
5. Most Neutral Host Provider were non cellular carriers
6. Licensing deals were multi-year – at least 10 years
7. Revenue projections varied widely

Peer Assessment (9/2008)



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# Timeline of Efforts

1. First RFI issued and Cellular provider join to produce a single non-competitive bid that falls short of expectations at the time.

4. Final bids are received and the three finalists are chosen for further review and negotiation.

6. Finalists come to MARTA to give Oral presentations. One finalist is eliminated, due to no revenue guaranty.

2006

2007

2008

2009

2. First RFI is thrown out and preparations are made to create a second and broader RFP.

3. The second RFP is constructed, broadening the scope to include wireless service and point solutions. Also, it is opened up for multiple awards.

5. A Proof of Concept and BAFO process was created to allow the three finalists to refine and clarify their solutions, which lacked detail.

7. Further scrutiny is done on the financial proposals from the final two bidders. One bidder drops out and the remaining bidder is deemed too risky and lacking too many details about the revenue.

# Evaluation Process

- Technical Evaluation Team

- Legal
- Technology
- Finance
- Real Estate
- Engineering



- Evaluation Criteria

- Guaranteed Revenue to the Authority (40%)
- Proponents Financial Capability/Stability (20%)
- System Design (20%)
- Experience, Qualification and References (15%)
- Ability to interface and adapt to future technologies (5%)

# Lessons learned from the RFP responses

- Very few players/responders
  - RFP responses received- 6
  - Relevant 2 - 3
    - 1 Cellular joint venture – no WiFi
    - 1 Entrepreneurial company – entrepreneurial with no indication of proven success in broadband WiFi arena
    - 1 Neutral Host Provider – experienced, no revenue model provided
  - Rest of respondents are point solutions or content providers
- Light on details (from technical and financial perspective)
- Revenue promises varied hugely

# Why Did the Process Not Yield a Deal?

- The window of opportunity closed, as cellular provider investments in WiMax technologies took them in a new direction and gave them greater negotiating strength.
- MARTA's stations, tunnels, and ridership was not seen by the cellular providers as significant enough to warrant investment. Lost coverage in tunnels and stations was seen as a "minor nuisance" rather than a serious opportunity to capture more customers.

*Thank You Grazie Merci Gracias Dank Obrigado*

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