



Agenda Item No. (4)

To: Building and Operating Committee/Committee of the Whole Meeting of March 23, 2023

From: Fang Lu, Director of Corporate Technology
Ron Downing, Director of Planning
Kellee J. Hopper, Deputy General Manager, Administration and Development
Joe Wire, Auditor-Controller
Denis J. Mulligan, General Manager

Subject: **APPROVE ACTIONS RELATIVE TO AWARD OF CONTRACT NO. 2022-D-067, TRANSPORTATION STATISTICS REPORTING SYSTEM AND IMPLEMENTATION SERVICES, TO TRANSIGHT LLC**

Recommendation

The Building and Operating Committee recommends that the Board of Directors approves actions relative to Contract No. 2022-D-067, *Transportation Statistics Reporting System and Implementation Services*, as follows:

1. Approve award of Contract No. 2022-D-067, with TransSIGHT LLC of Pleasanton, CA, to implement a software solution that aggregates Bus and Ferry statistical data for reporting and analysis for a five-year base term, with up to five additional one-year option terms, for a total not-to-exceed amount of \$1,794,538;
2. Authorize a contingency of \$205,814 to make necessary programming or software license adjustments, for a total not-to-exceed amount of \$2,000,352 for Contract No. 2022-D-067; and,
3. Authorize the General Manager, or their designee, to approve amendments to the Contract to allow for future years' annual recurring maintenance and support after the five-year base term and five one-year option terms provided that funding has been allocated in the annual budget and such renewals are in the Golden Gate Bridge, Highway and Transportation District's (District) best interest. Subsequent years' maintenance and support may be subject to an annual cost increase not-to-exceed 7% of the prior year's pricing plus any additional licenses that may be added to accommodate District business needs.

This matter will be presented to the Board of Directors at its March 24, 2023, meeting for appropriate action.

Summary

The District currently utilizes Transtat, a 20-year-old in-house developed application, to gather Bus and Ferry transit statistical data and provide analytical and reporting functionality. Transtat collects and produces operational data such as scheduling, fare collection, ridership and revenue & reconciliation. However, Transtat is not agile enough to meet the District's contemporary business needs and has required many adjustments over the years to ensure that data is being both tabulated and reported accurately.

The objective of this project is to implement a replacement solution to support business process improvements, improve access and accuracy to data and information, and enhance ease of use. As part of the effort to identify the best software solution moving forward, the District conducted interviews with staff in 2022 to collect business requirements.

On September 30, 2022, the District issued (RFP) No. 2022-D-067, *Transportation Statistics Reporting System and Implementation Services* to seek proposals from qualified firms to provide the following services:

- Provide a solution that can accomplish the following requirements at a high-level:
 - Support National Transit Database (NTD) Reporting
 - Deliver out-of-the-box as well as custom reports for bus and ferry data-related analysis and reporting
 - Support data exchange to a variety of external stakeholders (e.g., Marin Transit)
 - Enable para-transit data for analysis and reporting
 - Support trend-related analysis functionality (e.g., ridership, revenue)
 - Improve the accuracy and completeness of data available
 - Support data from various sources such as Clipper, Genfare, Hastus, APC, and INIT
- Project management functions (including discovery, stakeholder engagement, interface and report designs, as well as system configuration, testing, deployment and conversion)
- Documentation and user training
- Operations, support, and maintenance services

The RFP was posted on the District's Procurement Portal, and notification was sent to all registered firms that selected the relevant North American Industry Classification System codes. Additionally, the RFP was advertised in Transit Talent. Proposals were received from the following firms by the submission deadline date of November 30, 2022:

1. EastBanc Technologies – Washington, DC
2. TransSIGHT LLC– Pleasanton, CA
3. TransTrack Systems – Cedar Rapids, IA

A Selection Committee comprised of District staff reviewed and evaluated each proposal based upon the following criteria that was specified in the RFP:

- Ability to meet Functional and Technical Requirements – 0-40 Points
- Vendor Experience and Qualifications – 0-15 Points

- Implementation Approach – 0-15 Points
- Support and Maintenance – 0-15 Points
- Cost Proposal – 0-15 Points

After considering the written proposals, references, and conducting a software demonstrations and interviews, the Selection Committee determined that TransSIGHT best meets all the requirements for the services requested by the District. Staff successfully negotiated pricing, resulting in a 4% cost savings, and determined the final proposal to be fair and reasonable.

TransSIGHT's cloud-based software demonstrated that it can best meet the District's software requirements with minimal customization. In addition to better sustainability from using the Software as a Service (SaaS) delivery model, the software provides Active Directory integration which allows for seamless integration with the District's network.

TransSIGHT provided a clearly defined plan and approach to delivering the software. Its experienced staff has a deep knowledge of transit data and has deployed over 20 systems while serving the Bay Area for over 15 years. There is strong evidence that the firm can meet the District's needs as its team has experience working with over 50 transit operators, including BART, SamTrans, Caltrain, TriMet, and AC Transit.

Staff, the Attorney, and the Disadvantaged Business Enterprise (DBE) Program Administrator reviewed the proposals and found the selected firm submitted all required documents, and its proposal is technically responsive to the specifications.

No contract-specific DBE or Small Business Enterprise goal was established for this contract. However, Proposers were encouraged to obtain DBE participation. TransSIGHT is a certified DBE firm and will utilize a DBE subconsultant. Therefore, 100% DBE participation is anticipated during the performance of this contract.

Fiscal Impact

The fiscal impact of this proposed contract is a not-to-exceed amount of \$2,000,352. The capital portion of this project is \$448,684. Funding for Project #2213, *Business Intelligence (BI) Analysis and Transportation Statistics Reporting Solutions*, was included in the FY 22/23 District Division Capital Budget in the amount of \$1,050,000. There are sufficient funds in the project budget to support the capital portion of this proposed board action. The operating expenses will be budgeted accordingly in future fiscal years.

TABLE 1: CONTRACT BUDGET

CONTRACT ITEM	CAPITAL	OPERATING	TOTAL
TransSIGHT Implementation Cost	\$263,600		\$263,600
Annual Service Fees (Year 1)	\$132,364		\$132,364
Annual Service Fees (Year 2)		\$136,336	\$136,336
Annual Service Fees (Year 3)		\$140,448	\$140,448
Annual Service Fees (Year 4)		\$144,703	\$144,703
Annual Service Fees (Year 5)		\$149,108	\$149,108
Option 1 – Annual Service Fees (Year 6)		\$154,317	\$154,317
Option 2 – Annual Service Fees (Year 7)		\$159,736	\$159,736
Option 3 – Annual Service Fees (Year 8)		\$165,370	\$165,370
Option 4 – Annual Service Fees (Year 9)		\$171,231	\$171,231
Option 5 – Annual Service Fees (Year 10)		\$177,325	\$177,325
TOTAL CONTRACT AMOUNT	\$395,964	\$1,398,574	\$1,794,538
Software Implementation Contingency (20% of implementation cost)	\$52,720	-	\$52,720
Ongoing Support and Maintenance Contingency (10% of total annual service fees)		\$153,094	\$153,094
TOTAL AUTHORIZATION OF THIS ACTION	\$448,684	\$1,551,668	\$2,000,352