



Agenda Item No. (3)

To: Building and Operating Committee/Committee of the Whole Meeting of September 21, 2023

From: Michael Abegg, Director of Schedules and Service Development  
Karin Williams, Senior Information Systems Manager  
Denis J. Mulligan, General Manager

Subject: **APPROVE ACTIONS RELATIVE TO AWARD OF CONTRACT NO. 2023-BT-071, TRANSIT DATA DASHBOARD, OF SWIFTLY, INC.**

### **Recommendation**

The Building and Operating Committee recommends that the Board of Directors approves actions relative to the award of Contract No. 2023-BT-071, *Transit Data Dashboard*, as follows:

1. Approve award of Contract No. 2023-BT-071, with Swiftly, Inc., of San Francisco, CA, to maintain access to data and visualization software that enables quick analysis of transit operational and scheduling system performance, for a one-year term with two additional one-year option terms, for a total amount of \$411,449; and,
2. 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 one-year base term and two 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.

This matter will be presented to the Board of Directors at its September 22, 2023, meeting for appropriate action.

### **Summary**

Pre-pandemic, the Information Systems and Bus Division team contracted with Four Nines Technologies to develop a comprehensive Business Intelligence (BI) strategic roadmap that would address transit operational reporting and data gaps. Four Nines conducted a needs assessment and from internal stakeholder interviews, analysis of transit peer interviews, and industry reviews, the team established a short and long-term strategy to satisfy both immediate and long-term goals. The short-term goal would deploy a solution quickly to solve the immediate reporting and data needs while giving the District time to implement a more comprehensive transit reporting solution. The growing pandemic intensified the need to solve the reporting shortfall quickly. The consultant came up with a matrix of software solutions to meet BI alternative solution options, and ultimately

two vendors were presented as solutions to meet the short-term goals. After vendor demonstrations, Swiftly was identified as the solution that would best meet the District's requirements.

On March 25, 2021, the District entered into a one-year contract with Swiftly. After a successful first year, the District extended the contract through 2023. After two years of robust and successful usage, District staff assessed the value of the tool and determined that Swiftly is an important enhancement to the technology environment.

The District currently utilizes Swiftly modules for three important purposes:

- To gather and analyze Bus running time data and provide analytical and reporting functionality;
- To provide automatic vehicle location (AVL) Replay functionality to Customer Relations and Bus Operations to review operational situations and incidents; and,
- To provide easily accessible vehicle data to address real-time customer queries on bus locations, and to improve field supervision of operations.

The long-term vision of the District's Business Intelligence goals is to provide users with access to data and visualization tools in order for users to quickly analyze data in order to make decisions. To that end, the District awarded a contract to TransSIGHT LLC in March 2023, to begin building out the District-wide BI solution. Given the multi-year deployment cycle of the BI solution, maintaining access to the Swiftly tools provides a bridge to the implementation of the long-term solution in these areas while minimizing up-front investment and internal maintenance costs.

Staff, with concurrence of the District's Attorney, has determined that entering into a contract with Swiftly, Inc. meets the District's requirements for a non-competitive procurement. Section VI of the District's Procurement Manual permits the General Manager to waive the requirement for competitive procurements when permissible under applicable law, the best interests of the District would be served by waiving such requirements under the circumstances, and a determination has been made that following competitive procedures would be unavailing. For the reasons set forth above, procuring this software from Swiftly, Inc. meets this standard.

The District's Disadvantaged Business Enterprise (DBE) Program Administrator has determined that Swiftly, Inc., is not a certified DBE or small business firm.

### **Fiscal Impact**

The fiscal impact of this proposed contract is \$411,449. The initial year of Swiftly license is \$130,415 and included in the FY 23/24 Bus Division Operating Budget. Future fiscal years will be budgeted accordingly in the Bus Division Operating Budget.