MEMORANDUM

TO: Fox Cities Transit Commission, City of Appleton Finance Committee, City of Appleton Common Council

FROM: Ron McDonald, General Manager

DATE: February 12, 2021

RE: Award Recommendation for Data Management System

BACKGROUND

Valley Transit utilizes several software products to track and maintain data. These products are designed to suit specific transit business needs, including fare collection (Genfare), finance (TylerMunis), maintenance (TransTrack), vehicle location (DoubleMap), contracted paratransit/demand response services (Ecolane), fuel management (FleetWatch), passenger boarding/alighting counts (DoubleMap & Dilax), employee timekeeping (NovaTime), safety (Excel), asset planning management (Excel) and customer input (Access). Beyond these major sources of data, Valley Transit also maintains many spreadsheets with specialized information required for oversight, tracking and reporting needs. While these products automate data collection, store data, and provide some reporting, they do not allow for enterprise-wide data analysis, governance, consolidation, or coordination between products. The environment of isolated subsystems is also referred to as data silos.

The need for a centralized and integrated data management system has been a strategic goal for many years and is becoming increasingly more critical due to many factors. Three recent situations have emphasized the need to consolidate data silos into a data management system: Public Transit Agency Safety Plan (PTASP) requirements; COVID; and succession planning.

Valley Transit routinely completes data intensive reports and plans to comply with regulatory requirements, including National Transit Database (NTD) reports; WisDOT's performance reporting & annual application; and Transit Asset Management (TAM) plan & performance targets. The Federal Transit Administration recently published a new safety plan regulation requiring transit systems to develop a Public Transportation Agency Safety Plan (PTASP) by 12/31/2020. This plan, adopted by the FCTC on 11/20/2020, mandates ongoing tracking, monitoring and analysis of system-wide safety data. The PTASP and many other reporting requirements rely on combining and analyzing complex data from multiple data silos.

COVID presents a unique challenge to transit system management. The pandemic highlights the need to quickly assess data and react to trends. This includes elaborate combinations of ridership, vehicle capacity, service frequency, planning and fare collection data. Business intelligence data, e.g. dashboards, are necessary to adapt to the changing environment.

The current system of data silos relies on employees with specialized knowledge of individual software products and the subsequent spreadsheets used for managing and reporting data. When turnover occurs, the experience and knowledge of software products managed by the departing employee is lost. It is nearly impossible for staff to fully document sources of data, location of data, formulas and all meta data needed to effectively train new staff.

ANALYSIS

Valley Transit's current vendor for EAM (enterprise asset management) software is TransTrack Systems. TransTrack's EAM software product manages Valley Transit's fleet maintenance and fuel system data, including preventative maintenance scheduling, work orders, diesel fuel, fluids, asset management and parts. TransTrack's product also offers a more extensive cloud-based data management system designed to manage available transit data and integrate with existing software products (data silos). After systems are integrated, TransTrack has the unique capability of automating regulatory reports, including the full annual NTD report, PTASP metrics and TAM plan exhibits. TransTrack's data management system would consolidate Valley Transit's data silos by integrating with existing software products and provide a data warehouse. The system then provides all tools needed to govern major sources of data from one location. The product modules cover financial, maintenance, safety, fare/revenue/ridership, planning, personnel, operations, analytics, dashboards, and the many data elements that fall under these categories. In summary, the TransTrack product would consolidate data silos, provide a suite of modules to analyze data and automate many existing processes that require extensive labor and use of MS Excel to accomplish. The product would also provide the Valley Transit team with dashboards, improved data oversight and simplified access to system-wide data.

Valley Transit staff have participated in several meetings with TransTrack to review the product and evaluate its value. TransTrack has a proven record of integrating with software products used by Valley Transit at other transit systems. Valley Transit received very positive references from several existing transit system customers. The TransTrack proposal was also reviewed and approved by the City of Appleton IT Department.

The method of procurement chosen for this purchase is sole source. The decision to sole source was based on an existing contractual relationship with TransTrack. Additionally, the product offered is unique and innovative as discovered while researching data management solutions currently available and specific to the transit industry. Award to a different vendor would likely result in substantial duplication of costs concerning existing services provided by TransTrack and would not provide the same transit industry reporting offered by TransTrack. The sole source decision was reviewed and approved by COA purchasing staff.

FISCAL IMPACT

Implementation of the TransTrack data management system costs $80,750. This includes data process review, training, integrations, and set-up (custom reports, configuration, etc.). Upon implementation, the annual software as a service fee is $51,955. Total year-one implementation cost is $138,705. Existing federal grants would cover 80% of total project cost. The remaining cost would be expensed from Valley Transit's annual budget.

After project year-one, there is an annual software as a service fee of $53,514 in 2022; $55,119 in 2023; $56,773 in 2024; & $58,476 in 2025.

RECOMMENDATION

Staff recommends authorization for Valley Transit to complete a sole source procurement, request subsequent budget amendments and enter a 5-year contract with TransTrack Solutions Group (Cedar Rapids, IA) to provide a data management system.

VT

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NON-COMPETITIVE / SOLE SOURCE PROCUREMENT
JUSTIFICATION AND APPROVAL

1. Estimated Contract Amount: $ 140,000

2. Recommended Supplier Name, Address, and Contact Information:

> TransTrack Solutions Group
> 5265 Rockwell Drive NE
> Cedar Rapids, IA 52402
> (319) 318-2400

3. Description of requested items or services and their purpose (Attach additional sheets as necessary):

> This procurement will provide a cloud-based data management system, training, support and implementation. Product modules cover financial, maintenance, safety, fare/revenue/ridership, planning, personnel, operations, analytics and many other data elements that fall under these categories. The product would consolidate data, provide a suite of modules to analyze data and automate many existing processes that require extensive labor and use of MS Excel to accomplish. TransTrack will integrate with existing VT products: Genfare, TylerMunis, TransTrack-EAM, FleetWatch, DoubleMap, Ecolane, Dilax and NovaTime. TransTrack will replace TIR system (customer service) and create forms to replace existing spreadsheets.

Justification for Request: FTA Circular 4220.1F, Section 3.i.(1)(1) (Check all that Apply)

A. Unique Capability or Availability. The property or services are available from one source if one of the conditions described below is present:

____X____   a. Unique or Innovative Concept. The offeror demonstrates a unique or innovative concept or capability not available from another source. Unique or innovative concept means a new, novel, or changed concept, approach, or method that is the product of original thinking, the details of which are kept confidential or are patented or copyrighted, and is available to the recipient only from one source and has not in the past been available to the recipient from another source.

_____   b. Patents or Restricted Data Rights. Patent or data rights restrictions preclude competition.

____X____   c. Substantial Duplication Costs.   In the case of a follow-on contract for the continued development or production of highly specialized equipment and major components thereof, when it is likely that award to another contractor would result in substantial duplication of costs that are not expected to be recovered through competition.

_____   d. Unacceptable Delay. In the case of a follow-on contract for the continued development or production of a highly specialized equipment and major components thereof, when it is likely that award to another contractor would result in unacceptable delays in fulfilling the recipient's needs.

B. Single Bid or Single Proposal. Upon receiving a single bid or single proposal in response to a solicitation, the recipient should determine if competition was adequate. This should include a review of the specifications for undue restrictiveness and might include a survey of potential sources that chose not to submit a bid or proposal.

a. Adequate Competition. FTA acknowledges competition to be adequate when the reasons for few responses were caused by conditions beyond the recipient's control. Many unrelated factors beyond the recipient's control might cause potential sources not to submit a bid or proposal. If the competition can be determined adequate, FTA's competition requirements will be fulfilled, and the procurement will qualify as a valid competitive award.

b. Inadequate Competition. FTA acknowledges competition to be inadequate when, caused by conditions within the recipient's control. For example, if the specifications used were within the recipient's control and those specifications were unduly restrictive, competition will be inadequate.

C. Unusual and Compelling Urgency. The Common Grant Rule for governmental recipients permits the recipient to limit the number of sources from which it solicits bids or proposals when a recipient has such an unusual and urgent need for the property or services that the recipient would be seriously injured unless it were permitted to limit the solicitation. The recipient may also limit the solicitation when the public exigency or emergency will not permit a delay resulting from competitive solicitation for the property or services.

D. Associated Capital Maintenance Item Exception Repealed. The Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) repealed the special procurement preference previously authorized for associated capital maintenance items. Thus, any sole source procurement of associated capital maintenance items must qualify for an exception under the same standards that would apply to other sole source acquisitions.

E. Authorized by FTA. The Common Grant Rules provides Federal agencies authority to permit a recipient to use noncompetitive proposals. Under this authority, FTA has made the following determinations:

1. Team, Consortium, Joint Venture, Partnership. With some exceptions, when FTA awards a grant agreement or enters into a cooperative agreement with a team, consortium, joint venture, or partnership, or provides FTA assistance for a research project in which FTA has approved the participation of a particular firm or combination of firms in the project work, the grant agreement or cooperative agreement constitutes approval of those arrangements. In such cases, FTA expects the recipient to use competition, as feasible, to select other participants in the project. It can sometimes be difficult to determine whether a bidder or offeror is submitting its bid or offer as a team or other group with committed parties. The Recipient should clarify with the bidder or offeror how other entities included in its bid or offer are to be treated.

2. FAR Standards. To ensure that the recipient has flexibility equal to that of Federal contracting officers, FTA authorizes procurement by noncompetitive proposals in all of the circumstances authorized by FAR Part 6.3. In addition to circumstances discussed in the Common Grant Rules, the FAR authorizes less than full and open competitive procurements in one or more of the following circumstances:

a. Statutory Authorization or Requirement. To comply with Department of Transportation (DOT) appropriations laws that include specific statutory requirements, with the result that only a single contractor can perform certain project work.

b. National Emergency. To maintain a facility, producer, manufacturer, or other supplier

available to provide supplies or services in the event of a national emergency or to achieve industrial mobilization.

_____   c. <u>Research</u>. To establish or maintain an educational or other non-profit institution or a federally funded research and development center that has or will have an essential engineering, research, or development capability.

_____   d. <u>Protests, Disputes, Claims, Litigation</u>. To acquire the services of an expert or neutral person for any current or anticipated protest, dispute, claim, or litigation.

_____   e. <u>International Arrangements</u>. When precluded by the terms of an international agreement or a treaty between the United States and a foreign government or international organization, or when prohibited by the written directions of a foreign government reimbursing the recipient for the cost of the acquisition of the supplies or services for that government.

_____   f. <u>National Security</u>. When the disclosure of the recipient's needs would compromise the national security.

__X__   g. <u>Public Interest</u>. When the recipient determines that full and open competition in connection with a particular acquisition is not in the public interest.

4. Explain why the product or service requested is the only one that can satisfy your requirements, as well as why alternatives are unacceptable. Be specific with regard to specifications. Use additional sheets as necessary.

> The decision to sole source was based on Valley Transit's existing contractual relationship with TransTrack Solutions Group. TransTrack is the current EAM (enterprise asset management) software provider for fleet maintenance data (parts, fluids, asset management and maintenance records) and FleetWatch fuel management system. Award to a different vendor would increase/duplicate costs to integrate with the TransTrack EAM, FleetWatch or potentially replace these products with the other vendor's DMS module.
>
> Also, the offeror's software product is unique and innovative. TransTrack has relationships with Valley Transit's existing vendors (Genfare, DoubleMap, FleetWatch and TylerMunis), which will expedite and ensure proper integration of data. TransTrack is the only vendor to automate the annual and monthly NTD reports; Transit Asset Management Plan exhibits; and the newly established PTASP performance metrics.
>
> The sole source recommendation was reviewed and approved by the COA Purchasing Manager on 2/12/2021

Valley Transit

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Prepared by: Dave Vickman	Date: 2/12/2021

I hereby certify, that, to the best of my knowledge, the above justification is accurate and request that a non-competitive / sole source request be approved for the procurement of the above requested item(s) and/or service(s).

Signature: _D̶i̶l̶_____ Date: 2/12/2021

CITY OF APPLETON
BUDGET AMENDMENT REQUEST
Budget Year ___ 2021 ___

Description	ORG PROJECT	OBJECT SEG 1	PROJ (in GL) SEG 2	SEG 3	Amount
TransTrack Software	58071000 .	680401 .	1800		$ 138,705
		.	.		
Federal Grant	58071000 .	421000 .	1800		$ (110,964)
Misc Local	58071000 .	423000 .			$ (27,741)
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For the purpose of:

Purchase (and implement) TransTrack Data Management System for Valley Transit. Software is a centralized data management system that will consoldate data from many systems into one to assit in Federal and State reporting requirements.

Requested by:

Ronald C M Donald
Department Head

_2/12/21_
Date

Information:

_____
Finance Director

_____
Date

_____
Mayor

_____
Date

Reported to Finance Committee:

_____
Date

Action:

_____
Date

Finance comments:

_____
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Budget Entry (BE) No.:_____