

Memorandum

TO: Fox Cities Transit Commission & City of Appleton Common Council

FROM: Ron McDonald, General Manager

DATE: June 10, 2026

RE: Award Recommendation for Wireless Equipment and Data Plan

BACKGROUND

Valley Transit staff utilize wireless equipment and cellular data to conduct day-to-day business. This includes staff smartphones and cellular data (SIM cards) used onboard each bus. The current contractor for the phones and data plans is Cellcom (Green Bay, WI). Valley Transit currently purchases these services from Cellcom via an existing City of Appleton contract. The City of Appleton contract with Cellcom ends this July.

ANALYSIS

Valley Transit review pricing from two quotes, including state contract pricing. Cellcom rates were the lowest. Cellcom provided a cost proposal that maintains current rates over a five-year contract term. Cellcom's service coverage has been satisfactory across Valley Transit's service area (Fox Cities) and the customer service provided is excellent. As an added service, Cellcom has local experts to support related to third-party systems/products used by Valley Transit. In November 2025, Cellcom provided new static IP SIM cards for all onboard bus routers to meet a requirement by one of our onboard systems that uses data.

Cellcom's rate plan allows for suspended or added lines throughout the term. The data plan provided by Cellcom is at a "first responder" level to always ensure reliable connections/communications.

Valley Transit recommends a 5-year contract extension award to Cellcom to maintain existing phones and data plans.

FISCAL IMPACT

Valley Transit's annual operating budget includes adequate funds for wireless equipment & services. The project will have an annual fiscal impact of approximately \$15,000 for 11 smart phones, 1 tablet, and 30 SIM cards. The fiscal impact accounts for current Valley Transit users and needs.

RECOMMENDATION

Staff recommends authorization for Valley Transit to enter into a 5-year contract with Cellcom.