

May 16, 2025

Rogelio Hernandez
Transportation Director
City of Key West | Transportation Dept.
5701 College Rd
Key West, FL 33040

Subject: Sole source letter, Fast Fare including Open Payment, Mobile, Smart Cards, Back Office Software (Link and Mobile) and Point of Sale Devices

Dear Mr. Hernandez:

This letter supports your request for information related to having the ability to provide your riders with additional fare payment options. Your current system (software and hardware) does not currently have the ability without some upgrades to your existing system. While having the ability to leverage your current investment and supporting the ability to provide fare payment options, this letter is to provide information to support the sole source procurement of the Genfare Fast Fare including Open Payment, Mobile, Smart Cards, Back Office Software (Link and Mobile) and Point of Sale Devices for use at The City of Key West.

Genfare uses proprietary custom coding and encryption as part of the security system used in our equipment and software. This will assure system compatibility so that the equipment continues to perform at the required level of reliability, security and accuracy. In accordance with the requirement to give additional options to your riders, Genfare is the sole provider of the fareboxes and associated data systems used with the fare collection system in use at the City of Key West. The software is implemented by Genfare, to assure optimum performance and the highest level of reliability. This software (Link and Mobile) addresses specific data elements designed into the farebox, readers, vaults and other operational components of the revenue collections system. For these reasons, it is important that only Genfare employees review the software in use on the farebox data system to assure that the system continues to perform at the required level of reliability and accuracy.

Genfare also manufactures all of the parts and components used in the fare collection system equipment in use by your transit agency. Many of these parts and components are custom made by Genfare using special production techniques, tooling and set-ups. The mechanical and electrical components and parts are made to our exact specifications and tested by Genfare.

In order to have the ability to have additional off the bus loading options, Genfare does not integrate with 3rd parties for this solution. Genfare has a proprietary reload (RPOS) device to assist with distributing fare to customers without mobile and open payment capabilities. This solution also allows a reload and distribution option for customers that only have cash, credit and debit.

Obviously, Genfare systems deal with cash and electronic revenue, therefore, it is imperative that software and components utilized within the system are designed to maintain system integrity. These components have been designed and built by Genfare. As such, these secure data elements allow proper monitoring, reporting, and auditing of the collection of cash revenue for the agency. Genfare has not licensed this system design or technology to any other supplier.

Genfare sells fareboxes and their related parts exclusively to Transit Authorities. Due to the nature of our product, Genfare is considered to be the sole source supplier of this equipment and their related installation and maintenance parts/service.

If you should have any questions, please do not hesitate to contact me.

Sincerely,



Jennille Logan
Director of Business Development Southeast