MEMORANDUM

Date: August 6, 2025

To: Honorable Mayor and Commissioners

Via: Brian L. Barroso
             City Manager

From: Rogelio Hernandez
             Director of Transportation

Subject: 25-4099 Authorize the procurement of Genfare Link (cloud-based software) to replace outdated and obsolete on-site server-based software and equipment from Genfare, in an amount not to exceed $500,000.

Introduction

Authorize the procurement of Genfare Link (cloud-based software) to replace outdated and obsolete on-site server-based software, the Printer Encoder Machine (PEM) with an Administrative Point of Sale (APOS) terminal, and additional components from Genfare SPX, including a 3-year subscription and hosting, in an amount not to exceed $500,000.

Background

The City of Key West has utilized Genfare's fare collection system, including its reporting software, since 2001. A Data System 7 software upgrade, approved by the City Commission on September 7, 2010, provided enhanced reporting detail, improved accuracy, and strengthened auditing controls for transit farebox transactions. The City's on-site server has supported this system for over two decades; however, Genfare officially discontinued support for the Data System application and software on December 16, 2016, and IT support for the outdated on-site server ceased soon after. Additionally, the current Printer Encoder Machine (PEM), which is used to sell bus passes on-site at the College Road facility, is also outdated and obsolete, and must be replaced.

Procurement

This cloud-based, one-stop fare collection platform acquisition will be fully reimbursed under FDOT 5311 Capital Grant – PTGA G3101 at 100%, incurring zero cost to the City. Approval will allow the City to continue collecting vital bus fare sales and ridership data from the onboard bus farebox (Point-of-Sale system) while streamlining operations. Genfare Link software is designed to evolve and adapt to new technologies, vendors, and systems, allowing it to grow alongside the department's goal of introducing debit/credit card payments on the bus, tap-to-pay, and more. Genfare Link is a modular platform that can be configured to meet the City's needs as they arise.

Recommendation

The City Manager's Office recommends the Mayor and Commission approve the procurement of the Genfare Link (cloud-based software) to replace outdated and obsolete on-site server-based software, the Printer Encoder Machine (PEM) with an Administrative Point of Sale (APOS) terminal, and additional components from Genfare SPX, including a 3-year subscription and hosting, in an amount not to exceed $500,000.