



DEPARTMENT OF TRANSPORTATION MEMORANDUM

TO: Bob Vitas, City Manager

FROM: Norman Whitaker, Director of Transportation *NW*

DATE: December 9, 2013

SUBJECT: Five (5) Year Agreement - Sole Source Justification

Request approval to enter into a five (5) year agreement with Syncromatics Corporation, pursuant to the City of Key West Code of Ordinances Section 2-797(1), Sole Source Procurement.

Engaging the services of Syncromatics Corporation on a non-competitive basis is both urgent and justifiable given the following facts:

- In 2008, Syncromatics Corporation was awarded the bid for a Real Time Passenger Information (RTPI) system to be installed and used on all City buses, per resolution #08-087.
- Equipment and software along with ongoing system management / hosting services were then purchased from Syncromatics Corporation in the amount of \$230,000.00.
- The original agreement was for five years and has expired this year, thus necessitating the authority to enter into a new five (5) year agreement with Syncromatics, as the currently installed hardware and software is exclusive to Syncromatics Corporation.
- The new five (5) year agreement for system management / hosting services would be executed by the City Manager and subject to approval of the City Attorney.
- Annual User fees in the amount of \$ 31,008.00 are now due for Fiscal Year 2013-2014.
- Developing another RFP, soliciting and the subsequent selection of another vendor would be cost prohibitive in financial terms, as entirely new hardware and software would have to be purchased, in excess of \$230,000.00. There would be extensive delays and interruptions to passengers trying to use the RTPI as the old one was being removed and an entirely new system installed.
- The RTPI system is not only a GPS system which allows staff to monitor system performance and efficiency, but provides residents as well as visitors the ability to receive "real time" information on bus arrivals, departures, and

other bus service features, such as the kwtransit.com website, digital display boards, trip planning and overall communications.

- The system also allows staff the ability to receive automatic passenger counts onboard all vehicles in “real time” as well as boarding and alighting information by individual bus stops. This system provides valuable information for emergency response. Syncromatics has continually tailored their services to meet the needs of Key West Transit and our passengers.
- The RTPi enhances customer satisfaction with bus service due to increased reliability and convenience. Enhanced customer service relates to increased ridership, which, in turn, reduces pollution and greenhouse gases, improves our air quality and environment, reduces traffic congestion; and increases our revenues. Additionally, the City only pays one-half of the annual user fees, as the other half is paid for by a grant from FDOT.