



THE CITY OF KEY WEST

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MEMORANDUM

TO: Patti McLauchlin, City Manager
VIA: Todd Stoughton, Assistant City Manager
FROM: Rod Delostrinos, Director of Transportation
DATE: May 28, 2022

SUBJECT: Approve the agreement for On-Demand Transit Software as a Service (SaaS) with Via Transportation, Inc. in the amount not to exceed \$248,880.

ACTION STATEMENT:

Approve the agreement for On-Demand Transit Software as a Service (SaaS) with Via Transportation, Inc. in an amount not to exceed \$248,880 pursuant to City of Key West Code of Ordinances Sections 2-797 (4) b. exempt contractual services and commodities.

BACKGROUND:

The FY 2021-22 Transit Budget allocated \$45,000 for On-Demand Transit service for a pilot program. In June of 2021, City staff identified a potential vendor; however, during the vetting process, several issues were unresolvable. In November of 2021, a Federal Transit Administration (FTA) Notice of Funding Opportunity (NOFO) for Enhancing Mobility Innovation was issued. City staff determined this potential funding source could accelerate the On-Demand Transit project timeline with more beneficial cost share of 80% Federal and 20% City, rather than the 50% FDOT and 50% City. A grant application was submitted to FTA.

PURPOSE AND JUSTIFICATION:

Given the short duration of the pilot program and the need to make prompt, extensive transit improvements for the riding public, staff is requesting a competitive bid exemption per Section 2-797(4)b. On-Demand Transit allows for the City of Key West to use its transit resources more efficiently. Transit vehicles within the city area will eventually operate only with trip requests thus eliminating empty or near empty vehicles from continuous circling of set routes. Fuel savings, better personnel utilization given a 55% shortage of CDL drivers, and reduction in carbon emissions are a few of the anticipated positive impacts. Developing new efficient fixed-route, circulator, and/or express service based on the On-Demand Transit usage analysis is another potential benefit.

Key to the Caribbean – Average yearly temperature 77° F.

City staff identified and successfully vetted Via Transportation, Inc. as an On-Demand Transit service vendor. Via Transportation, Inc. is able to provide a one-year pilot program with all the City’s requirements such as installation, training, marketing, call center, and trip analytics. Via Transportation, Inc is the parent company of a subsidiary the City of Key West currently uses for transit planning Software as a Service (SaaS).

Staff has contacted other Florida transit agencies who currently use Via Transportation, Inc. and received positive recommendations of the On-Demand services. Those entities include Miami-Dade County-Department of Transportation and Public Works, Palm Beach County- PalmTran, and St. Lucie County- Area Regional Transit.

FINANCIAL IMPACT:

This agreement allows the City of Key West to proceed as funding becomes available. The following table lists the funding sources:

DESCRIPTION	SOURCE	AMOUNT	COMMENTS
FY 22 Allocation for On-Demand Transit (Used for match)	Transit FY22 Budget	\$45,000	Partial Cost Share
Supplemental request to meet required grant match (20% of total project)	TAF Fund FY23	\$17,500	Partial Cost Share
Enhancing Mobility Innovation Program	Federal Grant	\$250,000	Competitive Evaluation; Estimated Award Announcement July 2022
Total Project		\$312,500	Via (Year 1): Marketing, Call Center, Training, Installation, Software Usage=\$248,880 Separate Purchase of Transit Kiosks/Information: \$63,620

STRATEGIC PLAN:

The On-Demand Transit project is consistent with the Key West Forward Strategic Plan, Priority 6: Traffic & Pedestrian Friendliness, Goal 2 Improve Public Transit, Action Item 1: On Demand Transit Pilot.

RECOMMENDATION:

Approve the agreement for On-Demand Transit Software as a Service (SaaS) with Via Transportation, Inc.