



Memorandum

To: Town Council

From: Public Works Department

Date: 5/4/2021

Subject: Transit Intelligent Transportation System (ITS) Project Contract Award

I. ITEM/TOPIC

Transit Intelligent Transportation System Project Contract Award to GMV Syncromatics

II. BACKGROUND

The transit intelligent transportation system was approved within the 2021 budget process. This project includes a bus tracking/dispatching system, automatic passenger counters, an onboard infotainment/stop announcement system, content management system for on-route and station signage; and onboard public facing wifi.

\$350,000 of the project cost is funded through a Colorado Department of Transportation Multi Modal Option Fund grant. The Town is required to provide a 50/50 minimum match.

A request for proposals was released on March 3, 2021 with proposals due on March 30, 2021. Seven proposals were received with four finalists selected for interviews: GMV Syncromatics, Passio Technologies, ETA Transit and Connexionz. The interview panel consisted of the Public Works and Transportation Director, Information Technology Director, Fleet Manager, Transit Supervisor, and Mobility Innovation Coordinator.

GMV Syncromatics was the selected vendor. The base package for all vendors met the budget established in the capital projects budget this base package reused the existing signs electronic signs along the intown route.

The town is also evaluating the option to replace the 7 years old on-route signs which within the next five years would be replaced due to end of life. In evaluating the systems over a five-year period, an option to replace all the signs now may make the most sense. Replacing the signs with LCD weather- proof screens provides the most flexibility to communicate with guests. The up charge to the proposed budget could be \$ 250,000. Replacing the signs in the future would be in \$ 150,000 today's dollars is with same for same signs, or LED signs, similar to our current signs. At this time until additional on-site investigation is preformed with our selected vendor, staff is not recommended an increase

to the budget, however, may come back during the budget supplemental process with an increase if the upgraded sign package proves viable.

An option which the Town requested quotes for was a second infotainment screen for each bus. The cost of providing and installing the second screen is \$1800/bus or \$ 60,000. The staff feels this investment is an upgrade which would enhance the overall customer experience and recommends to include the option and supplement the budget from the capital projects fund.

GMV Syncromatics is currently the ITS provider for the Town of Breckenridge Free Ride Transit system.

The annual operating cost of the system increases from the current \$ 66,000 paid to two vendors to \$ 80,000. The infotainment system allows the town to produce advertising revenue using the screen in the bus to help offset the additional operating costs.

III. ACTION REQUESTED OF COUNCIL

Authorize the Town Manager to enter into an agreement with GMV Syncromatics for the Transit Intelligent Transportation System Project.

IV. STAFF RECOMMENDATION

Authorize the Town Manager to enter into an agreement, in a form approved by the Town Attorney, with GMV Syncromatics for the implementation of the transit intelligent transportation system in the amount of, and not to exceed, \$ 760,000 contingent on receiving purchase authorization approval from the Colorado Department of Transportation. Supplement the budget by \$60,000 for the additional screen from the capital projects fund.