

COUNCIL ACTION FORM

SUBJECT: **CYRIDE'S NEXTBUS VEHICLE TRACKING
SYSTEM ANNUAL CONTRACT**

BACKGROUND:

In 2011, CyRide contracted with NEXTBus Inc. based out of Emeryville, California for the purchase of hardware and three-year's operating cost to host CyRide on its site as well as wireless expenses to operate this technology system. The vehicle tracking system allows CyRide customers to access bus stop arrival times via computer, smartphone, or telephone and has been very popular with students as well as non-students using CyRide's service.

The operating contract ended June 30, 2015; however, due to organizational changes within the NEXTBus organization, CyRide recently received the annual contract for this service for the period beginning July 1, 2015 through June 30, 2016, at a total cost of \$96,170. This is the same amount charged to CyRide in FY 2014/15. The annual cost breakdown is as follows:

Bus Trackers (85)	\$69,900
Signs (8)	\$3,600
Telephone Module	\$4,380
SMS Text Module	\$4,380
Warranties	<u>\$13,910</u>
TOTAL	\$96,170

The annual cost of this contract is contained in CyRide's operating budget, which was approved by the Transit Board of Trustees in January 2015.

ALTERNATIVES:

1. Approve a contract with NEXTBus Inc., totaling \$96,170 for the operation of a vehicle tracking system for the period of July 1, 2015 through June 30, 2016.
2. Do not approve an annual operating contract for a vehicle tracking system for CyRide and discontinue this technology.

MANAGER'S RECOMMENDED ACTION:

The cost of this technology was originally paid for (first three years) with CyRide funds provided by Iowa State University students through their students fees. Customers have become accustomed to the convenience of determining the specific time their bus will arrive at a stop and the discontinuation of this technology would be viewed as a service reduction. **Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving a contract with NEXTBus for \$96,170.**