

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: ZAC BRAND, FLEET MAINTENANCE SUPERINTENDENT,
TRANSPORTATION AND PUBLIC WORKS
BRANDALYN TRAMEL, PURCHASING AGENT, FINANCE
DEPARTMENT
JENNIFER MYLES, AUTHOR, SENIOR BUYER, FINANCE
DEPARTMENT
SUBJECT: APPROVAL OF BLANKET PURCHASE ORDER UTILIZING THE
STATE OF CALIFORNIA COOPERATIVE CONTRACT 1-19-58-69
WITH GEOTAB USA, INC. - VEHICLE TELEMATIC SYSTEM

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Transportation and Public Works and Finance Departments that the Council, by resolution, approve a one-year blanket purchase order with seven (7) one-year renewal options to Geotab USA, Inc., Las Vegas, Nevada, for the purchase of Geotab vehicle telematic system and components for installation on City fleet vehicles utilizing the State of California Cooperative Contract Number 1-19-58-69, in an amount not to exceed \$250,000. The vehicle telematic system will be installed on vehicles and equipment across all Departments providing data to support labor activities and departmental utilization analysis.

EXECUTIVE SUMMARY

On October 8, 2020, the Purchasing Division of Finance received a request for an RFP process to identify a best value procurement for the City to purchase a vehicle telematic system for City of Santa Rosa fleet vehicles and equipment.

BACKGROUND

On October 20, 2021, Purchasing posted Request for Proposal (RFP) 20-105 Vehicle Equipment Telematic System. On November 18, 2020, RFP 20-105 closed, and seven RFP responses were received.

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|---|----------------------------|
| Advantage Asset Tracking Hoboken, New Jersey | Geotab Product |
| USA Fleet Solutions Reno, Nevada | Geotab Product |
| Samsara San Francisco, California | Samsara Product |
| Marshal and Associates Boise, Idaho | Ligo GPS Telematics System |

The City of Santa Rosa reviewed vehicle telematics system solutions that can be applied across the diverse fleet and provides a scope of functions/data usable by multiple departments to manage asset utilization and reporting.

The City basic function requested in the RFP are listed below:

Basic Functions

- Must be applicable to Light duty (OBD2), Medium Duty (J1939, J1787) and offer a standalone solution for specialty equipment that does not have compatible electronic interface (i.e trailers, generators).
- Must be usable on multiple cellular networks and provide network relevancy upgrades at no additional cost
- Installed devices must provide Wi-Fi Hotspot capability
- System must provide updates at a minimum 5 second interval
- All historical data must be instantly available through system application interface for minimum 1-year period. Older data can be archived but must be retrievable on request.
- System must provide open API interface for potential integration into existing City operated systems, such as FasterFleet, CityWorks, Accela, Hansen, OneSolution.
- Web accessible, using Azure SSO for authentication

Regulatory/Safety Functions

- Electronic Driver Inspection Report function compliant with California Highway Patrol, Department of Transportation and Federal Transportation Authority regulations.
- Electronic Hours of Service recording function compliant with California Highway Patrol, Department of Transportation and Federal Transportation Authority regulations.
- In vehicle Driver Coaching function.
- Accident Detection/Notification and event recreation.
- Automatic Safety Violation reporting

PRIOR CITY COUNCIL REVIEW

Not applicable

ANALYSIS

An RFP panel consisted of three City staff members from Transportation and Public Works, IT and Police Departments. After review and scoring under Step 1 - Technical proposals process, the panel invited four of the proposers to continue to Step 2 - Presentation process. During this process, Advantage Asset Tracking Corporation and USA Fleet Solutions are the two proposers who offered Geotab USA, Inc.'s product and were scored the highest under this process.

After reviewing all 7 RFP proposals, including the four proposals invited to present, staff elected to reject all proposals and transition the procurement to a cooperative purchase under section 3-08.160 of the City Code. Staff determined that the City's utilization of the State of California Cooperative Agreement with Geotab USA, Inc. direct was in the City's best interest and value for the following reasons:

- Geotab USA, Inc. will be the prime and will coordinate with the City during the implementation and service under this agreement with their approved partners as a subcontractor.
- A Blanket Purchase Order with City Purchase Order Terms and Conditions and Adoption of California Contract Additional Terms and pricing will apply, no further contracting document required.
- Use of the State Cooperative contract does not require a minimum term.
- Geotab is a global leader in telematics, a method of monitoring an asset (car, truck, heavy equipment, or even ship) by using GPS and onboard diagnostics to record movements on a computerized map. Geotab's telematics devices are installed in over 1.3 million vehicles in over 125 countries around the world.
- The Geotab product is approved by the State Bureau of Automotive Repair Continuous Testing Program, monitoring vehicle emissions systems.
- The Geotab system will integrate with several existing systems currently utilized in the City and create opportunities to link the systems.
- The "MyGeotab" web-based software portal is highly configurable to meet the City's needs and includes real-time dashboards, alerts, and advanced reporting.
- BAR- Continuous Smog Testing Program

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- Free EV Analysis
- Reduce Fleet Operating Expenses
- Improved Fleet Utilization
- Portable Equipment Registration Program (PERP)
- Liability Mitigation
- Accident Reconstruction
- Proactive Fleet Safety
- Fleet & Driver Transparency

The pricing scheduled under the State of California Cooperative Contract is comprehensive (Exhibit B), The most applicable to the City's needs is the self-installation package at \$18.50 per unit/per month, including all equipment, parts, warranty, software, and support.

The two finalist proposals offering the Geotab USA, Inc. products are Geotab USA, Inc. subcontractors who can provide support through the implementation process and duration of the contract under the Geotab USA, Inc. State Cooperative Agreement. The City will work with Geotab USA, Inc. in the selection of the subcontractor once the award has been approved. The RFP process results will be used in assisting the City in identifying the subcontractor of choice.

This award will result in issuance of a Blanket Purchase Order (PO) for a one-year period with seven (7) one-year renewal options with City PO Terms and Conditions and Insurance, under State of California Cooperative Contract Number 1-19-58-69 (Exhibit C), including the Adoption of State of California Contract Additional Terms (Exhibit B), and reference to the State of California Contract number in the body of the PO.

State of California Cooperative Contract Number 1-19-58-69 is a non-standard agreement that may include unfavorable provisions and lack many of the standard terms, conditions and protections the City typically insists upon in the City's standard contracts to best protect the City's interests. However, City staff believe the advantages of the cooperative purchases outweigh potential legal risks.

FISCAL IMPACT

Funds for these purchases are budgeted in Fiscal Year 2020-21, under the Transportation and Public Works Fleet Vehicle Replacement account 300106, and subsequent years as approved by Council. Approval of this action does not have a fiscal impact on the General Fund.

ENVIRONMENTAL IMPACT

This action is categorically exempt from the California Environmental Quality Act (CEQA), pursuant to CEQA Guidelines Section 15301, Existing Facilities. Specifically, the project

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consists of the repair, maintenance and minor alteration of existing public facilities involving no expansion of use.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable

NOTIFICATION

Not applicable

ATTACHMENTS

- Resolution/Exhibit A (Adoption of State of California Contract Additional Terms), Exhibit B (Cost Pricing Sheet), Exhibit C (State of California Cooperative Contract Number 1-19-58-69)

CONTACT

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