

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: MATTHEW WILCOX, TRANSIT PLANNER, TRANSPORTATION  
AND PUBLIC WORKS DEPARTMENT- TRANSIT  
SUBJECT: PROFESSIONAL SERVICES AGREEMENT WITH GMV  
SYNCHROMATICS CORP. FOR A COMPUTER AIDED DISPATCH  
AND AUTOMATED VEHICLE LOCATION SYSTEM

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the Transportation and Public Works Department that the Council, by resolution, approve a Professional Services Agreement with GMV Syncromatics Corp. for a five year term for a total amount of \$931,787 for replacement of the Santa Rosa CityBus Computer Aided Dispatch (CAD) and Automated Vehicle Location (AVL) system.

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EXECUTIVE SUMMARY

Staff seeks approval to purchase a new computer aided dispatch and automated vehicle location system, also known as "CAD/AVL", to replace the aging Santa Rosa CityBus CAD/AVL system first installed in 2012. The new system will continue to provide real-time vehicle location information to CityBus staff and riders. The system will also provide operational management tools and produce data related to service performance metrics, such as passenger counts by bus stop and on-time performance information. These features among others will enhance the rider experience and allow CityBus staff to provide the highest level of service possible.

BACKGROUND

In 2012 the Transit Division implemented CityBus' first CAD/AVL system, provided by Avail Technologies. While the Transit Division has continued to maintain the system and replace failing or obsolete components as needed, at this time the system hardware has reached the end of its useful life and the entire system must be upgraded to ensure compatibility from bus to bus and ensure another 10 years of longevity. In 2020 two other local transit agencies, Napa Valley Transportation Authority (NVTA) and Petaluma Transit, were also ready to upgrade their CAD/AVL systems, and the three agencies opted to jointly complete a request for information and request for proposals process for

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replacement of their CAD/AVL systems. This process was led by NVTa and its consultant and was concluded in 2021. The joint scoring of proposals indicated GMV Syncromatics' proposal as the best value. While CityBus was not immediately ready to proceed with a CAD/AVL procurement and deployment at that time, the funding program and staff capacity now exist to move forward with this important upgrade.

PRIOR CITY COUNCIL REVIEW

On July 17, 2012, Council approved procurement of Santa Rosa CityBus' first CAD/AVL system from Avail Technologies.

ANALYSIS

In preparation for replacement of its legacy CAD/AVL system, Transit Division staff participated in a detailed review of the current state of CAD/AVL technology by going through a request for information and request for proposal process headed by a technology expert. Participating in a joint process with two other transit agencies yielded more interest from firms that provide this technology and five proposals were received. The timing of this process was ideal for CityBus in that the existing CAD/AVL system provided by Avail Technologies is due for replacement. The information and bidding process showed that GMV Syncromatics is the best value for the service and can provide all the required internal as well as public-facing technology elements for operational management of the CityBus system and to provide real-time bus location information for riders. In addition, GMV Syncromatics is based in California and is well-positioned to provide timely customer assistance.

The City's current CAD/AVL vendor, Avail Technologies, scored second in the bidding process. Avail's fixed pricing to replace the CAD/AVL system was higher than that of GMV Syncromatics, and its annual maintenance cost was nearly double that of GMV Syncromatics. GMV was also selected by NVTa and Petaluma Transit, and is the current CAD/AVL provider for Marin Transit. Sharing the same CAD/AVL provider is another step in creating a more cohesive and integrated transit experience in the North Bay.

The proposed agreement with GMV Syncromatics does include some non-standard, unfavorable provisions that impose additional risk on the City. Among a number of less significant changes to the City's standard contract, the proposed agreement includes a global limitation on liability to the greater of insurance proceeds or \$5,000,000. These provisions are not unusual in technology contracts. Staff is familiar with the non-standard provisions proposed and nevertheless believe that the benefits associated with the agreement with GMV Syncromatics outweigh the legal risks associated with non-standard terms.

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FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund. The total cost of this project over 5 years is \$931,787. This includes the initial system deployment include onboard hardware for buses, software, and programming; options for additional real-time bus arrival signage for transit hubs and stops; and a five-year maintenance contract of approximately \$51,000 per year. This annual maintenance cost represents a significant savings over the cost of CityBus' current CAD/AVL system with no reduction in service quality for the public.

Funding for this project will come from Metropolitan Transportation Commission (MTC) federal Transit Performance Initiative funds in the amount of \$298,901 with a local match from Transportation Development Act funds in the amount of \$632,886.

ENVIRONMENTAL IMPACT

This action is exempt from the provisions of the California Environmental Quality Act (CEQA) under CEQA Guidelines Section 15061(b)(3) and 15378 in that there is no possibility that the implementation of this action may have significant effects on the environment, and no further environmental review is required.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment 1 – GMV Syncromatics Technical Proposal
- Resolution / Exhibit A – Professional Services Agreement

PRESENTER

Matthew Wilcox, Transit Planner, [mwilcox@srcity.org](mailto:mwilcox@srcity.org)