



Legislation Details (With Text)

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Title: Approve award of a two-year requirements contract, with options for three one-year extensions, to Electric Data Magnetix, a North Carolina-based corporation, for the purchase of reloadable contactless smart card media, in the amount of \$686,721 (Bid File 9527)

Sponsors: Department of Transportation

Indexes:

Code sections:

Attachments: 1. Bid Eval 9527

Date	Ver.	Action By	Action	Result
2/27/2020	1	City Council	approved	

REPORT TO THE CITY COUNCIL

February 27, 2020

FROM: GREGORY A. BARFIELD, Director
Department of Transportation

BY: BRIAN BARR, Assistant Director
Department of Transportation

SUSAN ROGERS, Capital Development Specialist
Department of Transportation

SUBJECT

Approve award of a two-year requirements contract, with options for three one-year extensions, to Electric Data Magnetix, a North Carolina-based corporation, for the purchase of reloadable contactless smart card media, in the amount of \$686,721 (Bid File 9527)

RECOMMENDATION

Staff recommends Council approve the award of a two-year requirements contract, with options for three one-year extensions, to Electric Data Magnetix, a North Carolina-based corporation, for the purchase of reloadable contactless smart card media, in the amount of \$686,721 for use as bus fare payment compatible existing fare collection equipment.

EXECUTIVE SUMMARY

The Department of Transportation, FAX Division is seeking to implement reloadable contactless smart card media as a convenient method for riders to purchase and store bus passes onto a durable, wallet-size card. The award of this contract will guarantee the supply and price stability for two years with options for three one-year extensions.

BACKGROUND

Transit agencies across the nation have been progressively moving towards the use of smart card technology as a reliable and convenient form of fare payment. FAX's objective is to:

- Reduce the use of cash, tokens, and paper tickets with a reloadable, durable, and reliable bus pass that decreases maintenance and operational costs to the agency.
- Offer riders the ability to store passes and currency onto the smart card, eliminating the need to carry the exact change to board a bus and provide a more "tap-and-go" boarding experience.
- Improve the average system speed by reducing dwell time associated with the collection of cash fares.
- Provide more detailed analytics for current and future route planning.

A Notice Inviting Bids was posted on November 20, 2019, and advertised in the Fresno Business Journal and MassTransitMag.com. The Notice Inviting Bids was faxed to four building exchanges and directly distributed to nine prospective bidders. Two sealed bid proposals were received and opened in a public bid opening on December 17, 2019. City Purchasing found Paragon Identification SAS as non-responsive due to its failure to acknowledge Addendums 1 and 2 and failing to submit a proper form of deposit, prior to bid opening.

Purchasing found Electric Data Magnetism as the next lowest responsive and responsible bidder. FAX staff performed a price analysis and found Electric Data Magnetism pricing to be fair and reasonable.

The City Attorney has reviewed and approved the contract as to form.

ENVIRONMENTAL FINDING

This is not a project for the purpose of CEQA pursuant to CEQA Guidelines section 15378.

LOCAL PREFERENCE

Local preference was not considered as federal funding precludes the use for this purchase.

FISCAL IMPACT

This project has no fiscal impact to the General Fund. This requirements contract will be funded from FAX operating funds and FTA grants.

Attachment:

Bid Evaluation 9527