June 13, 2018

To: Finance and Administration Committee

From: Darrell E. Johnson, Chief Executive Officer

Subject: Sole Source Agreement for Upgraded ID Card System

Overview

The Orange County Transportation Authority originally purchased the UltraBadge Enterprise software in 2004 for various badging purposes. Staff is now seeking to upgrade the UltraBadge Automated Fare Management software. A proposal was solicited and received from Productive Solutions, Inc., in accordance with the Orange County Transportation Authority's sole source procurement procedures for professional and technical services.

Recommendation

Authorize the Chief Executive Officer to negotiate and execute sole source Agreement No. C-8-1670 between the Orange County Transportation Authority and Productive Solutions, Inc., in the amount of $120,000 for the purchase of software and services to upgrade to the Ultrabadge Automated Fare Management software version.

Background

The Orange County Transportation Authority's (OCTA) UltraBadge Enterprise (UBE) software was purchased from Productive Solutions, Inc., (Productive) in 2004. It is used for numerous badging purposes and covers approximately 2,000 individuals, including Board of Directors (Board) member identification (ID), employee ID, contractor ID badges, as well as reduced fare ID badges for senior, disabled, and mobility trainers as part of OCTA's eligibility process for ACCESS riders.

The UBE software is also used to produce specialty passes, such as OCTA employer and university passes. The specialty passes are provided to OCTA's customers so they can distribute them as part of their own transportation programs. For example, OCTA's annual Perk Pass is a swipe-card that can be used by employers on any local OCTA fixed-route bus. When the employer's

employees board a bus, they can swipe their card in the farebox. Another example of a specialty pass using the UBE software is the UPass, which allows local universities to partner with OCTA to provide students with an affordable and convenient transportation option.

Discussion

OCTA staff is seeking to upgrade from the UBE software version to the most current version called the Ultrabadge Automated Fare Management (AFM) to continue badging and specialty bus passes. The UBE software purchased originally in 2004 from Productive is now considered a legacy system, and it is limited to older operating systems, servers, and internet browser versions. The new AFM software provides more functionality and control over fare media processes to ensure more accurate tracking, reporting, and overall efficiencies. Productive, AFM system is a comprehensive enterprise resource planning family of fare media management modules that collectively provide end-to-end controls for transit pass ticket stock. OCTA will be using the Fare Media ID Encoding and Printing Modules. The rider's data is collected in a secure application that records and updates all edits made to the record. Each ID card that is printed is given a unique serial number and logged in the record holder's account. The system has the ability to encode our fare structure for either magnetic or smart cards as period passes so that they can be read on our GFI Genfare Fareboxes. If an ID is lost or stolen, the old pass can be turned off.

The upgrade to the AFM software will include licensing, project management, and on-site installation services, as well as interface, testing, and training services.

Procurement Approach

This procurement was handled in accordance with OCTA's Board-approved policies and procedures for a sole source procurement.

Productive is the exclusive owner of all proprietary rights for the Ultrabadge AFM software and the sole entity able to market and sell the software. In addition, Productive is the only vendor capable of integrating the encoding scheme of the GFI Genfare farebox used by OCTA. Therefore, Productive meets OCTA's criteria for a sole source procurement, and based on their technical ability and financial status, Productive is deemed responsible.

Productive's proposal was reviewed by staff from the Contracts Administration and Materials Management and Information Systems departments to ensure

compliance with the contract terms and conditions, as well as the technical requirements.

In accordance with OCTA's sole source procurement procedures, a sole source over $50,000 requires OCTA's Internal Audit Department (Internal Audit) to conduct a price review of Productive's proposed pricing. Internal Audit concluded that Productive's quoted pricing for the upgrade and maintenance is consistent with the pricing quoted to other government agencies. Therefore, the quoted price is deemed fair and reasonable.

Based on the above, it is recommended that the contract be awarded to Productive.

Fiscal Impact

The project was included in the OCTA's Fiscal Year 2017-18 Budget and will be funded with local funds (1285-9028-A5359-9RS).

Summary

Based on the information provided, staff recommends the Board authorize the Chief Executive Officer to negotiate and execute sole source Agreement No. C-8-1670 between the Orange County Transportation Authority and Productive Solutions, Inc., in the amount of $120,000, for the purchase of software and services to upgrade to the Ultrabadge Automated Fare Management software version.

Attachment

None.

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