

1 [Contract - Next Generation Customer Information System - New Real-Time Vehicle Arrival  
2 and Service Update System - Not to Exceed \$88,980,877]

3 **Resolution approving Municipal Transportation Agency Contract No. 2019-01: Next**  
4 **Generation Customer Information System, with Cubic Transportation Systems, Inc. to**  
5 **develop, implement, and maintain a new real-time vehicle arrival and service update**  
6 **system for Muni in an amount not to exceed \$88,980,877 for an initial term of six years**  
7 **with two optional five-year terms to cover software subscriptions and equipment**  
8 **lifecycle maintenance, to commence following Board approval.**

9  
10 WHEREAS, The San Francisco Municipal Transportation Agency (SFMTA) piloted the  
11 existing real-time information system in 1999 and entered into a contract in 2001 for  
12 systemwide service with NextBus, now a subsidiary of Cubic; and

13 WHEREAS, The NextBus system is currently nearing the end of its useful life; and

14 WHEREAS, There have been many changes in transportation and technology since  
15 2001, including on-demand, mobile app-based forms of transportation; and

16 WHEREAS, Research findings suggest that the SFMTA improving the presentation  
17 and content of real-time customer information can increase transit ridership, especially when  
18 service is less frequent even if there were no improvements to the underlying service itself;  
19 and

20 WHEREAS, Research findings showed similar responses across all income levels to  
21 the provision of alternative routes and a Muni trip planning app, suggesting that a new system  
22 can begin to mitigate a two-tiered, income-based transportation system in a region already  
23 confronting gentrification, widening income inequality and racial disparities; and

24 WHEREAS, On September 4, 2018, the SFMTA Board of Directors authorized the  
25 SFMTA to issue a Request for Proposals for SFMTA Contract No. 2019-01: Next Generation

1 Customer Information System (Contract), and to negotiate the Contract with the highest-  
2 ranked proposer; and

3 WHEREAS, The Next Generation Customer Information System (Next Generation  
4 System) will provide more accurate vehicle-arrival predictions; larger, graphical digital or  
5 solar-powered signs at transit stops and stations; expanded sign coverage; new customer  
6 information, including route alternatives, vehicle crowding, accessibility, real-time service  
7 changes, and regional transit; content for signs on-board vehicles; all-in-one trip planner and  
8 ticketing app; analytics platform to improve service and operational planning; and a tool for  
9 field supervisors to manage operations; and

10 WHEREAS, On March 1, 2019, the SFMTA received six proposals in response to the  
11 Request for Proposals; and

12 WHEREAS, On July 1, 2019, the SFMTA issued a notice of intent to negotiate the  
13 Contract to Cubic Transportation Systems, Inc., the highest-ranked proposer in the evaluation  
14 process; and

15 WHEREAS, Funding for this project will be provided through SFMTA operating funds;  
16 and

17 WHEREAS, On July 31, 2018, the SFMTA, under authority delegated by the Planning  
18 Department, determined that the proposed authorization is not defined as a “project” under  
19 the California Environmental Quality Act (CEQA) pursuant to Title 14 of the California Code of  
20 Regulations, Sections 15060(c) and 15378(b); and

21 WHEREAS, A copy of the CEQA determination is on file with the Secretary to the  
22 SFMTA Board of Directors and is incorporated herein by reference; and

23 WHEREAS, On June 16, 2020, the SFMTA Board of Directors adopted Resolution No.  
24 200616-058, which authorized the Director of Transportation to execute SFMTA Contract No.  
25 2019-01: Next Generation Customer Information System, with Cubic Transportation Systems,

1 Inc. to develop, implement, and maintain a new real-time vehicle arrival and service update  
2 system for Muni in an amount not to exceed \$88,980,877, for an initial term of six years with  
3 two optional five-year terms to cover software subscriptions and equipment lifecycle  
4 maintenance; and

5 WHEREAS, A copy of the said contract is on file with the Clerk of the Board of  
6 Supervisors in File No. \_\_\_\_\_, which is hereby declared to be part of this resolution as if  
7 set forth fully herein; now, therefore, be it

8 RESOLVED, That the Board of Supervisors authorizes the SFMTA to enter into  
9 SFMTA Contract No. 2019-01: Next Generation Customer Information System, with Cubic  
10 Transportation Systems, Inc. to develop, implement, and maintain a new real-time vehicle  
11 arrival and service update system for Muni in an amount not to exceed \$88,980,877, for an  
12 initial term of six years with two optional five-year terms to cover software subscriptions and  
13 equipment lifecycle maintenance subject to the following condition: that the SFMTA obtain  
14 approval from this Board prior to exercising each of the optional five-year terms to cover  
15 software subscriptions and equipment lifecycle maintenance; and, be it

16 FURTHER RESOLVED, That within 30 days of the contract being fully executed by all  
17 parties, the SFMTA shall provide the final contract to the Clerk of the Board for inclusion into  
18 the official file.

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