



## Memorandum

**To: Livingston County Board of Commissioners**  
**From: Greg Kellogg, Transportation Director**  
**Date: 10/27/2020**  
**Re: Resolution to Amend the Agreement with DoubleMap, Inc. to Provide Dispatch Software and Mobile Data Terminals for Transit Operations – LETS**

---

LETS completed an RFP process and entered into a contract with DoubleMap, Inc. for their TapRide transit software and mobile data terminals in October 2019. Although DoubleMap was able to provide the technological enhancements we were looking for, such as automated routing and app-based scheduling and payment, we later discovered that they could not meet some of our most basic requirements including billing for service contracts and the ability to track each passenger's trip purpose (e.g., tracking medical trips for our partnership with the hospitals).

Despite our best efforts to vet the software during the RFP process, which included a thorough check of the references provided in the RFP response, these particular shortfalls were not discovered until we began the implementation process. We later spoke to several other transit agencies across the country that had adopted TapRide and found that most of them used the software not as their primary trip management system but as a supplement for ancillary on-demand services.

We then provided DoubleMap the opportunity to offer a remedy, which resulted in their proposal to amend the agreement to add Ecolane USA, Inc. as a subcontractor to provide the agreed upon dispatch software pursuant to the specifications outlined in the agreement. The agreement provides for the use of subcontractors with prior notice to and the consent of the County.

Ecolane USA, Inc. provided a comparative Scope of Work and pricing proposal and performed an on-site software demonstration with LETS staff, including our dispatchers who will be the primary end users. During the demo we specifically addressed the shortfalls with DoubleMap's TapRide software and confirmed that Ecolane can meet all of our baseline needs in addition to providing the advanced technology noted above.

In contrast to TapRide, the Ecolane DRT software is intended specifically for demand-response agencies like LETS that are seeking a complete solution to improve operating efficiency under

the existing service model while introducing on-demand scheduling and other convenience features aimed at expanding access to the system and broadening the ridership base. We have been in contact with our colleagues at a northern Michigan transit agency similar to LETS in size and scope that launched the Ecolane DRT software in August (upgrading from the same legacy software LETS currently uses). They have given us positive feedback about Ecolane's support during the implementation process, and three months in they are beginning to see positive effects on their system.

To date the County has paid DoubleMap, Inc. \$71,960 for implementation costs which include 34 mobile data terminals (tablets) and initial software licensing fees. The amended agreement stipulates that the County will not incur any additional costs for a period of one (1) year from the execution date consistent with the terms of the original agreement. The Ecolane DRT software is a higher-priced product, so DoubleMap will contribute the remaining implementation costs of \$90,806 to demonstrate their commitment to fulfilling their obligations under the contract.

The Ecolane software also carries higher license renewal costs and DoubleMap is proposing an increase from the original pricing for years 2-5 of the amended agreement. Those amounts are listed below with a total increase of \$28,330 over 4 years. The County is not obligated to renew the software license and may terminate the agreement at any time, for any reason. I find the proposed increases reasonable *if* the Ecolane software meets or exceed our expectations.

Renewal Term	DoubleMap TapRide Renewal Cost	Ecolane DRT Renewal Cost	Increase
1	\$40,000	\$42,000	\$2,000
2	\$40,000	\$44,990	\$4,990
3	\$40,000	\$49,434	\$9,434
4	\$40,000	\$51,906	\$11,906

We are excited to get our technology upgrade back on track. During this challenging period for the transit industry it not only presents an opportunity to reinvent our service and attract new customers but also provides inspiration to our staff and a renewed focus on our mission. For those reasons I recommend approval of this resolution and respectfully ask for your support.

Please do not hesitate to contact me with any questions at 517-540-7843.