



# Memorandum

**To: Livingston County Board of Commissioners**  
**From: Greg Kellogg, Transportation Director**  
**Date: 03/30/2021**  
**Re: Resolution to Amend the Agreement with DoubleMap, Inc. to Purchase the Ecolane Interactive Voice Response (IVR) System – LETS**

Livingston County and DoubleMap, Inc. entered into an agreement to provide dispatch software and mobile data terminals for LETS transit operations as authorized by Resolution 2019-07-103. However, in the early stages of implementation LETS determined that DoubleMap's TapRide software could not perform several critical functions and therefore does not meet the technical specifications outlined in the bid.

DoubleMap subsequently proposed a partnership with Ecolane USA, Inc. to provide its DRT software which does meet the required technical specifications. After a comprehensive product demonstration, and with knowledge of Ecolane's long-standing and favorable reputation in the transit industry, LETS requested an amendment to the agreement to add Ecolane as a subcontractor which was authorized by Resolution 2020-11-268.

LETS successfully implemented the Ecolane DRT software in March 2021 and is satisfied with its performance and the high level of product support offered by the vendor during implementation. The current agreement includes SMS text messaging ride reminders, and we have received positive feedback from our customers on that feature, but many LETS customers do not have the capability to receive SMS text messages.

Therefore, in an effort to improve customer service for customers without SMS messaging capabilities, and to take full advantage of the platform's capabilities, LETS is requesting authorization to purchase Ecolane's Interactive Voice Response (IVR) system which provides customers with an automated ride reminder via phone call the day before and day of their ride, and also allows the customer to cancel their ride during the call. Currently, customers must contact our dispatch office to cancel a scheduled ride.

The automated ride reminders and cancellations have the potential to significantly reduce the volume of passenger no-shows, which are an ongoing source of waste and inefficiency costing LETS an estimated \$68,740 in FY 2019 (based on average no-show rate of 2% and average gross cost of \$23 per trip). Most no-shows are a result of passengers forgetting their scheduled ride or failing to cancel a scheduled ride that they no longer need.

The total cost of the IVR system is \$63,900 for the first year and \$19,400 per year for licensing costs in years 2-5 with the option to discontinue at any time. LETS has federal and state grant funding available to reimburse 100% of project costs in years 1-5

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