



Memorandum

To: Livingston County Board of Commissioners
From: Greg Kellogg, Transportation Director
Date: 06/01/2021
Re: Resolution Authorizing an Agreement with Ecolane to Upgrade to the Agency-branded App and to Purchase the Customer Service and Feedback Module – LETS

LETS successfully launched the Ecolane DRT software in March 2021 and is preparing to launch the associated smartphone app that allows customers to schedule and pay for their ride using their smart phone, as well as view past and upcoming ride activity.

LETS was recently offered the option to upgrade to the Agency-branded App option, which will allow users to search and download a LETS-branded app rather than the standard Ecolane-branded app, making the customer experience more intuitive and increasing the visibility of the app in the Apple and Android app stores. It will therefore be a valuable addition from both a customer service and marketing standpoint.

In addition, Ecolane recently released a Customer Service and Feedback Module which provides an electronic database for individual customer “files” containing incidents, complaints, and other feedback to replace the traditional paper filing system which is cumbersome to search and maintain.

The cost to upgrade to the Agency-branded App is \$20,985 for the first year and \$3,999 per year for years 2-5, and the cost of the Customer Service and Feedback Module is \$7,985 for the first year and \$1,399 per year for years 2-5, with the option to discontinue either feature at any time. All costs associated with both features are eligible capital expenses and will be reimbursed at 100% by Federal and State grants.

LETS implemented the Ecolane software via a sub-contract with Doublemap, Inc., due to favorable pricing terms; however, LETS desires to enter into a direct contract with Ecolane for these additional features to simplify implementation and ongoing support.

The contract term will begin upon approval of this resolution and will renew annually for a period of five (5) years from the date of execution unless the County exercises its option to terminate early for any reason.

Please find the attached information on the Agency-branded App and Customer Service/Feedback Module, and contact me with any questions at 517-540-7843.