AGENDA REPORT

TO: Honorable City Council

FROM: City Administrator

SUBJECT: A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMMERCE, CALIFORNIA, APPROVING THE PURCHASE OF DATA MANAGEMENT SOFTWARE FROM TRANSTRACK SYSTEMS, INC.

RECOMMENDATION:

Move to approve and adopt the Resolution and assign the number next in order.

MOTION:

Move to approve recommendation.

BACKGROUND:

On December 6, 2011, City Council approved the issuance of a Request for Proposal (RFP) for the purchase of Transit Data Management Software. The software is designed to assist the Transportation Department in submitting operating and financial data to the Department of Transportation's National Transit Database (NTD) program.

The City of Commerce can only continue to receive federal transit capital grants if they participate in the NTD program. The City is estimated to receive $438,380 in Federal 5307 Transit Capital Funds in FY 2013.

ANALYSIS:

The Request for Proposal (RFP) was advertised on the City Website and Eastern Group Publications. The RFP was sent to several companies including Edulog, Transfinder, Route Match and TransTrack Systems. TransTrack Systems was the only company to submit a bid.

The Federal Transit Administration (FTA) requires recipients to determine if there was an adequate level of competition. [1] The City did not receive any comments from potential bidders that there was a restrictive specification or delivery requirement that only one bidder could meet.

TransTrack Systems, Inc.

TransTrack Systems was formed in 2002 and specializes in business intelligence software for the transit industry. TransTrack's *Transit Performance Manager* software is used by transit agencies to not only consolidate operating and financial data for NTD reports but also produces reports that allow transit managers to more effectively manage public transit systems.

TransTrack Systems®, Inc. is certified as a Minority Business Enterprise/Women's Business Enterprise (DBE/WBE).

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[1] FTA Circular 4220.1E

AGENDA ITEM No. ___19___

TransTracks's *Transit Performance Manager* software is used by Montebello Bus Lines, Los Angeles Department of Transportation, Riverside County Transportation Commission (eight transit systems), Metropolitan Transit System (San Diego contract services), and eight other systems.

References were checked and were positive. The proposal was reviewed and approved by the IT Division.

FISCAL IMPACT:

The cost of the Data Management System shown below and a copy of the fee proposal from TransTrack Systems of January 17, 2012 is attached.

PRICING:

Item	Number	Cost
System Installation Cost	1	$ 126,100
Annual License Fee & Support costs (Year 2)	1	$ 20,000
Contingency		$ 15,582
TOTAL		**$ 161,682**

PROJECT FUNDING

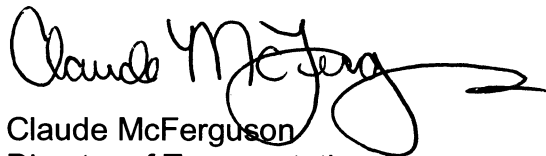|		
FTA Grant CA-96-X072		$ 161,682
TOTAL		**$ 161,682**

The proposed activity can be paid for out of Federal Transit Administration (FTA) grant number CA-96-X072. This grant is funded by the American Recovery and Reinvestment Act of 2009 (ARRA).

Expenditures for the proposed activity will amount to $161,682 for Fiscal Year 2011-12.

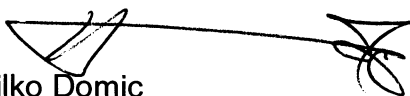**RELATIONSHIP TO 2009 STRATEGIC GOALS:**

This agenda item relates to the 2009 strategic planning goal: "Make Financial and Economically Sound Decisions Consistent with Economic Conditions," as it will support the Transportation Department in complying with Federal reporting requirements and improve how information is disseminated throughout Transit operations.

Recommended by:

Claude McFerguson
Director of Transportation

Respectfully submitted,

Jorge Rifá
City Administrator

Budget Impact Review by:

Vilko Domic
Director of Finance

Approved as to Form:

Eduardo Olivo
City Attorney

Attachments: Proposal from TransTrack Systems Inc.

RESOLUTION NO._____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMMERCE, CALIFORNIA, APPROVING THE PURCHASE OF DATA MANAGEMENT SYSTEM SOFTWARE FROM TRANSTRACK SYSTEMS USING ARRA FUNDS

WHEREAS, the City of Commerce was awarded a transit capital project grant from the Federal Transit Administration (CA-96-X072); and

WHEREAS, the above grant is funded through the American Recovery and Reinvestment Act of 2009 (ARRA); and

WHEREAS, the above grant includes funding for Data Management System software; and

WHEREAS, on April 3, 2012, staff recommended the award of the contract to TransTrack Systems, Inc.; and

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMMERCE DOES HEREBY RESOLVE, DECLARE AND DETERMINE AS FOLLOWS:

Section 1:   The City of Commerce purchase Data Management System software from TransTrack Systems, Inc. for a price not to exceed $146,100. A project contingency fund of $15,582 would be established for a total project cost of $161,682.

Section 2:   The Mayor of the City of Commerce is hereby authorized and directed on behalf of the City of Commerce to execute a contract consistent with the quote of said bidder for said work.

PASSED, APPROVED AND ADOPTED this _____ day of _____, 2012.

_____
Lilia R. Leon
Mayor

ATTEST:

_____
Linda Kay Olivieri, MMC
City Clerk

January 12, 2012

Mr. Martin Gombert
Project Manager
Transportation Department
City of Commerce
5555 Jillson Street
Commerce, CA 90040

Subject: Proposal in Response to Data Management System RFP

Dear Mr. Gombert:

TransTrack Systems®, Inc. is pleased to offer the City of Commerce Transportation Department a data management system that consolidates information for improved reporting and performance monitoring. Our web-based service application, *Transit Performance Manager™*, is user-friendly, and will help the City of Commerce avoid the risks associated with developing a custom software application. Our *Transit Performance Manager™* application provides a long-term, cost-effective solution for centralized data collection, storage, reporting and analysis.

Transit industry professionals designed *Transit Performance Manager™*; transit agencies developed and tested it; and it is available for immediate use by transit agencies, with minimal set-up requirements. *Transit Performance Manager™* is currently being used by 25 transportation agencies to improve performance monitoring, service quality, and agency effectiveness and efficiency.

Because the *Transit Performance Manager™* application is internet-based, there is an ongoing partnership with TransTrack professionals who are available for technical support, product improvements, consultation and user support. We are available to train new employees in best practices and system utilization, and to help the City of Commerce review performance results and continue to improve and streamline data collection efforts. TransTrack professionals will be there at start-up, when the first reports are due, when NTD or other annual reports are due, when processes are not quite working the way you would like, when new staff need training, and when you decide to change your fare structure, route structure, or service plan.

Our understanding, approach, schedule and cost proposal are based on our experience in helping public and private transit service providers meet the challenge of implementing data management solutions. The information contained in the attached document addresses the requirements identified in the Request for Proposals.

As requested, we have enclosed our fee proposal in a separate envelope labeled "Fee Proposal". Please note that the fees shown reflect terms and conditions specified in Appendix C – End User License Agreement (EUL) and are based on our current price list. The EUL's terms and conditions differ in several respects from those proposed by the City of Commerce. Should we be selected for this project, we would be appreciative of the opportunity to negotiate the terms and conditions of our End User License and service agreement with the City.

TransTrack Systems®, Inc. is a Disadvantaged Business Enterprise (DBE) located at 265 Belmont Avenue, Long Beach, California 90803. As President of TransTrack Systems®, I have the authority to contractually bind the firm to the fees, schedule, scope of work and terms and conditions of this proposal for a period of 120 days from this submission dated January 17, 2012. I am also the contact person authorized to make representations on behalf of our company.

The TransTrack team is working to improve client services and advance the transit industry with development of best practices and better management information. To this end, we are appreciative of what the City of Commerce is trying to accomplish with this Data Management System Project. Thank you in advance for consideration of our proposal submission. Should you have questions or require additional information, my telephone number is 562-987-4755.

Sincerely,

Mary Sue O'Melia

Mary Sue O'Melia, President
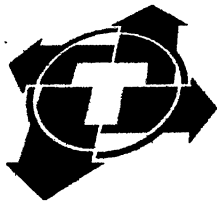TransTrack Systems®, Inc.

RESPONSE TO RFP

DATA MANAGEMENT SYSTEM

CITY OF COMMERCE TRANSPORTATION DEPARTMENT

Submitted To

Purchasing Department
2535 Commerce Way
Commerce, CA 90040

Prepared by

TransTrack
systems*

265 Belmont Avenue
Long Beach, CA 90803
Telephone: 562-987-4755
Contact: Mary Sue O'Melia, President

January 17, 2012

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LIST OF EXHIBITS

1. PROJECT UNDERSTANDING

City of Commerce is seeking a Data Management System to efficiently aggregate data from multiple sources for enhanced monitoring and reporting that can be used by management for making business decisions. A single solution capable of consolidating, displaying and reporting key performance statistics is the desired outcome of this Data Management System procurement. The application selected should be easy to use and capable of:

- Consolidating information from multiple data sources and service providers

- Producing reports required for internal and external reporting requirements (e.g., Board, MTA, State Controller, Federal NTD Reporting) and displaying data in a variety of formats for reporting and analysis

- Providing the flexibility to evolve as processes and technologies change

- Supporting the use of best practices to drive efficiency and productivity.

These requirements are fulfilled with our web-based ***Transit Performance Manager™*** application, illustrated below in Exhibit 1.

Exhibit 1: System Consolidator
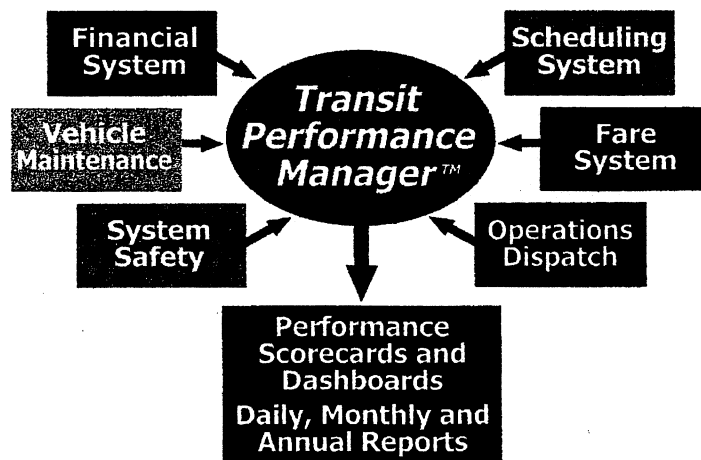
The **Transit Performance Manager™** application acts as a system consolidator or data warehouse focused exclusively on key transit agency information. Summary data may be imported from an existing system, or entered directly into the **Transit Performance Manager™** application at either the summary or transaction level. Information stored in the **Transit Performance Manager™** application is shared and accessible throughout the agency.

This section presents our understanding of the City of Commerce's Data Management System requirements and provides an outline of our approach to meet these needs. Additional details relating to City of Commerce's specific RFP requirements are discussed further in Section 2: Work Plan and Technical Approach, Section 4: System Capabilities, and Section 5: Technical Information.

Consolidate Data From Multiple Sources

The City of Commerce Transportation Department collects and reports a variety of statistics for both fixed route bus and paratransit services including:

- Passenger Boarding and Other Passenger-Related Information by Route (e.g., passenger boardings, wheelchairs, bicycles)

- Hours and Miles by Route (i.e., revenue service and total vehicle service)

- Transportation Department Revenue and Expenses

- Customer Comments

- Vehicle inventory

- Key Indicators and Historical Data (i.e., passengers per hour, subsidy per passenger, on-time performance)

The City of Commerce Transportation Department uses data from the City of Financial System for revenues and expenses. Passenger and service information are available from driver trip sheets, fleet rosters, and exceptions to scheduled service recorded and maintained by Dispatch. With the exception of the City Financial System (i.e., LOGOS Reports), the majority of data is maintained by the Transportation Department in separate Excel spreadsheets. On a daily, monthly and annual basis, using a variety of manual processes and spreadsheets, the Transportation Department compiles and reports data required for Monthly Board Reports and annual reports to the MTA, State Controller and Federal Transit

Administration. The City of Commerce is seeking to consolidate the data sources listed in Exhibit 2 and significantly streamline management reporting by reducing or eliminating time-consuming manual data entry and re-keying of information multiple times.

Exhibit 2 presents current data and provides a preliminary assessment of how this data would be collected and consolidated under a TransTrack application. Currently, Commerce tabulates and tracks the majority of its data using Microsoft Excel spreadsheets with the exception of financial data and future AVL data.

Exhibit 2: City of Commerce Data Sources

City of Commerce Data Sources	Use of Application & Proposed TransTrack
Fixed Route Hours & Miles; Operating Costs by Route – Microsoft Excel spreadsheet	Commerce currently tracks using MS Excel. In TransTrack, hours and miles of service from Driver Trip Sheets or Dispatch recording exceptions to schedule may be input and tabulated in the Operations Module. Operating costs are allocated to individual routes using modular add-ons in the Finance Module.
Fixed Route Historical Performance Data – monthly spreadsheet used to track performance measures	Historical data by route may be input or imported into the Operations and Finance Modules by route and day type (e.g., Weekday, Saturday, Sunday). TransTrack has a variety of KPI reports or Commerce may customize its own report.
Paratransit Historical Performance Data – Excel spreadsheet	Historical data for paratransit service may be input or imported into the Operations and Finance Modules by day type.
Paratransit Scheduling Data – future capability to integrate paratransit scheduling software information	Paratransit scheduling data may include passenger miles, passenger pick-up addresses and scheduled versus actual times, passenger boardings by type (e.g., ADA, PCA, Companion) and hours and miles of service based on pull-out, pull-in and first and last pick-ups. TransTrack may import data from an automated system that Commerce may procure in the future. In the interim, driver trip sheets may be entered in the Operations Module.
Customer Comments & Complaints – monthly spreadsheet used to track complaints	TransTrack has Feedback Module designed for recording customer comments, including investigation and resolution.
AVL On-Time Performance Data – future software that will track vehicle location and on-time performance	Future capability being planned by Commerce. AVL data is imported into the Operations Module with analytical tools provided in the Service Planning view.

The Transit Performance Manager™ application is flexible and able to meet requirements as they change over time. TransTrack is designed to improve data

integrity and efficiency by maximizing the use of automated data imports, and by providing an intuitive interface used for manual data input. The mix of automated import and manual input may change over time as new technologies are implemented and operations and processes evolve over time. The Transit Performance Manager™ application is flexible in that it has a variety of options for capture and reporting of key transit data.

Requirement: Produce Necessary Reports

TransTrack Systems recognizes the importance of comprehensive reporting. Our *Transit Performance Manager™* application comes with a robust set of reporting capabilities. These include both standard reports as well as options to create custom reports. An overview of reporting relative to the City of Commerce's needs include the following.

Key Performance Indicators (KPIs)

- Understanding: KPI's are used by the City of Commerce to provide management with information needed to make informed decisions which help drive improved performance and best practices. KPIs are also reported to the City Council on a monthly basis.

- TransTrack Solution: The *Transit Performance Manager™* application offers a variety of standard KPI reports. Selected examples of existing KPI reports are provided in Section IV of this proposal. TransTrack will also develop customized reports to match preferred formats that are currently in use by City of Commerce.

Executive Dashboards

- Understanding: The City of Commerce requires an easy-to-use, graphical presentation of key performance indicators. Dashboards provide a reporting format that can be used to assess overall agency performance, relative to established targets, based a set of agency-defined indicators.

- TransTrack Solution: TransTrack Systems®, Inc. has developed a set of standard transit management Dashboards, with drill-down capabilities, which run directly from the *Transit Performance Manager™* application. We also provide custom development services for clients who require revisions to our standard set of Dashboards or wish to develop new performance indicators. Section 3 of this proposal includes a sample of this type of report.

National Transit Database (NTD) Reports

- <u>Understanding:</u> City of Commerce is an FTA Grantee and therefore required to submit annual NTD Reports. Monthly ridership and safety statistics are also required.

- <u>TransTrack Solution:</u> ***Transit Performance Manager™*** provides a wide range of standard NTD reports which include those shown in Section 4 of this proposal. Reports are updated and revised in the event that NTD changes reporting requirements. For example, we updated NTD Safety forms based on January 2009 revisions in reporting requirements. New modes have been added to comply with September 2011 changes.

Short Range Transit Plan (SRTP) Reports

- <u>Understanding:</u> Commerce must submit TPM and other reports to the MTA for continued receipt of Formula funds.

- <u>TransTrack Solution:</u> The ***Transit Performance Manager™*** application currently provides information for use in TPM reporting as well as SRTP forms used to requirements for transit operators in the SCAG Region.

Requirement: Provide Data In Multiple Formats

TransTrack Systems recognizes that data is used in a variety of ways. Canned reports such as executive dashboards provide the ability to quickly assess agency performance and operating effectiveness. Business analysis requires access to data at a more detailed level with the ability to sort, filter, and trend data to best provide the needed information. ***Transit Performance Manager™*** offers a wide range of options to serve our clients.

Drill-Down Capability

- <u>Understanding:</u> Clients need the ability to select parameters that will be used to filter the data displayed and used to generate reports. These parameters allow users to focus research and reporting on the most relevant data. This is particularly true with large data sets (e.g., AVL on-time data).

- <u>TransTrack Solution:</u> User-defined parameters are available throughout the ***Transit Performance Manager™*** application in the form of data and report filters.   Data is displayed in a number of views that allow our clients to see various levels of detailed and summary level data.   System views have a

number of filters that allow clients to define the data that will be displayed. These same filters may also be applied to reports. Examples of standard filters include Date Range, Route, Program, Division, Mode, Service Type, Service Provider/Contract, Vehicle #, Type of Incident/Complaint/Roadcall.

Report Output

- Underlying: City of Commerce utilizes data in multiple formats in order to effectively analyze and manage the factors that impact agency performance. Users benefit from the efficiency and ease of use that comes from pre-defined, system generated reports, but also need the flexibility to view and interact with data in other formats when more in-depth analysis is required.

- TransTrack Solution: *Transit Performance Manager™* offers a variety of options for delivering information to system users including static reports, dashboards, line graphs, bar charts and pie charts. Crystal Reports is the primary software tool used by TransTrack for report generation. Selected examples of standard reports are provided in Section 4 of this proposal. *Transit Performance Manager™* also provides the ability for users to export data from views and reports. Formatted report data can be exported in PDF, XLS and RTF formats. Detailed data from system views may be filtered and exported to a csv file format for use in Microsoft Excel or other applications for ad hoc analysis and reporting.

Custom Reports

- Understanding: City of Commerce has requested the ability to define five custom reports.

- TransTrack Solution: We have included a custom report budget line item in our cost proposal for the City of Commerce's consideration. Reports vary in complexity and may require as little as six hours for a numeric display of three indicators to as many as 100 hours for an Executive Dashboard displaying ten key performance indicators with drill-downs. We have included a budget of 200 hours for custom reports, including the Monthly Monitoring Report shown in Appendix E of the Request for proposals. Additional custom reports may be developed for our clients on a time and materials basis. Our advice to our clients is to use the existing reports first, and save resources for custom reports for items that are unique to your agency.

Source Data Access

- Underlining: The City of Commerce requires that data used by the Data Management System to create reports be made available for use in the creation of custom reports.

- TransTrack Solution: All source data displayed in TransTrack views can be exported in csv format for use in Microsoft Excel pivot tables, or other external report generating platforms. ***Transit Performance Manager*™** also offers an Agency Summarized Database view which contains the values for many performance indicators at every detail level available. Data from this view can also be exported for use in custom report generation. Because we are an application service provider, and the database is shared by many client agencies, the City of Commerce will not be able to directly query the ***Transit Performance Manager*™** application.

Requirement: Provide System Flexibility

***Transit Performance Manager*™** has been designed to provide a high level of flexibility within all core processes. Management, State and Federal requirements change over time and a data management system must be able to efficiently adapt to those changes. TransTrack offers the following.

Flexible System Structure

- Understanding: Database design and internal table structure need to provide a foundation which will allow the City of Commerce to change and adapt over time. Systems which rely heavily on hard-coded rules can increase the time required to implement structural changes. This includes the ability to import data from new technology applications (e.g., AVL system of the future).

- TransTrack Solution: ***Transit Performance Manager*™** utilizes a normalized table structure which relies on agency-defined cross-reference tables to define the data structure for the organization. This includes items such as Service Types, Route Structure, General Ledger Accounts, Vehicles, and other the internal structures that control how City of Commerce's data is recorded, allocated and ultimately reported can be reviewed and changed as needed. Data may be imported and/or input manually, depending on client processes and other supporting systems. For example, Commerce could start with summarizing on-time performance monthly based on Supervisor time checks. Upon implementation of an AVL system, data could be imported at

the summary level (by route and day type) on a monthly basis, or imported at a detailed trip and stop level. **Transit Performance Manager™** allows for multiple types of input and multiple levels of data collection.

Performance Goals & Targets

- **Understanding:** The City of Commerce develops goals and targets, and measures performance against those standards. The targets are reviewed periodically and updated as needed, therefore targets used for comparison reporting must be dynamic, not hard-coded into reporting formats.

- TransTrack Solution: Performance targets are managed in the Performance Scorecard Targets view in the **Transit Performance Manager™** application. This view allows our transit agency clients to specify performance standards for all key indicators. Targets may be set by fiscal year at the system wide, program, mode, service provider/contract, division, and route levels. These targets are table-driven and may be changed by City of Commerce at any time.

Control of Database Access

- Understanding: The City of Commerce requires the ability to fully control access to the Data Management System.

- TransTrack Solution: Access to **Transit Performance Manager™** views and reports requires a valid, active user ID and password. Transit agency clients have the ability to set up custom security groups and to assign individual users to those groups. Read and Write access to individual views and reports can be granted at the agency, security group, or user level.

2. PROPOSER EXPERIENCE

TransTrack Systems®, Inc. was formed in January 2002 by transit management professionals to help transit agencies maximize their business knowledge and streamline processes associated with collecting, reporting, and analyzing real-time performance data. TransTrack Systems® specializes in transit industry planning, management, operations, reporting, and process reengineering.

Our proprietary product, ***Transit Performance Manager***™, is a web-based application that provides a consolidated database for all types of transit data -- operational, financial, and planning. ***Transit Performance Manager***™ provides timely access to important information such as hours and miles of service, farebox revenues, ridership, costs, roadcalls, missed trips, safety incidents, accidents, schedule adherence, service provider contract compliance, and customer feedback and complaint resolution. Because key performance and operational data is accessible through one database, organizations achieve significant operational efficiency by:

- Eliminating repetitive data entry processes

- Reducing the time spent cross-referencing and reconciling the same data from multiple sources

- Automating financial processes (e.g., cost and revenue allocations) and operational processes (e.g., incident reporting) to consistently collect, analyze, and report performance data

- Streamlining monthly and annual management reporting production processes

- Improving management access to transit information for ongoing operational decision-making.

Transit Performance Manager™ is helping managers across the nation make better decisions through more effective management of agency resources. Transit industry professionals designed ***Transit Performance Manager***™; transit agencies developed and tested it; and it is available for immediate use by transit agencies, with minimal set-up requirements.

TransTrack Systems®, Inc. is certified as a DBE/WBE. Offices of TransTrack Systems®, Inc. are located at 265 Belmont Avenue, Long Beach, California 90803. Our telephone number is (562) 987-4755. Our Fax number is (562) 987-4756.

This section of our proposal provides our client list, project descriptions and references, and provides an overview of persons proposed to work on the Commerce engagement.

Client List

Transit Performance Manager ™ is currently being used by 25 transportation agencies to improve performance monitoring, service quality, effectiveness and efficiency. All contracts are current and renewable annually.

Exhibit 3: TransTrack Systems®, Inc. Client List

Client & Start Date	Location	Vehicles	Client Contact
Anaheim Transportation Network (July 2010)	Anaheim, CA	97	Ms. Diana Kotler, Executive Director Telephone: 714-563-5287 Email: dkotler@atnetwork.org
Marin County Transit (April 2010)	San Rafael, CA	60	Mr. David Rzepinski, GM/CEO Telephone: 415-226-0864 Email: drzepinski@co.marin.ca.us
San Joaquin Regional Transit District (Aug. 2009)	Stockton, CA	143	Ms. Donna DeMartino, GM/CEO Telephone: 209-948-5566 Email: ddemartino@sanjoaquinrtd.com
Foothill Transit (June 2009)	West Covina, CA	314	Mr. Doran Barnes, Executive Director Telephone: 626-931-7200 Email: dbarnes@foothilltransit.org
Los Angeles Department of Transportation (April 2008)	Los Angeles, CA	450	Mr. James Lefton, Chief, Transit Bureau Telephone: 213-972-8408 Email: James.Lefton@lacity.org
Antelope Valley Transit Authority (March 2008)	Lancaster, CA	89	Ms. Julie Austin, Executive Director Telephone: 661-729-2206 Email: jaustin@avta.com
San Diego MTS & Veolia Transportation Services (January 2007)	San Diego & Chula Vista, CA	250	Mr. Duane Eskierka, VP, Veolia Telephone: 619-247-1674 Email:Duane.Eskierka@VeoliaTransportation.com

TransTrack

Client & Start Date	Location	Vehicles	Client Contact
Riverside County Transportation Commission (March 2006): • Riverside Transit Agency • Riverside Special Services • SunLine Transit Agency • Riverside Co. Commuter Rail • City of Corona • Palo Verde Valley Transit Authority • City of Banning • City of Beaumont	Riverside, CA	Oversight Planning Agency and Eight Transit Operating Agencies (350+ vehicles combined)	Ms. Josefina Clemente, Transit Programs Telephone: 951-787-7141 Email: jclemente@rctc.org
San Bernardino Associated Governments (September 2005)	San Bernardino, CA	Oversight Planning Agency	Mr. Mitchell Alderman, Director Telephone: 909-884-8276 Email: malderman@sanbag.ca.gov
City of Barstow (September 2005)	Barstow, CA	28	Mr. Jason Shaw, Transit Manager Telephone: 760-255-5170 Email: jshaw@barstow.org
City of Needles (September 2005)	Needles, CA	6	Ms. Cheryl Sallis, Asst. to City Manager Telephone: 760-326-2113 Email: ndlscity@citlink.net
Victor Valley Transit Authority (September 2005)	Victorville, CA	66	Mr. Kevin Kane, General Manager Telephone: 760-948-4330 Email: kkane@vvta.org
Mountain Area Regional Transit Authority (September 2005)	Big Bear Lake, CA	24	Ms. Kathy Hawksford, General Manager Telephone: 909-878-5200 Email: KHawksford@marta.cc
Morongo Basin Transit Authority (September 2005)	Joshua Tree, CA	31	Mr. Joe Meer, General Manager Telephone: 760-366-2986 Email: Joe@mbtabus.com
Omnitrans (September 2005)	San Bernardino, CA	284	Mr. Milo Victoria, General Manager Telephone: 909-379-7112 Email: milo.victoria@omnitrans.org
Potomac & Rappahannock Transportation Commission / First Transit (September 2004)	Woodbridge, VA	107	Mr. Alfred Harf, Executive Director Telephone: 703-580-6121 Email: Aharf@omniride.com
Montebello Bus Lines (June 2003)	Montebello, CA	91	Ms. Aurora Jackson, General Manager Telephone: 323-887-4606 Email: ajackson@cityofmontebello.com

Project Descriptions

Project descriptions for six of our current contracts follow.

LADOT **City of Los Angeles Department of Transportation**

Timeframe

Phase 1 Business Assessment – April 2008. Phase 2 Set-Up and Implementation – May & June to August 2008. Custom Reports July 2009. Phase 3 Maintenance & Support contract valid to June 30, 2012.

Client Contact

James Lefton, Transit Bureau Chief
LADOT
100 South Main Street, 10th Floor
213-972-8408
James.Lefton@lacity.org

Project Description

LADOT has a long history of providing transit service through contracting. Over the years, the LADOT had developed an extensive MS Excel reporting system to keep track of operating statistics. In April 2008, TransTrack Systems entered into a subcontract with the LADOT's marketing consultants who provide a web-based Customer Comment application through the Transit Store.

The biggest challenge in implementation was training more than 150 individuals under 12 separate service provider contracts. TransTrack began training at LADOT headquarters and at the contractor locations in June 2008 and continued training and retraining sessions through the summer. Additional training to support three contract turnovers was conducted in January and February 2009.

LADOT contractors input data on a daily basis, including passenger boardings by fare type, vehicle maintenance, farebox reconciliation and bank deposits, accident and roadcall reporting, and exceptions to scheduled service. Customer comment information from a separate LADOT system is imported daily and displayed in TransTrack for management reporting. LADOT's Grant Section is responsible for inputting monthly financial information.

The system was implemented in August 2008, although several project managers continued to use Excel spreadsheets as a backup through December 2008. In June 2009, LADOT commissioned TransTrack to program three additional custom reports.

In FY 2012, TransTrack has been working with the LADOT to transition for more than ten contracts to a three-contract area organization for service performance reporting. This includes set-up and training services to accommodate the new organizational structure and new service providers.

ANTELOPE VALLEY TRANSIT AUTHORITY

Timeframe

Phase 1 Business Assessment – March-April 2008. Phase 2 Set-Up & Implementation began May 2008 and was completed December 2008. Custom Import of APC/AVL Data June 2009. Custom Dashboard and Reports in April 2011. New Financial System Import June 2011. Phase 3 Maintenance & Support contract valid to June 30, 2012.

Client Contact

Julie Austin,
Executive Director
Antelope Valley Transit Authority
42210 6th Street West
Lancaster, CA 93534
661-729-2206
jaustin@avta.com

Project Description

In 2007, the Antelope Valley Transit Authority issued a Request for Proposals for a Business Intelligence System. TransTrack submitted a proposal and was awarded the contract on February 25, 2008. The Phase 1 Business Assessment was conducted in March and April 2008, with input provided by AVTA and its service provider, Veolia Transportation Services, Inc. Phase 2 set-up and initial training occurred in June 2008.

Full system implementation, however, was delayed until January 2009 to allow for custom imports from Trapeze OPS, COM, PASS, and FX systems, as well as GFI for passenger data and Navision ERP for financial data. Four months (i.e., July to October) of the delay were due to procurement of an intermediary server to separate TransTrack and other AVTA applications. In October and November, access to the intermediary server was limited and shared with consultants setting up the ITS system. Import routines were first tested in late November rather than late July, as originally scheduled. Validation was done in December 2008, with additional training, process fine-tuning, and other validation items occurring in January and February 2009.

TransTrack also assisted AVTA to transition FY07 and FY08 data into the system to allow for historical comparisons and to fill in missing data for the first half of FY09. Performance targets for FY09 are being input into the system and as of March 2009, AVTA is able to use Executive Dashboards.

AVTA has been implementing an ITS project at the same time. Data from the APC/AVL and new telephone information systems were ready for import in May 2009. TransTrack worked with AVTA to identify reporting needs and import fields for this second round of data integration.

Lessons learned from the first part of this project were used to improve schedule adherence in the next import design, development, testing and validation of APC/AVL data. This includes weekly technical meetings (telephone and WebEx) with monthly status reports to the Executive Team. Agreeing on a set of validation data and process in advance of import will also help to ensure that the schedule is met on time.

VEOLIA TRANSPORTATION SERVICES, INC., SAN DIEGO METROPOLITAN TRANSIT SYSTEM

Timeframe

Phase 1 Business Assessment – October 2006 – December 2006 by Veolia. Phase 2 Set-Up and Implementation began January 2007 and was completed by July 2007 with implementation of service at the South Bay facility. Custom Export of Data in June 2009. Expansion of application to additional service provider September 2011. Phase 3 Maintenance & Support contract valid to June 30, 2012.

Client Contact

Duane Eskierka, Vice President
Veolia Transportation Services
3650A Main Street
Chula Vista, CA 91911
619-247-1674
Duane.Eskierka@veoliatransportation.com

Project Description

In September 2006, Veolia Transportation Services, Inc. was awarded a contract by San Diego MTS for operation of 250 buses from three separate divisions. This new contract was a consolidation of different programs and contracts. The services contracted included the Rural Bus Program, Suburban Bus Program, Commuter Express Program, former Chula Vista Transit and National City Transit programs, and the MTS South Bay Program. Implementation was on a division-level basis between January and July 2007.

Veolia was required by MTS to select a software package for improved data collection, consolidation and reporting. TransTrack was selected and began working with Veolia to crosswalk Excel-based data reporting processes from six different programs to the Transit Performance Manager application. This included changing driver trip cards and logs.

Validations were done over a six-month period as each new service and division was brought online with the contractor changeover. A particular challenge in this process was the use of spreadsheets with errors (formulas and data input) to try and validate data in TransTrack. A second challenge was to convince long-time division managers and client project managers to eliminate spreadsheet applications whose use created two sets of numbers. Reconciliation of differences is then required and almost always results from a difference in data being entered differently in the two separate applications.

The goal to implement TransTrack at all divisions by July 1, 2007 was accomplished. Failure to reach agreement on process changes prior to implementation made this project particularly challenging.

TransTrack continues to provide support to Veolia and MTS. In May 2009, MTS requested an XML export of selected fields for use in MTS' own internal Dashboard application. This phase was completed on time and on budget.

In FY 2012, TransTrack worked with MTS to allow for First Transit to use the application. This included set-up and training as well as programming to restrict access by service provider to previously developed custom reports.

VICTOR VALLEY TRANSIT AUTHORITY
MCDONALD TRANSIT ASSOCIATES, INC.
VEOLIA TRANSPORTATION SERVICES

Timeframe

Phase 1 Business Assessment – September 2005. Phase 2 Set-Up and Implementation began October 2005 and was completed by December 2005. Phase 3 Maintenance & Support contract valid to June 30, 2012.

Customization Services – February 2007 Trapeze PASS Import

Client Contact

Kevin Kane
General Manager
VVTA
17150 Smoketree Street
Hesperia, CA 92345
(760) 948-4330
Kkane@vvta.org

Project Description

In September 2005, the San Bernardino Association of Governments (SANBAG) in cooperation with the five of the transit operators in San Bernardino County, entered into similar End User License Agreements with TransTrack Systems®. The agreements involved joint training sessions to help reduce the cost of implementation for each of the participating agencies. VVTA was the host agency for much of the training and the largest of the five agencies participating in the coordinated procurement.

A one-day review of documents and processes was conducted to determine appropriate views and processes for data collection and reporting using TransTrack.

VVTA was the first of the San Bernardino operators to fully implement the Transit Performance Manager application and replace contractor spreadsheets and reports with TransTrack reports. Following development of a custom ridership report, VVTA also began using TransTrack for all Board reports.

Following the first year of implementation, TransTrack worked with VVTA's contractor to eliminate driver trip cards for all fixed route service and implement exception-based reporting for hour and mile statistics. In addition, VVTA imports financial data from the accounting system administered by the City of Victorville on behalf of VVTA. In FY 2010, TransTrack is assisting VVTA to import GFI data and make changes in the processes for capturing and reporting Demand Response data using standard Trapeze reports.

VVTA is one of the most successful TransTrack implementations due to a commitment by VVTA management and staff to replace and change previous processes and eliminate spreadsheet applications.

OMNITRANS

Timeframe

Phase 1 Business Assessment – September 2005. Phase 2 Set-Up and Implementation began October 2005 and was completed by December 2005. Phase 3 Maintenance & Support contract valid to June 30, 2012.

Customization Services – July & August 2007 AVL Import and New Custom Reports; June 2009 Import New SAP System Financials; January 2011 New CEO Objectives Report

Client Contact

Milo Victoria
General Manager
Omnitrans
1700 W. 5th Street
San Bernardino CA 92114
(909) 379-7112
milo.victoria@omnitrans.org

Project Description

For years, Omnitrans struggled to develop and implement a monthly management report and streamline the annual NTD Report preparation. Each time, the effort failed due to the amount of data that required manual entry. TransTrack's system of imports is easy to use by departments responsible for maintaining detailed data. Omnitrans managers are now able to review route-level performance statistics online with a few simple clicks of a mouse.

Omnitrans has an extensive array of automated systems for collection of detailed information. A basic license for Transit Performance Manager™ was procured which allows import of monthly information from:

- Access Databases for safety statistics and service interruptions recorded by Dispatch

- Ellipse System for summary level maintenance and payroll data and financial information

- Trapeze PASS for ADA paratransit service

- GFI for fixed route fare information

- Siemens AVL System.

In early FY 2008, Omnitrans developed a query to import AVL data and TransTrack also developed custom ridership and monthly performance scorecard reports. In subsequent months, Omnitrans returned to the prior practice of importing exception to schedule rather than actual hours and mile data from the AVL system. Most recently, TransTrack is working with Omnitrans to import data from Omnitrans' new SAP applications

The challenges for Omnitrans were to ensure adequate training for staffing changes and to designate a System Administrator. In FY 2009, staffs from the Finance and IT departments have assumed System Administrator duties with positive results. A Dashboard for the new CEO was developed in January 2011 and staff retraining was also conducted to account for organizational changes.

PRTC First Transit

Potomac and Rappahannock
Transportation Commission

POTOMAC & RAPPAHANNOCK
TRANSPORTATION COMMISSION
& FIRST TRANSIT

Timeframe

Phase 1 Business
Assessment – June 2004.
Phase 2 Set-Up and
Implementation began
September 2004 and was
completed by December
2004. Phase 3 Maintenance
& Support contract valid to
September 31, 2012.

Customization Services –
July to August, 2007 Cubic
Import & New Invoice
Process; November 2007
Custom Reports; July 2009
Changes In Reports; January
2012 Customer Feedback
Enhancements & Disciplinary
Actions

Client Contact

Al Harf
Executive Director
PRTC
14700 Potomac Mills Road
Woodbridge, VA 22192
Telephone: 703-580-6121
AHarf@Omniride.com

Project Description

Virginia's PRTC has been using TransTrack since December
2004 with positive results. Prior to using TransTrack, PRTC
had been keeping data in a variety of Excel spreadsheets
and Access databases. PRTC began its move to a
centralized reporting system by including requirements in a
RFP for fixed route bus service.

A year into the new contract, PRTC and its service provider,
First Transit, invited TransTrack Systems® to conduct a
Phase 1 Business Process Assessment and review of RFP
requirements. The result was an End User License
Agreement that was signed by both PRTC and First Transit,
and a schedule for training, process documentation, and
input of historical data and look-up views.

Training began in late September 2004 with
implementation December 1, 2004. Scheduling information
is imported from Trapeze. At start-up, all other data was
entered manually on a real-time basis. PRTC and First
Transit together are using all modules and functionality.

Transit Performance Manager™ allows PRTC to create daily,
weekly or monthly reports. Al Harf, PRTC's Executive
Director said, "TransTrack has streamlined PRTC's
collection, reporting and analysis of operations and
performance data resulting in measurable improvement of
agency performance."

In FY 2008, TransTrack developed an import for new Cubic
farebox data and automation of the service provider invoice
process. Also in FY 2008, TransTrack developed custom
reports for PRTC to allow for daily hours and miles
reconciliation.

In FY 2012, TransTrack worked to allow for tracking of
employee disciplinary actions related to safety and
customer complaints.

Team Organization

TransTrack Systems®, Inc. has organized a team of seasoned transit professionals and software engineers to meet the unique needs of the City of Commerce for this assignment. TransTrack Systems® team members have significant experience with process definition, refinement, training and change management. The Data Management System consultant team must have both transit process and software development skills for the project to be successful. Highlights of the TransTrack team follow.

Mary Sue O'Melia, President of TransTrack Systems® is proposed as Project Manager. Supporting Ms. O'Melia on this project is a team of experienced transit management and software system engineers, as highlighted below. Resumes are provided in Appendix A.

- **Mary Sue O'Melia, President of TransTrack Systems®, Inc.** is proposed as Project Manager for this important project. Ms. O'Melia has over 25 years of transit industry experience, including management experience in both public and private transit organizations. Ms. O'Melia has served as the Project Manager for the client assignments listed in this proposal and is the President and founding partner of TransTrack Systems®, Inc. Ms. O'Melia will be responsible for Project Management and team coordination, as well as the requirements gathering phase of this assignment.

- **Kenny Doerksen, Director of Operations – TransTrack Systems®, Inc.** Mr. Doerksen has more than 15 years of experience in the areas of accounting, financial analysis, risk assessment, and design and implementation of business systems and processes. Mr. Doerksen came to TransTrack in February 2010 from Swift Transportation, Inc., where he was Manager of Business Processes. Since joining TransTrack, Mr. Doerksen has worked on the Foothill Transit, Marin Transit, Anaheim Transportation Network, and San Joaquin RTD project implementations. Mr. Doerksen will serve as Deputy Project Manager for this assignment.

- **Barbara Meyer, Director of New Client Services – TransTrack Systems®, Inc.** Ms. Meyer joined the TransTrack team in June 2009 with over 20 years of transit and technology experience. Previously, Ms. Meyer has worked for a number of technology companies directly serving the transit industry, including Trapeze and TranSched. Prior to these positions, Ms Meyer held various positions with Oracle including Senior Project Manager.

She is well versed in transit industry best practices. Ms. Meyer will provide support for this assignment as needed, assisting in the business assessment, project management and best practices components of this proposal.

- **Brent Shaffer, Director of Information Technology – TransTrack Systems®, Inc.** Mr. Shaffer has been the primary software engineer on the development of the Transit Performance Manager™ application, first as a subcontractor and then as a full-time employee beginning in November 2005. Mr. Shaffer is MCSD certified and has extensive experience in development technologies such as Visual Basic 6.0 and .Net, Visual C++ 6, JavaScript, HTML, CSS, Crystal Reports, MS Access, SQL Server and Oracle. Mr. Shaffer will be responsible for custom imports and reports and technical support as required.

Experience with Data Imports & System Integrations

TransTrack Systems has experience importing data from a number of financial and other transit applications, as shown in Exhibit 4. To date, TransTrack has not interfaced with AssetWorks, although AVTA has an open project with us to implement this at a later date. TransTrack has interfaced with a number of AVL vendors including Trapeze, ACS-Xerox, and Syncromatics.

Exhibit 4: Experience With Data Integrations

Client	Import Applications & Data Integrations
Anaheim Transportation Network	• Genfare GFI Automated Fare Systems • Daily Hours & Miles (from MV Transit payroll system) • Employees (from MV Transit payroll system) • QuickBooks Financial System
Marin County Transit	• Syncromatics AVL System • Golden Gate Transit (TranStat and TransLink databases) • Genfare GFI Automated Fare Systems • County SAP Financial System • County Fueling System • Trapeze PASS
San Joaquin Regional Transit District	• Genfare GFI Automated Fare Systems • Continental Transit Master (APC, AVL) • SunGard IFAS Financial System • EJ Ward Fuel System • Spear Vehicle Maintenance System • Trapeze FX Scheduling System (stops, bus #, drivers) • Trapeze COM (customer complaints)

Client	Import Applications & Data Integrations
Foothill Transit	• Genfare GFI Automated Fare Systems • Cubic Fare System • Orbital ACS SmartBus System (APC, AVL) • Multiforce FuelForce System • Ron Turley Associates (Vehicle Miles)
Los Angeles Department of Transportation	• Ron Turley Associates Bus Customer Service database (in-house application) • Fuel Force (daily fuel efficiency)
Antelope Valley Transit Authority	• Genfare GFI Automated Fare Systems • Cubic Fare System (planned for future) • Navision Financial Systems • Trapeze FX (bus stops, drivers, route #) • Trapeze OPS (incidents) • Trapeze PASS (passengers, passenger miles, trips, hours, miles, schedule adherence) • Trapeze COM (customer complaints) • American Logistics (daily operational data)
Veolia Transportation Services for MTS San Diego	• Giro Hastus Scheduling Systems (delimited file) • Export of data to FTP location for use by MTS staff internal Dashboard
Morongo Basin Transit Authority & Mountain Area Regional Transit	• Financial Data (delimited file)
Omnitrans	• MS Access Accident Database • Daily Vehicle Mileage -- DAR & MB (delimited files) • DR Ridership (delimited file) • SIS Data (delimited file of service incidents) • Ellipse Pay Hours & GL Accounts • SAP Financial System
Victor Valley Transit Authority	• Financial Data (delimited file) • Genfare GFI Automated Fare Systems • Trapeze PASS
Potomac & Rappahannock Transportation Commission	• Cubic Fare System (delimited file) • Trapeze FX (run cut assignments)
Montebello Bus Lines	• Genfare GFI Automated Fare Systems • Cubic Fare System (planned for future) • Financial Data (delimited file) • Fuel Consumption (fixed width file)

TransTrack has developed the Import Client™ application, which allows transit agencies, such as the City of Commerce, to import data from a variety of existing systems and stand-alone applications. TransTrack's Import Client™ allows the frequency and timing of imports to be set by the customer in order to best meet

unique requirements.   Imports may also be initiated on an as-needed basis by agency personnel.   Data is imported through direct query of agency databases, or through export files in various delimited formats.   Approaches are specific to the licensing agreements that clients have with other vendors.

Exhibit 5 provides an example of the Import Client™ currently in use at Omnitrans in San Bernardino, California. Omnitrans project managers import data sets on an ad hoc basis once they are satisfied with the status of the data set.   This is in contrast to AVTA where all data imports are automatic with the exception of financial data, which is imported following the trial balance and month close.

Exhibit 5: Sample Import Client™
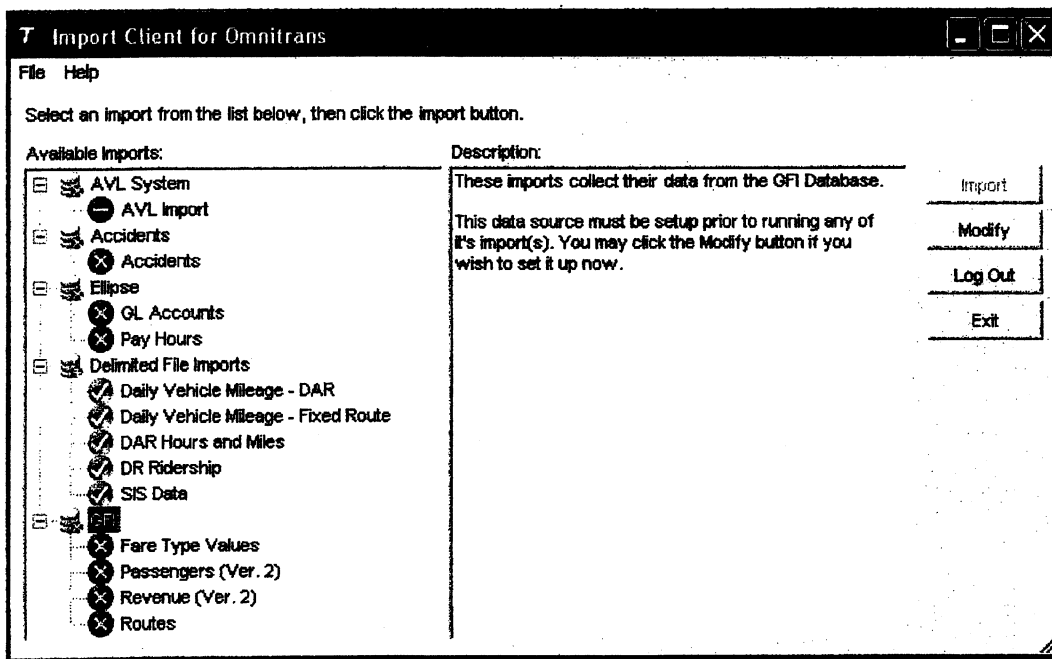
3. WORK PLAN AND TECHNICAL APPROACH

Better data results in better decisions. At TransTrack Systems®, Inc., we have designed an easy-to-use data management system that supports improved business intelligence and access to information. TransTrack Systems® has developed a three-phased approach to better serve our transit industry clients and help them realize significant improvements in information availability, accuracy, and timeliness. The three phases are described below.

- **Phase 1 – Business Assessment & Requirements Gathering.** In Phase 1, we will meet with the City of Commerce Transportation Department management team to review data collection and reporting processes, and Microsoft Excel spreadsheets to confirm our understanding of reporting requirements and data sources. As part of this review we will work with Transportation Department to ensure an agreed-upon plan to transition from existing data sources and processes to a consolidated system for management reporting. Phase 1 concludes with a presentation comparing current processes and data sources to a proposed strategy for implementation of the *Transit Performance Manager™* application.

- **Phase 2 – Set-Up and Training.** Custom programming for system integration and other custom reports identified in Phase 1 is started while set-up and look-up views are being populated. Training of individual user groups and start-up support services are included in this phase. We will prepare training materials that are specific to the Transportation Department's user groups and the roles and responsibilities specific to each group in terms of data entry, analysis and reporting. Historical data from Fiscal Year 2011 and year to date for FY 2012 would be imported/input as part of this phase.

- **Phase 3 – Maintenance and Support.** TransTrack Systems®, Inc. places the highest priority on providing an outstanding level of client support. We realize reliable analysis and reporting requires a complete and accurate data set. An ongoing partnership exists between our clients and TransTrack professionals who are available for technical support, product improvements, consultation and user support. We are available to train new employees in best practices and system utilization, and to help your agency review performance results and continue to improve and streamline data collection

efforts. Technical support provided in Phase 3 is discussed further in Section 5 — Technical Information. The **Transit Performance Manager™** application is web-based. We provide the software and hardware to ensure proper data storage and backup.

Project Schedule

Our proposed schedule is organized into three phases. Exhibit 6 provides a timeline for a five-month implementation schedule. Our goal is to have City of Commerce begin utilizing the **Transit Performance Manager™** application in June 2012 with any process issues resolved and remedial training provided prior to a July 1, 2012 start date for FY 2013. We have scheduled the scheduled the following activities and tasks:

- Phase 1 Requirements Gathering work is scheduled to be done in March with a client briefing in early April. This allows time for adjustments and refinements to be made to the implementation plan by mid-April.

- Phase 2 Set-Up Activities, Custom Programming, & Import of Historical Data will begin in April and will include development of a custom report consistent with the information referenced in Appendix E of the RFP – Sample Monthly Report as well as import/input of historical data for FY 2011. By the third week in May, we will have also completed an import of City Financial System data. Validation activities include review of one-time historical data import, custom reports, and the financial import.

- Phase 2 Training is conducted mid-May for a June 1, 2012 implementation. During June, Commerce may also wish to continue with existing processes for a two-week or even a month to compare to results from TransTrack. During this time, TransTrack would work closely with Commerce to fine-tune business processes. Follow-up training is provided as needed in June.

- Phase 3 On-Going Maintenance & Support begins July 1, 2012 when Commerce should be fully operational with any process issues having been resolved in the June 2012 trial implementation. Support during this first year is likely to include assistance with the TPM, State Controller and NTD reports. While this is covered in training, the actual submission and review of figures prior to submission is a training opportunity and we provide quite a bit of support during this period.

Exhibit 6: Project Schedule

Mar-12	Apr-12	May-12	Jun-12	Jul-12

Phase 1 Business Assessment & Requirements Gathering

◆ Client Briefing

Phase 2 Set-Up & Customize Training Materials

Phase 2 Input Historical Data — July 1, 2010 through May 2012

◆ System Administrator Training

◆ Basic Training

◆ User Group Training

◇ Commerce Begins Use of System

Phase 2 Custom Report & Import Programming

Phase 2 Validate Reports & Imports

Follow-Up Training ◆

Phase 3 Support Begins ◈
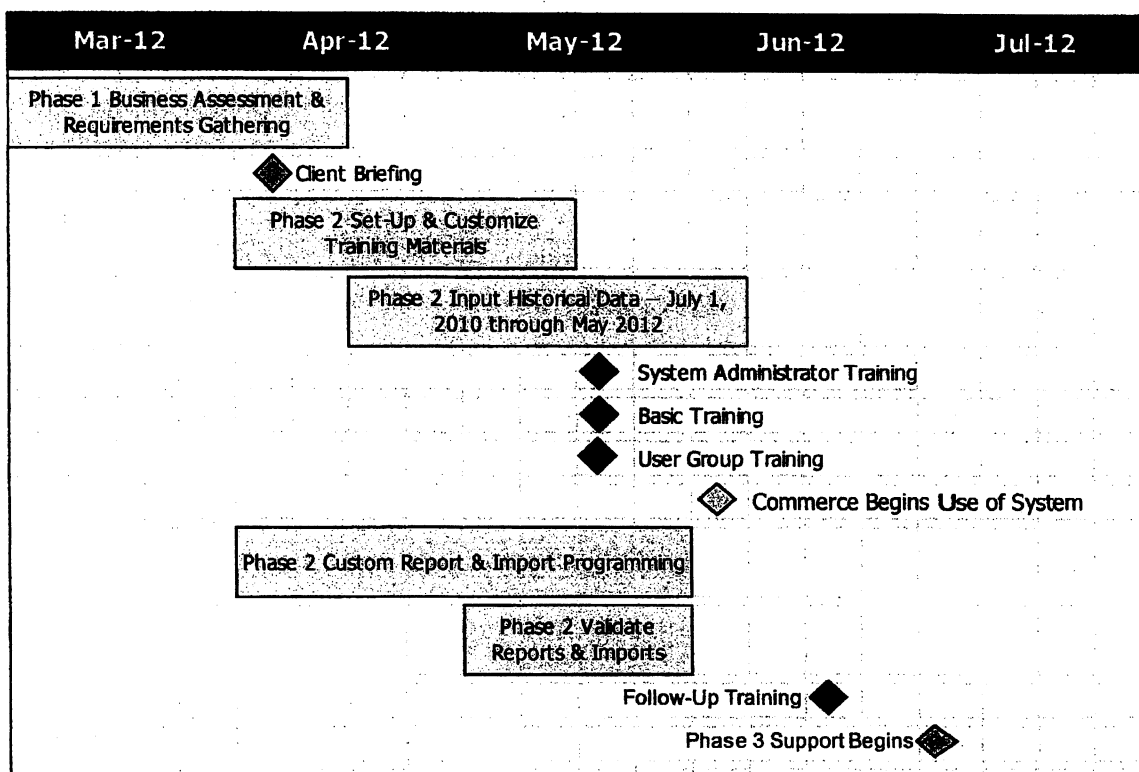
Phase 1 – Business Assessment & Requirements Gathering

In Phase 1, we will meet with City of Commerce representatives to confirm our understanding of reporting requirements and data sources. As part of this review we will work with City of Commerce to ensure an agreed-upon plan to transition from existing data sources and processes to a consolidated system for management reporting. This includes activities such as:

- Review of all Microsoft Excel Spreadsheet applications and other printed reports

- Preview with City of Commerce existing reports and identify the need for any custom reports (others may be identified later, following actual use of the system)

- Determine approach for import of Commerce financial data and obtain sample files and other information necessary for set-up of cost allocation plan and import of GL data

- Document existing processes and requirements and how these will change and be met by the TransTrack application

- Identification of Excel spreadsheet and other applications that will be discontinued once TransTrack is implemented

- Agreement on data sources and fields of data for import versus manual input for applications (other than Financials) that may be identified during this Phase 1 process

- Prepare specifications for custom imports and exports

- Determine level of detail and most efficient approach to populate database with historical data (e.g., beginning July 1, 2010 through May 31, 2012)

- Define user groups and training needs, including access to specific views and reports, as well as responsibilities for maintaining data sets in TransTrack..

Phase 1 concludes with a presentation comparing current processes and data sources to a proposed strategy for implementation of the ***Transit Performance Manager™*** application. This becomes the plan for Phase 2 Set-Up, Training and Implementation actions.

Usability – Transit Performance Manager™ Overview

As a web-based application, ***Transit Performance Manager™*** is extremely easy to use. All types of collected data can be accessed from individual computers with the click of a mouse. Filters can be applied to sort data in a variety of ways (e.g., by route, day type, driver, vehicle number). ***Transit Performance Manager™*** reduces the risk, cost and time commonly associated with large-scale system development projects.

Our ***Transit Performance Manager™*** application is modular. Within each module, there are a number of "views" where data is displayed in columns and rows. Information in these views may be filtered, sorted, edited, exported in comma-delimited format, or displayed in Crystal Reports (sample reports provided in Section 4). Exhibit 7 shows modules and views. TransTrack professionals will assist City of Commerce determine the views most appropriate to your organization based on the Phase 1 Business Assessment & Requirements Gathering process.

Exhibit 7: *Transit Performance Manager™* View

The *Transit Performance Manager™* application is user friendly and intuitive in terms of layout, terms used, and processes specific to the transit industry. Learning basic system functionality takes about three hours.

Exhibit 8 shows a data entry view for documenting a customer comment. The user initiates the process by clicking on "Edit" to open the Edit Page. From here, existing data may be edited or a new record created by clicking "Add".

Exhibit 8: Customer Feedback Data Input View

The Customer Feedback module includes many filters, which City of Commerce may use to focus on specific problem areas (or commendations), as shown in Exhibit 9. The user initiates the process by clicking on "Show Filters" to open the Filters Page. From here, data may be selected and then displayed for export or reporting.

Exhibit 9: Customer Feedback Data Filters

View Filters

Date Reported:	Start	End	
Report # Beginning With...			
Customer Names:			
First Name Beginning With...			
Last Name Beginning With...			
Feedback Source:	(ALL)	▼	
Feedback Category:	Complaint	▼	
Feedback Type:	Driver Behavior	▼	
Date of Incident	Start	End	
Division:	(ALL)	▼	
Route #:	(ALL)	▼	
Program:	(ALL)	▼	
Trip #:	(ALL)	▼	
Vehicle #:	(ALL)	▼	
Employee Name:	(ALL)	▼	
Employee #:	(ALL)	▼	
Supv. Referred To:	(ALL)	▼	
Group Assigned:	(ALL)	▼	
Date of Response:	Start	End	
Date Resolved:	Start	End	
Status:	(ALL)	▼	
Resolved?	(ALL) ▼		
Service Monitoring Flag?	(ALL) ▼		

Importing Historical Data

As part of the Phase 1 analysis, we will review the format of historical data for FY 2011 (i.e., July 1, 2010 to June 30, 2011) as well as data collected thus far for FY 2012. Historical data to allow for trend analysis of key indicators (by route and day type) will be either input or imported, depending on the format. We propose a budget of 60 hours of programming time or 150 hours of data entry time for this task.

Sample Graphical User Interface

We use Crystal Xcelsius to configure Dashboards. These Dashboards can be designed in a variety of ways, to reflect the City of Commerce's Key Performance Indicators both on a summary level and individually, comparing month-to-month and year-to-year statistics. The Dashboards are interactive, with animated bar charts and "gauges" to reflect specific data sets – all controlled simply by moving the mouse over the desired display. Graphical interface examples for Dashboards and drilldown reports are shown in Exhibits 10 through 12.

Exhibit 10: Sample Executive Dashboard
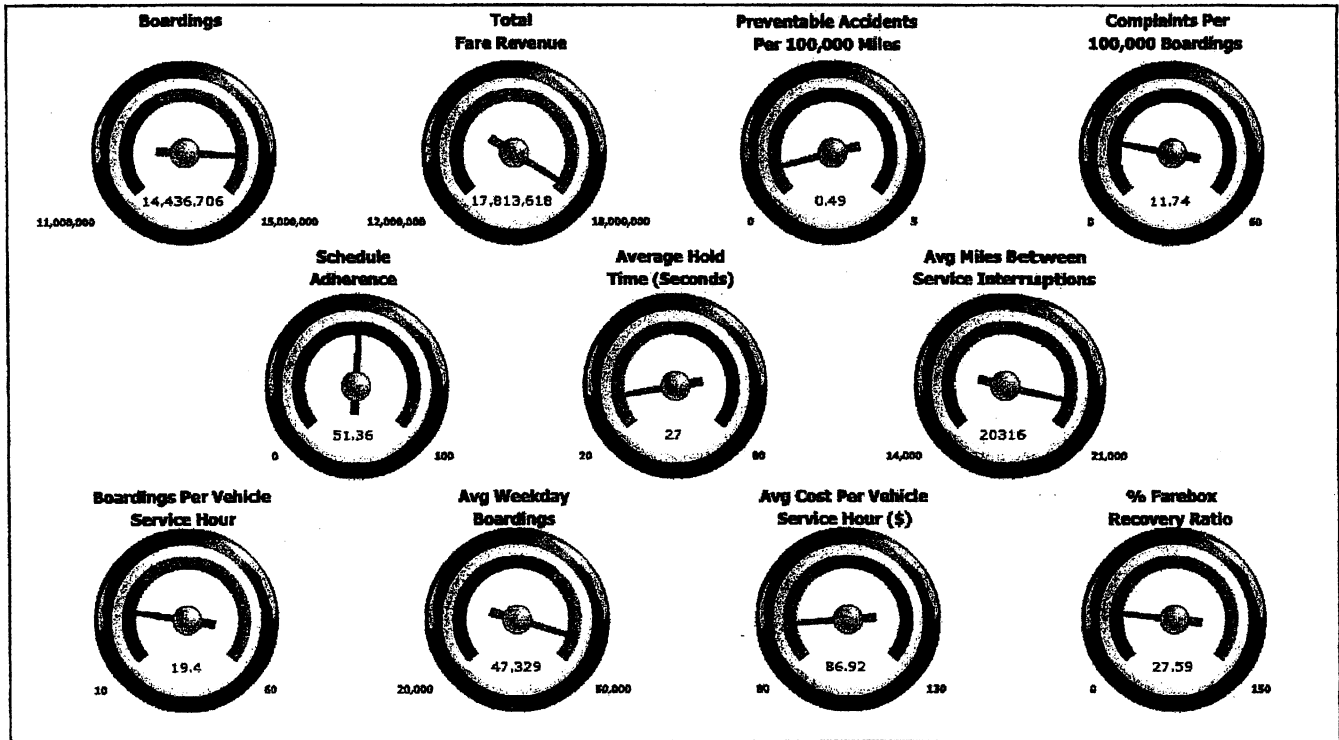
Exhibit 11: Sample Financial Dashboard – Operating Costs
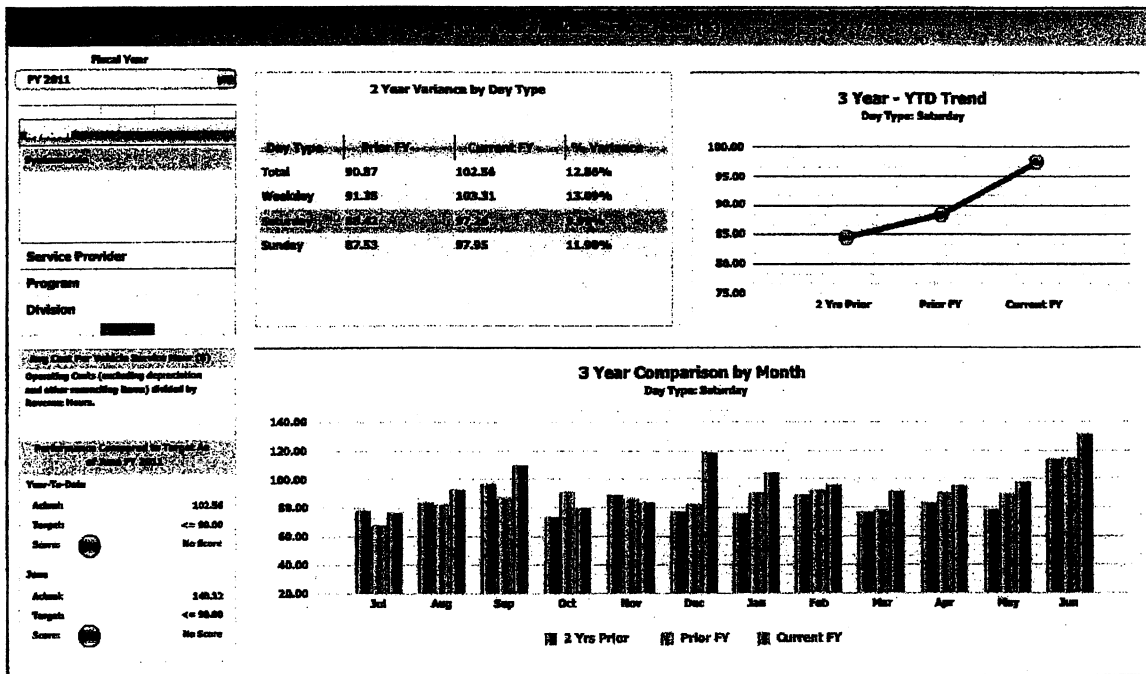
Exhibit 12: Sample Financial Dashboard – Farebox Recovery
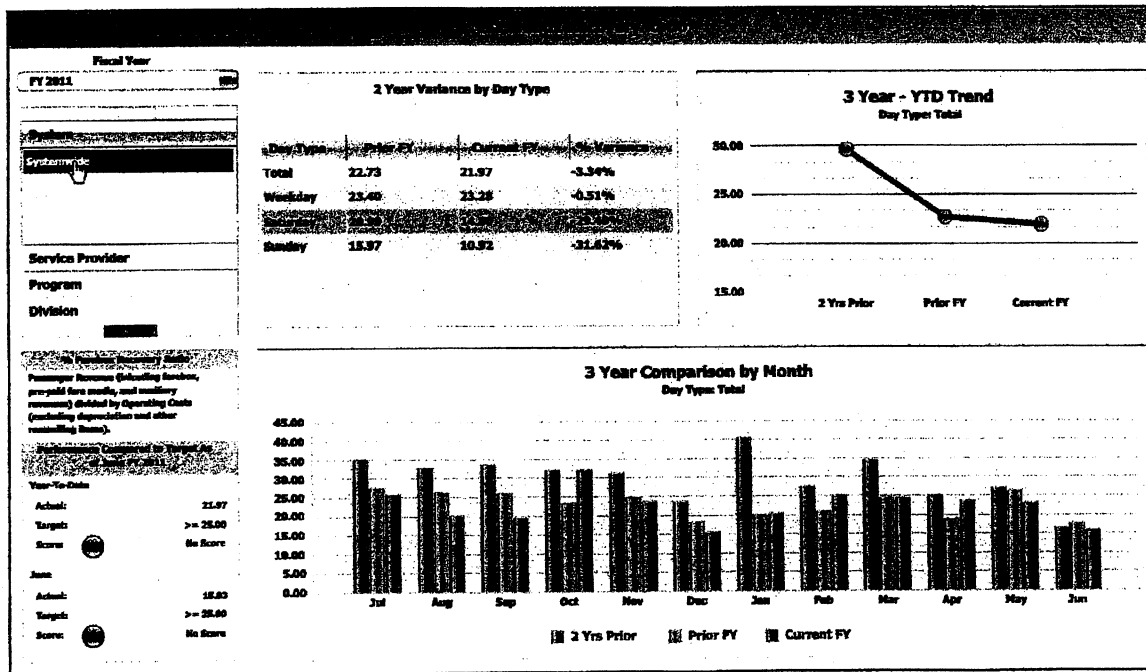
Training Plan

TransTrack Systems provides a comprehensive training plan designed to include all users of the system. We are confident that our training plan meets the requirements set forth in the RFP. Training is in four parts.

- **Basic Training** is where the user learns how to log on, pull up and print a canned report, sort and filter data, export data, and generally navigate the system. Each session lasts two to four hours, depending on the users' previous experience working with computers. This training is appropriate for all system users, including the Executive Director and System Administrator.

- **System Administrator Training** is provided to those persons responsible for assigning user security and permissions, as designated by City of Commerce. This training also includes information regarding table set-up and data sets available to City of Commerce for programming additional reports. Because the *Transit Performance Manager™* application is web-based, the City of Commerce does not have to assign an IT database expert to manage and maintain the system. While assigning IT staff to manage user security is an option, it is not a requirement.

- **User Group Training** is for predefined user groups and functional areas, identified in Phase 1 Business Assessment & Requirements Gathering. Training in these sessions is specific to job functions and key responsibility for specific data sets.

- **Follow-Up Training** is generally conducted four to eight weeks following implementation to address and discuss potential changes in process, data input views, filters, or reports that come to light during the first several months of actual application use.

All classes will be conducted classroom-style at the City of Commerce facilities. Training is conducted in small groups of four to eight people with handouts provided. Training materials are also available online. TransTrack Systems®, Inc. provides seven laptops for use in training, complete with a copy of the database configured for your organization. Training needs and user groups are identified during the Phase 1 Business Assessment. Follow-up training is provided after the client users have had an opportunity to work with the *Transit Performance Manager™* application. Additional training is available as new staff is added under the annual maintenance and support agreement.

Proposed hours for training are shown in Exhibit 13. Class duration may be adjusted in accordance with client preferences, and within the total hours proposed for training.

Exhibit 13: Training Plan

Training Category	Class Size	# Classes	Duration (Hours)	Training Hours	Days On-Site
System Administration Training	4-8	2	8	16	2
Basic/User Group Training – Contractor Staff	4-8	8	3	24	3
Follow-Up Training – City of Commerce & Contractor Staff	4-8	4	2	8	1
Total	--	14	--	48	6

Training materials will be customized to reflect City of Commerce processes and data collection strategies using results from the Phase 1 Business Assessment. Daily, monthly, and annual checklists for data entry, update and review tasks are provided in training materials. Sample Basic Training materials, considered Confidential and Proprietary, have been included in Appendix B.

4. SYSTEM CAPABILITIES

This section of our proposal addresses modules, sample reports, NTD Reports available, graphs, query interface, and other features included in the *Transit Performance Manager™* application.

Description of Modules

Our *Transit Performance Manager™* application is modular, as previously shown in Exhibit 7. The following provides a brief description of each module and a preliminary assessment of how the module may be used by City of Commerce.

- **Organization Module** – Defines who the agency is in terms of organizational structure, reporting rollups, service provider information, and contract terms. Contract terms and route and vehicle assignments by contractor are established in this module. Also, the route service calendar is set up. The Organization Module is part of the Basic License.

- **Routes Module** – Contains route profiles and service plan information. The Bus Stop Inventory is stored in the Routes Module and is part of the Basic License. An add-on option for future consideration by City of Commerce, depending on the reports available from a future APC/AVL System, is to import detailed APC data and use to calculate passenger miles. Passenger mile survey data is stored in this module for use in NTD Reporting.

- **Farebox Module** – Contains fare structure and definitions of fare types for use in categorizing monthly summaries of passenger information. GFI data would be stored here as well as passenger counts from driver trip sheets and/or imported ridership data from Trapeze PASS. APC passenger counts by date and route are imported and stored in this module for comparison to passenger counts from fareboxes.

- **Operations Module** – Contains actual service hour and mile information as well as incident and schedule adherence information. Incident and schedule adherence data from a future AVL system would be stored in this module. Operating data from Trapeze PASS may be imported or entered monthly in a summary format. For agencies using trip sheets, data from trip sheets may

be entered daily to eliminate Excel files.   The Operations Module also includes a Daily Activity Sheet that may be used by Dispatch to record incidents and other activities.   The records created by Dispatch for accidents and roadcalls create follow-up records in either the Safety or Fleet Modules, depending on the type of incident.

- **Safety Module** – Allows tracking of safety and security incidents to help identify the need to file monthly NTD Safety & Security reports. The City of Commerce will also be able to store results of accident investigations, and categorize preventable and non-preventable accidents using this module.

- **Fleet Module** – Tracks monthly fleet maintenance information at a summary level. Commerce will need to import or input fuel consumption and efficiency data as well as Vehicle Life Miles. Roadcall incidents logged by Operations are categorized in the Fleet Module. These views are part of the Vehicle Inventory and Roadcall add-on used for NTD reporting.

- **Finance Module** – Tracks revenues and expenses, including stored procedures to allocate operating costs and operating revenues to individual routes. An option for custom import of general ledger expense and revenue information has been included.

- **Plan Module** – Contains performance standards and targets for the City of Commerce's key performance indicators. The Plan module stores summary level performance data and reports using information from more than one module (e.g., cost per passenger, passengers per hour). The Plan Module includes reports with information needed for annual NTD reporting as well as monthly management reports and Executive Dashboards. This module will provide the City of Commerce with a streamlined method of preparing its Monthly Monitoring Report.

- **Personnel Module** – Contains a list of personnel for pick-lists in other modules. Vacancy rates and turnover may also be tracked in this Module along with employee work hours by function, useful in NTD reporting and California State Controller Reporting.

- **Feedback Module** – Contains customer feedback information and tracking by feedback type, program and route on a monthly basis. The Customer Service option is recommended for the City of Commerce to record detailed

feedback information and subsequent follow-up actions and complaint resolution.

- **Support Module** – Lists contacts for technical support from TransTrack staff, and provides online user documentation and training materials. This online availability means the City of Commerce staff will never have to search for their training documents.

- **Utilities Module** – The City of Commerce will manage system security and password control in this module. TransTrack defines views to which the client has access and then the client defines individual user and group security classifications. City of Commerce's designated System Administrator will be trained in the use of this Module during Phase 2. TransTrack assists with the initial set-up and then the City's designate System Administrator maintains.

Sample Reports & Charts (Proprietary and Confidential)

Our *Transit Performance Manager™* application comes with myriad reporting options. Each data input view has a "Working Report" where the user may filter and sort data. Data from daily detailed views is rolled up and summarized in Monthly Summary Reports, which are similar to Working Reports, but do not allow for data edits in the view. More complex reports may require that the month be "Closed" and reporting statistics updated. These complex reports are typically stored in the Plan Module in the Reports view.

Exhibit 14 is a sample "Working Report" which shows data from a daily driver trip sheet for paratransit service. Exhibit 15 is the summary of driver trip sheets on a monthly basis.

Exhibit 14: Sample Daily Hours, Miles & Passengers

Daily Hours, Miles & Passengers

Date	Route #	Vehicle #	Driver Name	Leave Base/ Pull-Out	First Stop	Last Stop	Return Base/ Pull-In	Leave Base/ Pull-Out	First Stop	Last Stop	Return Base/ Pull-In	Amb	Non-Amb	PCA	Companion	Other	Ox	No Show	ADA	Group or	Other
				Time				**Odometer**				**Passengers**					**Other Information**				
03-Jun-07 DAR	80359		Cange-Arguelles, Marco	8:00	8:15	8:45	8:50	52,751	52,754	52,760	52,763	3									
03-Jun-07 DAR	80359		Cange-Arguelles, Marco	9:00	9:15	9:40	9:45	52,763	52,764	52,769	52,772	1	1								
03-Jun-07 DAR	80359		Cange-Arguelles, Marco	10:00	10:05	13:05	13:05	52,772	52,772	52,808	52,808	7	1								
03-Jun-07 DAR	80359		Cange-Arguelles, Marco	13:15	13:30	13:55	14:50	52,808	52,810	52,818	52,822	4									
02-Jun-07 DAR	80359		Anaya, Jesus	8:00	8:10	11:40	11:50	52,707	52,712	52,744	52,746	8		2			1				
02-Jun-07 DAR	80359		Anaya, Jesus	13:50	14:00	14:10	14:20	52,746	52,748	52,750	52,751	1		1							
02-Jun-07 DAR	80360		Gomez, Doreen	10:40	10:45	13:45	13:50	98,042	98,043	98,075	98,077	5	2								
02-Jun-07 DAR	80360		Gomez, Doreen	14:45	15:00	15:15	15:25	98,077	98,079	98,080	98,082	1		1							

Exhibit 15: Sample Monthly Hours & Miles Summary Report

Monthly Hours & Miles Summary

Fiscal Year	Month	Day Type	Route #	Revenue Hours	Deadhead Hours	Total Hours	Revenue Miles	Deadhead Miles	Total Miles
FY 2007	Jun	Saturday	DAR	6.9	1.3	8.2	67.0	17.0	84.0
FY 2007	Jun	Sunday	DAR	4.3	1.9	6.3	55.0	16.0	71.0
FY 2007	Jun	Weekday	DAR	11.5	4.0	15.5	107.0	64.0	171.0
			Totals	22.7	7.2	29.9	229.0	97.0	326.0

Exhibit 16 is an example of the Plan Reports view. Clicking the mouse on the report name produces a filter page. The user selects appropriate filers and the report is displayed.

Exhibit 16: Plan Module – Plan Reports View

Report Name	Description
B-10 Report	B-10 Report (MTS Custom Report)
Executive Dashboard	Executive Dashboard
Monthly Performance Charts	Bar charts containing the montly performance summaries by mode.
Monthly Performance Scorecard	Presents performance statistics by month against prior year actual, current year plan, and year-to-date performance targets.
Monthly Performance Statistics	Monthly performance statistics and indicators by Fiscal Year and Month for all Routes, Programs, Modes and System Total. Data shown in tabular format.
Monthly Ridership Report	Ridership by Fiscal Year, Month, and Day Type for all Routes, Programs, and System Total. Data shown in tabular format. (VVTA Custom Report)
Monthly Statistical Information System	Key statistics by Fiscal Year, Month, and Day Type for all Routes, Programs, Modes and System levels. Includes Year-To-Date and Full Year Estimated information. Data in tabular format. (MBL Custom Report)
Performance Statistics S.P. Summary	Monthly performance statistics and indicators by Fiscal Year and Month for all Service Providers & System Total. Data shown in tabular format.
Performance Statistics S.P.	Monthly performance statistics and indicators by for all routes for a selected Fiscal Year, Month, and Service Provider
Program Statistics	Key Statistics for all Months by Fiscal Year and Program. Includes a comparison to Monthly Performance Standards, Prior Year Actual, and Current Year Budget. Data in tabular format.
Quarterly Charts (Oversight)	Charts of data displayed in the Quarterly Report (SANBAG Custom Report)
Quarterly Charts	Charts comparing quarterly data to prior year data for operating statistics and current year to budget for financial statistics (SANBAG Custom Report).
Quarterly Performance Scorecard	Presents performance statistics by quarter against prior year actual, current year plan, and year-to-date performance targets
Quarterly Report (Oversight)	Quarterly Report comparing current year to prior year for operating statistics and current year to budget for financial statistics (SANBAG Custom Report)
Quarterly Report	Quarterly Report comparing current year to prior year for operating statistics and current year to budget for financial statistics (SANBAG Custom Report)
< Previous Page Next Page >	Records 1 - 15 of 22

Exhibit 17 provides a sample Monthly Performance Statistics Report used by Montebello for Council Reports. Exhibit 18 presents a bar chart of one of the statistics reported.

Exhibit 17: Sample Monthly Performance Statistics Report

FY 2008 -- Monthly Performance Statistics
Systemwide Summary

Performance Statistics for Year-To-Date Through June -- July 1, 2007 to June 30, 2008

Statistic	Passengers	Revenue Hours	Operating Costs	Passenger Revenue	Passengers Per Rev. Hr.	Cost Per Passenger	Cost Per Rev. Hr.	Passenger Revenue Per Passenger	Passenger Revenue Per Rev. Hr.	Farebox Recovery Ratio
Reporting Route #:										
10	2,883,934	67,400.1	$3,096,114	$1,649,938	42.8	$1.07	$45.94	$0.57	$24.48	53.29%
20	1,288,152	31,832.3	$1,462,884	$647,379	40.5	$1.14	$45.96	$0.50	$20.34	44.25%
30	645,074	17,179.7	$789,121	$395,211	37.5	$1.22	$45.93	$0.61	$23.00	50.08%
40	2,841,647	68,101.4	$3,126,668	$1,597,307	41.7	$1.10	$45.91	$0.56	$23.45	51.08%
50	1,409,892	40,070.4	$1,842,133	$904,927	35.2	$1.31	$45.97	$0.64	$22.58	49.12%
60	250,283	6,315.1	$290,045	$148,099	39.6	$1.16	$45.93	$0.59	$23.45	51.06%
65	19,840	1,653.2	$76,044	$11,088	12.0	$3.83	$46.00	$0.56	$6.71	14.58%
70	158,495	6,884.0	$316,355	$86,799	23.0	$2.00	$45.96	$0.55	$12.61	27.43%
88	129,729	2,193.0	$100,735	$77,503	59.2	$0.78	$45.93	$0.60	$35.34	76.93%
90	88,262	4,065.7	$186,965	$58,220	21.7	$2.12	$45.99	$0.66	$14.32	31.13%
DAT	33,762	5,708.5		$15,290	5.9			$0.45	$2.68	
ML	102,911	2,967.6	$333,953	$77,183	34.7	$3.25	$112.53	$0.75	$26.01	23.11%
Program:										
Dial-A-Ride	33,762	5,708.5		$15,290	5.9			$0.45	$2.68	
Fixed Route	9,715,308	245,694.9	$11,287,052	$5,576,470	39.5	$1.16	$45.94	$0.57	$22.70	49.40%
Montebello Link	102,911	2,967.6	$333,953	$77,183	34.7	$3.25	$112.53	$0.75	$26.01	23.11%
Mode:										
Bus (Motorbus)	9,818,219	248,662.5	$11,621,015	$5,653,653	39.5	$1.18	$46.73	$0.58	$22.74	48.65%
Demand Response	33,762	5,708.5		$15,290	5.9			$0.45	$2.68	
System Total:	9,851,981	254,371.0	$11,621,015	$5,668,943	38.7	$1.18	$45.69	$0.58	$22.29	48.78%

Exhibit 18: Sample Monthly Performance Charts

Passengers Per Revenue Hour
Target: None

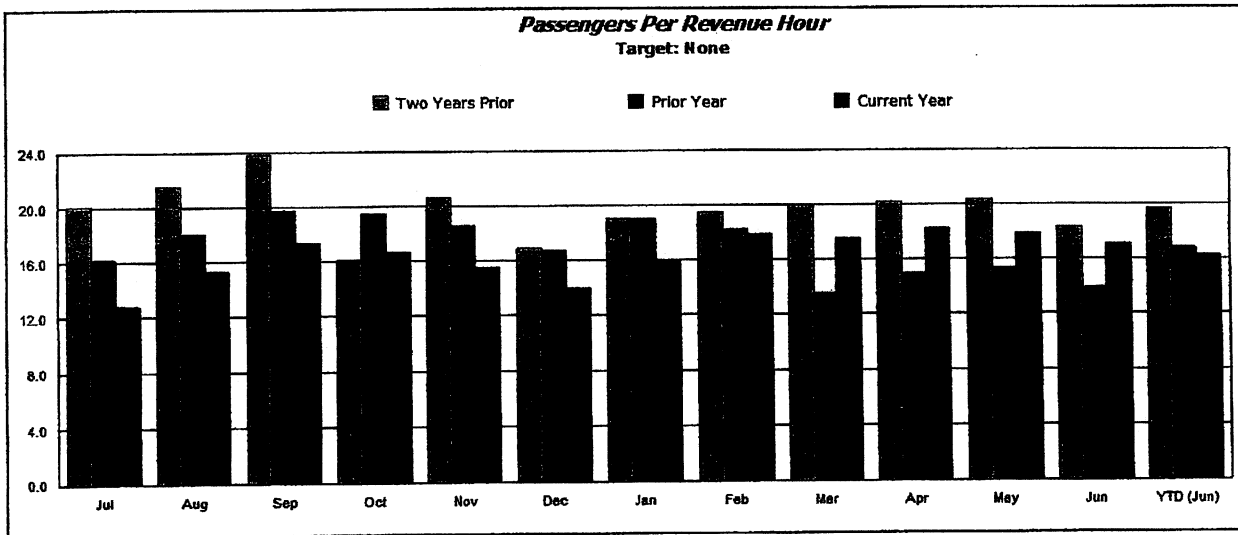■ Two Years Prior   ■ Prior Year   ■ Current Year

Exhibit 19 is the Key Indicators & Operations Report, which is used by Foothill Transit for Board reporting.

Exhibit 19: Sample Key Indicators & Operations Report

						Key Indicators & Operations Report			
								June FY 2011	
								System/System-Wide	
Goals & Key Performance Indicators	**June FY 2011**	**Month Meets Target?**	**June FY 2010**	**% Change**	**YTD Performance Target**	**YTD FY 2011**	**YTD Meets Target?**	**YTD FY 2010**	**% Change**
Overall System Performance									
Boardings	1,173,932		1,175,306	(0.12)%	None	13,938,043		14,436,705	(3.45)%
Revenue Hours	56,234		60,244	(6.65)%	None	674,536		742,761	(9.19)%
Total Fare Revenue	$1,516,382		$1,700,862	(10.85)%	None	$17,382,047		$17,813,618	(2.42)%
Operating Costs ($)	$4,636,597		$4,759,911	(2.59)%	None	$59,284,023		$64,561,557	(8.17)%
Safe Transit System									
Preventable Accidents Per 100,000 Miles	0.56	Yes	0.17	229.41%	<= 0.80	0.46	Yes	0.49	(6.12)%
Outstanding Customer Service									
Complaints Per 100,000 Boardings	9.63	No	9.87	(2.43)%	<= 7.30	9.41	No	11.74	(19.85)%
Schedule Adherence	55.53 %	No	49.51 %	12.16 %	>= 90.00%	54.09 %	No	51.36 %	5.32 %
Average Hold Time (Seconds)	23	Yes	18	27.78 %	<= 50	24	Yes	27	(11.11)%
Avg Miles Between Service Interruptions	29,952	Yes	30,011	(0.20)%	>= 15,000	37,989	Yes	20,316	86.99 %
Effective Service									
Boardings Per Vehicle Service Hour	20.9	Yes	19.5	7.18 %	>= 18.7	20.7	Yes	19.4	6.70 %
Avg Weekday Boardings	45,563	Yes	45,511	0.11 %	>= 42,500	45,959	Yes	47,329	(2.89)%
Efficient Service									
Avg Cost Per Vehicle Service Hour ($)	$82.45	Yes	$79.01	4.35 %	<= $92.91	$87.89	Yes	$86.92	1.12 %
% Farebox Recovery Ratio	32.70 %	Yes	35.73 %	(8.48)%	>= 24.05%	29.31 %	Yes	27.59 %	6.23 %

Exhibit 20 is an example of the Monthly Ridership Report included with the Plan module. This is a report that TransTrack programmed for Victor Valley Transit Authority on a time and materials basis with labor being about six hours. Filters have been applied to automatically generate a report showing weekday boardings for December 2009. This Plan report compares current year to prior year ridership for Total Passengers, Passengers per Revenue Hour, and Farebox Recovery Ratio – by route and program. Reports automatically show totals for each column where appropriate.

Exhibit 21 is the Short Range Transit Plan Summary Report used by the Riverside County Transportation Commission to evaluate individual transit operator SRTP and funding requests. These SRTP figures then are used to evaluate performance throughout the year.

Exhibit 22 presents statistics by agency-defined programs. This information is available in both charts and statistical reports.

Exhibit 20: Sample Monthly Ridership Report

				Monthly Ridership Report		
		Weekday			**December, FY 2009**	
Service	**Passengers**		**Passengers Per Revenue Hour**		**Farebox Recovery Ratio**	
	Prior Year	**Current Year**	**Prior Year**	**Current Year**	**Prior Year**	**Current Year**
Route Subtotals						
21	2,160	2,138	6.90	6.50	14.93%	25.00%
22	1,183	1,498	4.60	5.60	9.87%	21.22%
23	588	994	2.30	3.60	4.82%	13.57%
31	5,576	6,896	21.30	24.50	23.69%	25.46%
32	3,443	4,819	13.10	17.10	14.38%	17.06%
33	2,223	2,892	8.20	10.20	9.23%	10.64%
40	1,926	1,871	7.40	6.60	8.42%	7.30%
41	7,914	9,381	15.10	17.10	17.64%	19.73%
43	4,997	6,284	19.10	16.10	21.31%	16.93%
44	5,536	4,680	10.40	8.70	12.12%	9.87%
45	9,563	10,191	18.00	15.10	20.65%	16.83%
46	1,212	1,316	4.60	5.10	5.51%	5.95%
47	1,113	1,355	4.20	4.80	4.99%	5.56%
48		1,854		6.60		6.75%
51	2,922	3,574	11.20	12.70	13.06%	14.80%
52	5,869	7,219	22.40	25.60	25.31%	27.49%
53	6,348	7,363	15.80	13.50	18.76%	16.24%
54		273		1.00		1.06%
ADA	3,792	3,831	1.80	2.10	10.23%	7.85%
SUB	3,151	2,886	5.30	5.20	28.98%	19.36%
Program Subtotals						
Community Transit	6,943	6,717	2.60	2.80	14.46%	10.53%
County Routes	3,931	4,630	4.80	5.30	10.15%	20.18%
Regional Routes	58,642	69,968	13.50	12.70	15.48%	14.05%
System Total	69,516	81,315	8.90	9.30	14.55%	13.64%

Exhibit 21: Short Range Transit Plan Summary Report

	FY 2004/05 Audited	FY 2005/06 Audited	FY 2006/07 Plan	FY 2006/07 4th Qtr Actual	FY 2007/08 Plan
Fleet Characteristics					
Peak-Hour Fleet					5
Financial Data					
Total Operating Expenses	$944,085	$509,678	$1,164,742	$806,728	$1,189,294
Total Passenger Fare Revenue	$98,252	$55,789	$143,840	$87,378	$130,800
Net Operating Expenses (Subsidies)	$845,833	$453,889	$1,020,902	$719,350	$1,058,494
Operating Characteristics					
Unlinked Passenger Trips	201,962	99,838	205,000	124,317	178,500
Passenger Miles					
Total Actual Vehicle Revenue Hours (a)	14,545.0	7,516.9	15,396.0	11,380.8	15,627.0
Total Actual Vehicle Revenue Miles (b)	223,390.0	121,649.0	260,965.0	188,651.7	254,158.0
Total Actual Vehicle Miles	239,250.0	126,840.0	270,883.0	197,684.6	264,302.0
Performance Characteristics					
Operating Cost per Revenue Hour	$64.91	$67.80	$75.65	$70.89	$76.11
Farebox Recovery Ratio	10.40%	10.94%	12.34%	10.83%	10.99%
Subsidy per Passenger	$4.19	$4.55	$4.98	$5.79	$5.93
Subsidy per Passenger Mile					
Subsidy per Revenue Hour (a)	$58.15	$60.38	$66.31	$63.21	$67.73
Subsidy per Revenue Mile (b)	$3.79	$3.73	$3.91	$3.81	$4.16
Passenger per Revenue Hour (a)	13.9	13.3	13.3	10.9	11.4
Passenger per Revenue Mile (b)	0.90	0.82	0.79	0.66	0.70

Exhibit 22: Program Statistics

Operating Costs
Target <= $200,201

Month	Prior Fiscal Year Actual Costs	Current Fiscal Year Budget Costs	Current Fiscal Year Actual Costs	Budget Variance	% Variance
Jul	$24,671	$200,201	$192,459	($7,742)	(3.86%)
Aug	$202,597	$200,201	$228,523	$28,322	14.14%
Sep	$210,945	$200,201	$279,266	$79,065	39.49%
Oct	$205,741	$200,201	$219,055	$18,854	9.41%

Passenger Revenue
Target = $20,833

Month	Prior Fiscal Year Actual Revenue	Current Fiscal Year Budget Revenue	Current Fiscal Year Actual Revenue	Budget Variance	% Variance
Jul		$20,833	$30,230	$9,397	45.10%
Aug		$20,833	$28,248	$7,415	35.59%
Sep		$20,833	$22,786	$1,953	9.37%
Oct		$20,833	$14,730	($6,103)	(29.29%)
Nov		$20,833	$23,145	$2,312	11.09%
Dec		$20,833	$28,727	$7,894	37.88%
Jan	$20,486	$20,833	$15,392	($5,441)	(26.11%)
Feb	$13,769	$20,833	$7,644	($13,189)	(63.30%)
Mar	$39,578	$20,833	$30,875	$10,042	48.20%
Apr	$22,009	$20,833	$7,151	($13,682)	(65.67%)
May	$14,382	$20,833	$15,303	($5,530)	(26.54%)
Jun	$22,000	$20,833	$54,731	$33,898	162.70%
YTD Total	$132,224	$250,000	$278,962	$28,962	11.58%

Performance Measure	Operating Cost Per Revenue Hour Target = $63.00		Operating Cost Per Unlinked Passenger Target: None		Passengers Per Revenue Miles Target: None	
Month	Prior Fiscal Year	Current Fiscal Year	Prior Fiscal Year	Current Fiscal Year	Prior Fiscal Year	Current Fiscal Year
Jul	$8.46	$65.06	$3.02	$22.49	0.2	0.2
Aug	$60.76	$63.17	$22.36	$22.51	0.2	0.2
Sep	$66.79	$79.41	$23.60	$29.89	0.2	0.2
Oct	$64.25	$60.99	$15.29	$21.28	0.2	0.2
Nov	$58.51	$61.52	$23.72	$23.06	0.2	0.2

Performance Measure	Unlinked Passengers Per Revenue Hour Target >= 4.0		Farebox Recovery Ratio Target >= 10.0%		Average Fare Per Passenger Target >= $1.75	
Month	Prior Fiscal Year	Current Fiscal Year	Prior Fiscal Year	Current Fiscal Year	Prior Fiscal Year	Current Fiscal Year
Jul	2.8	1.7	29.6%	3.9%	$0.94	$0.79
Aug	2.6	2.4	5.2%	9.7%	$1.27	$1.45
Sep	4.9	5.7	8.4%	13.7%	$1.19	$2.06
Oct	4.1	5.3	5.8%	16.7%	$0.92	$1.99
Nov	4.0	4.4	4.6%	14.5%	$0.80	$2.05
Dec	3.1	4.5	10.3%	8.7%	$1.86	$1.18
Jan	4.2	3.8	14.9%	12.7%	$2.36	$2.10
Feb	5.9	5.9	6.2%	11.8%	$0.65	$1.25
Mar	6.1	5.0	41.7%	8.5%	$1.08	$1.03
Apr	4.3	3.8	8.0%	13.4%	$1.18	$2.17
May	5.2	4.4	4.4%	12.7%	$0.98	$2.18
Jun	4.3	3.2	2.5%	12.7%	$0.75	$3.65
YTD Total	4.3	3.9	7.4%	11.7%	$1.14	$1.78

Sample NTD Report Information

Exhibit 23 lists NTD reports currently included in the **Transit Performance Manager™** application. Exhibit 24 illustrates the format in which an NTD report is produced; in this case the F-30 Operating Expenses report.

Exhibit 22: NTD Report Information

Report Name	Description
Contacts (B-20) V2	Displays key personnel at the transit agency responsible for NTD reporting.
Energy Consumption (R-30)	Presents fuel consumption utilized by revenue vehciles for a specified fiscal year.
Identification (B-10)	Displays basic transit service and organizational information.
Maintenance Performance (R-20)	Report of vehicle system failures and the labor hours spent on revenue vehicle maintenance and inspection.
Operating Expenses (F-30)	Operating Expenses by line item and function for use in preparing NTD Mode/Service (F-30) form.
Operating Expenses Summary (F-40)	Operating Expenses by line item and function for use in preparing NTD System (F-40) form.
Passenger Mile (MB) Calculation	Calculations per UMTA C 2710.1A for passenger mile statistics used on NTD Form S-10
Revenue Vehicle Inventory (A-30) V2	Revenue vehicles summarized by series for use in preparing NTD Mode/Service (A-30) forms. This version accounts for the Support Mode/Service Types
Ridership Activity Form (MR-20)	Ridership Activity Form (MR-20)
Ridership Activity From CY (MR-20)	Ridership Activity Form based on Calendar Year (MR-20)
Safety & Security Monthly Summary Report (S&S 50)	Monthly summary of less severe safety and security related incidents not reported on the Reportable Incident Report (S&S 40). Report is effective beginning January 2009.
Safety Incident Detail Report	Captures detailed information on safety and security incidents, both reportable incidents and less severe occurences. Report can be used to assist with completion of the Reportable Incident Report Form (S&S 40).
Sources of Funds (F-10) V2	Generates the Funds Expended and Funds Earned form (F-10).
Transit Agency Service Form (S-10)	Presents transit agency service statistics by fiscal year, mode and service type.
Uses of Capital Form (F-20)	Lists funds expended for capital projects, including projects that either improve existing or the expansion of transit services.

Exhibit 23: Sample NTD Report (F-30 Operating Expenses)

FY 2011 -- Operating Expenses (F-30)

Mode & Service Type: Bus (Motorbus) / Purchased Transportation

Expense Object Class	a Vehicle Operations 010	b Vehicle Maintenance 041	c Non-Vehicle Maintenance 042	d General Administration 160	e Total Modal Expenses
Labor (501)					
01 Operators' salaries and wages (01)	-	-	-	-	-
02 Other salaries and wages (02)	-	$1,485,899	$258,944	$1,050,275	$2,795,118
03 Fringe Benefits (502)	-	$779,140	$135,779	$561,545	$1,476,464
04 Services (503)	$102,676	-	$35,070	$592,996	$730,742
Materials and Supplies (504)					
05 Fuel and lubricants (01)	$2,459,902	-			$2,459,902
06 Tires and tubes (02)	-	-			
07 Other materials and supplies (99)	-	$707,635	$723,291	$17,137	$1,448,063
08 Utilities (505)	-			$128,575	$128,575
09 Casualty and Liability Costs (506)		-	-	$198,943	$198,943
10 Taxes (507)	-	-	-	$8,666	$8,666
Purchased Transportation (508)					
11 In report (01)	$7,815,897	-	-	$282,191	$8,098,088
12 Filing separate report (02)	-	-	-	-	-
13 Miscellaneous Expenses (509)	$4,680	-	$14,488	$184,901	$204,069
14 Expense Transfers (510)	-	-	-	-	-
15 Total Modal Expenses	$10,383,155	$2,972,674	$1,167,572	$3,025,229	$17,548,630

Data Queries

Every module has a "Show Filters" function which will allow queries to be made on
fields of your choice. Exhibit 24 illustrates the "Show Filters" function for the Vehicle
Inventory view in the Fleet Module. The user is looking for a vehicle belonging to
the 2000 El Dorado series that is used in the Dial-A-Ride program. Clicking "Display

View" will return data that matches criteria. The information will then be displayed in the view for review, export or reporting.

Exhibit 24: Data Queries Using the Show Filters Function

Other System Features

There are other features that the ***Transit Performance Manager™*** application has that Commerce may wish to consider for future use, including:

- AVL stop-level data stored in the Operations Module – Daily On-Time Performance Monitoring view for schedule adherence by stop, shown in Exhibit 25.

- Bus stop data may be stored in the Route Module – Bus Stop Inventory view, shown in Exhibit 26. The Bus Stop Inventory will store the id, name, location and address. In addition the longitude, latitude and pictures of the stop can be added.

- Fuel efficiency, as shown in Exhibit 27, is imported from a fueling system.

Exhibit 25: On-Time Performance Using AVL Stop Level Data

| Edit | Show Filters | Export | Report | | | | | View | Daily On-Time Perf. Monitoring (AVTA MB) | ▼ |

Date	Route	Trip ID	Direction	Bus Stop ID	Scheduled Depart	Actual Depart	Difference	Quantity	Contract Results	Performance Results
07/20/2009	1	31431	North	10TH ST WEST & AVE J NB	06:40	06:40	0	1		On-Time
07/20/2009	1	31431	North	SIERRA HWY AND AVE I	06:56	06:55	(1)	1 Early Trip	Early Trip
07/20/2009	1	31431	North	JACKMAN AND FERN	07:00	07:00	0	1		On-Time
07/20/2009	1	31432	North	Palmdale Transfer Center	06:48	06:43	(5)	1 Early Trip	Early Trip
07/20/2009	1	31432	North	Lancaster City Park	07:16	07:08	(8)	1 Early Trip	Early Trip
07/20/2009	1	31432	North	10TH ST WEST & AVE J NB	07:15	07:12	(3)	1 Early Trip	Early Trip
07/20/2009	1	31432	North	SIERRA HWY AND AVE I	07:30	07:27	(3)	1 Early Trip	Early Trip

Exhibit 26: Bus Stop Inventory View

| Edit | Show Filters | Export | Report | | | | | View | Bus Stop Inventory | ▼ |

Bus Stop ID	Bus Stop Name	Is Time Point	Address	Community/City	Bus Stop Type	Sample Stop Type	Longitude	Latitude	Description	Route 1
HS-AV	AV HIGH SCHOOL	No	100 Safety Avenue	San Rafael	Bench & Kiosk	Kiosk	-118.130431	34.699114	Mid-Block Stop In Front of HS	
10WE	10 TH ST WEST & AVE I	Yes	10 TH ST WEST & AVE I	San Rafael	Park-N-Ride Lot	AVL Display	-118.148039	34.703930	Commuter Lot	
100EQ10E	100TH ST E AND AVE Q-10	Yes	100TH ST E AND AVE Q-10	San Francisco	Transit Center	AVL Display	-117.951820	34.577739		
100EQ12E	100TH ST E AND AVE Q-12	No	100TH ST E AND AVE Q-12	San Francisco	Shelter	Pole	-117.951926	34.575834		

Exhibit 27: Fuel Efficiency

| Edit | Show Filters | Export | Report |

Date	Vehicle #	Miles Since Last Fueling	Fuel Quantity	MPG	Fuel Type	Service Provider
01/02/2009	87022	913.0	176.3	5.2	Diesel Fuel	Region 1 Commuter Express (PKG 8A)
12/22/2008	87022	426.0	169.6	2.5	Diesel Fuel	Region 1 Commuter Express (PKG 8A)
12/22/2008	87024	391.0	147.2	2.7	Diesel Fuel	Region 1 Commuter Express (PKG 8A)
01/02/2009	87023	667.0	141.0	4.7	Diesel Fuel	Region 1 Commuter Express (PKG 8A)
12/31/2008	87006	708.0	128.5	5.5	Diesel Fuel	Region 1 Commuter Express (PKG 8A)

5. TECHNICAL INFORMATION

This section of our proposal identifies data levels, system requirements, network architecture, software, warranty, technical support, and data storage capacity.

Storage of Performance Data

Data at the lowest level is generally imported from an AVL system and includes trip level information at the stop location. Other views allow for tracking data at the trip level including passengers, incidents, on-time performance, complaints, and other agency-defined information. Working Reports typically are used for this level of data.

Management and other performance reports are typically based on route level performance and subsequent roll-ups (e.g., Division, Program, and Route Type).

System Requirements

TransTrack Systems®, Inc. is an Application Service Provider (ASP). Our clients access our website for data entry and management reporting. The City of Commerce would gain access to the *Transit Performance Manager™* application through an assigned user identification and password based on our standard End User License Agreement. Because we are web-based, the City of Commerce is not required to acquire third party software or hardware to host the Data Management System application. These are covered as part of our End User License Agreement.

The application and third party software are on the TransTrack Systems® servers. Minimum requirements for City of Commerce management and staff that need to access the *Transit Performance Manager™* application include a personal computer and Internet connection, as specified below:

- **Minimum configuration for a Personal Computer (PC).** Microsoft Windows 2000 or Microsoft Windows XP operating system with Microsoft Internet Explorer 6.1 or higher and Microsoft .Net Framework 1.1.

- **Hardware Requirements.** The application and third party software are on the TransTrack Systems® server. The City of Commerce does not need a server to host the software application.

Because the TransTrack application is shared by all of our clients, no one client may access the database directly -- thus the provision of a number of views that allow data to be exported in a csv format for use in other applications, including Microsoft Excel.

Proposed Network Architecture

The advantage of an internet-based solution is that the client does not need to be concerned with network architecture requirements. Our web-hosting service partner is ActiveHost. Offsite real-time data backup and escrow services are provided by Iron Mountain. An overview of our business partners follows.

activehost
●COM INTERNET SERVICES

ActiveHost is a privately owned company that has been providing web-hosting services to clients around the world since 1996. From the start, ActiveHost set itself apart from traditional Internet Service Providers by offering only web hosting services. To this day, web hosting continues to be the core service and competency, allowing ActiveHost to focus their entire technology and technical support staff in providing affordable, Microsoft-based web hosting. The success of ActiveHost is attributed to exceptional technical expertise and customer service.

As a Microsoft Certified partner, ActiveHost delivers cutting-edge technology such as ASP, ASP.NET, and MS SQL Server. These resources provide ActiveHost clients with the means to power Web sites that will continue to grow with future demand.

ActiveHost owns and operates its internal network and systems. The core Data Center is located in Albany, New York and offers customers access to a multi-million dollar infrastructure with only the best equipment and network connectivity. ActiveHost's fully switched LAN is "on net" to the Internet backbone, with multiple redundant OC-3 fiber optic connections to major backbone providers such as Level 3 Communications, Time Warner Telecom and Verizon. Routing switches from Cabletron, coupled with cooling environment and UPS systems from Liebert, put the Data Center on the cutting edge of technology and offer clients top connectivity, performance and redundancy.

ActiveHost's Data Center has systems in place for power, security, and cooling and fire prevention. There are redundant battery plants provided by Lucent to back up the main building power. All equipment is connected to batteries in case of a power

loss to the main building. There is also a 350KW generator on the roof, used to charge the batteries and power non-network equipment. There is a day tank on the roof and a 2000-gallon fuel tank in the basement, providing more fuel automatically. Building security includes cameras at every entrance and exit with 24/7 monitoring. A swipe card is required to enter the facility. Redundant 22-Ton Liebert units provide cooling. Fire prevention is ensured with an FM200 system, which will put out any fire in less than seven seconds. The FM200 system does not damage electronic equipment. ActiveHost is still operational in the event of a small fire.

ActiveHost's network is fully redundant in every way. Core routers consist of redundant Cisco 7513's with redundant power supplies, redundant processors, and multiple providers. Distribution and access routers include SSR8000 and SSR8600 X-Pedition routers. All of the X-Pedition routers have redundant power supplies, redundant processors and are connected to each other and the core routers in an inter-router mesh configuration for full redundancy. The bandwidth available depends on the individual customer needs. Each server connects to an EtherFast connection capable of 100Mb/s.

Network Security Highlights

- **Staff Expertise.** ActiveHost is a Microsoft Certified Partner. As such, ActiveHost receives security updates and hot fixes before the public and is given priority support from Microsoft. ActiveHost has MCP's and MCSE's on staff to troubleshoot security issues.

- **General Network Security.** Security event monitors are in place with a 60-second polling interval.

- **Network Hardware Integrated Security.** Cisco routes with advance port blocking including ports 445, 135 to 139, 593, 1025 and Cabletron switches with integrated IP blocking based on routine security audit results.

- **System Software Integrated Security.** High performance firewall on every server. Security auditing. IP and/or port blocking. Adaptive anti-virus components such as Trend Micro ServerProtect with daily scheduled updates and real-time virus scan enabled.

- **Enforced High Security Procedures.** ActiveHost maintains logs of every IP that accesses their systems. NTFS security on all drives is stripped down to System and Administrator access and specific access is added only as-needed. 128-bit digital certificate.

Specifications for the two ActiveHost servers dedicated to TransTrack Systems®, Inc. and used for client services are shown in Exhibit 28 on the following page. With ActiveHost as our business partner, TransTrack Systems®, Inc. has the ability to efficiently and effectively expand service to meet the needs of our customers.

▲ IRON MOUNTAIN®

Iron Mountain Incorporated helps organizations around the world reduce the costs and risks associated with information protection and storage. Iron Mountain offers comprehensive data and intellectual property protection expertise and experience. Founded in 1951, Iron Mountain is a trusted partner to more than 100,000 corporate clients throughout North America, Europe, Latin America and the Pacific Rim.

Data Protection

Companies around the world face increasing obstacles in addressing the needs related to protecting and recovering information. The explosive growth in both technology and data adds a greater level of complexity, amplifying the need for efficient solutions that address these challenges. Iron Mountain provides solutions to protect against:

- Natural disasters

- Human error

- Viruses

- Security breaches.

Iron Mountain's LiveVault® server backup and recovery system for enterprise remote offices and small and medium-sized businesses is utilized by TransTrack Systems®, Inc. LiveVault® fully automates and streamlines the protection of your data through the following essential functions:

- **Continuous Backup.** LiveVault® continuously protects your distributed data, from any location, ensuring complete recovery after a loss.

Exhibit 28: Configuration of TransTrack Servers

PRODUCTION WEB SERVER AHD1029	
Hardware	• Chassis: ATX - 1U, 4 Serial ATA Bays • CPU: 1x AMD Opteron 170 – 2Ghz, 1MB L2 Cache per core (Equal to 2x Intel Xeon 3.6 GHz Processor) • RAM: 4 GB PC3200 DDR RAM (4 x 1 GB Modules) • Drives: 2 x 80 GB SATA (Data & System). Seagate SATA drives • RAID: Hardware RAID 1 (Data & System) • Actual Space: 80 GB (Data & System)
Software	• Windows Server 2003 Standard x86 • Terminal Services • IIS 6.0 (Internet Information Services 6.0) • Crystal Reports XI
Network	• Multiple redundant OC-3 connections • Tier1 providers: Level3 Communications, Time Warner Telecom, Verizon • On demand capacity to burst OC-3 speeds • "ON-NET" with backbone • Multiple backbone routing redundancies through Cisco BGP4 • 2 GIGA routers 100MB fully switched duplex LAN • Bandwidth included .125 Mb pipe

PRODUCTION DATABASE SERVER AHD1167	
Hardware	• Chassis: ATX - 1U, 4 Serial ATA Bays • CPU: 2x Intel Quad Core Xeon E5410 2.33 GHz • RAM: 32 GB PC3200 DDR RAM (8 x 4 GB Modules) • Drives: 4 x 750 GB SATA (Data & System). Seagate SATA drives • RAID: Hardware RAID 10 (Data & System – Mirrored & Striped) • Actual Space: 1,500 GB (Data & System)
Software	• Windows Server 2003 Standard x64 • Terminal Services • MS SQL Server 2005 Standard x64
Network	• Multiple redundant OC-3 connections • Tier1 providers: Level3 Communications, Time Warner Telecom, Verizon • On demand capacity to burst OC-3 speeds • "ON-NET" with backbone • Multiple backbone routing redundancies through Cisco BGP4 • 2 GIGA routers 100MB fully switched duplex LAN • Bandwidth included .125 Mb pipe

- **Fully Automated Backup.** Backups occur automatically over the Internet or via private network connection. No manual staff intervention is required.

- **Rapid Recovery.** A unique delta restore technology automatically recovers only the data that has changed since your last backup, accelerating recovery so you can resume operations almost immediately after a data loss.

- **Built-In Protection of Open Files and Databases.** LiveVault provides built-in support for open file and database backup without complex plug-ins or costly third-party tools.

- **Web-based Management.** Through a Web portal interface, TransTrack has point-and-click access to your data – at any time, from anywhere – for simplified backup and recovery.

Intellectual Property Management

As companies increase their reliance on technology, they face growing pressure to protect intellectual property assets as part of their overall risk management strategy. Whether the asset is a proprietary database or Software as a Service (SaaS) business application and data these applications use, Iron Mountain's comprehensive technology escrow services protect the interests of technology developers, clients who license these products and SaaS providers and subscribers.

As a trusted, neutral, third party, Iron Mountain safeguards valuable technology assets (e.g., software source code, object code and data) in secure, access-protected escrow accounts. Acting in this intermediary role, Iron Mountain helps document and maintain intellectual property integrity. The result is increased control and leverage for all parties, enabling them to protect themselves, while maintaining competitive advantage.

TransTrack Systems®, Inc. deposits and maintains the software source code for the *Transit Performance Manager™* application with a neutral third party escrow agent, Iron Mountain. Upon execution of an End User License Agreement with your agency, TransTrack Systems®, Inc. amends its agreement with Iron Mountain to add City of Commerce as a software beneficiary in the event of bankruptcy, dissolution or court order.

License Requirements

TransTrack Systems®, Inc. requires one license per agency for an unlimited number of users. TransTrack Systems® provides an End User License (EUL) Agreement to clients for use of the web-based application, ***Transit Performance Manager™***.

Appendix C provides an End User License Agreement with some modifications to account for the specifics of the City of Commerce implementation. We would welcome the opportunity to discuss the draft contract in greater detail with the purpose of determining language that is mutually acceptable to both City of Commerce and TransTrack Systems®. Prices quoted in our Fee Proposal are based on the terms and conditions contained in this EUL Agreement. Requirements for additional insurance, indemnity and warranties may result in increased costs.

The ***Transit Performance Manager™*** application is developed in C#, SQL Server 2008, HTML, and Java Script. The ***Transit Performance Manager™*** application utilizes third-party software such as SQL Server 2008 for the database, Crystal Reports Version XI for all reports, and Crystal Xcelsius for interactive Dashboards. City of Commerce, however, does not need to acquire this third-party software as these are provided through our web-based application.

The ***Transit Performance Manager™*** application employs Secure Socket Layer (SSL) encryption. This is the same type of security transit agencies utilize when using the NTD online data reporting system.

With the TransTrack solution, there is no need for software installation by City of Commerce, except for the Import Client, which is a thin client application and may be downloaded from our website. SQL Server 2008 is necessary to allow TransTrack's web-based application to transfer data from the Year-To-Date table to the client staging server for City of Commerce to use in report-writing. Report-writing software is at the discretion of City of Commerce.

Warranty Plan

TransTrack Systems®, Inc. warrants that it is the owner of the ***Transit Performance Manager™*** application and has the right to grant City of Commerce a license. This warranty is for intellectual property and against non-infringement, specified in our End User License provided as Appendix C to this proposal.

If something does not work, TransTrack will fix it under the support services annual maintenance portion of the End User License (Exhibit D to the End User License).

Technical Support

Because the software application is internet-based, there is an ongoing partnership with TransTrack professionals who are available for technical support, product improvements, consultation and user support. We are available to train new employees in best practices and system utilization, and to help your agency review performance results and continue to improve and streamline data collection efforts.

TransTrack professionals will be there at start-up, when the first reports are due, when NTD Reports are due, when processes are not quite working the way you would like, when new staff need training, and when you decide to change your fare structure, route structure, or run assignments. We will also help City of Commerce ensure data integrity during contract service provider transitions.

Because we are providing an internet-based solution, there is no need for City of Commerce to hire additional staff to maintain the software and database. An internal System Administrator will need to be designated by City of Commerce to manage system security and be an expert in City of Commerce processes. This same, or a different individual, may be assigned to ensure that responsible staff keeps their data current and that each month is closed and posted for agency-wide reporting. In general, system users will change the way they currently manage data and produce reports. Data can be input directly or imported into TransTrack's Performance **Transit Performance Manager**™, as opposed to producing Excel spreadsheets and spending hours rekeying and reconciling numbers from different software systems.

TransTrack support services are defined in Exhibit D of Appendix C -- End User License. Technical support to respond to inquiries is provided during normal business hours (i.e., 8:30 am to 5:00 pm Pacific Time Monday – Friday). Questions and requests for technical support may be made by City of Commerce using the telephone or with our online Help Desk. Urgent and after-hour needs may be communicated by contacting our answering service. Expanded technical assistance hours may be arranged in advance for special projects and/or periods of intense data input and analysis. Methods of obtaining help are covered in training.

TransTrack proposes the following levels of service and support for City of Commerce:

- **Support to set up and maintain test environments of the system.** TransTrack has a staging system for development and testing. Validation and

acceptance testing is done first on the staging and then in the production environment.

- **Online technical assistance** is currently available during normal business hours and for expanded times with prior arrangement. Dial-in fixes are not required since City of Commerce will not be hosting our proposed application.

- **Ongoing support for installing all new software versions.** The Import Client has versioning, which City of Commerce may download through an Internet link provided and maintained by TransTrack. Other software versions are invisible to the client because they are on our server and accessed through the Internet.

- **System Failure.** Our policy is to initiate immediately upon notification. System failures are typically due to Internet connection failures or Distributed Denial of Service (DDOS) attack. Our application is available 24/7, 365 days a year from any web-accessible location. Our commitment is that the system be available 98% of the time, excluding scheduled system maintenance and factors associated with Licensee's Internet connection. Since completing our Beta Test more than three years ago, we have met this requirement. We have had system incidents totaling 6.5 total hours and one DDOS. Since data is being imported primarily from other systems, the TransTrack application is non-critical.

- **Ability to Provide Continued Support.** TransTrack has been in operation for seven years. Our End User License (EUL) is for a one-year period with annual renewals, pending payment of annual maintenance fees. The EUL also specifies escrow provisions in place in the event of bankruptcy or dissolution.

- **System Availability.** Our Internet application is available 24/7 except for periodic scheduled maintenance and system upgrade activities. Downtime is significantly minimized by our use of a Staging Server to test system upgrades and maintenance prior to loading onto the main servers.

- **Disaster Recovery Plan.** TransTrack Systems® utilizes offsite, real-time backup services provided by Iron Mountain. We utilize standard Iron Mountain restoration procedures. Iron Mountain provides affordable and easy-to-install live backup services. We use this service on all TransTrack production servers. Iron Mountain is the premier provider of such services

and offers options that are significantly less expensive than a staff position. Our application is also in an escrow account with Iron Mountain's Intellectual Property Division.

Capacity of Data System

Typically TransTrack stores data for five years. Summary level data may be stored longer. We can extend the summary level format to longer periods if required. However, detailed stop and trip level data is generally not stored more than five years. Different formats may require us to apply a surcharge for data retained more than five years.

There are no limits on number of routes, stops, number of system users or number of programs that may be defined.

6. FEE PROPOSAL

Please see separate sealed envelope marked FEE PROPOSAL.

6. FEE PROPOSAL

TransTrack proposes a total budget of $207,918 for System Installation/ Implementation and Annual Maintenance & Support through Fiscal Year 2016. This cost excludes $25,000 for up to 200 hours of programming for custom reports. Our proposed budget is shown below.

TransTrack Systems, Inc. -- City of Commerce Data Management System Price Proposal (January 17, 2012)		
Item	**Hours**	**Cost**
Requirements Gathering (Phase 1 excluding travel)	84	$ 12,600
Architecture Design	-	$ -
Software Customization (Import of Monthly Financial Data)	40	$ 5,000
Installation (No installation -- Hours for Set-Up)	40	$ 5,000
Report Writing (Existing Application -- Custom Report Fees Shown Below)	-	$ -
System Acceptance	-	$ -
Computer Hardware	-	$ -
Software License	-	$ 80,000
Warranty (No Warranty -- Annual Maintenance & Support)	-	$ -
Direct Costs (Travel for Phase 1 and Training)	-	$ 4,800
Training (Includes 6-week follow-up & customization of training materials)	80	$ 11,200
Other Costs (Import of FY 2011 and FY 2012 Data)	60	$ 7,500
Subtotal -- System Installation Costs for Year 1 (i.e., FY 2012)	**304**	**$ 126,100**
Annual License Fee	-	$ 12,800
On-Going Technical Support Costs	48	$ 7,200
Costs Year 2 (i.e., FY 2013)	**48**	**$ 20,000**
Costs Year 3 (i.e., FY 2014)	**40**	**$ 20,000**
Costs Year 4 (i.e., FY 2015)	**40**	**$ 20,600**
Costs Year 5 (i.e., FY 2016)	**40**	**$ 21,218**
Total (Excluding Hardware)	**472**	**$ 207,918**
Hardware Costs	-	$ -
Custom Report Fees (Time & Materials @ $125 per hour)	200	$ 25,000

APPENDIX A: RESUMES

TransTrack Systems® has organized a team of seasoned transit professionals and software engineers to meet the unique needs of the City of Commerce for this assignment. This appendix provides resumes for proposed team members, including:

- Mary Sue O'Melia, President, TransTrack Systems®, Inc.

- Kenny Doerksen, Director of Operations, TransTrack Systems®, Inc.

- Barbara Meyer, Director of New Client Services, TransTrack Systems®, Inc.

- Brent Shaffer, Information Technology, TransTrack Systems®, Inc.

Ms. Mary Sue O'Melia

Mary Sue O'Melia is the founding member of TransTrack Systems®, Inc. and has over 20 years experience in transit financial management, performance measurement and planning. Her educational background includes:

- M.S. in Urban and Policy Science, State University of New York, Stony Brook, 1980-1982
- B.S. in City and Regional Planning, California Polytechnic State University San Luis Obispo, 1976-1980

Professional Experience

- Since forming TransTrack Systems, Ms. O'Melia has served as the Project Manager for the Montebello Bus Lines beta test, was completed in July 2003 with the implementation of new systems security, route level cost allocation methodologies, and capabilities to import GFI farebox data for use with hour and mile statistics. Subsequent implementations include the First Transit/PRTC December 2004 implementation in Woodbridge, Virginia, the implementations in San Bernardino and Riverside Counties in 2005 and early 2006, and the implementation of the Veolia/San Diego MTS project in 2007. Ms. O'Melia has recently completed implementation of the Los Angeles Department of Transportation and Antelope Valley Transit Authority projects (January 2009).

- Ms. O'Melia has managed the development and implementation of a variety of performance based systems used in the transit industry to monitor performance and assess cost and service quality implications. Ms. O'Melia has developed a project tracking system for the LADOT Smart Shuttle Project and a Third-Tier Transit Operator database for SCAG. In the past, Ms. O'Melia has assisted the San Bernardino Association of Governments and Riverside County Transportation Commission to establish performance reporting and monitoring systems for transit operators. She has also assisted the City of Los Angeles and Long Beach Transit to develop performance-monitoring systems for the joint LADOT/MTA Smart Shuttle Project, and the LBT Dial-A-Lift program.

- Management and organizational studies in which Ms. O'Melia participated include the feasibility study for creation of the San Fernando Valley Transportation Zone, the Santa Monica Big Blue Bus Administrative Procedures Study, the Santa Clara County Transit District Maintenance Review, Sacramento Regional Transit District Organizational Structure, Orange County Transportation Authority Operations and Maintenance Evaluation, San Antonio VIA Customer Service and Planning Organizational Structure Review, San Francisco MUNI Maintenance Evaluation, AC Transit Management and Organizational Study, and the Houston METRO Performance and Management Organizational Review.

- In the area of performance audits and performance reviews, Ms. O'Melia has served as Project Manager and/or technical lead in over 75 California TDA Transit Operator Performance Audits for small, medium, and large transit agencies (e.g., Los Angeles, San Diego, Riverside, San Bernardino, Ventura, and Santa Barbara counties, BART, Sacramento RT, and Santa Clara Transit District). She has also served on performance audits of regional transportation agencies and commissions, including the former LACTC, SANDAG, RCTC,

VCTC, SBCAG, and SACOG. Ms. O'Melia served as Project Manager for FTA Triennial Reviews of over 50 grantees located in Massachusetts, Virginia, Philadelphia, New York, Kansas, Iowa, Missouri, Nevada, and South Dakota.

- Transit planning studies in which Ms. O'Melia served include the: City of Los Angeles Community DASH Evaluation, Minneapolis/St. Paul Metro Sector Five Service Restructuring Study, Cincinnati Metro Strategic Plan Service Analysis, Chula Vista Service Restructuring Analysis, Long Beach Transit Passport Service Analysis, Dallas Dart Fixed Route Service Review Study; Ventura County Highway 101 and Santa Clara River Valley Corridor Studies; Riverside County Commuter Rail/Bus Interface Plan; Riverside County Commuter Express Service Feasibility Analysis; Los Angeles County Bus Overcrowding Study; Southern California Bus Electrification Study; LA County Transit Element of the Congestion Management Plan; and the LRT Blue Line Service Expansion Evaluation.

- Paratransit operational studies include the: Omnitrans Access and OmniLink Service Review, Metropolitan Transit Development Board DART Service Review; Ventura County Paratransit Coordination Study; Review of Dial-A-Lift Service for Long Beach Transit; City of Los Angeles Department of Transportation Specialized Services Study; Philadelphia's Shared-Ride Program; the County of Los Angeles Specialized Services Coordination Plan; and the South Coast Area Transit's ADA Complementary Paratransit Plan.

- Smart Shuttles include services such as jitneys, shared-ride taxis, demand response service, subscription service, and route-deviation service. Applications include LRT, commuter rail and regional bus feeder service, activity center connectors, and community-based service. Ms. O'Melia has served as Project Manager for the SCAG-sponsored City of Los Angeles and Western Riverside Smart Shuttle Implementation studies, and the Thousand Oaks Feasibility Study. Ms. O'Melia served as the Project Manager for the City of Los Angeles Smart Shuttle Demonstration Project involving the start-up of Smart Shuttle services in four separate areas in the City. At the end of the demonstration project, three of the areas had achieved farebox recovery rates in excess of 40%.

Work Experience

- **TransTrack Systems®, Inc.** Long Beach, CA January 2002 - Present, President

- **O'Melia Consulting**, Long Beach, CA July 1995 – February 2007 (combined with TransTrack Systems® as of March 2007), Principal

- **Booz Allen Hamilton Inc.**, Los Angeles, CA September 1988-July 1995, Sr. Associate

- **Los Angeles County Transportation Commission (LACTC),** Los Angeles, CA August 1985-September 1988, Senior Transportation Analyst

- **New York City Transit Authority (NYCTA),** New York, NY July 1982-August 1985, Assistant Deputy Director of Budget

Mr. Kenny Doerksen

Kenny Doerksen recently joined TransTrack Systems, Inc. and has 15 years of experience in accounting, financial analysis, management reporting, business process evaluation, and system design and implementation. His educational background includes:

- B.S. in Accounting, Minor in Business Administration
  Azusa Pacific University, Azusa, CA 1992-1996

Professional Experience

- In his current position as Director of Operations, Mr. Doerksen is responsible for ensuring that programming specifications and results reflect internal and client business processes. Mr. Doerksen also oversees data conversion and import validation efforts as well as the day to day activities of technical support personnel.

- Mr. Doerksen has designed and implemented management reporting systems including executive summaries showing results within key focus areas, comparative and trended reporting showing key results over specified time periods, rate/volume/mix reporting showing main causes of variance between time periods, and executive scoreboards showing performance measured against key business metrics.

- Mr. Doerksen has managed the design and implementation of integrated web-based system modules to significantly improve the accuracy and efficiency of administrative and operational processes.

- Mr. Doerksen has managed corporate risk assessment and process evaluation projects focusing on mitigating business, financial, and fraud risks and identifying and implementing best practices within business processes.

- Mr. Doerksen has managed consolidated budgeting and forecasting processes for corporate subsidiaries. This included design and implementation of systems to communicate financial targets, collect financial and operational data from multiple sources, and generate executive reporting allowing for review and evaluation of consolidated results.

- Mr. Doerksen has managed corporate administrative functions including accounting, payroll, accounts payable, accounts receivable, and financial reporting, planning and analysis.

- Work Experience

- **TransTrack Systems, Inc.,** Long Beach, CA
  February 2010,

- **Swift Transportation, Inc.,** Phoenix, AZ
  2005-2010, Manager, Business Processes – Intermodal

- **Beckman Coulter, Inc.,** Brea, CA
  2002-2005, Senior Financial Analyst – Worldwide Planning and Reporting

- **Masterfoods USA,** North American division of Mars Inc., Vernon, CA
  2000-2002, Financial Analyst

- **Philip Liberatore,** CPA, La Mirada, CA
  1998-2000, Senior Accountant

- **Santa Fe Springs School,** 1996-1998, Accountant

Ms. Barbara Meyer

Barbara Meyer is the Director of Business Development for TransTrack Systems®, Inc. and has more than 20 years of experience in transit policy, financial management, performance measurements, and capital project oversight. Her educational background includes:

- B.S. in Business Administration/Marketing, Indiana University, South Bend, IN 1978-1982

Professional Experience

- In her current position as Director of Business Development, Ms. Meyer leads sales, project management and marketing activities for the company. She is responsible for new account implementation, potential client qualification and demonstrations, advertising and conference/trade show activities.

- Ms. Meyer assisted in the development and commercialization of the Transhed Systems new product for the motor coach industry.

- Ms Meyer managed the top 30 accounts for Trapeze Group. The key opportunities for corporate value creation came from demonstrating how to fully utilize the benefits of the system and solve real business problems for the account.

- Ms Meyer managed and trained many groups on various Oracle products. The latest product being the 10g database.

- Ms. Meyer has managed the development and implementation of performance based Oracle systems. These projects were implemented at major Wall Street accounts. In addition, she was involved in the implementation of many other projects in various industries.

Work Experience

- **TransTrack Systems®, Inc,** Long Beach, CA
  2009-Present, Director Business Development

- **Transched Systems**, Phoenix, AZ
  2007-2009, Sales

- **Trapeze Group**, Phoenix, AZ
  2005-2007, Sales

- **Resultz Staffing,** Atlanta, GA
  2004-2005 Training Oracle 10G classes

- **Business Solutions Worldwide**, Phoenix, Arizona
  1998-2004 Managed client relationships and provided technical services

- **ORACLE Corporation,** Phoenix, AZ
  1992-1998 Consultant/Trainer

Mr. Brent Shaffer

Brent Shaffer has been the primary software engineer on the development of the ***Transit Performance Manager*™** application. Mr. Shaffer is MCSD certified and has extensive experience in development technologies such as Visual Basic 6.0 and .Net, Visual C++ 6, JavaScript, HTML, CSS, Crystal Reports, MS Access, SQL Server and Oracle. Certifications and educational background include:

- Microsoft Certified Solutions Developer (MCSD)
  Software Education of America, Brea, CA, 2001

- Computer Science, Fullerton Junior College, CA, 1997-2000)

- Mathematics, California State University, Fullerton, CA, 1994-1995

Professional Experience

- Created the multi-client ***Transit Performance Manager*™** web application for the transit industry, which provides a detailed analysis of transit industry indicators, such as ridership, operating costs, and revenue for a transit agency.

- Converted an internal paper based system for tracking welding assignments of an oil company into simple web application.

- Created a multi-associate web application that allows multiple associates to share a single front-end presentation for potential clients. Each associate needed all pages of the website to reflect their information when a potential client came to the website.

- Provided a detailed line item audit of an MS Access based application that tracked credits and debits between an Oil company and its vendors, with total transactions in excess of $100M.

- Provide assistance in locating discrepancies within the data of a Healthcare company's SQL Server/Crystal Reports-based reporting system, with tables containing upwards of 2.5 million records.

Work Experience

- **TransTrack Systems®, Inc.** *Long Beach, CA*
  November 2005 - Present, Senior Software Engineer

- **Softucraft, LLC,** *Santa Ana, CA*
  2001-October 2005, Software Engineer/Project Manager

- **B & B Maintenance,** *Placentia, CA*
  2001, Software Engineer

- **SEA,** *Brea, CA*
  2001, .Net Seminars – Presentation & Hosting

APPENDIX B: SAMPLE TRAINING MATERIALS

This Appendix contains training materials used for the Basic Training of all *Transit Performance Manager™* application users. Select pages from this training package are customized to provide an overview for the specific client application.

All information contained in this Appendix is confidential and proprietary and may not be used for any purpose other than to evaluate the qualifications of TransTrack Systems®, Inc. to perform services to implement a Data Management System for City of Commerce.
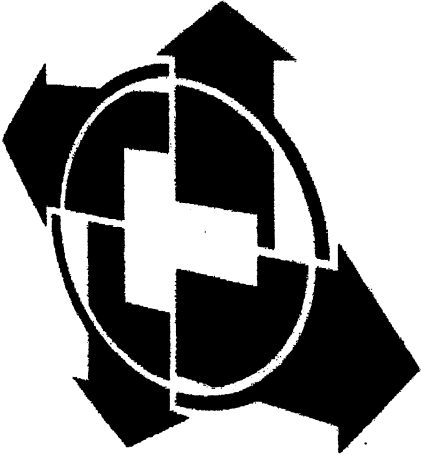
TRANSTRACK MANAGER®

Basic Training

Sample Materials

Confidential & Proprietary

August 2011

TransTrack systems®

Table of Contents

TRAINING AGENDA

TransTrack systems®

HOW TO LOG INTO TRANSTRACK

- **Use Internet Explorer to access the Internet**

- **Go to:**
  www.TransTrack.net

- **Click on CLIENT LOGIN**

- **Enter User Name & Password**

  - **User Name & Password are case sensitive. Check with your System Administrator if you have problems or forget your password.**
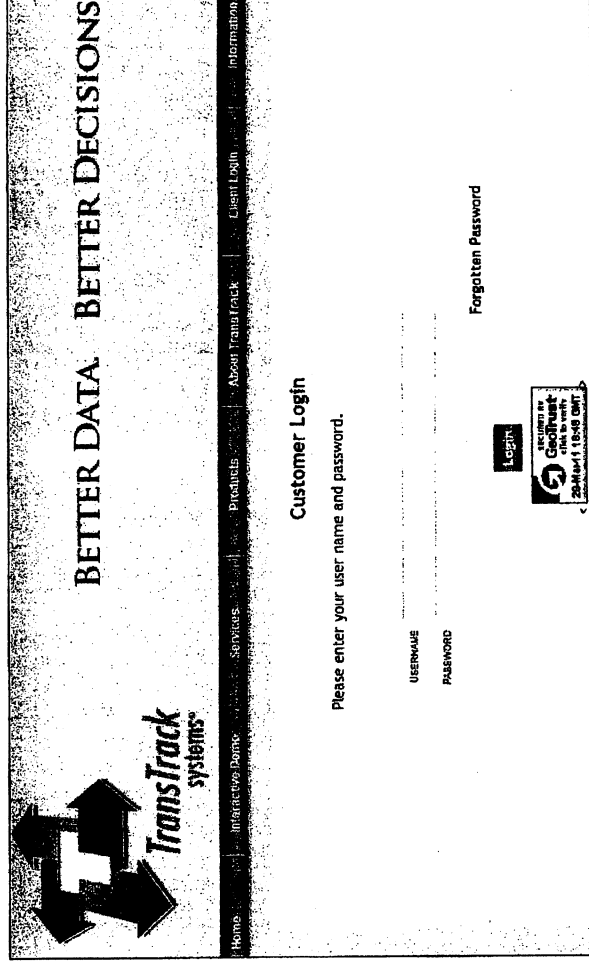
The Forgot Password link will provide a new password if a password is lost or forgotten.

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TransTrack systems·

Modules & Views

DATA ORGANIZATION IN TRANSTRACK

- The color of the Function Toolbar matches the color of the Module tab in which you are currently working

- Move from Module to Module by clicking on desired tab

- Each Module has Views for data entry, summaries, and reports

- The View in which you are working is highlighted in blue

- To select a different view, single click on the View name

MODULE →

| Organization | Routes | Farebox | Operations | Safety | Fleet | Finance | Plan | Personnel | Feedback | Support | Utilities |

VIEW

| Edit | Show Filters | Export | Report | | | | View | Route List |

| | | | | | | | | Direction Look-Up |
| | | | | | | | As of | Fixed Route Time Periods |

Route #	Description	Program	Mode	Service Type				
21	Tri-Community	County Routes	Bus (Motorbus)	Purchased Transportation	07/01	Passenger Mile (DR) Survey Sheet
22	Helendale	County Routes	Bus (Motorbus)	Purchased Transportation	07/01	Passenger Mile (MB) Survey Sheet
23	Lucerne Valley	County Routes	Bus (Motorbus)	Purchased Transportation	07/01	Route List
31	Adelanto South	Regional Routes	Bus (Motorbus)	Purchased Transportation	07/01	Route Plan
32	Adelanto North	Regional Routes	Bus (Motorbus)	Purchased Transportation	07/01	Route Plan Detail
33	Adelanto Circulator Route	Regional Routes	Bus (Motorbus)	Purchased Transportation	08/20	Route Profiles
40	Apple Valley North Rte Dev	Regional Routes	Bus (Motorbus)	Purchased Transportation	07/01	Routes Action History
41	Apple Valley to Victorville	Regional Routes	Bus (Motorbus)	Purchased Transportation	07/01	Routes Actions
43	Apple Valley to VVC	Regional Routes	Bus (Motorbus)	Purchased Transportation	08/20	Run Cut Version Look-Up
						Stats To Calc Month Close
						Time Period Look-Up
						Trip # Look-Up

TransTrack systems

HOW TO USE TRANSTRACK FUNCTIONS

- **Functions are accessed by clicking on the Edit, Show Filters, Export, or Report link**

Route #	Route Name	Program	Mode	Service Type	Route Type	Clientele	Tier	Area	Region	Division	Route Equip	Passenger Mile Sampling Plan	Eff. Start Date	End Date	Comments
172	Commuter Services	Bus (Motorbus)	Directly Operated	New Interregional	General Public	Tier II Fixed Route Bus	Urban		County (Used by MCI MV)		MB Sampling Plan	07/01/2009		
173	Commuter Services	Bus (Motorbus)	Directly Operated	New Interregional	General Public	Tier II Fixed Route Bus	Urban		County (Used by MCI MV)		MB Sampling Plan	07/01/2009		
174	Commuter Services	Bus (Motorbus)	Directly Operated	New Interregional	General Public	Tier II Fixed Route Bus	Urban		County (Used by MCI MV)		MB Sampling Plan	07/01/2009		
176	Commuter Services	Bus (Motorbus)	Directly Operated	New Interregional	General Public	Tier II Fixed Route	Urban		County (Used by MCI MV)		MB Sampling Plan	07/01/2009		

Edit | Show Filters | Export | Report

Prev 1 2 3 4 5 6 Next

Records 16 - 38 of 76

Organization | Routes | Farebox | Operations | Safety | Fleet | Finance | Plan | Personnel | Feedback | Support | Utilities

View | Route Profiles

TransTrack systems

EDIT (use to Add or Edit existing data)

- Click on EDIT function

- Click on ADD button to create a new record, or if editing a record, click on record to select for editing

- Input or change data

- Click the SAVE button, or if you have made an error, click CANCEL

- Click the CLOSE button when complete

- Data should not be Deleted from the system unless it is truly a data input error and it is not from a Look-Up Table

- Records can be moved from the active view by un-checking the ACTIVE check box

Edit   Show Filters   Export   Report

Date: Bulletin: Changed:

06/22/2009   Welcome to Basic   Kerenas Schll (TransTrack
            Training   Systems)

Date: 6/17/2009

Bulletin:

☑ ACTIVE? (To remove an item from the Bulletin Board, un-check the Active check box)

Add   Delete   Save   Cancel   Close

Adding a new record...

View   Bulletin Board

TransTrack systems

SHOW FILTERS

- **Click on the SHOW FILTERS function and specify parameters**

- **Click on the DISPLAY VIEW button to view results**

- **To remove filter, select CLEAR FILTERS view**

- **To return to view, select the DISPLY VIEW button**

Edit Show Filters Export Report

Organization | Routes | Farebox | Operations | Safety | Fleet | Finance | Plan | Personnel | Feedback | Support | Utilities

View Route Profiles

View Filters

View Active? Active Only ▾

Program: (ALL)

Mode: (ALL)

Service Type: (ALL)

Route #: Available Routes

00
1
120
121
122
14

[Display View] [Clear Filters]

Filter By These Routes

TransTrack systems

Functions

SORTING DATA

- **Single-click on column heading**
- **An arrow will appear to indicate sort direction**
  - **If data is numeric, it will be sorted in ascending order**
  - **If data is text, it will be sorted in alphabetic order**
- **Single-click again to reverse sort order**

Organization	Routes	Finance	Export	Report

Edit   Show Filters   Export   Report

Route/ Route Name	Program #	Mode	Service Type	Route Type	Clientele	Tier/ Area Region Division	Route Equip	Passenger Sampling Plan	En Start	End Date	Comments
40	40	Bus (Motorbus)	Directly Operated	Metro BRT	General Public	Tier III Local Bus	Urban	Metro	MB Sampling Plan	07/01/2009	The Fare Equivalent for this route is based on averaging the Adult and Student Fares for Metro.
151	Commuter Services	Bus (Motorbus)	Directly Operated	Old Interregional	General Public	Tier II Fixed Route Bus	Urban	County (Used by MV)	MB Sampling Plan	07/01/2009	
167	Commuter Services	Bus (Motorbus)	Directly Operated	Old Interregional	General Public	Tier I Fixed Route Bus	Urban	County (Used by MV)	MB Sampling Plan	07/01/2009	

View   Route Profiles

Records 1 - 15 of 78

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TransTrack systems

Functions

EXPORT

- Click on EXPORT button

- At prompt, confirm that you want to export

- Click the OK button to export

- Right Click on DOWNLOAD FILE link

- Specify location to save data on your computer
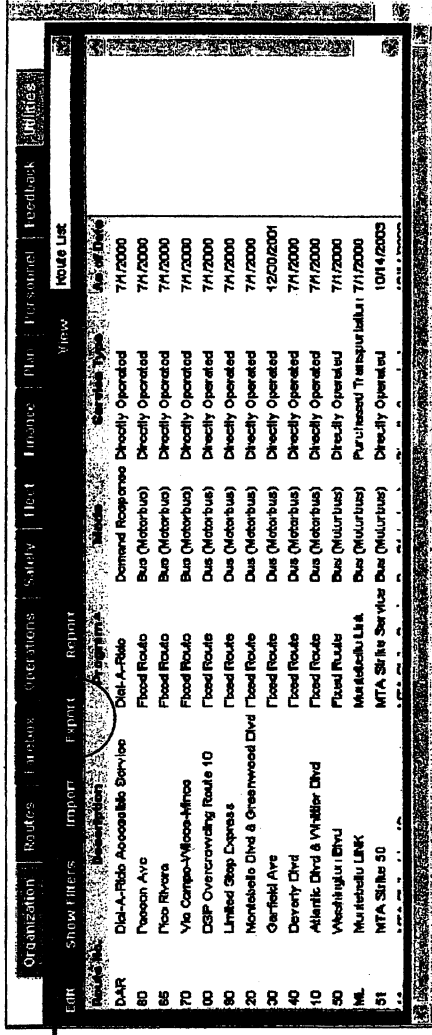
To ensure that the file is saved to your computer, follow these instructions.

1. Right click on the "Download File" link.
2. In the popup menu, select "Save Target As".
3. Save the file to a location on your computer.

Download File

Close Window

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TransTrack systems

EXPORT (continued)

- **Open Microsoft Excel**

- **In FILE menu, select OPEN**

- **In OPEN menu, select ALL FILES in file type listing**

- **Locate exported file**

- **Double-click to open**

- **Save the data as an Excel file**

  - Format and manipulate data as needed

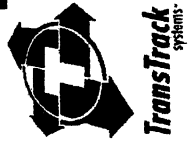 - Calculations are not exported

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TransTrack systems

Functions
REPORTS

■ **Click on the REPORT function and a new window with a "working" report of data will appear**

● Show Filters and Column Sorts will be reflected in the report

● Totals, if applicable, appear on the last page

TransTrack systems

Report Views

REPORT VIEWS

- In the Reports view, click on the Report name and a Report Filters screen will appear
- The Report will be generated in new window

View: Plan Reports

Edit | Show Filters | Export | Report

Report Name	Description
Executive Dashboard	Executive Dashboard
Monthly Performance Charts	Bar charts containing the montly performance summaries by mode.
Monthly Performance Scorecard	Presents performance statistics by month against prior year actual, current year plan, and year-to-date performance targets.
Monthly Performance Statistics	Monthly performance statistics and indicators by Fiscal Year and Month for all Routes, Programs, Modes and System Total. Data shown in tabular format.
Monthly Statistical Information System	Key statistics by Fiscal Year, Month, and Day Type for all Routes, Programs, Modes and System levels. Includes Year-To-Date and Full Year Estimated information. Data in tabular format. (MSI Custom Report)
Program Statistics	Key Statistics for all Months by Fiscal Year and Program. Includes a comparison to Monthly Performance Standards, Prior Year Actual, and Current Year Budget. Data in tabular format.
Quarterly Performance Scorecard	Presents performance statistics by quarter against prior ye
Route Statistics	Key Statistics for all Months by Fiscal Year, Route, and Day
State Controller Report	Information for use in preparing Schedule–T of the Annual
Table 8 – SRTP Performance Report	Displays prior year actuals, current ytd actuals and plan ye
TPM/TDA Report	Annual TPM/TDA Reporting Form by Fiscal Year and Day T

Report Filters

Fiscal Year: (ALL)
Level: (ALL)
Level Item: (ALL)
Routes: All Routes

Display Report   Clear Filters
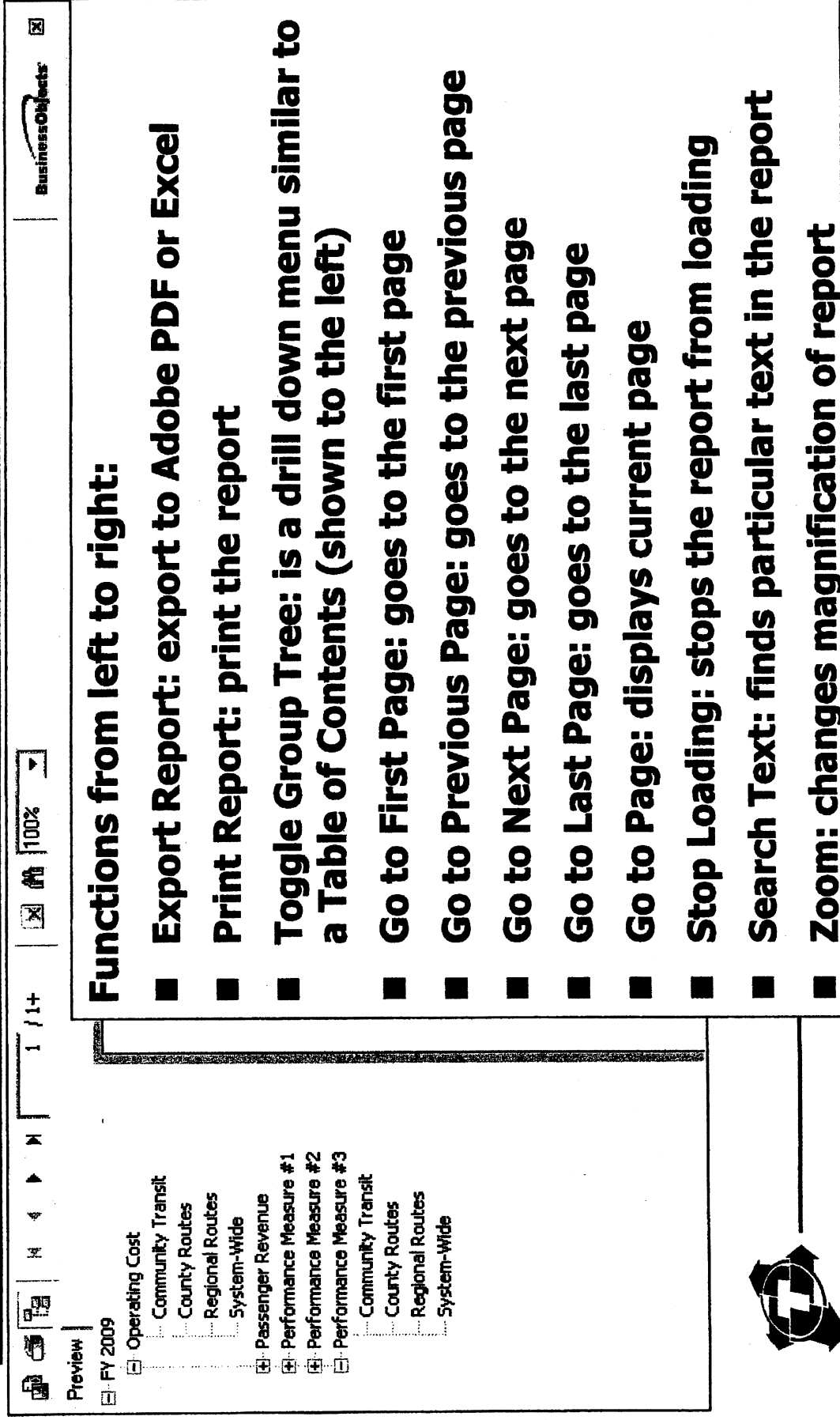
Reports in the Plan Module and those that summarize data by Month & Day Type require that the Month Close and Year-To-Date Actions be completed for data to appear in reports.

TransTrack systems

Report Views

REPORT FUNCTION TOOLBAR

Preview

- FY 2009
  - Operating Cost
    - Community Transit
    - County Routes
    - Regional Routes
    - System-Wide
    - Passenger Revenue
    - Performance Measure #1
    - Performance Measure #2
    - Performance Measure #3
      - Community Transit
      - County Routes
      - Regional Routes
      - System-Wide

Functions from left to right:

- **Export Report:** export to Adobe PDF or Excel
- **Print Report:** print the report
- **Toggle Group Tree:** is a drill down menu similar to a Table of Contents (shown to the left)
- **Go to First Page:** goes to the first page
- **Go to Previous Page:** goes to the previous page
- **Go to Next Page:** goes to the next page
- **Go to Last Page:** goes to the last page
- **Go to Page:** displays current page
- **Stop Loading:** stops the report from loading
- **Search Text:** finds particular text in the report
- **Zoom:** changes magnification of report

BusinessObjects

TransTrack systems

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Technical Support

REPORT ERRORS, QUESTIONS & COMMENTS

■ **Access Comment Form from link on bottom right corner**

| Organization | Routes | Farebox | Operations | Safety | Fleet | Finance | Plan | Personnel | Feedback | Support | Utilities |

Edit   Show Filters   Export   Report

Bulletin

View: Bulletin Board

| Date | Created By |
| 06/23/2008 | Welcome to Basic Training. Kerensa Schill (TransTrack Systems) |

Copyright © 2002 - 2003 TransTrack Systems®, Inc. All Rights Reserved   Report Errors, Questions & Comments

■ **Input Information in Required Fields and Click Send**

Please let us know of any questions or comments, as well as any problems you may have encountered during your TransTrack Manager® experience. We strive to respond to all inquiries within 2 business days, depending on severity.

* Name: TransTrack Systems Help Line

Phone: 562-916-3339

Company: Antelope Valley Transit Authority

* Email: techsupport@transtrack.net

Severity: Normal

* Message:

* Required Fields

[Send] [Clear]

TransTrack systems

Technical Support

SUPPORT MODULE

- **Technical Support is Available Monday – Friday from 8:30 am to 5:00 pm Pacific Time**

- **Support Module -- Customer Support Contacts**
  - Email: Techsupport@transtrack.net
  - Telephone: 623-444-2782

Edit	Show Filters	Export	Report		View	Customer Support Contacts

Customer Service Representative	Client Support Role	Phone #	Records 1 - 6 of 6 Email Address
Barbara Meyer	New Client Services	602-677-4807	bmeyer@transtrack.net
Brent Shaffer	Systems Architect	562-366-8692	bshaffer@transtrack.net
Francisco Diaz	Client Programming Support	520-638-8119	fdiaz@transtrack.net
Kenny Doerksen	Project Manager	623-692-9131	kdoerksen@transtrack.net
Mary Sue O'Melia	General Manager	562-987-4755	msomelia@transtrack.net
Tech Support	Customer Support	623-444-2782	techsupport@transtrack.net

Records 1 - 6 of 6

- **System Administrators for Your Agency -- Assign User Security:**
  - Email:
  - Telephone Number:

TransTrack systems

Technical Support
SUPPORT MODULE (continued)

- **Other Support Module Views:**

  - Documentation: User Manuals on all Modules

  - Training Materials: Materials distributed during training, including Phase 1 List of Processes & Checklist for Data Input and Reporting

- **Click on Show Documentation link to open materials; a PDF will open in a new tab or window**

Edit	Show Filters	Export	Report		
Description				**Training Materials**	
Basic Training January 2010				Show Documentation	
Dashboard Training 2008				Show Documentation	
Foothill Basic Training Dec 2009				Show Documentation	
Foothill Customer Service Management Training Nov 2009				Show Documentation	
Foothill Customer Service Training Nov 2009				Show Documentation	
Foothill Operations & Safety Training -- Jan 2010				Show Documentation	
NTD Safety & Security Module Updates January 2010				Show Documentation	
Plan Module (NTD & Management Reporting)				Show Documentation	
System Admin #1 Utilities Module Training January 2010				Show Documentation	
System Admin #1 Utilities Nov 2009				Show Documentation	

View Training Materials

Find | 27.6%

TRANSTRACK MANAGER.

Basic Training

TransTrack systems

January 2010

TransTrack systems

APPENDIX C: END USER LICENSE AGREEMENT

This Appendix contains a sample End User License Agreement for the ***Transit Performance Manager™*** application. Exhibits B, C, E, and F include information specific to the City of Commerce application. These exhibits are draft in nature and would be refined as part of contract negotiation and the results of Phase 1 Business Assessment & Requirements Gathering.

END-USER SOFTWARE LICENSE, TRAINING AND IMPLEMENTATION SUPPORT AGREEMENT

PARTIES: **TransTrack Systems®, Inc.**
                              265 Belmont Avenue
                              Long Beach, California 90803
                              ("Licensor")

                              City of Commerce
                              2535 Commerce Way
                              Commerce, California 90040
                              ("Licensee")

DATE: _____, 2012

PLACE: Commerce, California

RECITALS

A.   Licensor is in the business of developing and licensing the web-based Transit Performance Manager™ application, available on-line to transit agencies for use in conducting interactive business activity monitoring, management performance reporting, and business processes; and

B.   Licensee desires to implement a Data Management System; and

C.   Licensee desires to obtain a license for the Transit Performance Manager™ software application available online and services and training support for the software, as well as development of custom imports and reports.

NOW THEREFORE, the parties hereto agree as follows:

ARTICLE I. GRANT OF LICENSE

1.   <u>Grant of License.</u> Subject to all the terms and conditions of this Agreement ("License"), and in consideration of the covenants and representations set forth herein, Licensor hereby grants to Licensee a personal, non-exclusive, non-transferable right and license to the Transit Performance Manager™ application, with no right to sublicense. The Transit Performance Manager™

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application is described in detail in Exhibit A, attached hereto and incorporated by reference ("Software"). The License is granted solely under the conditions contained herein, and Licensee accepts such grant. The term of the License is set forth in Article IV, Section 6 below. This License and the use of the Software may not be assigned by Licensee. The License, the Software, and user Documentation and training materials may not be disclosed, sublicensed, published, released or transferred to another party by Licensee without the prior written consent of Licensor, or except as provided in this License, or by reason of law required of Licensee by state regulations.

2. <u>Ownership Rights.</u> The Software and the documentation related thereto ("Documentation") are proprietary to Licensor and title thereto remains in Licensor. All applicable rights to patents, copyrights, trademarks and trade secrets in the Software are and shall remain in Licensor.

3. <u>Domain.</u> Licensee agrees to access the Software through the Internet at the web address: www.transtrack.net. Access to this domain ("Domain") will be through a special pass code given to Licensee, which is personal to it and is granted through this License Agreement.

4. <u>Restrictions.</u> The Software may not be rented, loaned, leased, sublicensed, sold or distributed by Licensee to any person, entity, corporation, municipality or agency thereof, except for the Transit Operators. Licensee may not alter proprietary notices, labels, or markings on the Software whether on the Domain or elsewhere. Licensee may not modify, translate, reverse engineer, disassemble, or decompile the Software. Access to the Domain may not be assigned or utilized by any other entity or persons other than Licensee and the Transit Operators. Shared access to the Software will be provided with separate pass codes given by Licensor to the Licensee. All data ("Data") input into the Software by Licensee shall be owned by the Licensee.

5. <u>Documentation.</u> Licensor shall supply complete Documentation necessary for Licensee to use the Software effectively. Documentation includes, but is not limited to, user manuals, and file descriptions. Licensee shall have the right, as part of the License granted herein, to make as many additional copies of the Documentation for its own use as it may reasonably determine it needs.

ARTICLE II. TRAINING, IMPLEMENTATION AND SUPPORT SERVICES

1. <u>Set-Up and Training Services</u>. In connection with the grant of the License, Licensor shall provide Licensee with certain initial user training, implementation and initial set-up services so that the Software will conform to the organizational needs and business logic requirements of the Licensee. Such services are set forth in the Implementation Set-Up and Training Services described in Exhibit "B", and attached hereto and incorporated by reference.

   With respect to the Set-Up and Training Services, the Customization and Programming Services, and the Support Services which are set forth in this Article II Sections 1, 2, and 3, Licensor warrants that all such Services, which are more fully described in Exhibits B, C, and D of this License, shall be performed in a skillful and competent manner which meets or exceeds the industry standards for experienced consultants providing similar services as provided hereunder.   Licensor represents that its employees have all qualifications and approvals of whatever nature that are required to perform such Services.

2. <u>Customization and Programming Services.</u> Under this License, there may be some customization of Licensor's proprietary Software ("Customized Software"). The fees for the Customized Software are already included in the prices set forth in the Exhibits to this License. Should Licensee ask for additional custom features beyond the scope of what has been agreed upon by the Parties for functionality or "look and feel", Licensee shall make requests for such customization and Licensor will determine if it is able to perform such additional services and the fees that will be associated with those as well. Aside from any intellectual property belonging to Licensee which is subsequently utilized in any customization, Licensor shall retain all right, title and interest in any elements of its existing Software that are incorporated into any customized product, including but not limited to, rights to patents, copyrights, trademarks, trade secrets, transferable technical data, know-how, source code, processes, future improvements, plans, drawings, specifications, and methods of manufacture incorporated in and to any Customized Software and programming services outlined in Exhibit "C", and attached hereto and incorporated by reference. Subject to the rights of termination by Licensor, as specified in this License, any Customized Software shall be available to Licensee for Licensee's use during the one (1)

year initial term, the one (1) year renewal term provided for below and any potential renewal terms of the License, provided that Licensee and Licensor can agree on the scope of the Services to be provided and the then current rate for the annual maintenance fee for use of the Software.

3. <u>Support Services.</u> Licensor shall provide Internet Service Provider (ISP) and on-going technical assistance, training and back-up support services to the Licensee as described in Exhibit "D", and attached hereto and incorporated by reference.

4. <u>Reports.</u> Licensor shall provide Licensee with the reports containing the information and at the times and otherwise in accordance with the list provided in Exhibit "E", attached hereto and incorporated by reference. Licensor will prepare and deliver to Licensee such other reports in such formats and at such times as are reasonably requested by Licensee, provided that Licensee agrees to pay the related reasonable incremental costs incurred by Licensor for preparing such other reports, which costs shall be estimated by Licensor at Licensee's request. Licensee will review all reports delivered to it for accuracy within 14 days of delivery, as specified in Exhibit E, and will notify Licensor of any material errors, defined as errors, omissions or discrepancies discovered in any report referenced in Exhibit E. In the event of any material error, in a custom report requested by Licensee, Licensor will use commercially reasonable efforts to correct the material error. In the event Licensor is unable to do so, after a reasonable period of time and in its sole discretion, it will return any fees already paid by Licensee for the customization and will not require payment for any fees related to correction of the error if already presented to Licensee in the form of an invoice. Notwithstanding anything contained herein with respect to damages, remedies and liability, THE RETURN OF FEES OR THE FORBEARANCE TO COLLECT ANY FEES RELATED TO ERROR CORRECTION IN CUSTOM REPORTS WILL BE THE SOLE AND EXCLUSIVE REMEDY OF LICENSEE FOR THE INABILITY OF LICENSOR TO CORRECT ERRORS.

ARTICLE III. FEES AND LICENSEE RESPONSIBILITIES

1. <u>Payment of Fees and Costs</u>. Licensee agrees to pay Licensor licensing and service fees as described in Exhibit "F", attached hereto and incorporated by reference, for the License described in Article I, and training, set-up services, customized programming services, ISP and on-going support services

described in Article II of this License. All amounts due by Licensee shall be paid in accordance with the deliverable schedule referenced in Exhibit "F." Upon receipt of an invoice from Licensor, Licensee shall, within thirty (30) days, review the invoice and pay all approved charges thereon which have been provided to Licensor and accepted for use on a time and materials basis.

2. <u>Default by Licensee in Payment of Fees</u>. Should Licensee either fail to make the payments set forth in Exhibit "F" within 30 days from the date of invoice to Licensee or dispute any charges on such statement, the Licensor shall send a written notice of delinquency in the manner set forth in Article IV, Section 8(J). If payment for undisputed charges has not been received after ten (10) days from the date of the written notice to Licensee specifying the delinquency, the Licensor shall have the right to terminate this License and all rights granted herein and seek damages and injunctive relief for the breach thereof.

3. <u>Responsibilities of the Licensee.</u>   Licensee agrees to name a Project Manager/System Administrator with responsibility for taking reasonable action to ensure a timely implementation set-up and training by Licensor of Licensee staff. Licensee is responsible for assigning security access to the Software and data of the Licensee. Licensee understands that satisfactory performance of the Software requires, at a minimum: A 17-inch monitor, Microsoft Internet Explorer 6.1 or higher, 128MB RAM, and Pentium 120MHz processing speed. Licensee is responsible for providing the hardware and appropriate software and operating systems specified herein.

ARTICLE IV. MISCELLANEOUS

1. <u>Confidentiality</u>.

   A. <u>Definition of Confidential Information</u>. The parties acknowledge that in connection with their respective rights and responsibilities under this License, each will have access to the others' confidential and proprietary information ("Confidential Information"). Licensor's Confidential Information is the Software and all copies and partial copies thereof, including its proprietary function, logic and structure. Licensee's Confidential Information includes the Data, as defined in Article I, Section 4 of this License Agreement and any information of a

competitive, sensitive or proprietary nature, such as, but not limited to, any non-public information relating to Licensee's internal procedures, customers, personnel, incidents, financial information and other results. For purposes hereof, the parties express, acknowledge and agree that, except as otherwise provided in subsection 1(D) of this Article IV, Licensee's Confidential Information includes any and all methodologies, business logic and/or technology utilized by Licensee in its business. This obligation of confidentiality applies to any Confidential Information that is proprietary to each Party as well as to information of third parties that either Party has an obligation to keep confidential, and will survive termination of this License. The Parties agree that upon termination of this License, Licensor shall return to Licensee all copies of Licensee Confidential Information in Licensor's possession.

B. <u>Limitations on Disclosure and Use</u>. Except as specifically provided for in this License or as required by law, each Party agrees not to use the other Party's Confidential Information for itself or for any other party, or divulge or disclose the Confidential Information to any other party other than to authorized employees or consultants with a need to know, each of whom is made aware of and agrees to abide by these obligations. All restrictions of confidentiality contained in this Article IV shall be in full force and effect as to those entities. Each Party agrees to implement reasonable procedures to prevent unauthorized disclosure and to treat the other Parties' Confidential Information with at least the same degree of care as it treats its own Confidential Information.

C. <u>Compelled Disclosure</u>. In the event that either Party becomes legally compelled to disclose the other Party's Confidential Information, the compelled Party shall provide the other Party with at least five (5) business days written notice (or, if such notice period is impracticable, prompt notice) so that the other Party may seek a protective order or other appropriate remedy.

D. <u>Exclusions from Confidential Information</u>. For purposes of this subsection, Confidential Information shall not be deemed to include any information that (i) is or subsequently becomes publicly available other than through either Party's breach of any duty owed the other

Party; (ii) was lawfully known to the receiving Party prior to disclosure in connection with this License; or (iii) became known to the receiving Party from a third party other than by breach of a duty of confidentiality; or (iv) information that is required to be disclosed pursuant to the California Public Records Act.

2. <u>Intellectual Property Warranty and Indemnification.</u> Licensor represents and warrants that Licensor is the owner of the Software and has the right to grant the License granted herein.   Licensor will defend and indemnify Licensee against a claim that the Software infringes a United States patent or copyright or any other proprietary right of a third party provided that: (i) Licensee promptly notifies Licensor in writing upon receipt of the claim or complaint, and does not prejudice the rights of Licensor within the context of any such action or claim; and (ii) Licensee provides Licensor, at Licensor's expense, with assistance, information and authority necessary for Licensor to perform its obligation under this Section 2.   If the Software becomes, or in Licensor's reasonable judgment is likely to become the subject of a claim based upon an alleged infringement of an intellectual property right of a third party, Licensor will notify Licensee and at Licensor's sole option, i) procure for Licensee the right to continue to use the Software; or (ii) replace or modify the Software so that it is non-infringing; or (iii) require that Licensee, upon advance written notice, cease, with respect to all periods commencing on and after the date of such notice, use of the Software under this License for an indefinite period or, at Licensor's sole discretion, for a period pending satisfaction by Licensor of clause (i) or (ii) immediately above in this Section 2 of Article IV. In the case of this clause (iii) Licensor shall credit the Licensee for fees paid with respect to the Software, calculated on a straight-line depreciation schedule based on the term of this License commencing from the date of Licensee's payment of the License Fees hereunder and, should Licensee be required to cease use of any Customized Software, Licensor shall reimburse Licensee for all customization fees paid by Licensor to Licensee, based on the same depreciation schedule. In addition to the return of the amortized fees already paid to Licensor, Licensor and Licensee shall have the right to terminate the License in its entirety without any obligations thereafter.   These remedies, including termination of the License, as well as the indemnification obligations contained herein, shall be the sole and exclusive remedies of Licensee for Licensor's breach of its warranty of non-infringement.

3. <u>Equitable Remedies</u>. Each of the parties acknowledges and agrees that its failure to comply with the terms of Section 2, 3 and 4 of Article I and Section 1 of Article IV will result in immediate and irreparable damage to the other party. Each of the parties acknowledges and agrees that there is no adequate remedy at law available to the other party for such failure and in the event thereof, the non-breaching party shall be entitled to seek equitable relief in the way of a temporary restraining order, an injunction and such other relief as a court with competent jurisdiction may deem proper, without the necessity of posting a bond or similar security.

4. <u>WARRANTY DISCLAIMER</u>. EXCEPT FOR THE WARRANTY AGAINST NON-INFRINGEMENT CONTAINED IN SECTION 2 ABOVE, AND THE LIMITED WARRANTY WITH RESPECT TO THE SERVICES TO BE PERFORMED IN ACCORDANCE WITH ARTICLE II, SECTION 1 ABOVE, LICENSOR DOES NOT MAKE ANY WARRANTY, EXPRESS OR IMPLIED, WITH RESPECT TO THE SOFTWARE, ANY THIRD PARTY SOFTWARE, ANY HARDWARE OR EQUIPMENT, THE SERVICES RENDERED BY ITS PERSONNEL, OR THE RESULTS OBTAINED FROM THE WORK OF ITS PERSONNEL, INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR ANY WARRANTY AGAINST INFRINGEMENT THAT MAY BE PROVIDED IN SECTION 2-312 OF THE UNIFORM COMMERCIAL CODE OR ANY COMPARABLE STATE STATUTE. LICENSEE FURTHER UNDERSTANDS AND AGREES THAT IT IS GRANTED THIS LICENSE ON AN "AS IS" "WHERE IS" BASIS.

5. <u>LIMITATION OF LIABILITY</u>. SUBJECT TO THE INSURANCE OBLIGATIONS OF LICENSOR AND/OR THE OBLIGATIONS TO PAY FOR LEGAL COSTS AND EXPENSES AS SET FORTH BELOW IN THIS ARTICLE IV, IN NO EVENT SHALL LICENSOR BE LIABLE FOR CONSEQUENTIAL, INCIDENTAL, SPECIAL, OR INDIRECT DAMAGES FOR ANY CAUSE WHATSOEVER, INCLUDING BUT NOT LIMITED TO THE BREACH OF THE WARRANTY OF INFRINGEMENT, INCLUDING ANY DAMAGES WHICH MAY BE CONTAINED IN SECTION 2-312 OF THE UCC OR COMPARABLE STATE STATUTE; PERFORMANCE OF ANY SERVICES, LOSS OF BUSINESS PROFITS, BUSINESS INTERRUPTION, LOSS OF DATA OR RECORDS, OR LOSS OF BUSINESS INFORMATION, OR FOR ACTS OF NEGLIGENCE THAT ARE NOT INTENTIONAL OR RECKLESS IN NATURE, REGARDLESS OF WHETHER IT HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. THIS LIMITATION OF LIABILITY SHALL NOT APPLY FOR ACTUAL DAMAGES RESULTING FROM BODILY INJURY OR

PROPERTY DAMAGE, OR ANY LIABILITY WHICH IS COVERED THROUGH THE INSURANCE PROVISIONS FOUND IN PARAGRAPH 7(B) OF ARTICLE IV OR LEGAL COSTS AND EXPENSES FOUND IN PARAGRAPH 8 (E) OF ARTICLE IV.

6. <u>Term and Termination</u>. This term of this License shall commence on the date of complete execution by both parties hereto and continue for a period of one (1) year. The License may be renewed at the request of Licensee for the period of an additional one (1) year in exchange for the payment for an extension of the annual service and maintenance fees set forth in the Exhibits hereto. Upon prior written notice, either party may terminate this License if the other party becomes insolvent, ceases doing business in its regular course, files a petition in bankruptcy or is subject to the filing of an involuntary petition for bankruptcy which is not rescinded within a period of ninety (90) days, or fails to cure a material breach of any term or condition of this License within thirty (30) days of receipt of written notice specifying such breach and demand for cure. Notwithstanding the foregoing however, failure by Licensee to timely pay undisputed, or disputed fees under this License, shall be subject to a shorter termination periods as specified in Article III Sections 1 and 2 above.

7. <u>Insurance and Escrow Agent</u>

   A. <u>Escrow</u>. After execution of this License, and subject to payment of the appropriate fees by Licensee (set forth in Exhibit D), Licensor will deposit and maintain with an escrow agent, the source code for the Software and related documentation ("Escrowed Materials"), pursuant to an agreement for escrow services with Iron Mountain ("Escrow Agent"). Licensee shall be named a beneficiary under the agreement with the Escrow Agent. It shall be the responsibility of Licensee to procure third-party software in order to use the Escrowed Materials. The events which would allow Licensee to receive the Escrowed Materials from the Escrow Agent shall be: (i) the bankruptcy or dissolution of Licensor; (ii) a court order requiring the Escrow Agent to release the Escrowed Materials; or (iii) a request of Licensor. In the event of a release of the Escrowed Materials to Licensee, it shall be granted a royalty free license to access, use, digitally perform and execute the Escrowed Materials in furtherance of the purpose of this License.

B. <u>Insurance.</u> Licensor will obtain and maintain during the Term: (i) Commercial General Liability Insurance, including products, completed operations liability and personal injury, advertising liability and contractual liability with a minimum combined single limit of $1,000,000 per occurrence; (ii) Commercial Automobile Liability Insurance with a minimum combined single limit of $1,000,000 per occurrence for bodily injury and property damage; and (iii) Errors and Omissions Insurance with a limit of liability not less than $1,000,000. Licensor will also provide a program of Workers' Compensation insurance or a State-approved Self-Insurance Program in an amount and form to meet all applicable requirements of the Labor Code of the State of California, including Employer's Liability, covering all persons providing services on behalf of the Licensor and all risks to such persons under this License. The foregoing insurance policies shall be endorsed to state that: Licensee, its directors, officials, officers, employees and agents shall be covered as additional insureds with respect to the Services and Software provided pursuant to this License by Licensor on behalf of Licensee. The right of Licensee and its affiliated parties specified above to be named as additional insured parties under Licensor's stated coverage shall be in addition to the warranty for breach of intellectual property rights granted by Licensor to Licensee hereunder. Licensee shall be treated in the same manner as Licensor would be under similar circumstances. Any insurance coverage does not constitute a warranty by Licensor and the obligations of Licensor for any claim, except as otherwise provided herein, shall not exceed the policy limits. Any insurance or self insurance maintained by Licensee, its directors, officials, officers, employees and agents shall be excess of the Licensor's insurance and shall not be called upon to contribute with it in any way.

8. <u>General.</u>

A. <u>Relationship of the Parties</u>. In performing their respective obligations hereunder, each of the parties shall operate as and have the status of an independent contractor and shall not act as or be an agent, partner, or employee of the other party. Neither party shall have any right or authority to assume or create obligations of any kind or to make any representations or warranties on behalf of the other party,

whether express or implied, or to bind the other party in respect whatsoever.

B. <u>Force Majeure</u>.   Neither party shall be deemed in default of this License to the extent that performance of the party's respective obligations or attempts to cure any breach are delayed or prevented by reason of any act of God, fire, natural disaster, act of government, or any other cause beyond the reasonable control of such party, provided that such party gives the other party written notice of the condition within ten (10) business days of discovery thereof. If proper notice is given, the time for performance or cure shall be extended for a period equal to the duration of the force majeure event or circumstance described in the notice.

C. <u>Assignment and Binding Effect</u>. Licensee may not assign, bargain, sell, transfer, sublicense, convey, hypothecate or pledge the rights and licenses granted to it herein without the prior written consent of Licensor. Licensor may, with notice to Licensee, assign this License either in its entirety or in partial form to a successor in interest by way of merger, acquisition, spin-off, consolidation, or to an entity with which it enters into an outsourcing agreement with respect to the maintenance and support obligations for the Software. This License shall be binding upon and inure to the benefit of any permitted successors or assigns.

D. <u>Sole License</u>. This License, including the recitals, and the attached exhibits, or any other attachment or License incorporated herein by reference, sets forth the entire License and understanding of the parties relating to its subject matter, and supersedes and merges all prior and contemporaneous agreements, negotiations and understandings between the parties, whether oral or written. Neither Licensee nor Licensor shall be bound by any oral agreement or representation irrespective of by whom or when made. No change or modification to this License will be binding unless it is in writing and signed by an authorized representative of Licensor and Licensee.

E. <u>Legal Costs and Expenses.</u> If any action or proceeding, including non-binding mediation, is brought to enforce any of the terms of this License, the prevailing party shall be entitled to recover all of its

reasonable costs and expenses incurred in such proceeding, including but not limited to, reasonable attorney's fees.

F. <u>Severability.</u> In the event that any provision of this License is determined by a court of competent jurisdiction to be illegal, invalid, or otherwise unenforceable under the applicable laws and/or regulations, either such provision shall be deemed amended to conform to such laws and /or regulations without materially altering the intention of the parties or shall be deleted and the parties agree to negotiate in good faith to replace such provision, while the remainder of this License shall continue in full force and effect unless after the provisions deemed illegal, invalid or unenforceable are removed and the remainder of the License's terms make it commercially impracticable to continue in the opinion of either Party. In such event, the License will terminate without any liability on the part of either Licensee or Licensor.

G. <u>Waiver.</u> Any waiver of any right or default hereunder shall be effective only in the instance given and shall not operate as or imply a waiver of any similar right or default on any other occasion. Either party may elect to continue performance notwithstanding such breach by the other party but such performance shall not constitute a waiver of such breach nor otherwise limit the non-breaching party's remedies. No waiver of any provision of this License shall be effective unless in writing and signed by the party against whom it is sought to be enforced.

H. <u>Authority.</u> Licensor and Licensee warrant and represent that they are free to enter into and fully perform this License, that all required authorizations have been procured prior to execution of this License, and the parties designated as signatories of Licensor and Licensee each have the requisite authority to do so.

I. <u>Alternative Dispute Resolution.</u> Prior to commencement of any civil legal proceedings, specifically excluding injunctive relief provided to a party hereunder, to enforce the obligations of the parties hereunder, any party or the party entitled, under the terms of this License, must submit the controversy or claim for mediation to an independent mediator selected by the Judicial Arbitration and Mediation Services,

Inc. ("JAMS"). All proceedings shall be administered by JAMS in accordance with their then current rules. If there is any inconsistency between the terms of this License and any such JAMS rule, the terms and procedures set forth herein shall control. Venue of the mediation shall be Riverside County, California. All statutes of limitation applicable to any claim or dispute hereunder shall apply to any mediation proceeding. All discovery activities shall be expressly limited to matters directly relevant to the dispute or claim being mediated. No provision hereof shall limit the right of any party to obtain provisional or ancillary remedies, including without limitation, injunctive relief, attachment or the appointment of a receiver, from a court of competent jurisdiction before, after or during the pendency of any mediation. Mediators must be active members of the California State Bar or retired judges of the state or federal judiciary of California, with expertise in the substantive laws applicable to the subject matter brought before the mediator. To the maximum extent practicable, JAMS, the mediator and the parties shall take all action required to conclude any mediation proceeding within 180 days of the filing of the dispute with JAMS. Should the parties be unable to resolve the dispute or claim within this stated procedure, civil action or otherwise may be commenced under the laws of the State of California. This alternative dispute resolution provision shall survive termination, amendment or expiration of this License.

J. Governing Law. This License shall be governed in accordance with the laws of the State of California. Venue shall be in Riverside County.

K. Notices. Any notice required or permitted by this License shall be in writing and shall be properly addressed to the other party at the following address or to such other address as may be provided in writing by either party from time to time, shall be sent by any recognized commercial overnight courier or United States registered or certified mail, postage prepaid, return receipt requested, and shall be concurrently sent by facsimile:

To Licensor: TransTrack Systems®, Inc.
                       265 Belmont Avenue
                       Long Beach, CA 90803
                       Attention: Mary Sue O'Melia
                       Facsimile: (562) 987-4756

with a copy to:

To Licensee: City of Commerce
                        2535 Commerce Way
                       Commerce, CA 90040
                       Attention: Martin Gombert, Project Manager
                       Facsimile: (323) 724-2776

L. Survival. Sections 1 through 5 as well as Sections 7 and 8 of this Article IV shall survive the termination of this License.

IN WITNESS WHEREOF the parties hereto have executed this End-User Software License, Training and Implementation Support License as of the date and at the place first above written.

LICENSOR: **LICENSEE:**
TRANSTRACK SYSTEMS®, INC.   **City of Commerce**

By: _____   By: _____

Mary Sue O'Melia, President   Title:_____

Date:_____   Date:_____

Exhibit A:
Description of the Software Application Available Online

Transit Performance Manager™ is the name of the Software application, available online, that is the subject of this License Agreement. Internet use of the Transit Performance Manager™ application ("Software") requires Licensee to have a web browser Microsoft Internet Explorer 6.1 or higher, 128MB RAM, and Pentium 120MHz processing speed. Transit Performance Manager™ is fully compatible with Microsoft Internet Explorer and may not be fully compatible with other browser software. Viewing online information and data entry is greatly improved with a monitor of at least 17 inches. Modules available with this Software License include:

- Organization
- Routes
- Farebox
- Operations
- Safety
- Fleet
- Finance
- Plan
- Personnel
- Feedback
- Support
- Utilities (e.g., User Security)

Functions available to Software users include:

- Edit (Add, Delete, Save, Cancel, Close)
- Show Filters
- Export
- Report

Exhibit B: Set-Up and Training Services

Phase 1 – Business Assessment. A total of 84 hours have been budgeted to review data collection and reporting processes, and MS Excel spreadsheets to confirm our understanding of reporting requirements and data sources. As part of this review we will prepare a presentation comparing current processes and data sources to a proposed strategy for implementation which defines Dashboards and

management reports for key performance indicators, data warehouse needs, import specifications, and user training groups.

Phase 2 – Implementation & Training. A successful implementation requires that Licensee make available to Licensor relevant information no later than 30 days prior to implementation. Much of the information necessary to configure the system will be collected during the Phase 1 Business Assessment. Activities associated with Phase 2 follow.

Set-Up Activities

A total of 40 hours will be spent in set-up activities. Views that will be configured by Licensor on behalf of Licensee for start-up include the following:

- **Organization Module** -- All Views necessary for start-up.

- **Routes Module** – Route Profiles in effect at the time of implementation.

- **Farebox Module** -- All Look-Up views.

- **Operations Module** -- All Look-Up views necessary to support management reporting.

- **Safety Module** -- All Look-Up views necessary for start-up.

- **Fleet Module** – All Look-Up views necessary for start-up, including the fleet inventory and mileage by vehicle as of June 30, 2010 and 2011.

- **Finance Module** -- All Look-Up and Revenue and Expense Crosswalk views will be configured, including the Expense and Revenue Allocation Method views.

- **Personnel Module** -- All Look-Up Views necessary for start-up, including a list of Personnel.

- **Feedback Module** -- All Look-Up Views necessary for start-up.

- **Utilities Module** – Licensor will assign a System Administrator password to the Licensee, as well as initial passwords and security access to Licensee management and staff, as determined in Phase 1. Licensee is responsible for user security after the initial set-up.

An additional 60 hours have been budgeted for input/import of FY 2011 and FY 2012 historical data necessary for KPI reporting.

Training

Licensor will provide 64 hours of training, based on a schedule agreed upon at the project start. The types of training to be provided include the following.

- **Basic Training** – Small group training sessions will be conducted to allow multiple users to learn how to log-on, produce reports, filter data, export data, and enter data into appropriate views.

- **System Administrator Training** – Individualized training on system security and import functions.

- **User Group Training** – User groups, defined in Phase 1, will be trained in new processes, data input or import, validation and reporting. Training will be customized to Licensees user groups.

- **Follow-Up Training** – Follow-up training will be provided approximately six to twelve weeks following implementation.

All training will be conducted at the Licensee's facility in accordance with the following schedule and budget.

Training Category	Class Size	# Classes	Duration (Hours)	Training Hours	Days On-Site
System Administration Training	4-8	2	8	16	2
Basic/User Group Training – Contractor Staff	4-8	8	3	24	3
Follow-Up Training – City of Commerce & Contractor Staff	4-8	4	2	8	1
Total	--	**14**	--	**48**	**6**

Training Materials & Documentation

Licensor will use up to 32 hours customizing training material. This includes provision of hard copy handouts for all training sessions, based on advance sign-up sheets. Training materials are available on-line in the Support Module – Training

Materials view. Other documentation is also available in the Support Module – Documentation view.

Exhibit C: Modular Add-ons & Customized Programming Services

Licensee shall have access to Modular Add-ons specified below. Fees associated with Modular Add-Ons are shown in Exhibit "F". Licensor will create the following new Views, Imports, and Actions (i.e., stored procedures) to meet the ongoing business requirements of Licensee, as defined in the Customized Programming. A total of 240 hours have been included in Exhibit "F" for Modifications and Custom Programming Services.

Modular Add-ons

- Daily Passenger Sheets

- Daily Operations Dispatch Log & Safety Statistics

- Daily Trip Sheets

- Vehicle Inventory & Roadcall Sheet

- Agency Employees

- GL Crosswalk & Cost Allocation

- Daily Customer Feedback

- Passenger Mile Calculations (Scheduled & Unscheduled Service)

Customized Programming

Additional Software Engineering services are available on a time and materials basis at the rate specified in Exhibit "F". The Licensee agrees to validate reports, imports and other customer applications and any subsequent revisions within 14 days of the report or revision being made available. Licensee is responsible for all validation, unless otherwise specified.

Licensee may request custom modifications to the Software to allow for customized reports. Licensor has agreed to review the request for the custom modifications ("Modifications") and if the parties come to agreement to create the Modifications all terms and conditions of the License shall remain in full force and effect in addition to

those listed in this Exhibit C. Should there be any conflict between the main body of the License and this Exhibit C, solely regarding the terms and conditions of the Services to create and maintain the Modifications, the language in this Exhibit C shall prevail.

Modifications

- Budget of 40 hours for import of financial data from LOGOS System. Direct query or csv file, depending on data availability from Licensee.

Exhibit D: Support Services

Licensor will be the Internet Service Provider of the Software application, available to Licensee through the Internet at the web address: www.transtrack.net. Access to this domain will be through a special user name and password established for Licensee.

Licensed Software Uptime

Uptime means that all functionality of the Licensed Software specified herein are operational. The Software application shall be available 24 hours/day, 7 days/week, and 365 days/year. The Licensed Software as specified herein shall be available 98% of this time, excluding scheduled maintenance and factors associated with Licensee's Internet connection, as measured on a rolling 30-day period.

Procedures for Licensee users in the event that access is denied will be covered in training. This includes trouble-shooting to determine whether the problem is the Licensee's Internet connection or the server of the Licensor or the Software application itself. Licensor technical support staff, upon notification by Licensee staff, shall address problems with the server of the Licensor or Software application immediately. A paging system to alert Licensor technical support staff is in place.

Operations Support Response Time

Licensor will provide support and respond to inquiries during normal business hours (8:30 a.m. to 5:00 p.m. Pacific Time Monday – Friday). Licensor operations support will be prepared to research data and information of the Licensee and make this information available to Licensee as reasonably requested. Questions and requests for technical support may be made to Licensor, by Licensee staff, using the telephone and/or with our online help desk. Urgent and after-hour needs may be made known to Licensor using the paging system and answering service. Expanded

technical assistance hours may be arranged in advance for special projects and/or periods of intense data input and analysis.   Methods of obtaining help will be covered in training.

Technical problems will be investigated and fixed with due diligence. Activities and processes for which the Software application is designed are generally not time-critical. Those determined to be critical will be supported with a paper backup in the event of a system failure that cannot be repaired within 30 minutes.

Data Back-Up and Retention

Licensor will back-up all data on a nightly basis and keep a copy of the data for a 30-day period. Historical data will be retained in summary format for up to five (5) years.

Security Standards

Personnel (System Administrator) of the Licensee will be responsible for determining and maintaining security to access data of the Licensee on the Domain.

Licensor agrees that the security provided on the server will not allow unauthorized traffic to access Licensee data.

Exhibit E: Reports

"Working Reports" are those available as an option in the majority of Views in all Modules. Working reports primarily provide data in tabular format and may be exported in comma-delimited format.   Reports may also be exported.   Microsoft software products may be used by the Licensee to configure data in report exports.

"Custom Reports" are those that use information from more than one view and/or are designed to the specifications of the Licensee. Funds have been included in Exhibit F for Customized Reports, to be determined during Phase 1 and implemented at the discretion of the Licensee.   Custom reports described below, pending completion of Phase 1 assessment:

- Council Report - Monthly Monitoring Report

- Four additional custom reports to be specified at a later date.

Software Engineering services required for development of Custom Reports are available on a time and materials basis at the rate specified in Exhibit "F", which

includes a budget of 200 hours for Custom Reports, pending completion of Phase 1. The Licensee agrees to validate reports and any subsequent revisions within 14 days of the report or revision being made available. Licensee is responsible for all validation, unless otherwise specified in the Custom Report price.

Exhibit F: Fee Schedule

Exhibit F is included under separate cover with the Fee Proposal, as required by the Request For Proposals.