SUMMARY STATEMENT

ITEM NO.                  SUBJECT: Contract for Development and Hosting of e-Commerce website for the PATCO Automated Fare Collection System

COMMITTEE:     Operations & Maintenance

COMMITTEE MEETING DATE:   April 15, 2009

PATCO BOARD ACTION DATE:    May 20, 2009

PROPOSAL: That the Board authorizes staff to negotiate an Agreement with Acadaca, LLC to design, build and implement an e-Commerce web solution which will be fully integrated with the Cubic Nextfare Application. Also, the Board authorizes staff to negotiate a three-year agreement with Acadaca to host, maintain and monitor said website at an off-site dedicated hosting facility.

Design/Build/Implement: $ 50,000

Hosting/Maintenance/Monitoring
Year 1: $ 84,000
Year 2: $ 89,040
Year 3: $ 94,380

Firm: Acadaca, LLC
636 Broadway Suite 512-6
New York, NY 10012-2607

(Pacadca, LLC was the only firm to respond to the publicly advertised Request for Qualifications and therefore was the sole proposer.)

PURPOSE: To contract with Acadaca to develop an e-Commerce web solution which will fully integrate with the current Automated Fare Collection system (Cubic’s Nextfare System). Acadaca will provide on-going hosting, maintenance, monitoring and support for a three-year term. The system will allow PATCO’s FREEDOM Card customers to check their transaction history and otherwise manage their FREEDOM Account on line.

BACKGROUND: The website will interface with Cubic’s Nextfare Application to allow end-users/transit customers to purchase FREEDOM cards, sign up for an account, and manage their cards (i.e. check account transactions, add value to the cards, register cards, enroll in autoload/automatic replenishment, and edit account information) all online. FREEDOM card users will be able to see all transactions processed with their card for a specific time-frame.

On February 26, 2009, a Request for Qualifications was publicly
advertised for a Web Developer/Integrator with experience in creating e-Commerce websites. Acadaca was the sole developer to submit qualifications.

Acadaca is intimately familiar with the Automated Fare Collection system (Nextfare) application programming interfaces. They have developed similar system integrations for Miami Dade Transit and Port Authority Trans-Hudson (PATH) of NY and NJ. The PATCO AFC system uses the same central system architecture and software as the PATH system. PATCO seeks to benefit from the previous effort supplied by Acadaca and PATH. Acadaca has quoted a fixed fee of $50,000 to develop the PATCO AFC website, which would emulate the previously developed PATH website as can be seen at http://www.pathsmartlinkcard.com. Acadaca will develop the PATCO website to the same feature set and specifications as the core system with design modifications to personalize the site for PATCO. PATCO will be able to benefit from the future system enhancements developed for PATH and other transit agencies contracting with Acadaca.

As part of a Service Level Agreement, Acadaca will host the site at an off-site dedicated hosting environment. Acadaca will provide four (4) dedicated servers for PATCO’s use, including 1 Web Server, 2 Application Servers and 1 Database Server. Servers will reside behind a managed load balancer to distribute all web-based requests. The monitoring service will include 24/7 support and redundant hardware in case of hardware failure.

The website will adhere to the American with Disabilities Act 508 guidelines.

SUMMARY:

| Amount:          | $317,420 over three years |
| Source of Funding: | General Fund/Capital Portion Subject to Reimbursement by Future Bond Proceeds |
| Operating Budget: | $84,000 – 2009 and 2010 |
|                  | $89,040 – 2010 and 2011 |
|                  | $94,380 – 2011 and 2012 |
| Capital Project #: | T09012 |
| Master Plan Status: | $ 50,000 |
| Other Fund Sources: | N/A |
| Duration of Contract: | 3 years |
| Other Parties Involved: |  |
RESOLUTION

RESOLVED: That the Board authorizes the proper officers of the Authority to negotiate an Agreement with Acadaca, LLC whereby Acadaca will develop and build an e-Commerce website integrated with PATCO’s Automated Fare Collection System for an amount not to exceed $50,000. Acadaca will provide hosting, maintenance and support for the website in the amount not to exceed $84,000 for year one, $89,040 for year two and $94,380 for year three.

RESOLVED: The Chair, Vice Chair and the President must approve and are hereby authorized to approve and execute all necessary agreements, contracts, or other documents on behalf of PATCO. If such agreements, contracts, or other documents have been approved by the Chair, Vice Chair and President and if thereafter, either the Chair or Vice Chair is absent or unavailable, the remaining Officer may execute the said document(s) on behalf of PATCO, along with the President. If both the Chair and Vice Chair are absent or unavailable, and if it is necessary to execute the said document(s), while they are absent or unavailable, then the President shall execute such document(s) on behalf of PATCO.

SUMMARY: Amount: $317,420 over three years
Source of Funding: General Fund/Capital Portion Subject to Reimbursement by Future Bond Proceeds
Operating Budget: $84,000 – 2009 and 2010
$89,040 – 2010 and 2011
$94,380 – 2011 and 2012
Capital Project #: T09012 $ 50,000
Master Plan Status: N/A
Other Fund Sources: N/A
Duration of Contract: 3 years
Other Parties Involved: RAB