SUMMARY STATEMENT

ITEM NO.: PATCO-13-018
SUBJECT: Contract for Hosting of e-Commerce Website for the PATCO Automated Fare Collection System and Development of Mobile Application

COMMITTEE: Finance

COMMITTEE MEETING DATE: June 5, 2013

PATCO BOARD ACTION DATE: June 19, 2013

PROPOSAL: That the Board authorizes staff to negotiate a three-year agreement with Acadaca LLC., to host, maintain and monitor the AFC e-commerce website at an off-site dedicated hosting facility and to design, build and implement a mobile application of said e-commerce site.

Design/Build/Implement mobile smartphone application: $ 8,500

Hosting/Maintenance/Monitoring
Year 1: $ 99,864
Year 2: $ 109,848
Year 3: $ 120,756

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

PURPOSE: To contract with Acadaca to provide on-going hosting, maintenance, monitoring and support for a three-year term of the Acadaca created e-Commerce web solution which is integrated with the Automated Fare Collection System. Acadaca will also develop, build and implement a companion mobile site for smart phone users.

BACKGROUND: The current Acadaca developed website interfaces 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 are able to see all transactions processed with their card for a specific time-frame.

The original Request for Qualifications was publicly advertised February 26, 2009, for a Web Developer/Integrator with experience in...
creating e-Commerce websites, especially experience interfacing with smartcard fare systems. Acadaca was the sole developer to submit qualifications.

Since 2009, Acadaca has hosted, monitored and maintained the AFC e-Commerce web application called “FREEDOM Connected”.

As part of the on-going Service Level Agreement, Acadaca will continue to host the site at an off-site dedicated hosting environment. Acadaca will continue to provide four (4) dedicated servers for PATCO’s use, including 1 Web Server, 2 Application Servers and 1 Database Server. Servers 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.

Acadaca is also proposing a mobile application to allow smart phone users to manage their accounts anywhere. Acadaca will design, build and implement the mobile application for a one-time fee of $ 8,500. The mobile application maintenance will be included in the yearly hosting fee.

**SUMMARY:**
- **Amount:** $338,968 over three years
- **Source of Funding:** General Fund
- **Operating Budget:**
  - $99,864 – 2013 and 2014
  - $109,848 – 2014 and 2015
  - $120,756 – 2015 and 2016
- **Capital:** $8,500
- **Master Plan Status:** N/A
- **Other Fund Sources:**
- **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 a mobile e-Commerce application for $8,500 integrated with PATCO’s Automated Fare Collection System. Acadaca will provide hosting, maintenance and support for the current e-Commerce website and mobile application in the amount not to exceed $99,864 for year one, $109,848 for year two and $120,756 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: $338,968 over three years
Source of Funding: General Fund
             $ 109,848 – 2014 and 2015
             $ 120,756 – 2015 and 2016
Capital: $ 8,500
Master Plan Status: N/A
Other Fund Sources:
Duration of Contract: 3 years
Other Parties Involved: