

**City of Culver City, California
Agenda Item Report**

Meeting Date: December 9, 2013		Item Number: C-5	
CITY COUNCIL AGENDA ITEM: Approval of an Agreement with RSM Services Corporation for the Purchase of the Ridecheck Plus System in an Amount Not-to-Exceed \$109,580.			
Contact Person/Dept.: Diana Chang/Transportation		Phone Number: 310-253-6566	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☐	Attachments: ☐
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: Meetings and Agendas – City Council (12/03/13)			
Department Approval: Art Ida (11/27/2013)		City Attorney Approval: Carol Schwab (by H. Baker) (12/02/13)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (12/03/13)		City Manager Approval: John M. Nachbar (12/03/13)	

RECOMMENDATION:

Staff recommends that the City Council approve an agreement for the purchase of the Ridecheck Plus system from RSM Services Corporation in an amount not-to-exceed \$109,580.

BACKGROUND/DISCUSSION:

Culver CityBus system annually provides approximately 5.6 million passenger trips. Due to the increased demand in service enhancements and changes, there is a need to process and analyze large volumes of ridership data as part of the service planning process. Presently this is done manually, and it is a very labor intensive process that does not produce various detailed analyses that are required for service planning. Because of the labor intensive nature of the current process, staff is recommending the purchase of a comprehensive ridership analysis and reporting system.

Staff has conducted research on ridership analysis and reporting systems available on the market and found that Ridecheck Plus from RSM Services Corporation is the only one that provides the comprehensive reports the City needs for service planning purposes. The Ridecheck Plus system will extract, validate, process, and analyze data from the existing Automatic Vehicle Locator (AVL) system to provide statistically valid and sophisticated ridership analysis and reporting that would allow the City to examine the ridership patterns from the general system level to the detailed stop level for each bus line. The system provides many analyses and reports, and some of the reports include ridership by route and stop, ridership by

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route and pattern, ridership by route and time periods, and on-time performance data by route and on a systemwide level.

This procurement is excepted from formal bid requirements per Culver City Municipal Code Section 3.07.045.E, which excepts bidding requirements “where the items to be purchased are computer software, hardware maintenance services or software maintenance services.” This procurement meets that requirement.

FISCAL ANALYSIS:

The total cost for the Ridecheck Plus is in the amount not-to-exceed \$109,580. The City Council Adopted Budget for Fiscal Year 2013/2014 includes sufficient funds to cover the cost of this procurement. This procurement will utilize transit funds such as the Proposition 1B Metro Bridge Funds among others.

ATTACHMENTS:

None.

MOTION:

That the City Council:

1. Approve the purchase of Ridecheck Plus from RSM Services Corporation in an amount not to exceed \$109,580; and,
2. Authorize the City Attorney to review/prepare the necessary documents; and,
3. Authorize the City Manager to execute such documents on behalf of the City.