

May 11, 2020

Mr. Taylor Johnson
City of Norman
201 W Gray St.
Norman, OK 73069

Re: Sole Source Justification for GMV Syncromatics Transit Technology Hardware Upgrade

Mr. Johnson,

GMV Syncromatics has been engaged with CART since 2011, providing a fully integrated Intelligent Transportation System for their City of Norman service. GMV Syncromatics technology currently deployed fleetwide includes:

- Complete CAD/AVL Web-Based Software – Dispatch Tools, Interactive ridership and performance reporting, GTFS/GTFS-RT Export, Custom Alerts, Automated Voice Annunciator Configuration.
- Complete ITS On-Bus Hardware – Mobile Data Terminals, Automatic Passenger Counters, Automated Voice Annunciators and Headsign Integration
- Passenger Information Tools – Real-Time Arrivals Mobile Applications (iOS/Android), web-based application, automated call and text arrival predictions and one digital sign. Integrations to 3rd party services such as Google Maps and Apple Maps are also included using our GTFS-RT feed that is produced by default.
- Unlimited client support, training and software updates at no additional cost to the Annual Fees in place.

The software system that is in place now has seen significant evolution in the past 9 years. The most major improvements include: Completely redesigned dispatch software, interactive reporting tools, broad support of a variety of digital signage, and GTFS-RT capability. Along the way, there have been an unquantifiable number of updates to existing features and improvements of usability – all included and available to the City of Norman simply by paying Annual Fees.

That said, the hardware system in place is aging and we propose to upgrade two essential components of the system:

1) Mobile Data Terminals: The MDTs in place were state of the art when deployed, but technology has evolved substantially since then. The MDTs run on the Windows CE operating system (deprecated by Microsoft in 2018), resulting in discontinuation by the manufacturer. Our ability to support the hardware and software is unpredictable now and will become increasingly so in the coming months and years. More importantly, all of our new software is being developed on the next generation of MDT being proposed. This MDT operates on the Android operating system, which is now ubiquitous on mobile platforms. Most immediately, an upgrade will result in the ability to decrease operator interaction with the MDT and rich reporting with route performance and driver performance data.

2) Automated Voice Annunciator: The AVA system in place was state of the art when deployed, but again, technology has evolved substantially since that time. GMV Syncromatics manufactured the AVA hardware originally installed, as there was nothing that met our standard available on the commercial market at the time. Since, the hardware proposed has gone into broad commercial production, and we have discontinued the hardware that is in place. All future development will use the proposed AVA hardware, and it offers substantial improvement in reliability – eliminating two critical cabling connections that were notoriously challenging.

Details on both of these systems have been included in the attached proposal.

With the upgrade of these two components among the many in place, the City of Norman can expect to continue to leverage the investment in and relationship with GMV Syncromatics for years to come. Starting from scratch would be more significantly more costly, time-consuming and human resource intensive.

GMV Syncromatics is committed to being a significant part of the City of Norman transit operations, in partnership with EMBARK. Please feel free to contact me directly with any questions about this proposal, at jeff@gmvsync.com or by phone at (213) 328-5471.

Regards,

Jeff Hunter
Business Development Manager | Account Manager for City of Norman