

SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS

RESOLUTION No. 200616-058

WHEREAS, The San Francisco Municipal Transportation Agency (SFMTA) piloted the existing real-time information system in 1999 and entered into a contract in 2001 for systemwide service with NextBus, now a subsidiary of Cubic; and,

WHEREAS, The NextBus system is currently nearing the end of its useful life; and,

WHEREAS, There have been many changes in transportation and technology since 2001, including on-demand, mobile app-based forms of transportation; and,

WHEREAS, Research findings suggest that the SFMTA improving the presentation and content of real-time customer information can increase transit ridership, especially when service is less frequent even if there were no improvements to the underlying service itself; and,

WHEREAS, Research findings showed similar responses across all income levels to the provision of alternative routes and a Muni trip planning app, suggesting that a new system can begin to mitigate a two-tiered, income-based transportation system in a region already confronting gentrification, widening income inequality and racial disparities; and,

WHEREAS, On September 4, 2018, the SFMTA Board of Directors authorized the SFMTA to issue a Request for Proposals for SFMTA Contract No. 2019-01: Next Generation Customer Information System (Contract), and to negotiate the Contract with the highest-ranked proposer; and,

WHEREAS, The Next Generation Customer Information System (Next Generation System) will provide more accurate vehicle-arrival predictions; larger, graphical digital or solar-powered signs at transit stops and stations; expanded sign coverage; new customer information, including route alternatives, vehicle crowding, accessibility, real-time service changes, and regional transit; content for signs on-board vehicles; all-in-one trip planner and ticketing app; analytics platform to improve service and operational planning; and a tool for field supervisors to manage operations; and,

WHEREAS, On March 1, 2019, the SFMTA received six proposals in response to the Request for Proposals; and,

WHEREAS, On July 1, 2019, the SFMTA issued a notice of intent to negotiate the Contract to Cubic Transportation Systems, Inc., the highest-ranked proposer in the evaluation process; and,

WHEREAS, Funding for this project will be provided through SFMTA operating funds; and,

WHEREAS, On July 31, 2018, the SFMTA, under authority delegated by the Planning Department, determined that the proposed authorization is not defined as a “project” under the California Environmental Quality Act (CEQA) pursuant to Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b); and,


WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors and is incorporated herein by reference; and,

WHEREAS, Because the contract term may exceed ten years and expenditures are anticipated to exceed \$10,000,000, the Contract is subject to Board of Supervisors’ approval under Charter Section 9.118; now, therefore, be it

RESOLVED, That the SFMTA Board of Directors authorizes the Director of Transportation to execute SFMTA Contract No. 2019-01: Next Generation Customer Information System, with Cubic Transportation Systems, Inc. to develop, implement, and maintain a new real-time vehicle arrival and service update system for Muni in an amount not to exceed \$88,980,877, for an initial term of six years with two optional five-year terms to cover software subscriptions and equipment lifecycle maintenance; and be it further

RESOLVED, That the SFMTA Board of Directors urges the Board of Supervisors to approve the contract.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of June 16, 2020.

  
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Secretary to the Board of Directors  
San Francisco Municipal Transportation Agency