

STAFF REPORT

SUBJECT: Award of Multiyear SaaS Agreement with Swiftly, Inc.

FROM: Mike Tobin, Director of Operations and Planning

DATE: September 23, 2025

Action Requested

Approve Resolution 29-2025, authorizing the Executive Director to execute a three-year agreement with Swiftly, Inc. in a form approved by legal counsel with Swiftly, Inc. for the purchase of the On-Time Performance, Operator Reports, Realtime Passenger Predictions and Run Times modules in an amount not to exceed \$339,427.

Background

In 2024, LAVTA implemented Swiftly's Real-Time Passenger Predictions and Live Operations modules to improve service reliability, provide accurate passenger information, and give staff tools to monitor daily operations. These tools have proven to be effective in improving the customer experience and enhancing operational performance.

To further strengthen LAVTA's ability to monitor and improve service delivery, staff is recommending the addition of three Swiftly modules:

- On-Time Performance: Provides detailed analytics on schedule adherence, early/late trips, and stop-level performance trends.
- Operator Reports: Enables detailed reporting on individual operator performance, supporting coaching, training, and operational accountability.
- Run Times: Allows staff to analyze actual run times between timepoints to ensure efficient scheduling and resource allocation.

Together, these modules will enhance LAVTA's service planning, improve operational efficiency, and provide actionable insights to better align scheduled service with actual conditions on the street. The four modules will be represented in new, three-year contract with Swiftly, Inc. for a Not-To-Exceed amount of \$339,427.

Sole Source Justification

Swiftly, Inc. is the sole provider of its proprietary transit data platform. The recommended modules are not available through other vendors and must be procured directly from Swiftly to integrate with the existing modules currently in use at LAVTA. The proprietary nature of the software, combined with the benefits of maintaining a unified platform for operational analytics and customer information, justifies a sole source procurement.

Fiscal Impact

The total cost of the three-year agreement with Swiftly, Inc. is \$339,427. This amount includes implementation services, software licensing for the On-Time Performance, Operator Reports, Real-Time Passenger Predictions (RTPP), and Run Times modules, as well as staff training.

Funding for the RTPP module was included in the FY26 operating budget. While the other modules were not specifically budgeted, Swiftly's platform will allow LAVTA to automate many data collection and reporting processes. As a result, staff anticipate that a currently budgeted position can remain unfilled for the remainder of the fiscal year, generating cost savings that will offset the additional expenditures for these modules.

Fees	Cost
Implementation Services	\$11,700
Year 1 License	\$101,940
Year 2 License	\$109,076 *
Year 3 License	\$116,711*
Grand Total	\$339,427

*Includes a 7% annual escalator

Recommendation

Staff recommend that the Finance and Administration committee forward Resolution 29-2025 to the Board of Directors for approval, authorizing the Executive Director to execute a three-year agreement with Swiftly, Inc. in a form approved by legal counsel for the purchase of the On-Time Performance, Operator Reports, Realtime Passenger Predictions and Run Times modules in an amount not to exceed \$339,427.

Attachments:

1. Reso-29-2025