



Date of Memo: November 01, 2022  
Current Meeting: November 10, 2022  
Board Meeting: November 17, 2022

**BOARD MEMORANDUM**

**TO:** Indianapolis Public Transportation Corporation (IPTC) Board of Directors  
**THROUGH:** President/CEO Inez P. Evans  
**FROM:** Director of Service Planning Annette Darrow  
**SUBJECT:** Consideration and approval of Sole Source - Renewal for Swiftly

---

**ACTION ITEM A – 8**

**RECOMMENDATION:**

In a manner consistent with IPTC contract award standards, it is requested that the Board authorize the President/CEO to enter into a sole-source contract with Swiftly to procure software to provide real-time arrival information, enhanced dispatch tools, rider alerts/detours, and enhanced data analytics in the amount not to exceed \$541,301 for two years.

**BACKGROUND:**

Swiftly is a modern software platform that provides internal and external information in a way that had not previously been available in transit. IPTC implemented Swiftly in late 2019 with the launch of the Red Line and local route improvements in the Marion County Transit Plan. Swiftly fulfilled this need with real-time arrival predictions, live operations for bus headway management, runtime analysis, rider alerts, texting, interactive voice response, as well as backend data analytics that can be shared with third parties.

**DISCUSSION:**

Renewing the contract with Swiftly will maintain current services and add a detour module for enhancing customer information and Speed Map. IPTC completed a pilot from March-May 2022 with Swiftly to analyze the Red Line travel speeds in their Speed Map module. The pilot looked at 74 signalized intersections and found that buses sat in traffic for over 800 hours at red lights, where 1/3 of the intersections are in dedicated lanes. This analysis led to signal timing improvements at ten of the most problematic intersections. The data and software will allow us to review other areas in the local route network to suggest signal timing improvements to DPW to keep the buses moving and where we can deploy transit signal priority in the future.

**ALTERNATIVES:**

The Board could choose not to award. This would mean IPTC would not have the rider alerts information or real-time customer predictions through Swiftly as well as runtimes and Speed Map for scheduling.

**FISCAL IMPACT:**

The total cost of this procurement is \$265,920 for 2023 and \$275,381 for 2024 totaling \$541,301. The funding for this project is budgeted and will come out of the Operating Budget.

**DBE/XBE DECLARATION:**

Not applicable.

**STANDING COMMITTEE DISCUSSION/RECOMMENDATION:**

This action will be reviewed by the Finance Committee and Service Committee on November 10, 2022.