



SUMMARY REPORT

Agenda Date: 11/4/2025

To: Board of Supervisors

Department or Agency Name(s): Sonoma County Public Infrastructure

Staff Name and Phone Number: Johannes J. Hoevertsz, 707-565-2550

Vote Requirement: Majority

Supervisorial District(s): Countywide

Title:

Sonoma County Transit - Acquisition of a New Intelligent Transportation System (ITS) with Computer-Aided Dispatch and Automatic Vehicle Location (CAD/AVL).

Recommended Action:

Delegate authority to the Director of Sonoma County Public Infrastructure to execute an agreement with GMV Syncromatics Corp. for the purchase and installation of a new Intelligent Transportation System for \$894,975.02, and for Annual Service Fees of \$48,765 for an open term to last the lifetime of the Intelligent Transportation System, in a form approved by County Counsel.

Executive Summary:

The Sonoma County Public Infrastructure Department (SPI), Transit Division, seeks Board approval for the Director of SPI to execute an agreement with GMV Syncromatics Corp. (GMV) to replace its existing bus tracking and dispatch system with an Intelligent Transportation System (System) to provide computer aided-dispatch and automatic vehicle location implementation (CAD/AVL). If approved by the Board, the System will deliver real-time bus tracking, automatic stop announcements, and detailed stop-level passenger data, improving service reliability, planning, and rider experience. The System is currently being used by both Santa Rosa City Bus and Petaluma Transit. Using the same System as partner agencies will enhance regional coordination and create a seamless, unified travel experience across Sonoma County. The total installation and onboarding cost for the System is \$894,975.02, with an annual service fee of \$48,765 for the lifetime of the System. If approved, installation of the System will likely begin in 2026, with estimated completion by April 15, 2026.

Discussion:

Sonoma County Transit's existing Computer-Aided Dispatch/Automatic Vehicle Location (CAD/AVL) system is more than a decade old and has become increasingly unreliable. The system, which was originally designed to provide real-time vehicle tracking and ADA-compliant stop announcements, now requires constant monitoring, frequent repairs, and has failed to deliver consistent results. Despite on-site support and troubleshooting, no long-term solutions have been provided, leaving the agency with growing service and compliance challenges.

To address this issue, SPI Transit staff evaluated available options and determined that GMV's Intelligent Transportation System (System) offers the best value, with a competitive price, features, and hardware designed for long-term reliability. In addition, neighboring agencies, including Santa Rosa CityBus and Petaluma Transit, have already adopted the GMV platform with strong results. Selecting the same System supports regional integration, shared training resources, and a more seamless travel experience for passengers across the county. GMV's design, which places the main computing unit inside the vehicle cabinet and uses a durable touchscreen interface for drivers, has proven more reliable and easier to maintain than older systems.

The proposed System provides significant operational and passenger benefits, including real-time bus tracking, accurate stop announcements, and detailed stop-level ridership data. These features will improve service planning, support ADA compliance, and give riders better information for trip planning. For management and staff, the platform enables more accurate monitoring of on-time performance, improved dispatch communications, and greater transparency for the public.

A single source waiver has been requested for GMV's System to support this regional integration effort. Standardizing on a single platform will create efficiencies in technical support and preventative maintenance, while also building a shared knowledge base of best practices across the three agencies, in addition to a more integrated travel experience for passengers in Sonoma County. Additionally, by switching to this new System, there will be a direct cost savings, including long term operating expense savings, from the current outdated system of approximately \$58,841 annually.

The final agreement with GMV is still being negotiated because GMV requires the agreement to be memorialized on their form contract, which is industry standard for this type of System. Therefore, this request is for delegated authority for the Director of SPI to execute an agreement with GMV Syncromatics Corp., once the final agreement has been approved to form by County Counsel. The Technical Proposal for the System is on file with the Clerk of the Board.

If approved, installation of the new System could begin as early as January 2026 and will include on-site training, system testing, and a short period of parallel operation with the existing system to ensure a smooth transition. Installation of the System is currently expected to be completed by February 23, 2026, with an expected go live date of April 15, 2026. Once fully implemented, the GMV System will become the countywide standard, aligning with neighboring transit providers and creating a unified, reliable transit experience for riders across Sonoma County. SPI is therefore recommending the Board delegate authority to enter this agreement.

Strategic Plan:

N/A

Racial Equity:**Was this item identified as an opportunity to apply the Racial Equity Toolkit?**

No

Agenda Date: 11/4/2025

Prior Board Actions:

None.

FISCAL SUMMARY

Expenditures	FY25-26 Adopted	FY26-27 Projected	FY27-28 Projected
Budgeted Expenses	\$943,740.02	\$48,765	\$48,765
Additional Appropriation Requested			
Total Expenditures	\$943,740.02	\$48,765	\$48,765
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	\$943,740.02	\$48,765	\$48,765
Use of Fund Balance			
General Fund Contingencies			
Total Sources	\$943,740.02	\$48,765	\$48,765

Narrative Explanation of Fiscal Impacts:

The total anticipated cost of the proposed system installation (\$894,975) and first year annual service fee (\$48,765) is \$943,740.02, to be funded with Transportation Development Act (TDA) Funds. This proposed project is included in the Sonoma County Transit Fiscal Year 2025-26 adopted budget (34040102). The ongoing annual service fee of \$48,765 will be incorporated in future budget recommendations and will continue for the lifetime of the system. Hardware installation for new buses will be included as part of each vehicle purchase.

Narrative Explanation of Staffing Impacts (If Required):

None.

Attachments:

Single Source Waiver

Related Items “On File” with the Clerk of the Board:

GMV - Sonoma County Transit - Technical Proposal