



## **CVR-SAFE Board of Directors**

**Meeting Date:** September 19, 2024

**Agenda Item No. 2**

Renewal of Contract Agreement with Castle Rock Associates, Inc. for 511/STARNET Maintenance & Operations

Consent

**Author:** Chase McFadden

**Attachments:** Yes

**Referring Committee:** CVR-SAFE Committee

### **Issue:**

The Capitol Valley Regional Service Authority for Freeways and Expressways (CVR-SAFE) contract for maintenance and operations (M&O) services with Castle Rock Associates, Inc. for the 511 traveler information system, Condition Acquisition Reporting System (STARNET) user interface, and associated third-party data feed interfaces is set to expire. This report requests approval for a final one-year renewal of the contract for the period covering October 1, 2024, to September 30, 2025.

### **Request:**

Approve a one-year renewal of CVR-SAFE's contract with Castle Rock Associates, Inc. for M&O services, ensuring continued operation of the 511/STARNET system and associated infrastructure for \$435,000, bringing the five-year contract total to \$2,364,759.

### **Recommendation for Board:**

That the board approve a one-year renewal of CVR-SAFE's contract with Castle Rock Associates, Inc. for M&O services, ensuring continued operation of the 511/STARNET system and associated infrastructure.

### **Recommendation for Committee:**

The CVR-SAFE Committee recommended that the board approve a one-year renewal of CVR-SAFE's contract with Castle Rock Associates, Inc. for M&O services, ensuring continued operation of the 511/STARNET system and associated infrastructure.

### **Background:**

Castle Rock Associates, Inc. has been a long-standing partner in developing and maintaining the SACOG Region's 511 Traveler Information System and underlying Sacramento Transportation Area Network (STARNET) systems. The partnership began in 2008 when CVR-SAFE contracted Castle Rock to create and manage a comprehensive 511 system, including an interactive voice response (IVR) telephone system and an online portal, aimed at providing critical travel-related information.

In 2020, the CVR-SAFE board approved a sole source contract with Castle Rock Associates, Inc. for three years, with optional one-year extensions to follow, in recognition of the unique, cost-effective services that benefit

CVR-SAFE, SACOG, Caltrans, local agencies, and the public throughout the region. The last contract update occurred in 2023, and the current agreement is set to expire on September 30, 2024, unless extended for one more year.

Earlier this year, in April 2024, SACOG issued a Request for Information (RFI) to explore options for an Advanced Traveler Information System (ATIS) that would integrate Transportation Demand Management (TDM) services such as vanpool ride-matching and Guaranteed Ride Home Programs, which are currently managed by a different vendor. CVR-SAFE previously (2018) partnered with RideAmigos to develop a comprehensive and user-friendly ride-matching and trip-planning software that would support TDM programs and combine the existing Commuter Club and 511 websites. The resulting platform adopted the 511 branding and includes user-friendly trip planning features; however, the real-time roadway information, data integration, and motorist aid functionality are still powered by STARNET/Castle Rock's services.

### **Discussion/Analysis:**

Renewing the contract with Castle Rock Associates, Inc. for this final year is crucial, as their services remain integral to the provision of essential traveler information services, including motorist aid, and they continue to maintain and update the STARNET system to effectively meet the region's needs. Over this period, CVR-SAFE will continue working with Castle Rock on several planned enhancements to STARNET, such as implementing a more intuitive natural language search feature for trip planning, adding real-time data on electric vehicle (EV) charging locations, and launching a new portal for customizing and distributing critical public alerts.

Additionally, staff will organize training sessions and surveys with stakeholder agencies that utilize STARNET. This feedback will be essential in identifying any challenges with the current system and determining critical features that must be retained or improved in a future iteration of the platform.

Responses to the RFI confirmed that developing an ATIS platform is a costly and time-consuming endeavor. The RFI also underscored the challenges in finding a vendor capable of seamlessly integrating ATIS and TDM services. Given the results of the RFI, staff initiated a separate request for proposals (RFP) process to secure a vendor specifically for TDM and closely related services. Meanwhile, this one-year renewal with Castle Rock Associates, Inc. will allow CVR-SAFE sufficient time to review and strategize the next steps in the evolution of the region's 511 Traveler Information System.

### **Fiscal Impact/Grant Information:**

The fiscal impact of this one-year renewal is \$434,759.00, fully funded by the approved CVR-SAFE budget for the 2024-2025 fiscal year (attached here). The budget remains unchanged from the previous year, as Castle Rock has maintained their costs without increases.

### **List of Attachments:**

1. Draft Scope of Work
2. Final CVR-SAFE Budget for FY 2024-2025