

**Bay Area Toll Authority  
Oversight Committee**

June 8, 2022

Agenda Item 4d - 22-0922

**Contract – Data Analysis for the BATA Tolling Program: DataDelivers, LLC (\$250,000)**

**Subject:**

A request for Committee approval to enter into a contract with DataDelivers, LLC (DataDelivers) in an amount not to exceed \$250,000 to update BATA's repository of anonymized toll system data to analyze travel and payment patterns on the region's seven state-owned toll bridges, subject to the approval of the FY 2022-23 BATA budget.

**Background:**

In 2019, DataDelivers, as a subconsultant to BATA's toll system contractor (TransCore LP), built a data repository containing more than one billion anonymized toll transaction records dating back to 2005. Analysis of this data produced valuable insights into how Bay Area FasTrak and non-FasTrak customers use the region's toll bridges. With the future conversion to open road tolling, and various agency initiatives related to equity and payments, BATA staff recommend bringing DataDelivers under contract on a sole source basis to provide ongoing data insights. The future scope of work shall include updating the data repository and then conducting various data analyses to identify unique patterns of behaviors, characteristics, and trends, to inform and advise BATA staff as projects are developed and implemented.

DataDelivers is neither a small business nor a disadvantaged business enterprise and has no subconsultants.

**Recommendation:**

Staff recommends this Committee authorize the Executive Director or her designee to negotiate and enter into a contract to update BATA's repository of anonymized toll system data to analyze travel and payment patterns on the region's seven state-owned toll bridges, in an amount not to exceed \$250,000, with DataDelivers, subject to the approval of the FY 2022-23 BATA Toll Bridge Program Operating Budget.

**Attachment:** Request for Committee Approval - Summary of Proposed Contract



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Andrew B. Fremier

## Request for Committee Approval

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### Summary of Proposed Contract

Work Item No.: 1252

Vendor: DataDelivers LLC (Schaumburg, IL)

Work Project Title: Data Analysis for the BATA tolling program

Purpose of Project: To update BATA's repository of anonymized toll system data to analyze travel and payment patterns on the regions seven state-owned toll bridges.

Brief Scope of Work: Import recent toll system data into BATA's existing data repository, where customized data queries would be performed to identify unique patterns of behaviors, characteristics, and trends, as directed by BATA staff.

Project Cost Not to Exceed: \$250,000

Funding Source: BATA Toll Bridge Program Operating Funds

Fiscal Impact: Funds to be included in the FY 2022-23 BATA Toll Bridge Program Operating budget, subject to approval

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract with DataDelivers, LLC to update BATA's repository of anonymized toll system data which can be used to analyze travel and payment patterns on the region's seven state-owned toll bridges as described above and in the BATA Oversight Committee Summary Sheet dated June 8, 2022, and the Chief Financial Officer is authorized to set aside funds in the amount of \$250,000 for such contract, subject to approval of the FY 2022-23 BATA budget.

BATA Oversight Committee:

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Amy R. Worth, Chair

Approval Date: Date: June 8, 2022