

**Bay Area Toll Authority  
Oversight Committee**

**March 11, 2026**

**Agenda Item 5c-26-0215**

**Purchase Orders – FasTrak® Toll Tags: Star Systems America, LLC (\$8,920,000) and  
Neology, Inc. (\$220,000)**

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**Subject:**

A request to issue purchase orders for FY 2025-2026 and FY 2026-2027 in amounts not to exceed \$8,920,000 to Star Systems America, LLC to provide 2,740,000 internal FasTrak® 6C toll tags and \$220,000 to Neology, Inc. to provide 25,000 external FasTrak® 6C toll tags, subject to approval of future BATA budgets.

**Background:**

In June 2023, January 2025, and October 2025, this Committee approved purchase orders to Neology, Inc. and Star Systems America, LLC to provide interior and exterior 6C FasTrak® toll tags. Demand for tags increased over the past year as we actively replace older technology tags with 6C FasTrak® toll tags to support changes in regulations and BATA's recently deployed high-occupancy vehicle policy changes. Inventory of tags from these purchase orders are expected to last through May 2026.

To maintain a continuous supply of toll tags, staff issued an Invitation for Bid (IFB) on December 17, 2025, for 2,740,000 internal tags (which includes 90,000 tags packaged for retail sales) and 25,000 external tags. This procurement is expected to provide sufficient toll tags for the remainder of Fiscal Year (FY) 2025-2026 and FY 2026-2027. An option to purchase additional tags as needed through June 30, 2028, is included as part of the procurement. Under the IFB, a bidder could submit bids for internal tags, external tags, or both. The IFB prescribed that an award, if made, will be made to the responsible bidder(s), whose bid(s), conforming in all material respects to the terms and conditions of this IFB, were the lowest in price.

Staff received two responsive bids for internal tags and one responsive bid for external tags by the deadline of January 28, 2026. Star Systems America, LLC was the lowest responsive bidder for internal tags and Neology, Inc. was the lowest responsive bidder for external tags. The bid prices received are listed in Attachment A.

Star Systems America, LLC and Neology, Inc. are not small businesses and currently have no subcontractors.

**Issues:**

None identified.

**Recommendations:**

Staff recommends that the Committee authorize the Executive Director or designee to issue purchase orders in amounts not to exceed \$8,920,000 to Star Systems America, LLC and \$220,000 to Neology, Inc. to provide internal and external FasTrak<sup>®</sup> toll tags, subject to approval of future BATA budgets.

**Attachments:**

- Attachment A – Bid Prices Received
- Request for Committee Approval – Summary of Proposed Purchase Order (Star Systems America, LLC)
- Request for Committee Approval – Summary of Proposed Purchase Order (Neology, Inc.)



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Andrew B. Fremier

**Attachment A**

**Bid Prices Received**

**Table 1: Bids for Internal 6C Toll Tags**

| <b>Neology, Inc.</b> | <b>Per Unit Bid Price</b> | <b>Quantity of Tags</b>          | <b>Extended Price</b> |
|----------------------|---------------------------|----------------------------------|-----------------------|
| Non-Retail Tags      | \$3.25                    | 2,650,000                        | \$8,612,500.00        |
| Retail Tags (A & B)  | \$4.31                    | 90,000                           | \$387,900.00          |
|                      |                           | Total Price                      | \$9,000,400.00        |
|                      |                           | Applicable Sales Tax<br>(8.625%) | \$776,284.50          |
|                      |                           | Total Bid Price                  | \$9,776,684.50        |

| <b>Star Systems America, LLC</b> | <b>Per Unit Bid Price</b> | <b>Quantity of Tags</b>          | <b>Extended Price</b> |
|----------------------------------|---------------------------|----------------------------------|-----------------------|
| Non-Retail Tags                  | \$2.95                    | 2,650,000                        | \$7,817,500.00        |
| Retail Tags (A&B)                | \$4.30                    | 90,000                           | \$387,000.00          |
|                                  |                           | Total Price                      | \$8,204,500.00        |
|                                  |                           | Applicable Sales Tax<br>(8.625%) | \$707,638.13          |
|                                  |                           | Total Bid Price                  | \$8,912,138.13        |

**Table 2: Bids for External 6C Toll Tags**

| <b>Neology, Inc.</b> | <b>Per Unit Bid Price</b> | <b>Quantity of Tags</b>          | <b>Extended Price</b> |
|----------------------|---------------------------|----------------------------------|-----------------------|
| External Tags        | \$7.90                    | 25,000                           | \$197,500.00          |
|                      |                           | Total Price                      | \$197,500.00          |
|                      |                           | Applicable Sales Tax<br>(8.625%) | \$17,034.38           |
|                      |                           | Total Bid Price                  | \$214,534.38          |

**Request for Committee Approval**

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**Summary of Proposed Purchase Order**

Work Item No.: 1253

Vendor: Star Systems America, LLC, Dallas, TX

Work Project Title: Internal 6C FasTrak<sup>®</sup> Toll Tags

Purpose of Project: To provide internal FasTrak<sup>®</sup> toll tags.

Brief Scope of Work: Provide internal FasTrak<sup>®</sup> toll tags to support the regional toll bridges and express lanes operations.

Project Cost Not to Exceed: \$8,920,000.00

Funding Source: BATA Bridge Tolls

Fiscal Impact: \$1,445,000 in funds are included in the FY 2025-2026 BATA Toll Bridge Program Capital Budget; remaining funds are subject to approval of future BATA Operating Budgets.

Motion by Committee: That the Executive Director or designee is authorized to issue a purchase order to Star Systems America, LLC to provide internal 6C FasTrak<sup>®</sup> toll tags as described above and in the BATA Oversight Committee Summary Sheet dated March 11, 2026 and the Chief Financial Officer is authorized to set aside \$8,920,000 for such purchase order, subject to the approval of future BATA budgets.

BATA Oversight Committee:

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Margaret Abe-Koga, Chair

Approved: March 11, 2026

**Request for Committee Approval**

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**Summary of Proposed Purchase Order**

Work Item No.: 1253

Vendor: Neology, Inc., Carlsbad, CA

Work Project Title: External 6C FasTrak<sup>®</sup> Toll Tags

Purpose of Project: To provide external FasTrak<sup>®</sup> toll tags.

Brief Scope of Work: Provide external FasTrak<sup>®</sup> toll tags to support the regional toll bridges and express lanes operations.

Project Cost Not to Exceed: \$220,000.00

Funding Source: BATA Bridge Tolls

Fiscal Impact: \$220,000 in funds is subject to the approval of the FY 2026-2027 BATA Operating Budget

Motion by Committee: That the Executive Director or designee is authorized to issue a purchase order to Neology Inc. to provide external 6C FasTrak<sup>®</sup> toll tags as described above and in the BATA Oversight Committee Summary Sheet dated March 11, 2026 and the Chief Financial Officer is authorized to set aside funds in the amount of \$220,000 for such purchase order subject to the approval of the FY 2026-2027 BATA Operating Budget.

BATA Oversight Committee:

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Margaret Abe-Koga, Chair

Approved: March 11, 2026