

Board of County Commissioners

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Procurement Department
www.pbcgov.org/purchasing

NOTICE OF SOLE SOURCE PROCUREMENT

Dated: April 23, 2025

PALM BEACH COUNTY PROCUREMENT DEPARTMENT
50 SOUTH MILITARY TRAIL, SUITE 110
WEST PALM BEACH, FLORIDA 33415-3199

TITLE: SWIFTLY SOFTWARE RIDERSHIP ANALYTICAL SERVICES

BUYER: NARUMI VARGAS

This Notice is issued in accordance with the applicable procurement ordinance, Section 2-54 (f)(2) and policies, to inform the public of the decision to proceed with a Sole Source Procurement process for the acquisition of the following goods/services:

General description of Goods/Services

Description	PURCHASE SOFTWARE THAT CONTINUOUSLY AND AUTOMATICALLY INGESTS RIDERSHIP DATA AND INSTANTLY SURFACES SYSTEM-WIDE, ROUTE, TRIP AND STOP LEVEL ANALYTICS WITH GRAPHICAL, AND GEOSPACIAL ANALYSES IN A SINGLE TOOL FOR MEASURING THE EFFECTIVENESS OF A TRANSIT SYSTEM; AS NEEDED BY PALM TRAN DEPARTMENT.
Estimated Quantity	AS NEEDED BASIS
Estimated Value	\$119,431.73
Contract Duration	ONE (1) YEAR

Any objections to this sole source procurement must be submitted in writing to the procurement office by May 07, 2025. If no objections are received by the deadline, the procurement process will proceed as planned.

For any inquiries or further clarification, please contact:

Contact Name: Narumi Vargas

Phone Number: 561-616-6839

General Email Address: PUR-Procure-Solicit@pbc.gov

POSTING PERIOD
04/23/25 - 05/07/25

WE, APR 23 2025 PM 2:04

This notice is issued in compliance with applicable procurement laws, regulations, and procedures.

A blue ink signature of Melody Thelwell.

MELODY THELWELL, PROCUREMENT DIRECTOR

4/23/25

DATE

Palm Beach County – PalmTran

Yash Nagal, Director of Transit Planning
West Palm Beach, FL

FEBRUARY 21, 2025

To Whom it may concern,

We're thrilled about the possibility of partnering with PalmTran to deliver a unique, turn-key, and scalable transit data solution. We want to work with you to revolutionize your ability to plan and operate service effectively, leveraging big data and transforming how your riders use your service.

Swiftly is the sole owner and provider of both Swiftly's and Hopthru by Swiftly's solutions. Today, over 185 transit agencies and operators partner with Swiftly and Hopthru by Swiftly to leverage our unique Transit Data Platform, an industry-first – that works seamlessly with their existing physical and digital infrastructure. PalmTran has trusted Hopthru's Analyze to provide necessary ridership analytics and planning tools and we look forward to the opportunity to continue our partnership. **In August 2024, Swiftly acquired Hopthru and is now the sole provider of Hopthru's robust solutions.** The move adds Hopthru's industry-leading ridership data and analytics to Swiftly's platform, giving agencies powerful ways to access, clean, monitor, and analyze ridership data for NTD reporting, service planning, scheduling, and more. Combining these insights with Swiftly's transit data platform offers agencies a unique solution to improve service efficiency and provide a better passenger experience

With Swiftly being the sole provider of both Analyze and Swiftly's Run-Times solution, PalmTran will provide integral planning and scheduling capabilities as a layer on top of your existing Avail system without requiring any replacements of hardware or software. Leveraging a Sole Source justification is the most common way agencies purchase Swiftly's Transit Data Platform. Over the following pages, we've outlined the many ways that make Swiftly unique. We have also attached actual examples of source documentation used by some of your peer agencies to purchase Swiftly. We hope these examples are helpful.

On behalf of the team at Swiftly, thank you, and we look forward to hearing from you. In the meantime, if you have questions about our offering, please contact Jenn Van Geem,, Account Executive, at jenn.vangeem@goswift.ly or your Account Manager, Jean Chavannes, at jean.chavannes@goswift.ly

Sincerely,



Jonathan Simkin CEO, Swiftly, Inc | jonny@goswift.ly | +1 858.414.5241 | www.goswift.ly Swiftly Inc. |
2261 Market Street #4151 | San Francisco, CA 94114

