Commission Meeting

August 1, 2023

Hopthru Data Management and Analysis Software

Department:	Augusta Transit
Presenter:	Sharon Dottery
Caption:	A motion to approve a software service contract between Hopthru Data Management and Analysis Platform and Augusta, Georgia.
Background:	Hopthru is a data management and analysis platform for transit. Utilizing passenger counting hardware already installed on our fleet. Hopthru automates the extraction, processing and importing of data so that you can easily derive the insights needed.

The platform consists of two modules: Hopthru Cleanse and Hopthru Analyze. Hopthru Cleanse builds trust in the quality of the data by maintaining the accuracy thresholds required for NTD certification. Hopthru Analyze allows you to instantaneously identify and diagnose operational inefficiencies across the service area. |
| **Analysis:** | This is a web-based software application that will not require server usage. With this software, Augusta Transit can quickly identify the health of the hardware and be notified of vehicles that have either not been reporting or have been reporting anomalies. We will also gain a birds-eye view of our system by measuring KPIs aggregated across the entire agency. Dive into the details by viewing individual routes, trips, or stops. Tag routes or stops to track amenities, projects, and more and identify trends by comparing any view to its historical performance.

It is a three-year contract with a total cost of $90,450.00 to be spread over the three (3) year term. The financial split is 80/20. |

Financial Impact:

Funding Source	Total	Split	Federal	Local
GA-2021-023-00	**$90,450**	80/20	$72,360	$18,090

Alternatives:	Deny request.
Recommendation:	Approve purchase so that Augusta Transit can move forward with task of improving its data management and reporting.

Funds are available in the following accounts:	547091226/5424320
REVIEWED AND APPROVED BY:	N/A