

STAFF REPORT



MEETING DATE:	June 25, 2025
SUBJECT:	Approve Resolution Authorizing the Executive Director to Execute a Three-Year Agreement for EcoInteractive's Programming Software
AGENDA ITEM:	14
STAFF CONTACT:	Keith Williams, AICP, Senior Transportation Planner

SUMMARY:

Transportation programming is among the most complex and time-consuming tasks performed by SRTA staff. EcoInteractive offers subscription-based software, unique on the market, that automates much of the programming responsibilities associated with the Federal Transportation Improvement Program (FTIP), reducing time necessary to manage this core agency function and reducing the likelihood of errors. Beyond EcoInteractive's core software, there are additional modules that can offer savings in time and errors for another core agency function: the Regional Transportation Plan (RTP). SRTA staff recommends approving a resolution authorizing the executive director to execute a three-year contract with EcoInteractive for a maximum cost of \$139,320.

STAFF RECOMMENDATION:

It is recommended that the board of directors:

1. Approve Resolution 25-10, authorizing the executive director to execute a three-year agreement for EcoInteractive's programming software, for a maximum cost of \$139,320; and
2. Authorize the executive director to make minor administrative amendments to the contract as appropriate.

DISCUSSION:

Background – Transportation programming is among the most complex and time-consuming tasks performed by SRTA staff. Programming includes, but is not limited to, analysis of project details and finances; data entry; consultation with local, state, and federal agencies; notifications to agencies and the general public; development of a comprehensive programming document; preparation of amendments and administrative modifications; and reporting. Staff is required to update the FTIP when new projects are approved for funding, as well as perform subsequent updates to address changes to projects' scope, schedule, or cost. As with any complex task, working with multiple layers of documentation, financial spreadsheets, etc. can lead to errors. Working with multiple agencies on ever evolving federal and state funding programs and requirements further complicates programming, making this responsibility increasingly complex and time-consuming. Many Metropolitan Planning Organizations (MPOs) in California, and across the country, are beginning to utilize EcoInteractive's FTIP programming software to help make this process much more efficient, provide more easily understood reports, and reduce the frequency of errors.

EcoInteractive's subscription-based software solution allows agencies to easily program, update, and manage transportation projects, automating some functions that currently take hours of staff time

each step in the current, state-maintained FTIP programming software. Using EcoInteractive's ProjectTracker module, staff would first enter the project information (costs, funding, project timing, project type, location, etc.). Then, that data is taken to automatically generate project listings, financial tables, and other data and figures needed for the FTIP, amendments, and administrative modifications. The Project Delivery module would allow for fast, efficient tracking of projects as they move through project initiation, environmental, design, right of way, and construction phases; providing real-time updates and reminders to staff from SRTA, Caltrans, and local and federal agencies. It will allow SRTA staff to quickly and efficiently identify projects at risk for delivery delays or failure and identify and recommend projects that can be substituted in place of the at-risk projects.

EcoInteractive's software makes FTIP amendments more efficient and would allow staff to devote more time to other agency business. One efficiency example is when one component of a project changes, that change is reflected in figures, charts, and reports related to that project across the current FTIP and amendments and administrative modifications to it. The software also autogenerates performance measure reports, based on the data entered for each project, whereas the current method requires staff to generate reports using several independent modules and piece reports together. Finally, the public engagement process would be improved, allowing staff to use the same software to notify partners about programming changes, and update a public-facing FTIP project webpage where partners and the public could provide input during each FTIP public review period.

SRTA staff interviewed other agencies and independently searched for other firms that provide the same or substantially the same service offered by EcoInteractive. No other firms were found to provide the off-the-shelf solution to manage the FTIP and Project Delivery like the software offered by EcoInteractive. The table below outlines the three-year pricing proposal negotiated between SRTA and EcoInteractive staff.

Table 1 EcoInteractive Three-Year Pricing Proposal

Core Software	2025	2026	2027
ProjectTracker Base Platform	\$ 18,000	\$ 18,540	\$ 19,096
CTIPS Integration	\$ 5,000	\$ 5,150	\$ 5,305
Project Delivery	\$ 4,500	\$ 4,635	\$ 4,774
One-Time Implementation	\$ 5,000		
Fee Total	\$ 32,500	\$ 28,325	\$ 29,175
3-Year Fee Total	\$ 90,000		
Optional Add-Ons	2025	2026	2027
Long-Range Plan (RTP)	\$ 5,000	\$ 5,150	\$ 5,305
Project Prioritization	\$ 4,500	\$ 4,635	\$ 4,775
Call for projects	\$ 5,000	\$ 5,150	\$ 5,305
One-Time Implementation	\$ 4,500		
Add-Ons Total	\$ 19,000	\$ 14,935	\$ 15,385
Three-Year Optional Add-Ons Total	\$ 49,320		
Three-Year Programming Software Total, Incl. Add-Ons	\$ 139,320		

Once a contract is signed, EcoInteractive would customize their software to accommodate SRTA's programming process and needs and work with staff on implementation over the course of several weeks. Following implementation, EcoInteractive would train SRTA and partner agency staff to use the software. While SRTA is a client, EcoInteractive offers assistance on technical issues, including any that might arise in the communication of data with state and federal agencies.

Staff is focused on the software's utility for transportation programming. However, the software includes additional modules that can support administration of regional grants or updates and maintenance of projects for SRTA's Regional Transportation Plan update, providing potential additional time savings by automating processes for SRTA. During the development of the 2026 RTP, if it becomes clear that these additional features are worth the investment, the attached resolution would allow the executive director to turn on funding for the appropriate add-on modules.

ALTERNATIVES:

The board of directors could direct staff to exclude the optional add-on software modules or not sign a contract at this time.

OTHER AGENCY INVOLVEMENT:

/// SRTA's executive director met with Public Works Directors from local agencies to discuss the EcoInteractive proposal. /// The Technical Advisory Committee (TAC) convened on June 11, 2025, to review and discuss the EcoInteractive proposal, and to vote on the matter. ///

FISCAL IMPACT:

The acquisition of programming management software is listed within the FY 2025/26 Overall Work Program (OWP) which would be updated as part of its amendment at the October 2025 SRTA Board of Directors meeting to reflect what is needed to fund the software for the initial year. The software would be funded with a combination of state Planning, Programming, and Monitoring and federal planning funds. The cost of using the core software for three years is \$90,000. The cost of using the core software and the add-on modules for all three years would total a maximum of \$139,320.

Sean Tiedgen, AICP, Executive Director

Attachments:

A: DRAFT Technical Services Agreement with EcoInteractive (*not available for TAC*)

B: Resolution 25-10

RESOLUTION 25-10

A RESOLUTION OF THE SHASTA REGIONAL TRANSPORTATION AGENCY AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE A THREE-YEAR AGREEMENT FOR ECOINTERACTIVE'S PROGRAMMING SOFTWARE.



WHEREAS, transportation programming is becoming an increasingly complex and time-consuming task that requires the careful balancing of numerous socioeconomic, fiscal, and practical considerations; and

WHEREAS, there are many new federal and state requirements being introduced each year that make the tasks of preparing the Federal Transportation Improvement Program (FTIP), amendments to the FTIP, and development of the Regional Transportation Plan (RTP) even more complex and time-consuming; and

WHEREAS, many MPOs throughout California, and the country, are beginning to utilize EcoInteractive's software to reduce programming complexity, errors, and time; and

WHEREAS, EcoInteractive is the only firm found to have an off-the-shelf solution to develop the FTIP and RTP and manage those responsibilities entrusted to MPOs like the Shasta Regional Transportation Agency.

NOW, THEREFORE, BE IT RESOLVED by the Board of the Directors of the Shasta Regional Transportation Agency (SRTA) that:

1. SRTA's Executive Director is authorized to sign an agreement between SRTA and EcoInteractive for a three-year software license at a cost not to exceed \$139,320.

PASSED AND ADOPTED this 25th day of June 2025, by the Board of Directors of the Shasta Regional Transportation Agency.

Greg Watkins, Chair
Shasta Regional Transportation Agency

ATTEST:

Sean Tiedgen, AICP, Executive Director
Shasta Regional Transportation Agency