
NASPO ValuePoint Master Agreement No. MA3695
led by the State of Utah Division of Procurement
Procurement Officer Determination
Intergovernmental Cooperative Purchasing Agreement (ICPA)
COMAR 21.05.09.04

SUMMARY

The Office of Systems Planning and Asset Management (OSPAM) seeks approval to participate in the **NASPO ValuePoint (NASPO) Wireless Data, Voice, and Accessories Master Agreement (No. MA3695)**, led by the State of Utah Division of Procurement, to procure a new contract with **Geotab USA, Inc.** to streamline an enterprise-wide fleet management system, currently used within the State Highway Administration (SHA), across the Maryland Department of Transportation (MDOT) modes, starting with Maryland Transit Administration (MTA), Maryland Port Administration (MPA), Maryland Aviation Administration (MAA), and The Secretary's Office (TSO), while delivering over \$694,000.00 in potential savings over the three (3) year term.

STATUTORY AUTHORITY

Pursuant to **COMAR 21.05.09.02**, as a primary procurement unit, the Maryland Department of Transportation (MDOT), The Secretary's Office (TSO) is authorized to sponsor, participate in, or administer **Intergovernmental Cooperative Purchasing Agreements (ICPA)** on its own behalf or on behalf of another agency when a determination is made under **SFP §13-110** and **COMAR 21.05.09.04**.

JUSTIFICATION

The Geotab telematic devices are currently utilized by the SHA and have a validated direct integration into Maximo from their pilot phase. In expanding the existing infrastructure, it provides a proven architecture that reduces the high costs and risks associated with managing multiple fragmented telematics devices and platforms. To standardize fleet management across the MDOT, there is a desire to streamline an enterprise-wide fleet management process across all modes within MDOT. This initiative will begin with 1,293 vehicles within MTA, MPA, MAA, and TSO.

Unlike competitors, Geotab enables automated meter updates and fault code ingestion, and near real-time data synchronization, supporting preventive and predictive maintenance workflows, without third-party APIs or custom middleware, when combined with the Maximo platform, enhancing data-driven operational decisions, and providing significant cost benefits under a single enterprise.

Additionally, a unified Geotab deployment enables MDOT to establish a consistent enterprise governance model for fleet data, analytics, and reporting. This approach avoids the administrative burden and costs associated with separate procurements, individual vendor negotiations, and multiple support contracts amongst modes. Using a single platform that supports federated data reporting and management and enables leadership to set standard policies for data ownership, quality, security, and performance metrics, while also facilitating cross-modal comparisons and enterprise-level insights. This governance capability is much harder to achieve when data is dispersed across multiple vendors with different data models and reporting features.

This unified approach establishes a single enterprise agreement, reducing implementation costs and accelerating deployment timelines, and lowering ongoing maintenance expenses. Over time, this approach provides better value to the organization while streamlining the software portfolio.

MARKET RESEARCH

In conducting market research, the Statewide Hardware Master contract identified one (1) supplier, Samsara, however, their RFI response reflected the use of APIs and does not support direct Maximo integration.

In addition, a Request For Information (RFI) was conducted on eMaryland Marketplace (eMMA) in which ten (10) telematic companies responded, with the state inquiring specifically if their hardware can interface directly into the Maximo platform. All respondents required a third-party or Application Programming Interface (API), except Geotab USA, Inc. Furthermore, all eleven (11) RFI respondents identified themselves as non-CSB, MBE & VSBE.

After reviewing the findings from the RFI, Geotab was contacted regarding any active ICPA contracts. It was determined that NASPO ValuePoint has a competitively bid contract expiring on August 11, 2029, with no renewal options available.

FISCAL IMPACT AND SAVINGS

A comparison of the current Cellular Master Contract proposed to the NASPO ICPA Contract reflects significant savings. By procuring under the NASPO ICPA contract, the hardware and installation costs for standard fleet vehicles are waived, resulting in a total cost of \$0.00, and for the 119 pieces of winter equipment, there is a one-time fee of \$159.72 per unit for winter preparation and special cables, and an installation fee of \$360.00 per unit. All 1,293 units (1,174 standard vehicles and 119 winter units) share a monthly subscription fee of \$20.50. Under the current Cellular contract, these rates are significantly higher.

Based on the information provided, the total cost for the Cellular contract will be \$626,172.00 in the first year and \$542,592.00 annually thereafter. In comparison, the cost under the NASPO ValuePoint contract will be \$380,459.40 for the first year, followed by annual costs of \$318,078.00 for the next two (2) years. This is a potential savings of \$694,740.60. Additionally, there is an anticipated 2% annual fleet growth based on historical data for years 2 and 3, which are not factored into the total cost reflected below.

Cost Summary

Cost Component	Cellular Master Contract	NASPO ValuePoint Contract
Hardware Fees	\$50.00 per unit (Regular Fleet) \$90.00 per unit (Snow Equip.)	Free (\$0.00)
One-Time Installation Fees	\$10.00 per unit (Regular Fleet) \$20.00 per unit (Snow Equip.)	Free - \$0.00 per unit (Regular Fleet) \$519.72 per unit (Snow Equip.)
Monthly Subscription	\$32.00 per unit (Regular Fleet) \$64.00 per unit (Snow Equip.)	\$20.50 per unit (Regular Vehicle) \$20.50 per unit (Snow Equipment)
Total First-Year Cost	\$626,172.00	\$379,939.68
Second Year Cost	\$542,592.00	\$318,078.00
Third Year Cost	\$542,592.00	\$318,078.00
TOTAL COST	\$1,711,356.00	\$1,016,095.68

Cost Breakout

YEAR 1

Mode	Number of Vehicles	NASPO Master Contract				Cellular Master Contract				Price Difference Between NASPO and Cellular Master Contract
		Hardware Cost / Unit (One-Time)	Installation Cost / Unit (One-Time)	Service Cost / Unit / Month	First Year Cost	Hardware Cost / Unit (One-Time)	Installation Cost / Unit (One-Time)	Service Cost / Unit / Month	First Year Cost	First Year Cost
MAA (Snow Equipment)	119	\$159.72	\$360.00	\$20.50	\$91,120.68	\$90.00	\$20.00	\$64.00	\$104,482.00	\$13,361.32
MAA (Regular Fleet)	254	\$0.00	\$0.00	\$20.50	\$62,484.00	\$50.00	\$10.00	\$32.00	\$112,776.00	\$50,292.00
MTA	802	\$0.00	\$0.00	\$20.50	\$197,292.00	\$50.00	\$10.00	\$32.00	\$356,088.00	\$158,796.00
MPA	110	\$0.00	\$0.00	\$20.50	\$27,060.00	\$50.00	\$10.00	\$32.00	\$48,840.00	\$21,780.00
Shipping	1				\$15.00					
					SUM: \$377,971.68					
TSO (Regular Fleet)	8	\$0.00	\$0.00	\$20.50	\$1,968.00	\$50.00	\$10.00	\$32.00	\$3,552.00	\$1,584.00
Total	1,294				\$379,939.68				\$625,738.00	\$245,813.32

YEAR 2 & 3

Mode	Number of Vehicles	NASPO Master Contract		Cellular Master Contract		Price Difference Between NASPO and Cellular Master Contract	
		Service Cost / Unit / Month	Second Year Cost	Service Cost / Unit / Month	Second Year Cost	Year 2 Cost	Year 3 Cost
MAA (Snow Equipment)	119	\$20.50	\$29,274.00	\$64.00	\$91,392.00	\$62,118.00	\$62,118.00
MAA (Regular Fleet)	254	\$20.50	\$62,484.00	\$32.00	\$97,536.00	\$35,052.00	\$35,052.00
MTA	802	\$20.50	\$197,292.00	\$32.00	\$307,968.00	\$110,676.00	\$110,676.00
MPA	110	\$20.50	\$27,060.00	\$32.00	\$42,240.00	\$15,180.00	\$15,180.00
TSO (Regular Fleet)	8	\$20.50	\$1,968.00	\$32.00	\$2,688.00	\$966.00	\$966.00
Total	1,293		\$318,078.00		\$542,208.00	\$224,130.00	\$224,130.00
		NASPO 3-YEAR TOTAL	\$1,016,095.68	CELLULAR CONTRACT 3-YEAR TOTAL	\$1,710,154.00		

2% anticipated annual contract growth increase in Years 2 & 3 based on historical fleet purchases, which are not factored into these annual total costs.

TOTAL ANTICIPATED SAVINGS FOR DURATION OF CONTRACT PERIOD:	\$694,058.32
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Under **COMAR 21.05.09.05**, the MDOT TSO Procurement Officer, acting for OSPAM, requests approval to procure the NASPO ValuePoint Master Agreement (No. MA3695). These technical, operational, governance, and financial factors highlight the need to approach this effort as a single, enterprise-wide expansion rather than a series of separate departmental purchases. A comprehensive Geotab vision (procurement, deployment, integration, and operations) under one vision ensures consistency, scalability, and long-term sustainability. In addition, it enables rapid deployment to meet strict fiscal deadlines. Funding for Maximo enhancements must be pre-encumbered by June 30, 2026.

Based upon the analysis and market research conducted, I have determined that participating in this intergovernmental cooperative purchasing agreement is in the best interest of the State. This strategy provides for significant cost savings, improved administrative efficiencies, and is not intended as a means to evade the purposes set forth under **COMAR 21.01.01.03**.

Patricia Pickett, Procurement Officer / Date
Maryland Department of Transportation, TSO

April Weimer, Deputy Director of Procurement / Date
Maryland Department of Transportation, TSO
