

**Board Report**

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**File #:** 2015-1223, **File Type:** Contract**Agenda Number:** 23.

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**PLANNING AND PROGRAMMING COMMITTEE  
OCTOBER 14, 2015****SUBJECT: METRO RIDESHARE PROGRAM SUPPORT****ACTION: APPROVE RECOMMENDATION****RECOMMENDATION**

PLANNING AND PROGRAMMING COMMITTEE RECOMMENDED (4-0) authorizing the Chief Executive Officer to award and execute a 21-month firm fixed price Contract No. PS3604300 (RFP No. PS113344540-R) to Inland Transportation Services, Inc. (ITS) in the amount of \$1,198,055 for **Metro Rideshare Program Support services in Los Angeles County** and to increase the FY 2016 budget for Regional Rideshare by \$425,000.

**ISSUE**

Metro provides commuter assistance services to worksites in Los Angeles County with the objective of improving mobility by reducing single occupant vehicle trips and providing information and services to increase rideshare modes, including transit ridership, carpooling, vanpooling, walking, and bicycling to work. Metro relies on highly trained in-house consulting staff to manage and provide services. The current contract for services will expire March 31, 2016; however, funding is available only through October 31, 2015 since this contract is currently shared with Metro Commute Services for A-TAP and B-TAP support. The new contract will be separate from Metro Commute Services and will allow Metro to continue providing rideshare services to Los Angeles County employer worksites and commuters.

**DISCUSSION**

Consulting staff is responsible for a number of tasks including supporting Employee Transportation Coordinators (ETC) with responding to Rule 2202 from the South Coast Air Quality Management District (SCAQMD) through Average Vehicle Ridership (AVR) surveys, providing commuters with ridematching services and RideGuides, and responding to customer questions related to ridesharing. Consultant staff is also trained in Ridepro and will be managing the Los Angeles County portion of the regional database shared with Orange County Transportation Authority (OCTA) and Ventura County Transportation Commission (VCTC). Ridepro is a software system provided by Trapeze Software Group, Inc. under a separate contract that assists worksites with air quality compliance and employer based ridematching.

In addition, ITS will be responsible for managing Metro's incentive programs which include the regional Guaranteed Ride Home, Metro Rewards, and Go Metro to Work Free. Consulting staff will be actively attending Transportation Management Organization (TMO) and Transportation Management Association (TMA) meetings and other industry events to provide information about the services offered by Metro. Consulting staff will provide support at events that encourage ETC development and training, including workshops, countywide rideshare events, and ETC Briefings.

In addition, the Board is being asked to authorize the CEO to increase the FY 2016 budget for Regional Rideshare by \$425,000 for additional costs related to the award of this contract and for software upgrades required for Ridepro. The additional costs related to the contract are due to increased level of effort for staff and a higher level of oversight requested of the ITS project manager to cover the tasks in the statement of work. The software upgrades required for Ridepro include software modifications resulting from recent changes to Rule 2202 by SCAQMD, as well as upgrades related to an improved ridematch.info website, and improved software capabilities.

### **DETERMINATION OF SAFETY IMPACT**

The Board action will not have a negative impact on the safety of Metro's patrons or employees. The Metro Rideshare Program has demonstrated effectiveness in reducing the number of cars on the road during the peak commute period. This contributes to public safety. Currently, Metro provides support to over 220,000 commuters and 800 worksites in Los Angeles County.

### **FINANCIAL IMPACT**

The FY16 approved budget includes costs for this contract in Cost Center 4540, Project 405547, Task 01.10. The FY 2016 budget includes \$400,000 for the Metro Rideshare Support contract, however this is insufficient since the recommended price is higher than anticipated and has been determined to be fair and reasonable based upon MAS audit findings, an independent cost estimate, cost analysis, technical analysis, and fact finding. The budget for this contract needs to be increased from \$400,000 to \$605,000, which is an increase of \$205,000. In addition, the FY 2016 budget includes \$92,000 for upgrades to Ridepro, however an additional \$220,000 is required for the contract modification. The total budget increase for Regional Rideshare would be \$425,000. The funding source for Regional Rideshare comes from Proposition C 25% sales tax. These funds are from a Regional Rideshare allocation programmed in the Transportation Improvement Program (TIP) pursuant to the Long Range Transportation Plan (LRTP). The Project Manager will be accountable for managing costs during the term of this contract. Since this is a multi-year contract, the Chief Planning Officer will be responsible for budgeting in future years.

### **Impact to Budget**

The source of funds for this action, Proposition C 25% Streets & Highway, is not eligible to fund bus and rail operating and capital expenditures.

### **ALTERNATIVES CONSIDERED**

The Board can choose not to authorize the CEO to award this contract to ITS and not to increase the

Regional Rideshare FY 2016 budget, however staff does not recommend this option. If the Board denies this request, services will lapse and Metro will no longer be able to provide support to 800 worksites regulated by SCAQMD in Los Angeles County and ridematching services to 220,000 commuters. Incentive programs would terminate and countywide support of rideshare services would end. Moreover, Metro is the holder of a license agreement with Trapeze Software Group, Inc. for the use of Ridepro in partnership with the Orange County Transportation Authority and Ventura County Transportation Commission and without the continuation of this contract, Metro would not have the capability to immediately provide staff resources to continue using Ridepro and would lose the financial investment in this database. The impact to the regional partners would be significant since Los Angeles County participants are 72% of the database and the maintenance of this information would lapse. In addition, without the funding for the required modifications to Ridepro, Metro would be out of compliance with Rule 2202 and the updates to ridematch.info would not be completed, software upgrades would not be completed and the Ridepro software would become less user-friendly.

**NEXT STEPS**

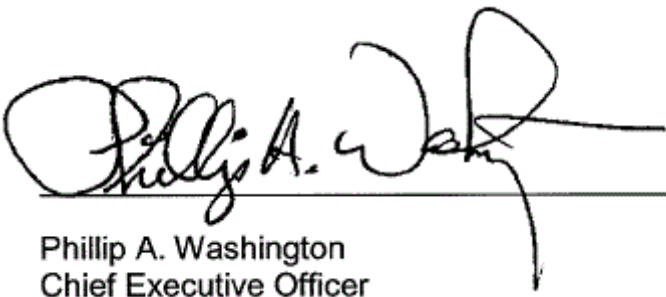
Upon Board approval, staff will award and execute the Metro Rideshare Program Support contract and increase the FY 2016 Regional Rideshare budget by \$425,000.

**ATTACHMENTS**

- Attachment A - Procurement Summary
- Attachment B - DEOD Summary

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Phillip A. Washington  
Chief Executive Officer

## PROCUREMENT SUMMARY

## METRO RIDESHARE PROGRAM SUPPORT

1.	<b>Contract Number:</b> PS3604300 (RFP No. PS113344540-R)	
2.	<b>Recommended Vendor:</b> Inland Transportation Services Inc.	
3.	<b>Type of Procurement (check one):</b> <input type="checkbox"/> IFB <input checked="" type="checkbox"/> RFP <input type="checkbox"/> RFP-A&E <input type="checkbox"/> Non-Competitive <input type="checkbox"/> Modification <input type="checkbox"/> Task Order	
4.	<b>Procurement Dates:</b>	
	<b>A. Issued:</b> May 16, 2015	
	<b>B. Advertised/Publicized:</b> May 16, 2015 LA Daily News, LA Watts Times, Rafu Shimpo & Eastern Group Publications	
	<b>C. Pre-proposal/Pre-Bid Conference:</b> May 21, 2015	
	<b>D. Proposals/Bids Due:</b> June 15, 2015	
	<b>E. Pre-Qualification Completed:</b> July 28, 2015	
	<b>F. Conflict of Interest Form Submitted to Ethics:</b> August 5, 2015	
	<b>G. Protest Period End Date:</b> October 21, 2015	
5.	<b>Solicitations Picked up/Downloaded:</b> 66	<b>Bids/Proposals Received:</b> 2
6.	<b>Contract Administrator:</b> W. T. (Ted) Sparkuhl	<b>Telephone Number:</b> (213) 922-7399
7.	<b>Project Manager:</b> Paula Carvajal-Paez	<b>Telephone Number:</b> (213) 922-4258

**A. Procurement Background**

This Board Action is to approve Contract No. PS3604300 to provide Metro Rideshare Program Support in Los Angeles County.

The Request for Proposal (RFP) was issued in accordance with Metro's Acquisition Policy and Procedure Manual and the contract type is firm fixed price.

Two amendments were issued during the solicitation phase of this RFP:

- Amendment No. 1, issued June 2, 2015, provided copies of the pre-proposal sign-in sheets, the Pre-Proposal Conference Agenda, the Planholders' List of record, and provided responses to proposers questions submitted during the pre-proposal conference.
- Amendment No. 2, issued June 10, 2015, clarified that the period of performance was 21 months, and announced the new contract administrator for the RFP.

A pre-proposal conference was held on May 21, 2015, and attended by ten participants representing ten firms. There were nine questions received and responses were released prior to the proposal due date.

A total of two proposals were received on June 15, 2015, from:

1. Inland Transportation Services, Inc.
2. Steer Davies Gleave

## **B. Evaluation of Proposals/Bids**

A Proposal Evaluation Team (PET) consisting of staff from Metro's Share Mobility & Implementation Program Office, Orange County Transportation Authority and Ventura County Transportation Commission was convened and conducted a comprehensive technical evaluation and review of the proposals received.

The proposals were evaluated based on the following evaluation criteria and weights:

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|--|-----|
| 1. Qualifications of the Firm                            | 25% |
| 2. Staffing and Project Organization                     | 20% |
| 3. Work Plan   | 20% |
| 4. Cost Proposal   | 20% |
| 5. Partnering with Small Business                        | 10% |
| 6. Partnering with Disabled Veteran Business Enterprises | 5%  |

The evaluation criteria are appropriate and consistent with criteria developed for Metro rideshare program support procurements. Several factors were considered when developing these weights, giving the greatest importance to the qualifications of the firm.

On June 18, 2015, proposals were distributed to the PET. The PET completed the proposal evaluations on July 10, 2015. Based on the evaluation process, Inland Transportation Services, Inc. was determined to be the most qualified firm.

### **Qualifications Summary of Firms within the Competitive Range:**

#### **Inland Transportation Services**

Inland Transportation Services, Inc. (ITS) is a Transportation Demand Management (TDM) consulting firm which employs a staff of 20. The ITS team has a combined total of 257 years of TDM experience. Further, ITS provides rideshare support and services for other county transportation agencies such as Riverside County Transportation Commission (RCTC), San Bernardino Associated Governments (SANBAG) and Orange County Transportation Authority (OCTA) which closely parallel the requirements of outlined in the RFP. ITS has experience managing, and maintaining RidePro since 2001. The ITS team includes two subcontractors, The

Van Stratten Group, Inc., a Metro SBE certified firm and Roger L. Reed, dba The Blue Pyramid, a Metro certified DVBE firm.

Overall, the ITS proposal demonstrated knowledge of the requirements and is prepared with experienced staff with the education, experience and professional credentials to perform the tasks outlined in the Statement of Work.

**Steer Davies Gleave**

Steer Davies Gleave (SDG) is a transportation consulting firm. SDG has used iCommute software to automate incentives for employers in San Diego, but iCommute does not have the capability to produce AVR and output reports, ride matching results and RideGuides.

SDG proposed recruiting technical staff to train and use the RidePro program if they were awarded this contract. Technical staff members are key to this project and it is unclear if those recruited afterwards would have the experience and expertise to provide adequate support in one month after transition.

The following is a summary of PET scores:

	<b>FIRM</b>	<b>Weighted Average Score</b>	<b>Factor Weight</b>	<b>Average Score</b>	<b>Rank</b>
<b>1</b>	<b>Inland Transportation</b>				
<b>2</b>	Qualifications of the Firm	91.67	25%	22.92	
<b>3</b>	Staffing and Project Organization	95.00	20%	19.00	
<b>4</b>	Work Plan	93.33	20%	18.67	
<b>5</b>	Cost Proposal	100.00	20%	20.00	
<b>6</b>	Partnering with Small Business	50.00	10%	5.00	
<b>7</b>	Partnering with DVBE	100.00	5%	5.00	
<b>8</b>	<b>Total</b>			<b>90.59</b>	<b>1</b>
<b>9</b>	<b>Steer Davies Gleave</b>				
<b>10</b>	Qualifications of the Firm	81.67	25%	20.42	
<b>11</b>	Staffing and Project Organization	76.67	20%	15.33	
<b>12</b>	Work Plan	80.00	20%	16.00	
<b>13</b>	Cost Proposal	85.60	20%	17.12	
<b>14</b>	Partnering with Small Business	50.00	10%	5.00	
<b>15</b>	Partnering with DVBE	100.00	5%	5.00	
<b>16</b>	<b>Total</b>			<b>78.87</b>	<b>2</b>

### **C. Cost Analysis**

The recommended price has been determined to be fair and reasonable based upon an independent cost estimate, cost analysis, technical analysis, and fact finding. The firm's proposal includes additional program management, managing Metro's rideshare incentives program and the upgrade of rideshare software to include a new model as required per the statement of work.

<b>Proposer Name</b>	<b>Proposal Amount</b>	<b>Metro ICE</b>	<b>Negotiated Price</b>
Inland Transportation Services, Inc.	\$1,198,494	\$1,081,669	\$1,198,055

### **D. Background on Recommended Contractor**

The recommended firm, Inland Transportation Services (ITS) located in Riverside, CA, founded in 1989 is a leader with over 26 years of Transportation Demand Management (TDM) experience.

The proposed Project Manager for this contract has experience managing the existing contract with Metro. He has a wide range of TDM experience creating and implementing results-oriented TDM strategies. The Project Manager closely manages his team's performance, reviews team and individual results, and conducts monthly staff meetings to brainstorm and improve upon processes being implemented to successfully grow the programs.

ITS is the incumbent contractor and has performed satisfactorily.

## DEOD SUMMARY

## METRO RIDESHARE PROGRAM SUPPORT/PS3604300

**A. Small Business Participation**

The Diversity and Economic Opportunity Department (DEOD) established a 15% goal inclusive of a 12% Small Business Enterprise (SBE) and 3% Disabled Veteran Business Enterprise (DVBE) for this project. Inland Transportation Group exceeded the goal by making a 12.37% SBE commitment and 3.33% DVBE commitment.

<b>SMALL BUSINESS GOAL</b>	<b>12% SBE and 3% DVBE</b>	<b>SMALL BUSINESS COMMITMENT</b>	<b>12.37% SBE and 3.33% DVBE</b>
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	<b>SBE Subcontractors</b>	<b>% Commitment</b>
1.	The Van Stratten Group, Inc.	12.37%
	<b>Total SBE Commitment</b>	<b>12.37%</b>

	<b>DVBE Subcontractors</b>	<b>% Commitment</b>
1.	Roger L. Reed dba The Blue Pyramid	3.33%
	<b>Total DVBE Commitment</b>	<b>3.33%</b>

**B. Living Wage and Service Contract Worker Retention Policy Applicability**

The Living Wage and Service Contract Worker Retention Policy is not applicable to this contract.

**C. Prevailing Wage Applicability**

Prevailing Wage is not applicable to this contract.

**D. All Subcontractors Included with Recommended Contractor's Proposal**

	<b>Subcontractor</b>	<b>Services Provided</b>
1.	The Van Stratten Group, Inc.	Administrative Services
2.	Roger L Reed dba The Blue Pyramid	Marketing Consulting