



Metro

Board Report

Los Angeles County
Metropolitan Transportation
Authority
One Gateway Plaza
3rd Floor Board Room
Los Angeles, CA

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REVISED
SAFE BOARD MEETING
JUNE 23, 2016

SUBJECT: SOUTHERN CALIFORNIA 511 TRAVELER INFORMATION SYSTEM NEXT GENERATION 511 INTERACTIVE VOICE RESPONSE SERVICES

ACTION: APPROVE RECOMMENDATIONS

RECOMMENDATIONS

AUTHORIZE the Chief Executive Officer (CEO) to:

- A. AWARD a four-year firm fixed price, Contract No. PS5295500, to IBI Group Inc., in the amount of \$4,150,000 for the development, deployment and operation of the next generation **Southern California 511 (511) Interactive Voice Response (IVR) services.**
- B. APPROVE Contract Modification Authority specific to Contract No. PS5295500 in the amount of \$1,000,000.

ISSUE

The current and initial 511 system was deployed in June 2010. Pursuant to Board action in June 2015, the existing contract was extended 24 months, to June 30, 2017, in order to accommodate the procurement, development and seamless transition to a new system. This recommendation ensures that SAFE will be able to deploy a new IVR service by June 30, 2017.

DISCUSSION

Background

In July 2000, the Federal Communications Commission designated 511 as the national traveler information number. The purpose of 511 is to provide travelers with easy access to a variety of transportation related information. In 2005, the Federal government enacted the Federal Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), which contained a mandate to deploy 511 systems nationwide.

In response to this requirement, LA SAFE partnered with the Los Angeles County Metropolitan Transportation Authority (Metro), Orange County Transportation Authority (OCTA), Ventura County

Transportation Commission (VCTC), California Highway Patrol (CHP) and the California Department of Transportation (Caltrans) to develop and deploy the current Southern California 511 system. On February 28, 2008, the Board awarded a contract to IBI Group, Inc. for the development, deployment, operation and maintenance of the current 511 Motorist Aid and Traveler Information System (MATIS). 511 was deployed in June 2010 consisting of an automated IVR phone service and a website (Go511.com). The service provides users with real-time traffic information as well as transit, rideshare, and other related information. Since the deployment in June 2010, the system has supported over 18,000,000 users and has undergone a number of changes, such as the addition of real-time transit information, City of Los Angeles parking information and the deployment of a mobile app. In addition to the traveler information services, 511 also allows callers to request motorist assistance similar to using a roadside call box.

Next Generation 511 IVR Services

Technology has progressed to a point where the current IVR system is becoming outdated, difficult to maintain and increasingly challenging to ensure an optimal level of service and quality to our users. As reported to the Board in October 2015, staff conducted an evaluation of the current 511 system and presented the strategy regarding the replacement of the system. The core of the strategy was to focus on improved customer experience, increased flexibility, greater innovation and deployment of the latest technology. The strategy also called for the separation of the 511 system into two main contracts - 1) IVR services; and 2) Web/Mobile/Social Media services. The separation of the contracts would enable each contract to obtain subject matter professionals to focus on their area of expertise and improve innovation, customer service and oversight of the system by LA SAFE. Additionally, the separation of the services was anticipated to generate greater competition, which it did as the procurement for the old/current contract generated three proposals, while the procurements for the separated next generation contracts generated a combined total of 12 proposals.

The recommended contractor, IBI Group, Inc., has experience with LA SAFE as the current 511 provider; however, in the current 511 system, IBI acts as the prime contractor focusing on data integration and web services, while the operation of the IVR is managed by its sub-contractor. As the current contractor, IBI Group has experienced both the ups and downs of developing and deploying a consolidated 511 system for the first time in this region. The current IVR, being an older system and managed by a sub-contractor, has experienced some issues with its voice/speech recognition as well as being agile and stable enough to implement timely improvements. Under the new IVR contract, IBI will be solely focused on providing and managing their own hosted IVR service, which they procured, developed and improved subsequent to being awarded the current contract. IBI's IVR service currently supports over five million annual users in New York, Massachusetts, and Alaska.

The award of this contract will ensure that LA SAFE is able to develop and deploy the next generation 511 IVR in a seamless manner by or before June 2017. The next generation IVR will utilize current and expandable technologies and be scalable to accommodate growth and other changes. The new IVR will be more agile, responsive, user-friendly and easier to maintain. In addition, the new system will be less costly to operate and maintain, saving approximately 25% compared to the currently monthly operating cost.

Some specific improvements to be realized with the next generation IVR service include:

- Personalization - ability of users to get more targeted/personalized information;
- Focus on “Transaction Completion Rate” - performance measure tracking the ability of the IVR to complete a caller’s request for information;
- Visual IVR - a new service allowing users to integrate the use of their smart phone with the IVR;
- Spanish IVR - development, testing and implementation of a Spanish language option on the IVR;
- Improve Speech Recognition - transitioning to the latest speech recognition platform;
- Improved Management and Administrative Controls - improves oversight of the operation of the system;
- Improved alert and emergency management capabilities;

LA SAFE has worked with and will continue to work with our stakeholder partner agencies in the development, deployment, management and operation of next generation 511 system. Involved stakeholders include Metro, Caltrans, CHP, OCTA, VCTC, Access Services, City of Los Angeles and Glendale BeeLine, City of Pasadena Transit and other regional agencies.

Contract Modification Authority

The increase of the delegated contract modification authority from \$500,000 to \$1,000,000 is requested to enable staff to respond to new and unforeseen developments during the term of this contract. The experiences of the current 511 system demonstrate that over the course of the term of the contract, any number of new issues may arise. For example, the initial 511 system did not include real-time transit or the City of Los Angeles ExpressPark information as they were not available at the time. The contract modification authority will enable LA SAFE to respond to the availability of new and relevant information as well as adapt to new technologies or services as they are identified.

DETERMINATION OF SAFETY IMPACT

A critical role of effectively managing freeway incidents is the prompt and accurate dissemination of information to the public. This action will enable NextGen 511 IVR Services to improve its operations and provide enhanced and more actionable information to the public thereby reducing congestion and possible safety impacts.

FINANCIAL IMPACT

Funding in the amount of \$3,535,000 in cost center 3351, project 300209, has been included in SAFE’s FY17 budget request. This funding is specially identified to support the development efforts and activities associated with the transition to the next generation 511 system. Since this is a multi-year contract, the cost center manager and Executive Officer will be accountable for budgeting the cost in future years.

ALTERNATIVES CONSIDERED

The Board may elect not to approve these recommendations. This option is not recommended as SAFE will no longer be able to provide this service on which over 300,000 monthly users and many partner agencies rely.

NEXT STEPS

Upon approval by the Board, staff will execute Contract No. PS5295500 with IBI Group, Inc. to begin development, implementation and deployment of the Next Generation 511 IVR system.

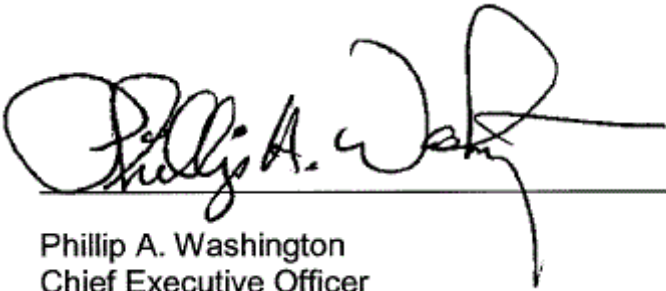
ATTACHMENTS

Attachment A - Procurement Summary

Attachment B - DEOD Summary

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Phillip A. Washington
Chief Executive Officer

PROCUREMENT SUMMARY

**SOUTHERN CALIFORNIA 511 TRAVELER INFORMATION SYSTEM
NEXT GENERATION 511 IVR SERVICES
PS5295500**

1.	Contract Number: PS5295500	
2.	Recommended Vendor: IBI Group, Inc.	
3.	Type of Procurement (check one): <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.	Procurement Dates:	
	A. Issued: October 27, 2015	
	B. Advertised/Publicized: October 28, 2015	
	C. Pre-Proposal/Pre-Bid Conference: November 16, 2015	
	D. Proposals/Bids Due: January 19, 2016	
	E. Pre-Qualification Completed: April 28, 2016	
	F. Conflict of Interest Form Submitted to Ethics: June 10, 2016	
	G. Protest Period End Date: July 5, 2016	
5.	Solicitations Picked up/Downloaded: 42	Proposals Received: 3
6.	Contract Administrator: W. T. (Ted) Sparkuhl	Telephone Number: (213) 922-7399
7.	Project Manager: Iain Fairweather	Telephone Number: (213) 922-5650

A. Procurement Background

This Board Action is to approve Contract No. PS5295500 for professional services to provide industry leading and exceptional user focused interactive voice response (IVR) services for the next generation of the Southern California 511 system (NextGen 511).

The Request for Proposal (RFP) was issued in accordance with LA SAFE's Acquisition Policy and the contract type is firm fixed price. The RFP was issued with an SBE/DVBE goal of 25% (SBE 22% and DVBE 3%).

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

- Amendment No. 1, issued on November 9, 2015, provided clarifications to the RFP document and added Excel spreadsheet files for proposer use.
- Amendment No. 2, issued on November 19, 2015, extended the proposal due date to December 21, 2015, provided proposers with answers to questions and pre-proposal conference materials.
- Amendment No. 3, issued on November 23, 2015, provided responses to questions and provided the planholders' list.
- Amendment No. 4, issued November 24, 2015, provided responses to questions relating to natural language IVR, data reporting and storage.

- Amendment No. 5, issued December 2, 2015, provided responses to questions relating to reports and the necessity for submitting them to Metro.
- Amendment No. 6, issued December 2, 2015, extended the proposal due date to January 11, 2016.
- Amendment No. 7, issued January 6, 2016, extended the proposal due date to January 29, 2016.

A pre-proposal conference was held on November 16, 2015, attended by 12 participants representing eight companies. There were 52 questions asked and responses were released prior to the proposal due date. A total of 42 firms downloaded the RFP and were included in the planholders' list. A total of three proposals were received on January 19, 2016.

B. Evaluation of Proposals

The Proposal Evaluation Team (PET) consisting of staff from LA SAFE, Orange County Transportation Authority (OCTA), San Bernardino Associated Governments (SANBAG) and Riverside County Transportation Commission (RCTC) was convened and conducted a comprehensive technical evaluation of the proposals.

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

- | | |
|---|------------|
| • Proposed Management Plan, Work Plan Approach and Schedule | 60 percent |
| • Experience, Qualification, and Past Performance | 15 percent |
| • Price Proposal | 25 percent |

The evaluation criteria are appropriate and consistent with criteria developed for similar professional services procurements. Several factors were considered when developing these weights, giving the greatest importance to the proposed management plan, work plan approach, and schedule.

Prior to proposals being distributed to the PET for evaluation, the Diversity & Economic Opportunity Department (DEOD) reviewed the three firms that submitted proposals to confirm that each of the firms met the 25% goal, inclusive of 22% SBE and 3% DVBE. Of the three proposals, LogicTree LLP was deemed non-responsive, as it did not meet the 25% goal.

On January 21, 2016, the two proposals deemed responsive by DEOD were distributed to the PET. During January 21, 2016 through April 1, 2016, the PET completed its independent evaluation of the proposals. The proposals were determined to be within the competitive range and are listed below in alphabetical order:

1. IBI Group, Inc.
2. Iteris, Inc.

On March 16, 2016, the PET interviewed the two firms. Each firm presented their respective qualifications and responded to questions posed by the PET. Generally, both firms elaborated on their scope of work assumptions and detailed their experience with IVR technology.

Further, the project manager and key personnel from each firm responded to the PET's inquiries regarding their approach to developing IVR technology and their ability to tailor their technology to meet LA SAFE's requirements, key personnel roles and responsibilities to complete the task, stakeholder coordination, and key performance indicators.

The final scoring, after interviews, determined IBI Group as the highest rated, most qualified proposer.

Qualifications Summary of Firms within the Competitive Range:

IBI Group (IBI)

IBI was founded in 1974 to provide professional services in planning and design for urban development and transportation. Their professional staff has a broad range of backgrounds and experience in transportation engineering and traffic engineering. As a result, IBI possesses extensive knowledge of IVR technology. Their experience in this technology enabled IBI to develop their own Voice Services Software Platform; the Multichannel Communication Engine (MCE). IBI has extensive experience implementing 511 IVR programs with such agencies as New York State Department of Transportation, British Columbia Drive BC and Massachusetts 511 Traveler Information. IBI is the incumbent contractor on the existing Southern California 511 Traveler Information System and possesses an intimate knowledge of the LA SAFE system requirements.

The management plan presented an approach that focuses on consistent and sustained project management. Successful execution of all deliverables is achievable first and foremost with the commitment of an experienced program manager and supporting staff. IBI's plan provided practical solutions to assure timely completion of all deliverables. Overall, the proposal and interview presented a cohesive team with substantial experience in IVR technology, implementation and system maintenance.

Iteris, Inc. (Iteris)

Iteris is a Santa Ana, California, based company dating back to 1993, and has worked globally in intelligent traffic management information, applying advanced technologies to plan, design, integrate and enable complete solutions that address significant needs in the traffic management market. Iteris has provided many similar IVR systems nationally and internationally. Iteris has developed and installed IVR systems for the Nevada Statewide 511 Advanced Traveler Information System, the San Diego Advanced Traveler Information System and the San Luis Obispo 511 System.

Iteris' proposal demonstrated good IVR experience and identified multiple IVR clients. The proposed project manager and project team showed significant experience in IVR systems. However, Iteris' response to the Spanish translation inquiry was not advantageous to LA SAFE.

The following is a summary of PET evaluation scores:

	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
1	IBI Group				
2	Proposed Management Plan, Work Plan Approach and Schedule	72.01	60.0%	43.21	
3	Experience, Qualification and Past Performance	66.13	15.0%	9.92	
4	Price Proposal	100.00	25.0%	25.00	
5	Total		100.00%	78.13	1
6	Iteris, Inc.				
7	Proposed Management Plan, Work Plan Approach and Schedule	69.72	60.0%	41.83	
8	Experience, Qualification and Past Performance	65.56	15.0%	9.83	
9	Price Proposal	72.21	25.0%	18.05	
10	Total		100.00%	69.71	2

C. Cost Analysis

The recommended price has been determined to be fair and reasonable based upon MAS audit findings, an independent cost estimate (ICE), cost analysis, technical evaluation, fact finding, and negotiations.

The negotiated amount includes clarifications to the RFP documents review and required deliverables. Metro staff successfully negotiated a cost savings of \$83,625 from the firm’s proposed price. The negotiated amount is \$4,150,000.

	Proposer Name	Proposal Amount	Metro ICE	Negotiated Amount
1.	IBI Group, Inc.	\$4,233,625	\$4,447,938	\$4,150,000
2.	Iteris, Inc.	\$5,863,072	\$4,447,938	N/A

D. Background on Recommended Contractor

The recommended firm, IBI, headquartered in Toronto, Canada, with a local office in Los Angeles, California, has been in business since 1974 providing professional services in planning and design for urban development and transportation. The proposed team is comprised of staff from IBI and one SBE subcontractor and one DVBE subcontractor. IBI’s team has substantial experience in the development and implementation of IVR systems and technologies.

The proposed project manager has 16 years of experience in IVR and information technology, software development, development oversight, management of IVR requirements and business development. In addition, key staff has more than 40 years of experience in IVR development and system implementation.

With its extensive knowledge and experience, the IBI team demonstrates a thorough understanding of the IVR technology and implementation.

DEOD SUMMARY

LASAFE SOUTHERN CALIFORNIA 511 TRAVELER INFORMATION SYSTEM
 NEXT GENERATION 511 IVR SERVICES
 PS5295500

A. Small Business Participation

The Diversity and Economic Opportunity Department (DEOD) established a 25% goal, inclusive of 22% Small Business Enterprise (SBE) and 3% Disabled Veteran Business Enterprise (DVBE) goal for this solicitation. IBI Group exceeded the goal by making made a 25.4901% commitment, inclusive of a 22.00% SBE and a 3.4901% DVBE commitment.

Small Business Goal	22% SBE 3% DVBE	Small Business Commitment	22.00% SBE 3.49<u>01</u>% DVBE
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SBE Subcontractors	% Committed
Zcubed, Inc.	22.00%

DVBE Subcontractors	% Committed
Continental Interpreting Services, Inc.	3.49 <u>01</u> %

Total SBE/DVBE	25.49<u>01</u>%
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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. Project Labor Agreement/Construction Careers Policy

Project Labor Agreement/Construction Careers Policy is not applicable to this contract.