



Board Report

File #: 2016-0355, File Type: Contract

Agenda Number: 4

**SAFE BOARD MEETING
JUNE 23, 2016**

SUBJECT: SOUTHERN CALIFORNIA 511 TRAVELER INFORMATION SYSTEM NEXT GENERATION 511 DISSEMINATION SERVICES (WEB, MOBILE APPLICATION, SOCIAL MEDIA AND DIRECT MESSAGING)

ACTION: APPROVE RECOMMENDATIONS

RECOMMENDATIONS

AUTHORIZE the Chief Executive Officer (CEO) to:

- A. AWARD a four-year firm fixed price contract, Contract No. PS5344000, to OZ Engineering, a small business prime, in the amount of \$3,000,000 for the development, deployment and operation of the **Next Generation 511 Dissemination Services (Web, Mobile Application, Social Media and Direct Messaging Services)**.
- B. APPROVE Contract Modification Authority specific to Contract No. PS5344000, 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 LA SAFE will be able to deploy the new Dissemination (Web, Mobile Application, Social Media and Direct Messaging) 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 Dissemination Services

The initial development of the 511 system did not include mobile, messaging or other related services as they did not exist at the time. A mobile app was developed and deployed under a separate contract but development of other technologies has been delayed due to contract limitations. The current website and mobile application (Go511.com) recently implemented a responsive site update. However, with the impending end of the current contract, there is limited opportunity to improve or update either service. As reported to the Board in October 2015, staff conducted an evaluation of the current system and presented the strategy regarding how to proceed with replacing the system. The core of the strategy was to focus on improved customer experience, increased flexibility, greater innovation and deploying the latest technology. The strategy also called for the separation of the 511 system into two main contracts - 1) Web/Mobile/Social Media services; and 2) IVR services. The separation of the contracts would enable each subject matter expert contractor 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 consolidated contract generated three proposals, while the procurements for the separated next generation contracts generated a combined total of 12 proposals.

The recommended contractor, OZ Engineering, has the expertise and experience to provide the comprehensive solution needed for this service. OZ Engineering, will perform the work as a small business prime and has experience supporting LA SAFE as a sub-contractor to the successful VetsGo511 website. The award of this contract will ensure that LA SAFE is able to develop and deploy the next generation 511 Dissemination services in a seamless manner by or before June 2017. The services will utilize current and expandable technologies and be scalable to accommodate growth and other changes. The Dissemination services will be more agile, responsive, user-friendly and easier to maintain. Improvements or services being provided include:

- A complete refresh of the website;
- Implementation of traveler information personalization services (i.e. My511);
- Update to the mobile application;
- Implementation of a direct messaging service;

- Integration of the VetsGo511 website;
- Improved content management and administrative capabilities;

In addition to the improved service, this contract provides savings on the overall on-going operation and maintenance cost as compared to the existing contract. The next generation Dissemination operating and maintenance cost are approximately 25% less than the current costs. While the cost may increase during the course of this contract, due to increased public participation/use, it is not anticipated to approach the cost for the current system.

LA SAFE has worked with and will continue to work with our stakeholder partner agencies in the development, deployment, management and operation of the 511 system. Involved stakeholders include Metro, Caltrans, CHP, OCTA, VCTC, Access Services, City of Los Angeles 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 and a responsive website 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 Dissemination 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. PS5344000 with OZ Engineering to begin development, implementation and deployment of the Next Generation 511 Dissemination system.

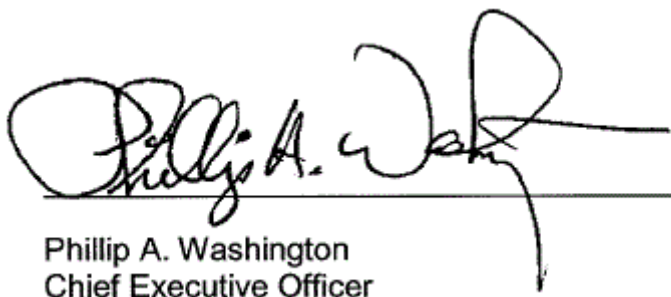
ATTACHMENTS

Attachment A - Procurement Summary

Attachment B - DEOD Summary

Prepared by: Iain Fairweather, Sr. Highways Operations Program Manager (213) 922-5650
 Kenneth Coleman, DEO Highway Operations
 (213) 922-2951
 Shahrzad Amiri, Executive Officer Congestion Reduction, (213) 922-3061

Reviewed by: Ivan Page, Executive Director (Interim), Vendor/Contract Management, (213)922
 -6383
 Stephanie Wiggins, Deputy Chief Executive Officer
 (213) 922-1023



Phillip A. Washington
Chief Executive Officer

PROCUREMENT SUMMARY

SOUTHERN CALIFORNIA 511 TRAVELER INFORMATION SYSTEM
NEXT GENERATION 511 DISSEMINATION SERVICES/PS5344000

1.	Contract Number: PS5344000	
2.	Recommended Vendor: OZ Engineering, LLC	
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 30, 2015	
	B. Advertised/Publicized: October 30, 2015	
	C. Pre-Proposal/Pre-Bid Conference: November 16, 2015	
	D. Proposals/Bids Due: January 19, 2016	
	E. Pre-Qualification Completed: April 7, 2016	
	F. Conflict of Interest Form Submitted to Ethics: May 27, 2016	
	G. Protest Period End Date: July 5, 2016	
5.	Solicitations Picked up/Downloaded: 72	Bids/Proposals Received: 9
6.	Contract Administrator: Ana Rodriguez	Telephone Number: (213) 922-1076
7.	Project Manager: Iain Fairweather	Telephone Number: (213) 922-5650

A. Procurement Background

This Board Action is to approve Contract No. PS5344000 for professional services to provide customer and user focused websites, mobile applications, social media and direct messaging methods to disseminate traveler information for the next generation of the Southern California 511 system on behalf of the Los Angeles County Service Authority for Freeway Emergencies (LA SAFE).

The Request for Proposals (RFP) was issued in accordance with LA SAFE's Acquisition Policy and the contract type is a firm fixed price contract. The RFP was issued under the Small Business Enterprise Set-Aside program and was open to Metro-certified small business enterprises only.

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

- Amendment No. 1, issued on November 12, 2015, provided the correct title for the procurement, a change to the Letter of Invitation to define "traveler information dissemination services," a link containing supplemental solicitation documents (Exhibit 1B, Requirements Traceability Matrix and Exhibit 1C, 511 Definitions), and a change to the submittal requirements;
- Amendment No. 2, issued on November 23, 2015, extended the proposal due date to December 21, 2015;
- Amendment No. 3, issued on December 3, 2015, extended the proposal due date to January 11, 2016;

- Amendment No. 4, issued on December 8, 2015, provided responses to questions submitted by proposers;
- Amendment No. 5, issued on January 6, 2016, extended the proposal due date to January 19, 2016.

A pre-proposal conference was held on November 16, 2015 and was attended by 20 participants representing 18 firms. There were 51 questions asked, and responses were released prior to the proposal due date. A total of 72 firms downloaded the RFP and were included on the planholders' list. A total of nine proposals were received on January 19, 2016.

B. Evaluation of Proposals

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

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
- Cost Proposal 25 percent

The evaluation criteria are appropriate and consistent with criteria developed for similar professional services procurements. Several factors were considered when developing the weights, giving the greatest importance to the Proposed Management Plan, Work Plan Approach, and Schedule.

Of the nine proposals received, one proposal, Kadambala Consulting, Inc., was deemed non-responsive to the RFP submittal requirements and eliminated from evaluation.

On January 21, 2016, the eight proposals deemed responsive were distributed to the PET. During January 21, 2016 through April 1, 2016, the PET completed its independent evaluation of the proposals.

The PET interviewed the eight responsive firms between March 10 and 30, 2016. Each firm presented their respective qualifications, elaborated on their understanding of the statement of work, and responded to the questions posed by the PET.

The proposals that were determined to be within the competitive range are listed below in alphabetical order:

1. Axiom xCell, Inc.
2. ThirdWave Corporation
3. OZ Engineering, LLC

The final scoring, after interviews, determined OZ Engineering LLC to be the highest qualified firm and best value to Metro. After receipt of the technical analysis and audit findings, negotiations were completed in June 2016.

Qualifications Summary of Firms Within the Competitive Range:

OZ Engineering, LLC (OZ)

OZ provides systems integration, geographic information systems (GIS), custom software development, and security systems software services to agencies across the country. OZ and its team of subcontractors demonstrated that they are knowledgeable, experienced and the best qualified firm to perform the proposed scope of work.

The proposed project management team has extensive experience spanning more than 20 years in handling information systems within the transportation industry. Past projects include the design, development, deployment, and maintenance of traveler and traffic information and management systems for agencies such as the Arizona Department of Transportation, North Central Texas Council of Governments, the Nebraska Department of Roads, the Bay Area Metropolitan Transportation Commission (MTC), the Nevada Department of Transportation, Los Angeles County Metro, the County of Miami-Dade in Florida, the City of Austin in Texas, and the South African National Roads Agency. In addition, their team has participated in 511 projects for the states of Tennessee, Virginia, and North Carolina over the past decade.

OZ's management plan and work plan approach demonstrated a clear and thorough understanding of the project. They provided a detailed response in its technical content and discussion of the implementation of hosting, website services, social media services, direct messaging, website design, and system development. An area of particular strength was their comprehensive discussion of the integration of the fully functional VetsGo511 system, currently operating in Los Angeles County since 2014, with the existing 511 traveler information system. Whereas other proposers only briefly touched upon this key analysis, OZ was specific and detailed in their planned approach. As an essential part of the team that successfully developed and implemented the VetsGo511 platform, OZ brings an inherent familiarity with the existing systems that affords them credibility, and validates that they possess the knowledge, perspective, and necessary tools to formulate an innovative approach that benefits LA SAFE, and most importantly the current and future users of the 511 traveler information system.

ThirdWave Corporation (ThirdWave)

ThirdWave Corporation has over 25 years of experience in system integration and project management of large scale information technology (IT) implementations including design, development and IT support.

ThirdWave's similar past projects include developing and implementing e-government portals and services for entities such as the Bay Area MTC, the City of Palm Springs, City of San Diego, and the County of Los Angeles.

ThirdWave's proposal evidenced their past experience in providing traveler information systems to governmental agencies and demonstrated a good grasp of the objectives of the project. However, the proposal provided insufficient details on the technical requirements for the scope of work. ThirdWave's response to the RFP did not sufficiently expand on how they would meet the requirements to an acceptable degree. As a result of the lack of technical details, ThirdWave was scored lower than OZ.

Axiom xCell, Inc. (Axiom)

Axiom xCell, Inc. was founded in 2004 and provides information technology design, development, hosting, operating and maintenance services. Axiom has actively taken part in contributing to travel information systems and LA SAFE since 2011 on projects such as on the Go 511 and the Go Metro mobile applications.

However, Axiom's overall proposal was deficient in the explanation of its proposed methodology and implementation strategies for the various platforms that will be a part of this next generation 511 traveler information system such as website, social media, and direct messaging services. Of particular concern was Axiom's decision to develop directly in the production environment instead of a test environment. As a result, Axiom scored lower than OZ due to their high technical risk.

Following is a summary of the PET evaluation scores:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	OZ Engineering, LLC				
3	Proposed Management Plan, Work Plan Approach, and Schedule	82.00	60.00%	49.20	
4	Experience, Qualifications, and Past Performance	76.20	15.00%	11.43	
5	Price	73.64	25.00%	18.41	
6	Total		100.00%	79.04	1

7	ThirdWave Corporation				
8	Proposed Management Plan, Work Plan Approach, and Schedule	61.20	60.00%	36.72	
9	Experience, Qualifications, and Past Performance	56.00	15.00%	8.40	
10	Price	89.12	25.00%	22.28	
11	Total		100.00%	67.40	2
12	Axiom xCell, Inc.				
13	Proposed Management Plan, Work Plan Approach, and Schedule	53.38	60.00%	32.03	
14	Experience, Qualifications, and Past Performance	54.92	15.00%	8.24	
15	Price	100.00	25.00%	25.00	
16	Total		100.00%	65.27	3

C. Cost Analysis

The recommended price of \$3,000,000 has been determined to be fair and reasonable based on Metro’s MAS audit, an independent cost estimate (ICE), cost analysis, technical analysis, fact finding, and final negotiations.

LA SAFE’s ICE was conservative in the level of effort and the hourly rates. The specific areas in the ICE that were found to be underestimated were in project management and software programming hours. LA SAFE reviewed OZ’s hours and determined that the level of effort proposed was adequate for the completion of the scope of work. The negotiated amount represents a cost savings of \$426,186 from the firm’s originally proposed price.

	Proposer Name	Proposal Amount	LA SAFE ICE	Negotiated Amount
1.	OZ Engineering, Inc.	\$3,426,186	\$2,666,377	\$3,000,000
2.	ThirdWave Corporation	\$2,831,161	\$2,666,377	N/A
3.	Axiom xCell	\$2,523,183	\$2,666,377	N/A

D. Background on Recommended Contractor

The recommended firm, OZ Engineering, LLC, located in Phoenix, Arizona, has been in business since 2000 and provides public sector agencies with the development, implementation, management and support of information technology systems in the transportation industry for over 15 years. OZ Engineering and its team have a deep understanding of the evolution of 511 information systems due to their work with public agencies such as the Bay Area MTC, County of Los Angeles, the Department of Transportation for the states of Arizona, Nevada, Texas and

Tennessee, and have experience working on systems technology projects abroad in countries such as South Africa and Mexico.

The proposed team is composed of OZ Engineering and three subcontractors (one SBE, and two non-SBE firms). The team has significant experience working with 511 traveler information systems throughout the country, abroad, and here in Los Angeles. The project manager, in unison with each member of the project team, brings 20 years of experience to inform, guide and ultimately deliver a project that will effectively and creatively disseminate information to the public via LA SAFE's Next Generation 511 traveler information system.

DEOD SUMMARY

**SOUTHERN CALIFORNIA 511 TRAVELER INFORMATION SYSTEM NEXT
GENERATION 511 DISSEMINATION SERVICES/PS5344000**

A. Small Business Participation

Effective June 2, 2014, per Metro's Board-approved policy, competitive acquisitions with three or more Small Business Enterprise (SBE) certified firms within the specified North American Industry Classification System (NAICS) as identified for the project scope shall constitute a Small Business Set-Aside procurement. Accordingly, the Contract Administrator advanced the solicitation, including posting the solicitation on Metro's website, advertising, and notifying certified small businesses as identified by NAICS code(s) that this solicitation was open to **SBE Certified Small Businesses Only**.

OZ Engineering, LLC, an SBE prime, is performing 48.45% of the work with its own workforce and made a total SBE commitment of 50.66%. The prime listed one SBE and two non-SBE subcontractors, including Kimley-Horn, a major firm.

	SBE Firm Name	SBE % Committed
1.	OZ Engineering (Prime)	48.45%
2.	Media Beef	2.21%
	Total Commitment	50.66%

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.