



Metro

Board Report

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

File #: 2021-0716, File Type: Contract

Agenda Number: 2.

LA SAFE BOARD MEETING JANUARY 27, 2022

SUBJECT: SOUTHERN CALIFORNIA 511 INTERACTIVE VOICE RESPONSE SERVICE

ACTION: APPROVE RECOMMENDATIONS

RECOMMENDATIONS

AUTHORIZE the Chief Executive Officer (CEO) to:

- A. AWARD a four-year, firm fixed price, Contract No. PS79419000, to IBI Group Inc., in an amount not-to-exceed \$3,204,875.80 for the enhancement, deployment and operation of the Southern California 511 (SoCal 511) Interactive Voice Response (IVR) services, effective on March 1, 2022, subject to the resolution of properly submitted protest(s), if any; and
- B. APPROVE and DELEGATE Contract Modification Authority (CMA) in the amount of \$1,000,000 (31.2%) specific to Contract No. PS79419000 and authorize staff to negotiate and execute modifications for Contract No. PS79419000 to support unforeseen issues that may arise during the term of the Contract.

ISSUE

The contract for the current IVR for the SoCal 511 system is scheduled to expire in February 2022. The IVR is a core component of the overall SoCal 511 system and enables users to dial 5-1-1 on their phone to request traveler information or motorist assistance. A successor contract is required to ensure that SoCal 511 is able to continue to provide traveler information services through the IVR.

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, 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 SoCal 511 Traveler Information system. The

current SoCal 511 IVR contract has been in place since July 2016 and the IVR has responded to over 4 million requests. The IVR has been improved to include the addition of real-time transit information and the deployment of Spanish language services to its offerings. In addition to providing traveler information services, the IVR provides mobile call box support by allowing motorists to dial 5-1-1 and request motorist assistance consistent with the services provided at roadside call boxes.

DISCUSSION

SoCal 511 IVR Services

The recommended contractor, IBI Group, Inc., supports sixteen (16) 511 IVR systems in North America, these include New York, Massachusetts, Arizona, Kern County, Florida, Georgia, Yukon, Alberta, Ontario, and Los Angeles. Under the new IVR contract, IBI will provide and manage their latest hosted IVR service to LA SAFE in support of SoCal 511. The IVR will provide services to not only Los Angeles, Orange and Ventura counties but will also expand services to include Riverside and San Bernardino counties.

The award of this contract will ensure that LA SAFE is able to provide the SoCal 511 IVR in a seamless manner to all partners and users. The next IVR will utilize current and expandable technologies and has the ability to automatically scale the size of its service to accommodate growth. The new IVR will be more agile, responsive, user-friendly, and easier to maintain.

Some specific improvements to be realized with the new IVR include:

- Integration of Inland Empire 511 services (Riverside and San Bernardino counties) into the SoCal 511;
- Improved user experience with the deployment of the latest natural speech language engine to ensure a more natural versus robotic service;
- Improved performance with the deployment of the latest speech recognition platform to reduce the number of errors given in both Spanish and English;
- Improved alert and emergency management capabilities to enable the system to support any manmade or natural emergencies/disasters;
- The ability to adjust the monthly rate on a quarterly basis dependent upon usage trends;

LA SAFE has worked with and will continue to work with partner agencies in the development, deployment, management, and operation of the new SoCal 511 IVR system. Partner agencies consist of Metro, Caltrans, CHP, OCTA, VCTC, RCTC and SBCTA.

Additionally, this contract award has an SBE goal of 22% and a DBVE goal of 3% for a total goal of 25%.

Contract Modification Authority

The increase of the delegated CMA 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. Prior experiences with

the operation of the SoCal 511 program demonstrate that over the course of the term of the contract any number of issues may arise such as contract extensions, deployment of additional (Spanish) language services, integration of the Inland Empire 511, improvements to flow of information and interactions with callers, deployment of new data sources such as new transit arrival predictions from agencies not currently supported within SoCal 511 and/or other new traveler and transportation information such as bikeshare. The availability of the increased CMA in prior contracts enabled SoCal 511 to address such issues more efficiently. The CMA for this contract will enable agile development and integration of new incident management and integrated corridor management advance traveler information practices, additional languages, services to support the upcoming 2028 Olympics as well as other regional special events and an improved ability to provide support for regional emergencies.

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 SoCal 511 to improve its operations and provide enhanced and more actionable information to the public thereby reducing congestion and associated safety impacts.

FINANCIAL IMPACT

Funding in the amount of \$525,000 in cost center 3351, project 300209, has been included in SAFE's FY22 budget from dedicated State funding for SAFE.

Please note that this new contract term not-to-exceed amount reflects a 21% cost savings when compared to the existing contract. This is mainly due to the competitive bidding process, updated contract terms, advancements in technologies and shared development costs with other 511 systems throughout the contractor's other properties.

Since this is a multi-year contract, the cost center Manager and Deputy Chief of Operations for Shared Mobility (Acting) will be responsible for budgeting funds in future years.

Impact to Budget

The funding source for this project comes from dedicated State funding for SAFE, which is not eligible for bus & rail operations and capital projects.

EQUITY PLATFORM

The SoCal 511 program is a congestion mitigation program that assists commuters and the general traveling public with their traveling needs. This program helps travelers navigate the SoCal region in an expeditious and cost-effective way. Since this is a true regional program, this service helps less serviced communities who have less transit access, active transportation services and less funds available for these services within the five different counties.

Additionally, this contract award has a requirement for the contractor to achieve an SBE goal of 22% and a DBVE goal of 3% for a total goal of 25%. Currently this service is offered in Spanish and

English. However, we are exploring additional languages to bridge the gap with other marginalized communities by working with other 511 programs across the country that have implemented different languages, such as the Bay Area which has Cantonese as an added language. The goal of identifying languages spoken by communities within the project area of the five counties can expand the reach of the SoCal 511 program to non-English speaking communities.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

SoCal 511 Interactive Voice Response Services aligns with Strategic **Goal 1: Provide high quality mobility options that enable people to spend less time traveling.**

ALTERNATIVES CONSIDERED

The Board may elect not to approve these recommendations. This option is not recommended as it would result in a gap in service.

NEXT STEPS

Upon approval by the Board, staff will execute Contract No. PS79419000 with IBI Group, Inc. to begin development and implementation of the new Southern California 511 (511) Interactive Voice Response (IVR) services.

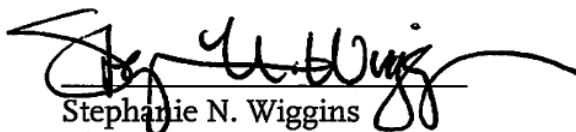
ATTACHMENTS

Attachment A - Procurement Summary

Attachment B - DEOD Summary

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Stephanie N. Wiggins
Chief Executive Officer

PROCUREMENT SUMMARY

SO CAL 511 INTERACTIVE VOICE RESPONSE SERVICES PS79419000

1.	Contract Number: PS79419000	
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: August 23, 2021	
	B. Advertised/Publicized: August 24, 2021	
	C. Pre-Proposal Conference: September 8, 2021	
	D. Proposals Due: September 28, 2021	
	E. Pre-Qualification Completed: November 17, 2021	
	F. Conflict of Interest Form Submitted to Ethics: October 8, 2021	
	G. Protest Period End Date: January 27, 2022	
5.	Solicitations Picked up/Downloaded: 38	Proposals Received: 3
6.	Contract Administrator: DeValory Donahue	Telephone Number: 213-922-4726
7.	Project Manager: Iain Fairweather	Telephone Number: 213-418-3377

A. Procurement Background

This Board Action is to approve the award of Contract No. PS79419000 issued to IBI Group, Inc. in support of the Southern California 511 Interactive Voice Response Services. Board approval of a contract award is subject to the resolution of any properly submitted protest(s).

On August 23, 2021, LA SAFE Request for Proposal (RFP) No. PS79419 was issued in accordance with the LA SAFE Acquisition Policy. The RFP was issued with an SBE goal of 22% and a DVBE goal of 3%. The contract type is a firm fixed price.

Three (3) amendments were issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on August 30, 2021, added a goal requirement for SBE/DVBE and the updated SBE/DVBE manual.
- Amendment No. 2 issued on September 15, 2021, added Exhibits 1 through 13 and the Form 60 in the Excel format.
- Amendment No. 3 issued on September 22, 2021, added updated SBE/DVBE Forms.

A virtual pre-proposal conference was held on September 8, 2021 and was attended by participants representing 16 companies. There were 16 questions asked and responses were released prior to the proposal due date.

A total of 38 firms downloaded the RFP and were included in the planholders' list. A total of 3 proposals were received on the due date of September 28, 2021.

B. Evaluation of Proposals

A Proposal Evaluation Team (PET), consisting of staff from LA SAFE Highway Programs was convened and conducted a technical 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 other, similar service procurements. Several factors were considered when developing these weights, giving the greatest importance to the proposed management plan, work plan approach, and schedule.

From October 4, 2021 through October 22, 2021, the PET completed its independent evaluation of the proposals. The three (3) firms that submitted a proposal are listed below in alphabetical order:

1. Axiom xCell, Inc.
2. IBI Group, Inc.
3. Presidio Network Solutions Group, LLC

Qualifications Summary of Recommended Firm

IBI Group, Inc.

IBI Group, Inc. is an established partner and current Contractor with LA SAFE supporting the Southern California 511 Interactive Voice Response System (IVR). Their proposal demonstrated extensive knowledge of and the ability to prepare plans and enhancements to the current IVR with a focused and thorough effort. The Project Director and Project Manager have combined experience totaling 40 years in software and systems engineering including 13 years on LA SAFE projects. In addition to managing Southern California, they manage 511 systems in several major markets across the United States and Canada.

Following is a summary of the PET evaluation scores:

	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
	IBI Group, Inc.				
1	Proposed Management Plan, Work Plan Approach and Schedule	84.00	60.00%	50.40	
2	Experience, Qualification, and Past Performance	91.20	15.00%	13.68	
3	Cost Proposal	100.00	25.00%	25.00	
4	Total		100.00%	89.08	1

	Axiom xCell, Inc.				
5	Proposed Management Plan, Work Plan Approach and Schedule	69.87	60.00%	41.92	
6	Experience, Qualification, and Past Performance	82.40	15.00%	12.36	
7	Cost Proposal	72.92	25.00%	18.23	
8	Total		100.00%	72.51	2
	Presidio Network Solutions Group, LLC				
9	Proposed Management Plan, Work Plan Approach and Schedule	45.33	60.00%	27.20	
10	Experience, Qualification, and Past Performance	46.80	15.00%	7.02	
11	Cost Proposal	24.87	25.00%	6.21	
12	Total		100.00%	40.43	3

C. Price Analysis

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

	Proposer Name	Proposal Amount	Metro ICE	Award Amount
1.	IBI Group, Inc.	\$2,913,037.00	\$4,035,330.42	\$3,204,875.80
2.	Axiom xCell, Inc.	\$3,994,870.06		
3.	Presidio Network Solutions Group, LLC	\$11,710,111.67		

Staff negotiated and included an additional six months of operations and maintenance on the current IVR system while IBI transition to the new IVR system in order to avoid any lapse in service. This resulted in an increase from the original proposal amount to the award amount. Additionally, the difference between LA SAFE's ICE and the final award amount is the result of IBI proposing minimal upfront development costs. The ICE includes approximately \$850k for development costs, the majority of which was not required, nor is included in the award amount to the incumbent, IBI. In addition, the ICE included a higher operating cost than what was realized in the award amount. Staff secured IBI's commitment to transition the SoCal 511 IVR services to their new platform and ensure IBI will meet all statement of work requirements.

D. Background on Proposed Contractor

IBI Group, Incorporated

IBI Group, Inc has been in business since 1974 and has played a significant role in the development of the LA SAFE Southern California 511 Interactive Voice Response System

(IVR). IBI installed the first 2 versions of the 511 system and has developed enhancements that will establish Next Generation Level 511 service. They have demonstrated that they are and remain the partner to provide LA SAFE with a mature, operational 511 IVR system.

DEOD SUMMARY

**SOUTHERN CALIFORNIA 511 INTERACTIVE VOICE RESPONSE SERVICE
PS79419000**

A. Small Business Participation

The Diversity and Economic Opportunity Department (DEOD) established a 22% Small Business Enterprise (SBE) and 3% Disabled Veteran Business Enterprise (DVBE) goal for this solicitation. IBI Group, Inc. met the goal by making a 22.01% SBE and 3% DVBE commitment.

Small Business Goal	22% SBE 3% DVBE	Small Business Commitment	22.01% SBE 3% DVBE
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	SBE Subcontractors	% Committed
1.	Interbase Corporation	14.82%
2.	The Glue LLC	7.19%
	Total SBE Commitment	22.01%

	DVBE Subcontractors	% Committed
1.	Continental Interpreting Services, Inc.	3%
	Total DVBE Commitment	3%

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. Project Labor Agreement/Construction Careers Policy is applicable only to construction contracts that have a construction contract value in excess of \$2.5 million.