

PROCUREMENT SUMMARY

CITATION PROCESSING SERVICES / CONTRACT NO. OP608960027253

1.	Contract Number: OP608960027253	
2.	Recommended Vendor: Axiom xCell, 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: April 28, 2016	
	B. Advertised/Publicized: April 28, 2016	
	C. Pre-Proposal/Pre-Bid Conference: May 12, 2016	
	D. Proposals/Bids Due: June 3, 2016	
	E. Pre-Qualification Completed: June 27, 2016	
	F. Conflict of Interest Form Submitted to Ethics: June 6, 2016	
	G. Protest Period End Date: October 22, 2016	
5.	Solicitations Picked up/Downloaded: 18	Bids/Proposals Received: 3
6.	Contract Administrator: Aielyn Dumaua	Telephone Number: (213) 922-7320
7.	Project Manager: Helen Valenzuela	Telephone Number: (213) 922-6928

A. Procurement Background

This Board Action is to approve Contract No. **OP608960027253** to provide an electronic citation processing application for smartphones, handheld ticket printers and citation processing services to support citation administration and Metro Transit Court. Board approval of contract awards are subject to resolution of all properly submitted protests.

RFP No. OP27253 was issued as a competitively negotiated procurement in accordance with Metro's Acquisition Policy and the contract type is a firm fixed unit rate. This RFP was issued with an SBE/DVBE Goal of 10% of the total contract price (7% SBE and 3% DVBE).

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

- Amendment No. 1, issued on May 5, 2016, informed potential proposers that the pre-proposal conference shall be made available via tele-conference and revised "Section 3 - Evaluation Criteria" to clarify the evaluation process and basis of award.
- Amendment No. 2, issued on May 13, 2016, provided electronic copies of the Planholders' List and pre-proposal conference materials, clarified the SBE/DVBE forms to be submitted together with the Cost Proposal, extended the proposal due date and final date for questions, deleted "IP-02 Bidders List Form" of the Instruction to Proposers as it not applicable, and clarified the items that count toward the page limit of "Volume I - Technical Proposal".

- Amendment No. 3, issued on May 19, 2016, revised certain sections of “Exhibit A - Statement of Work” to clarify the contractor’s duties and responsibilities.

A pre-proposal conference was held on May 12, 2016, and was attended by 11 participants representing eight firms. There were 80 questions received and responses were provided prior to the proposal due date.

A total of three proposals were received on the due date of June 3, 2016, and are listed below in alphabetical order:

1. Axiom xCell, Inc.
2. INET, Inc. dba iParq
3. Xerox State and Local Solutions, Inc.

B. Evaluation of Proposals/Bids

A Proposal Evaluation Team (PET) consisting of staff from Metro Transit Court, System Security and Law Enforcement, and the Inspector General was convened and conducted a comprehensive technical evaluation of the proposals received.

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

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|--|------------|
| • Qualifications of the Firm/Team | 15 percent |
| • Qualifications and Experience of Key Personnel | 10 percent |
| • Operating Methodology/Work Plan | 40 percent |
| • Cost Proposal | 35 percent |

The evaluation criteria are appropriate and consistent with criteria developed for similar services procurements. Several factors were considered when developing these weights, giving the greatest importance to the operating methodology/work plan.

On June 6, 2016, the PET met to review the evaluation criteria package, process confidentiality and conflict forms and take receipt of the three responsive proposals to initiate the evaluation phase.

On June 21, 2016, the PET reconvened then invited all three firms for an oral presentation on July 6, 2016. Each firms’ project managers and key team members had an opportunity to demonstrate the proposed citation processing system, E-ticket application and E-ticket printer; present each team’s qualifications and respond to the PET’s questions.

The bulk of each team’s oral presentation focused on the features and functionalities of the proposed citation processing system, E-ticket application and E-ticket printer

and how the proposed systems/applications meet Metro requirements. The teams also discussed the availability and commitment of key personnel, specific role of the subcontractors, proposed strategies to meet the SBE/DVBE goal and foreseen issues/obstacles in the performance of the statement of work including strategies or solutions to overcome these issues/obstacles.

Qualifications Summary of Firms Within the Competitive Range:

Axiom xCell, Inc.

Axiom xCell, Inc. was founded in 2004 as a partner for testing Qualcomm’s BREW mobile application platform. It has implemented innovative computer information system solutions for a variety of transportation agencies including LA Metro, Los Angeles 511, Federal Highway Administration, Hawaii 511 and Walk San Diego. Other clientele include Hewlett Packard, Disney, Qualcomm, Electronic Arts, Warner Brothers, Yahoo, and Real Networks.

INET, Inc. dba iParq.

iParq, established in 1999, is based in Las Vegas, Nevada. It is well known for its web-based parking management system. iParq provides services to a diverse group of cities (Norwalk, San Diego and Baltimore), law enforcement agencies, universities, colleges (Citrus College and Contra Costa Community College), and private parking operators across the country.

Xerox State and Local Solutions , Inc.

Xerox State and Local Solutions, Inc. has been in business for over 30 years, administering transit and parking citation programs. It currently provides citation processing services to Metro. Other clientele include the San Francisco Municipal Transportation Authority, Los Angeles Department of Transportation and various cities outside of California such as City of Newton, MA City of New Orleans, and City of Indianapolis.

At the conclusion of the evaluation process, including oral presentations, Axiom xCell, Inc. was determined to be the top ranked firm. The following is a summary of the PET’s scores:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Axiom xCell, Inc				
3	Qualifications of the Firm/Team	95.00	15.00%	14.25	
4	Qualifications and Experience of Key Personnel	90.00	10.00%	9.00	

5	Operating Methodology/Work Plan	97.33	40.00%	38.93	
6	Cost Proposal	76.17	35.00%	26.66	
7	Total		100.00%	88.84	1
8	INET, Inc. dba iParq				
9	Qualifications of the Firm/Team	88.33	15.00%	13.25	
10	Qualifications and Experience of Key Personnel	85.00	10.00%	8.50	
11	Operating Methodology/Work Plan	72.00	40.00%	28.80	
12	Cost Proposal	100.00	35.00%	35.00	
13	Total		100.00%	85.55	2
14	Xerox State and Location Solutions, Inc.				
15	Qualifications of the Firm/Team	83.33	15.00%	12.50	
16	Qualifications and Experience of Key Personnel	82.50	10.00%	8.25	
17	Operating Methodology/Work Plan	80.00	40.00%	32.00	
18	Cost Proposal	55.46	35.00%	19.41	
19	Total		100.00%	72.16	3

C. Cost/Price Analysis

The recommended price has been determined to be fair and reasonable based on adequate price competition, price analysis, and technical analysis. Metro's ICE is higher than the recommended price because it was primarily based on higher unit rates currently paid by Metro for citation processing services, which included manual data input. In addition, the proposer's recommended technology based efficiencies significantly reduced manual citation inputs, which resulted in the lower recommended price.

	Proposer Name	Proposal Amount	Metro ICE	Award Amount
1.	Axiom xCell, Inc.	\$1,595,934	\$5,344,750	\$1,586,533
2.	INET, Inc. dba iParq	\$1,215,700		
3.	Xerox State and Location Solutions, Inc.	\$2,192,078		

D. Background on Recommended Contractor

The recommended firm, Axiom xCell, Inc. (Axiom) is a Metro certified SBE firm headquartered in San Diego, California. It provides design and strategic development of integrated software and mobile application services to government agencies in the California transit industry. Ongoing and completed projects at Metro include:

- **Go Metro** – Metro mass transit application used by more than 200,000 commuters everyday
- **Go 511** – LA Safe’s traffic and transit mobile application
- **MMAPI Server** – provides Application Program Interface (API) to display traffic, incidents, roadwork, cameras and alerts
- **TAP Mobile Phone Validator** – deployed to 600+ TAP Fare Inspectors and Law Enforcement Officers

Axiom’s performance on the above Metro projects is satisfactory.

For this project, Axiom has partnered with Choice Technical Services, a DVBE subcontractor based in Cerritos, to provide the handheld mobile ticket printers.

The proposed Project Manager has over 17 years’ of experience with various aspects of software engineering, program management, systems engineering, field engineering and software validation.