

PROCUREMENT SUMMARY

**METRO RIDESHARE/SHARED MOBILITY PROGRAM SUPPORT
PS42183000**

1.	Contract Number: PS42183000	
2.	Recommended Vendor: Innovative TDM Solutions	
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: June 1, 2017	
	B. Advertised/Publicized: June 1, 2017	
	C. Pre-Proposal Conference: June 15, 2017	
	D. Proposals Due: July 3, 2017	
	E. Pre-Qualification Completed: August 24, 2017	
	F. Conflict of Interest Form Submitted to Ethics: August 7, 2017	
	G. Protest Period End Date: September 19, 2017	
5.	Solicitations Picked up/Downloaded: 75	Bids/Proposals Received: 2
6.	Contract Administrator: Gina Romo	Telephone Number: (213) 922-7558
7.	Project Manager: Martin Buford	Telephone Number: (213) 922-2601

A. Procurement Background

This Board Action is to approve Contract No. PS42183000 issued in support of the rideshare/shared mobility program which assists Los Angeles County based Transportation Management Association and Organization and Employee Transportation Coordinators, of participating employers, to manage and comply with the South Coast Air Quality Management District (SCAQMD) Rule 2202, On-Road Mitigation Options. Board approval of contract awards are subject to resolution of any properly submitted protest.

The Request for Proposal (RFP) was issued in accordance with Metro's Acquisition Policy and the contract type is a firm fixed price. The RFP was issued with a Small Business Enterprise (SBE) goal of 12 percent and a Disabled Veteran Business Enterprise (DVBE) goal of 3 percent.

One amendment was issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on June 23, 2017, clarified ridematching activities and disbursement of information to schools were not required and were removed from the Statement of Work and further clarified the requirement to provide personalized bilingual (English/Spanish) customer services assistance Monday through Friday by telephone, email or online and was added to the Statement of Work.

A total of 75 firms downloaded the RFP and were included in the planholder's list. A total of two proposals were received on July 3, 2017.

A pre-proposal conference was held on June 15, 2017, and was attended by 11 participants representing 10 firms. There were 37 questions asked and responses were released prior to the proposal due date.

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro Countywide Planning Department and Ventura County Transportation Demand Management was convened and conducted a comprehensive technical evaluation of the proposals received.

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

- Transportation Demand Management (TDM) Rideshare/ Shared Mobility Related Qualifications 30 percent
- Experience, Staffing and Project Coordination 25 percent
- Work Plan 25 percent
- Price 20 percent

The evaluation criteria are appropriate and consistent with criteria developed for other, similar TDM services. Several factors were considered when developing these weights, giving the greatest importance to TDM Rideshare/Shared Mobility Related Qualifications.

Both proposals received were determined to be within the competitive range. The two firms are listed below in alphabetical order:

1. Innovative TDM Solutions
2. Steer Davies Gleave

The PET members independently evaluated and scored the technical proposals from July 7, 2017 through July 14, 2017. Based on the proposals, the PET unanimously agreed that interviews were not necessary due to the regulatory and administrative requirements of this program and the clearly defined proposals showing each firm's area of expertise and specific skillsets.

Qualifications Summary of Firms within the Competitive Range:

Innovative TDM Solutions

Innovative TDM Solutions (ITS), formerly known as Inland Transportation Services, is a small Transportation Demand Management (TDM) firm. ITS has staff who are bilingual, SCAQMD certified Employee Transportation Coordinators (ETCs), and assisted in the creation of the Average Vehicle Ridership software program utilized by over 700 employers in Los Angeles, Orange and Ventura Counties. ITS has been successfully providing Metro with rideshare/shared mobility program support for the past 12 years. ITS has staff members assigned full time to the project running surveys, providing training to ETCs, assisting employers with rideshare/shared mobility programs, providing outreach and education, and growing the program through additional participating employers and rideshare/shared mobility users. The Van Stratten Group, the SBE subcontractor, will be the on-site trainer and provide outreach. Bayfish Creative Management, the DVBE subcontractor, will conduct marketing presentations, create new employer output reports analyzing data in a visual context, assist with growing social media and digital marketing strategies.

Steer Davies Gleave

Steer Davies Gleave (SDG) is focused on the planning and development of transportation programs to reduce single occupant trips and mileage through the use of sustainable alternatives. SDG developed the Transit Master Plan for Sacramento's Regional Transit District and has recently completed the Orange County Complete Streets Initiative. SDG has been managing the Glendale TDM program and has worked closely with the Go Verdugo program consisting of Transportation Management Associations in Glendale, Burbank and Pasadena. SDG is working with the City of Santa Monica on a Transportation Management Organization and to promote Metro's Expo Line extension into Santa Monica. SDG's background in developing TDMs and new program ideologies does not specifically address Metro's need or the requirements of the RFP. Metro's program is well established and has the sustaining power of over 700 employer clients. Metro needs a firm to manage the administrative and regulatory requirements of the program. SDG did not demonstrate adequate experience managing a rideshare program the size and breadth of Metro's.

Following is a summary of the PET evaluation scores:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Innovative TDM Solutions				
3	TDM Rideshare/Shared Mobility Qualifications	87.00	30.00%	26.10	
4	Experience, Staffing and Project Coordination	65.00	25.00%	16.25	
5	Work Plan	67.50	25.00%	16.88	
6	Price	100.00	20.00%	20.00	
7	Total		100.00%	79.23	1
8	Steer Davies Gleave				
9	TDM Rideshare/Shared Mobility Qualifications	66.00	30.00%	19.80	
10	Experience, Staffing and Project Coordination	55.00	25.00%	13.75	
11	Work Plan	52.50	25.00%	13.13	
12	Price	75.00	20.00%	15.00	
13	Total		100.00%	61.68	2

C. Price Analysis

The recommended price has been determined to be fair and reasonable based upon adequate price competition, an independent cost estimate (ICE), price analysis, technical analysis, fact finding, and negotiations. Metro successfully negotiated a cost savings of \$277,501 primarily due to reductions in the overhead rate and profit.

	Proposer Name	Proposal Amount	Metro ICE	Negotiated Amount
1.	Innovative TDM Solutions	\$3,237,947.08	3,442,497.89	\$2,960,445.69
2.	Steer Davies Gleave	\$4,333,348.28	3,442,497.89	

D. Background on Recommended Contractor

The recommended firm, Innovative TDM Solutions (ITS), located in Riverside, CA has been in business for 28 years in the field of Transportation Demand Management and is a leader in TDM. ITS, formerly known as Inland Transportation Services, is the incumbent contractor for the Metro Rideshare/Shared Mobility

Program Support and has provided Metro with these services for the past 12 years. The proposed team is comprised of staff from ITS and two subcontractors, one is SBE certified and the other is DVBE certified. Cumulatively, the team has over 100 years of experience in TDM. The President and founder of ITS has served as the Project Manager for Metro's rideshare program since 2005 and has received 17 local, regional, and national industry awards. The proposed on-site supervisor has 23 years of experience in the TDM industry, including 12 consecutive years working with the Metro Rideshare Program Support project. SBE subcontractor, The Van Stratten Group, has over 37 years of experience in TDM. Bayfish Creative Management, the DVBE subcontractor, has 19 years of experience providing marketing related support.

ITS is the incumbent provider for these services, and their services have been satisfactory.