

PROCUREMENT SUMMARY

PARKING GUIDANCE SYSTEM / PS527590024649

1.	Contract Number: PS527590024649	
2.	Recommended Vendor: Parking Sense USA, 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: 01/27/16	
	B. Advertised/Publicized: 01/26/16	
	C. Pre-proposal/Pre-Bid Conference: 02/04/16	
	D. Proposals/Bids Due: 03/14/16	
	E. Pre-Qualification Completed: 06/10/16	
	F. Conflict of Interest Form Submitted to Ethics: 05/23/16	
	G. Protest Period End Date: 06/23/16	
5.	Solicitations Picked up/Downloaded: 44	Bids/Proposals Received: 9
6.	Contract Administrator: Ben Calmes	Telephone Number: (213) 922-7341
7.	Project Manager: Stacie Endler	Telephone Number: (213) 922-2538

A. Procurement Background

This Board Action is to approve Contract No. PS527590024649 issued in support of Metro Parking Management to provide a Parking Guidance System for Metro parking facilities.

The RFP was issued as a competitively negotiated procurement in accordance with Metro's Acquisition Policy and the contract type is firm fixed price. This RFP was issued with an SBE/DVBE goal of 10% (SBE 7% and DVBE 3%).

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

- Amendment No. 1, issued on February 11, 2016, provided attendee sign-in sheets from the pre-proposal conference;
- Amendment No. 2, issued on February 19, 2016, extended the proposal due date, and revised the anticipated dates for short-list interviews;
- Amendment No. 3, issued on February 25, 2016, revised the Letter of Invitation to correct phone number for primary contact, revised Exhibit A Statement of Work Exhibit numbers, revised Exhibit C, Pricing Sheets, and provided Questions and Answers No. 1;
- Amendment No. 4, issued on February 29, 2016, provided planholders' list and released Question and Answers No. 2;
- Amendment No. 5, issued on March 1, 2016, provided applicable Prevailing Wage Determination for the project, and released Questions and Answers No. 3; and

- Amendment No. 6, issued on March 9, 2016, released Questions and Answers No. 4.

A pre-proposal conference was held on February 4, 2016, attended by 13 participants representing 11 companies. There were 44 questions asked and responses were released prior to the proposal due date.

A total of 44 firms downloaded the RFP and were included in the planholders' list. A total of nine proposals were received on March 14, 2016.

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro Countywide Planning & Development, ITS, and Communications was convened and conducted a comprehensive technical evaluation of the proposals received.

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

• Proposed Solution for All Requirements	30 percent
• Proposer Resources	15 percent
• Proposer Experience	10 percent
• Reporting & Data Processing Capabilities	5 percent
• Existing Functions	5 percent
• Training Program	5 percent
• Cost	30 percent

The evaluation criteria are appropriate and consistent with criteria developed for other, similar procurements for professional services and specialized equipment. Several factors were considered when developing these weights, giving the greatest importance to the proposed solution for all requirements and cost.

Of the nine proposals received, two were non-responsive to the RFP submittal requirements and eliminated from evaluation. The remaining seven proposals were evaluated. During March 16, 2016, to April 6, 2016, the PET members independently evaluated and scored the technical proposals. The PET determined a competitive range of three proposers listed below in alphabetical order:

1. AJK Communications, Inc.
2. Parkifi, Inc.
3. Parking Sense USA, Inc.

Four proposals were determined to be outside the competitive range and not included for further consideration due to their inability to provide sufficient information that was required in the RFP. In general, the PET found the proposals

to lack detail on how proposers understood the Statement of Work and specifics for a proposed solution.

On April 13, 2016, the PET met and interviewed the three firms. The firms' proposed project managers and key personnel had an opportunity to present their teams' qualifications and proposed solutions, and respond to the PET's questions.

In general, each team's presentation addressed how they proposed to meet the requirements of the RFP, and experience with parking guidance systems. Also highlighted were the products and equipment proposed. Each team was asked questions relative to their qualifications and proposed solutions.

After the interviews, Best and Final Offers (BAFO) were requested from the 3 short listed firms, which were received on April 27, 2016.

Qualifications Summary of Firms within the Competitive Range:

AJK COMMUNICATIONS, INC.

AJK Communications is a Metro certified Woman-Owned Small Business/DBE established in 2002, and headquartered in Santa Fe Springs, California. AJK Communications provides service and support for integrated systems solutions focused on physical security and network-based projects. AJK Communications has performed on prior Metro projects satisfactorily. However, AJK was unable to meet the SBE commitment for DVBE participation.

PARKIFI, INC.

Parkifi was founded in 2014 and is based in Denver, Colorado. The firm is backed by venture capital and has deployed similar services in Las Vegas, Denver, and Pittsburgh, Pennsylvania. Locally, Parkifi has installed parking sensors for Joe's Auto Park in downtown Los Angeles.

PARKING SENSE USA, INC.

Parking Sense USA specializes in parking guidance systems with a focus on data accuracy and facility guidance. Parking Sense proposed an innovative solution with strong project understanding of Metro's needs and the challenges in providing a system-wide program to enhance Metro parking and customer experience. Parking Sense's proposed system was the most technically capable. The firm has successfully completed similar size projects for the Dallas Galleria, the Sutter Stockton Garage in San Francisco, and the civic center garage of the City of Alameda, California.

Following is a summary of the PET scores:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Parking Sense USA, Inc.				
3	Proposed Solution for All Requirements	93.33	30.00%	28.00	
4	Proposer Resources	90.00	15.00%	13.50	
5	Proposer Experience	83.33	10.00%	8.33	
6	Reporting & Data Processing Capabilities	76.67	5.00%	3.83	
7	Existing Functions	90.00	5.00%	4.50	
8	Training Program	56.67	5.00%	2.83	
9	Cost	83.20	30.00%	24.96	
10	Total		100.00%	85.95	1
11	Parkifi, Inc.				
12	Proposed Solution for All Requirements	90.00	30.00%	27.00	
13	Proposer Resources	86.67	15.00%	13.00	
14	Proposer Experience	83.33	10.00%	8.33	
15	Reporting & Data Processing Capabilities	96.67	5.00%	4.83	
16	Existing Functions	86.67	5.00%	4.33	
17	Training Program	83.33	5.00%	4.17	
18	Cost	59.90	30.00%	17.97	
19	Total		100.00%	79.63	2
20	AJK Communications, Inc.				
21	Proposed Solution for All Requirements	66.67	30.00%	20.00	
22	Proposer Resources	73.33	15.00%	11.00	
23	Proposer Experience	60.00	10.00%	6.00	
24	Reporting & Data Processing Capabilities	63.33	5.00%	3.17	
25	Existing Functions	73.33	5.00%	3.67	
26	Training Program	73.33	5.00%	3.67	
27	Cost	100.00	30.00%	30.00	
28	Total		100.00%	77.51	3

C. Price Analysis

The recommended price has been determined to be fair and reasonable based upon adequate price competition including Best and Final Offers, an independent cost estimate (ICE), price analysis, technical analysis, and fact-finding. As part of Parking Sense's price proposal they included 5 years of data processing and software management. In addition the proposed solution includes a phone app option and is mobile device friendly. The recommended price is lower than Metro's ICE.

	Proposer Name	Best and Final Offer Amount	Metro ICE	Negotiated Amount
1.	Parking Sense USA, Inc.	\$3,599,934	\$4,573,750	\$3,599,934
2.	Parkifi, Inc.	\$5,000,000	\$4,573,750	
3.	AJK Communications, Inc.	\$2,995,353	\$4,573,750	

D. Background on Recommended Contractor

The recommended firm, Parking Sense USA, Inc., is the US subsidiary of Parking Sense Global, with headquarters in San Antonio, Texas, and Walnut Creek, California, and a local office in South Pasadena, California. Parking Sense USA has 30 years of parking management experience and 12 years' experience with parking guidance technologies. Parking Sense's team includes experienced Metro certified Small Business Enterprise JD Enterprises, responsible for project management, installation, and local representation, and Metro certified Disadvantaged Veteran Business Enterprise Converse Construction.