PROCUREMENT SUMMARY

NEXTRIP BUS AND RAIL ARRIVAL INFORMATION SYSTEM UPGRADE/PS70644-2000

1.	**Contract Number**: PS70644-2000	
2.	**Recommended Vendor**: Swiftly, Inc.	
3.	**Type of Procurement (check one)**: ☐ IFB ☒ RFP ☐ RFP–A&E ☐ Non-Competitive ☐ Modification ☐ Task Order	
4.	**Procurement Dates**:	
	A. Issued: January 22, 2021	
	B. Advertised/Publicized: January 22, 2021	
	C. Pre-Proposal Conference: January 28, 2021	
	D. Proposals Due: February 22, 2021	
	E. Pre-Qualification Completed: June 11, 2021	
	F. Conflict of Interest Form Submitted to Ethics: May 25, 2021	
	G. Protest Period End Date: July 19, 2021	
5.	**Solicitations Picked up/Downloaded**: 75	**Bids/Proposals Received**: 3
6.	**Contract Administrator**: Ana Rodriguez	**Telephone Number**: (213) 922-1076
7.	**Project Manager**: Al Martinez	**Telephone Number**: (213) 922-2956

A. Procurement Background

This Board Action is to approve Contract No.PS70644-2000 issued to procure hosting and system programming, maintenance, and data integration services for a real-time arrival prediction information system for Metro's bus and rail fleet that will upgrade, improve, and streamline the agency's current process.. Board approval of contract awards are subject to resolution of any properly submitted protest.

The Request for Proposals (RFP) was issued on January 22, 2021 in accordance with Metro's Acquisition Policy and the contract type is a firm fixed price. The RFP was issued with an SBE goal of 5% and a DVBE goal of 3%.

There were no amendments issued during the solicitation phase of this RFP.

A virtual pre-proposal conference was held on January 28, 2021 and was attended by 31 participants representing 16 firms. There were 37 questions submitted and responses were released prior to the proposal due date.

A total of 75 firms downloaded the RFP and were included on the plan holders list. A total of three proposals were received on February 22, 2021 from the following firms listed in alphabetical order:

- Cambridge Systematics, Inc.
- Eastbanc Technologies
- Swiftly, Inc.

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro's Information and Technology Services Department, Operations Department, and Communications Department was convened and conducted a comprehensive technical evaluation of the proposals received.

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

- Minimum Requirements and Qualifications   Pass/Fail
- Software Solution   30 percent
- Work Plan/Project Approach   20 percent
- Experience and Qualifications of Proposed Contractor and Personnel   20 percent
- Price   30 percent

The minimum requirements and qualifications and evaluation criteria are appropriate and consistent with criteria developed for other, similar technology procurements. Several factors were considered when developing these weights, giving the greatest importance to the software solution and price.

The PET began their independent evaluation of technical proposals on February 23, 2021. All proposers were determined to have met the minimum requirements and qualifications and were invited to give demonstrations of their software solution between March 16, 2021 and March 23, 2021. Proposers were asked to demonstrate the functionality, features, and capabilities of their system as well as to demonstrate the accuracy of the predictions generated by the system.

The PET finalized their scores on March 31, 2021. The final scoring determined Swiftly, Inc. (Swiftly) as the highest ranked firm.

During April and May of 2021, Metro engaged Swiftly in further technical discussions on items such as work tasks, implementation schedule, expected expansions of Metro services, milestones, and payment schedule. Additionally, Swiftly had submitted a list of exceptions to the contract terms and conditions that needed to be discussed and resolved with Swiftly's legal counsel and County Counsel.

Qualifications Summary of Firms within the Competitive Range:

SWIFTLY, INC.

Swiftly, Inc. was founded in 2014 and has proposed their proprietary cloud-based prediction platform for this project. The Swiftly Platform consists of three product lines, Transitime, which is used for real-time passenger information, Insights, which is used for big data analytics, and Metronome, which provides real-time operations management. Swiftly proposed several modules from each of these product lines and demonstrated that

their proposed solution meets Metro's requirements and can improve upon Metro's existing arrival predictions. Swiftly presented a thorough work plan and a detailed resource allocation plan that provided a clear description of how the project would be implemented. Additionally, the proposed team includes three subcontractors, IBI Group, Intueor Consulting, Inc. (SBE), and VIRTEK Company (DVBE) to provide additional support to Swiftly with regards to improving rail arrival predictions, performing data integrations, and overall project management.

CAMBRIDGE SYSTEMATICS, INC.

Cambridge Systematics, Inc. was founded in 1972 in Massachusetts and provides various professional services, including technology services, related to the transportation industry. Cambridge Systematics proposed the open-source prediction engine, The TransitClock, which they have implemented at Washington Metropolitan Area Transit Authority (WMATA), Minneapolis/St. Paul's Metro Transit, and at the Dallas Area Rapid Transit (DART).

EASTBANC TECHNOLOGIES, INC.

Eastbanc Technologies is headquartered in Washington D.C. and focuses on full life cycle software development services. Eastbanc proposed the real-time asset tracking TERRAiQ cloud platform as their proposed solution which they have implemented at Houston Metro, the District of Columbia's Department of Transportation (DDOT), and Montgomery County, Maryland's Department of Transportation (MCDOT).

A summary of the PET scores is provided below:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	**Swiftly, Inc.**				
3	Software Solution	93.89	30.00%	28.17	
4	Work Plan/Project Approach	89.58	20.00%	17.92	
5	Experience and Qualifications of Proposed Contractor and Personnel	90.83	20.00%	18.17	
6	Price	100.00	30.00%	30.00	
7	**Total**		**100.00%**	**94.26**	**1**
8	**Cambridge Systematics, Inc.**				
9	Software Solution	78.61	30.00%	23.58	
10	Work Plan/Project Approach	77.71	20.00%	15.54	
11	Experience and Qualifications of Proposed Contractor and Personnel	89.17	20.00%	17.83	
12	Price	34.46	30.00%	10.34	
13	**Total**		**100.00%**	**67.29**	**2**
14	**Eastbanc Technologies**				
15	Software Solution	73.89	30.00%	22.17	
16	Work Plan/Project Approach	77.00	20.00%	15.40	
17	Experience and Qualifications of Proposed Contractor and Personnel	81.04	20.00%	16.21	
18	Price	31.98	30.00%	9.59	
19	**Total**		**100.00%**	**63.37**	**3**

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 evaluation, and clarifications.

Swiftly's pricing is based on their products annual licensing costs, inclusive of the cloud-based software modules, hosting requirements, labor for configuration and development, plus the subcontractor services. This pricing model differs from the model that Metro utilized to develop its ICE which was based on direct labor hours for the implementation and separate licensing fees for the software. Metro confirmed with Swiftly that their price includes all services required by Metro's Scope of Services.

	Proposer Name	Proposal Amount	Metro ICE	Negotiated amount
1.	Swiftly, Inc.	$675,510.41	$1,100,000	$675,510.41
2.	Cambridge Systematics, Inc.	$1,960,253.62		
3.	Eastbanc Technologies	$2,112,038.00		

D. Background on Recommended Contractor

The recommended firm, Swiftly, Inc., located in San Francisco, California, has been in business for the last seven years and specializes in data analytics and accurate real-time passenger information systems for the public transit industry. Swiftly currently is working with over 90 transit agencies such as the Southeastern Pennsylvania Transportation Authority (SEPTA), Massachusetts Bay Transportation Authority (MBTA) in Boston, Maryland Department of Transportation, Maryland Transit Administration (MDOT MTA) in Baltimore, Miami-Dade Transit (MDT), Santa Clara Valley Transportation Authority (VTA) in San Jose, California, and VIA Metropolitan Transit in San Antonio, Texas.