

PROCUREMENT SUMMARY

METRO RIDESHARE PROGRAM SUPPORT

1.	Contract Number: PS3604300 (RFP No. PS113344540-R)	
2.	Recommended Vendor: Inland Transportation Services 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: May 16, 2015	
	B. Advertised/Publicized: May 16, 2015 LA Daily News, LA Watts Times, Rafu Shimpo & Eastern Group Publications	
	C. Pre-proposal/Pre-Bid Conference: May 21, 2015	
	D. Proposals/Bids Due: June 15, 2015	
	E. Pre-Qualification Completed: July 28, 2015	
	F. Conflict of Interest Form Submitted to Ethics: August 5, 2015	
	G. Protest Period End Date: October 21, 2015	
5.	Solicitations Picked up/Downloaded: 66	Bids/Proposals Received: 2
6.	Contract Administrator: W. T. (Ted) Sparkuhl	Telephone Number: (213) 922-7399
7.	Project Manager: Paula Carvajal-Paez	Telephone Number: (213) 922-4258

A. Procurement Background

This Board Action is to approve Contract No. PS3604300 to provide Metro Rideshare Program Support in Los Angeles County.

The Request for Proposal (RFP) was issued in accordance with Metro's Acquisition Policy and Procedure Manual and the contract type is firm fixed price.

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

- Amendment No. 1, issued June 2, 2015, provided copies of the pre-proposal sign-in sheets, the Pre-Proposal Conference Agenda, the Planholders' List of record, and provided responses to proposers questions submitted during the pre-proposal conference.
- Amendment No. 2, issued June 10, 2015, clarified that the period of performance was 21 months, and announced the new contract administrator for the RFP.

A pre-proposal conference was held on May 21, 2015, and attended by ten participants representing ten firms. There were nine questions received and responses were released prior to the proposal due date.

A total of two proposals were received on June 15, 2015, from:

1. Inland Transportation Services, Inc.
2. Steer Davies Gleave

B. Evaluation of Proposals/Bids

A Proposal Evaluation Team (PET) consisting of staff from Metro's Share Mobility & Implementation Program Office, Orange County Transportation Authority and Ventura County Transportation Commission was convened and conducted a comprehensive technical evaluation and review of the proposals received.

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

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| 1. Qualifications of the Firm | 25% |
| 2. Staffing and Project Organization | 20% |
| 3. Work Plan | 20% |
| 4. Cost Proposal | 20% |
| 5. Partnering with Small Business | 10% |
| 6. Partnering with Disabled Veteran Business Enterprises | 5% |

The evaluation criteria are appropriate and consistent with criteria developed for Metro rideshare program support procurements. Several factors were considered when developing these weights, giving the greatest importance to the qualifications of the firm.

On June 18, 2015, proposals were distributed to the PET. The PET completed the proposal evaluations on July 10, 2015. Based on the evaluation process, Inland Transportation Services, Inc. was determined to be the most qualified firm.

Qualifications Summary of Firms within the Competitive Range:

Inland Transportation Services

Inland Transportation Services, Inc. (ITS) is a Transportation Demand Management (TDM) consulting firm which employs a staff of 20. The ITS team has a combined total of 257 years of TDM experience. Further, ITS provides rideshare support and services for other county transportation agencies such as Riverside County Transportation Commission (RCTC), San Bernardino Associated Governments (SANBAG) and Orange County Transportation Authority (OCTA) which closely parallel the requirements of outlined in the RFP. ITS has experience managing, and maintaining RidePro since 2001. The ITS team includes two subcontractors, The

Van Stratten Group, Inc., a Metro SBE certified firm and Roger L. Reed, dba The Blue Pyramid, a Metro certified DVBE firm.

Overall, the ITS proposal demonstrated knowledge of the requirements and is prepared with experienced staff with the education, experience and professional credentials to perform the tasks outlined in the Statement of Work.

Steer Davies Gleave

Steer Davies Gleave (SDG) is a transportation consulting firm. SDG has used iCommute software to automate incentives for employers in San Diego, but iCommute does not have the capability to produce AVR and output reports, ride matching results and RideGuides.

SDG proposed recruiting technical staff to train and use the RidePro program if they were awarded this contract. Technical staff members are key to this project and it is unclear if those recruited afterwards would have the experience and expertise to provide adequate support in one month after transition.

The following is a summary of PET scores:

	FIRM	Weighted Average Score	Factor Weight	Average Score	Rank
1	Inland Transportation				
2	Qualifications of the Firm	91.67	25%	22.92	
3	Staffing and Project Organization	95.00	20%	19.00	
4	Work Plan	93.33	20%	18.67	
5	Cost Proposal	100.00	20%	20.00	
6	Partnering with Small Business	50.00	10%	5.00	
7	Partnering with DVBE	100.00	5%	5.00	
8	Total			90.59	1
9	Steer Davies Gleave				
10	Qualifications of the Firm	81.67	25%	20.42	
11	Staffing and Project Organization	76.67	20%	15.33	
12	Work Plan	80.00	20%	16.00	
13	Cost Proposal	85.60	20%	17.12	
14	Partnering with Small Business	50.00	10%	5.00	
15	Partnering with DVBE	100.00	5%	5.00	
16	Total			78.87	2

C. Cost Analysis

The recommended price has been determined to be fair and reasonable based upon an independent cost estimate, cost analysis, technical analysis, and fact finding. The firm's proposal includes additional program management, managing Metro's rideshare incentives program and the upgrade of rideshare software to include a new model as required per the statement of work.

Proposer Name	Proposal Amount	Metro ICE	Negotiated Price
Inland Transportation Services, Inc.	\$1,198,494	\$1,081,669	\$1,198,055

D. Background on Recommended Contractor

The recommended firm, Inland Transportation Services (ITS) located in Riverside, CA, founded in 1989 is a leader with over 26 years of Transportation Demand Management (TDM) experience.

The proposed Project Manager for this contract has experience managing the existing contract with Metro. He has a wide range of TDM experience creating and implementing results-oriented TDM strategies. The Project Manager closely manages his team's performance, reviews team and individual results, and conducts monthly staff meetings to brainstorm and improve upon processes being implemented to successfully grow the programs.

ITS is the incumbent contractor and has performed satisfactorily.