

PROCUREMENT SUMMARY

SOUTHERN CALIFORNIA 511 TRAVELER INFORMATION SYSTEM
NEXT GENERATION 511 DISSEMINATION SERVICES/PS5344000

1.	Contract Number: PS5344000	
2.	Recommended Vendor: OZ Engineering, LLC	
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: October 30, 2015	
	B. Advertised/Publicized: October 30, 2015	
	C. Pre-Proposal/Pre-Bid Conference: November 16, 2015	
	D. Proposals/Bids Due: January 19, 2016	
	E. Pre-Qualification Completed: April 7, 2016	
	F. Conflict of Interest Form Submitted to Ethics: May 27, 2016	
	G. Protest Period End Date: July 5, 2016	
5.	Solicitations Picked up/Downloaded: 72	Bids/Proposals Received: 9
6.	Contract Administrator: Ana Rodriguez	Telephone Number: (213) 922-1076
7.	Project Manager: Iain Fairweather	Telephone Number: (213) 922-5650

A. Procurement Background

This Board Action is to approve Contract No. PS5344000 for professional services to provide customer and user focused websites, mobile applications, social media and direct messaging methods to disseminate traveler information for the next generation of the Southern California 511 system on behalf of the Los Angeles County Service Authority for Freeway Emergencies (LA SAFE).

The Request for Proposals (RFP) was issued in accordance with LA SAFE's Acquisition Policy and the contract type is a firm fixed price contract. The RFP was issued under the Small Business Enterprise Set-Aside program and was open to Metro-certified small business enterprises only.

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

- Amendment No. 1, issued on November 12, 2015, provided the correct title for the procurement, a change to the Letter of Invitation to define "traveler information dissemination services," a link containing supplemental solicitation documents (Exhibit 1B, Requirements Traceability Matrix and Exhibit 1C, 511 Definitions), and a change to the submittal requirements;
- Amendment No. 2, issued on November 23, 2015, extended the proposal due date to December 21, 2015;
- Amendment No. 3, issued on December 3, 2015, extended the proposal due date to January 11, 2016;

- Amendment No. 4, issued on December 8, 2015, provided responses to questions submitted by proposers;
- Amendment No. 5, issued on January 6, 2016, extended the proposal due date to January 19, 2016.

A pre-proposal conference was held on November 16, 2015 and was attended by 20 participants representing 18 firms. There were 51 questions asked, and responses were released prior to the proposal due date. A total of 72 firms downloaded the RFP and were included on the planholders' list. A total of nine proposals were received on January 19, 2016.

B. Evaluation of Proposals

The Proposal Evaluation Team (PET) consisting of staff from LA SAFE's Highway Operations, Riverside County Transportation Commission (RCTA), Orange County Transportation Authority (OCTA), and San Bernardino Associated Governments (SANBAG) was convened and conducted a comprehensive evaluation of the proposals received.

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

- Proposed Management Plan, Work Plan Approach and Schedule 60 percent
- Experience, Qualification, and Past Performance 15 percent
- Cost Proposal 25 percent

The evaluation criteria are appropriate and consistent with criteria developed for similar professional services procurements. Several factors were considered when developing the weights, giving the greatest importance to the Proposed Management Plan, Work Plan Approach, and Schedule.

Of the nine proposals received, one proposal, Kadambala Consulting, Inc., was deemed non-responsive to the RFP submittal requirements and eliminated from evaluation.

On January 21, 2016, the eight proposals deemed responsive were distributed to the PET. During January 21, 2016 through April 1, 2016, the PET completed its independent evaluation of the proposals.

The PET interviewed the eight responsive firms between March 10 and 30, 2016. Each firm presented their respective qualifications, elaborated on their understanding of the statement of work, and responded to the questions posed by the PET.

The proposals that were determined to be within the competitive range are listed below in alphabetical order:

1. Axiom xCell, Inc.
2. ThirdWave Corporation
3. OZ Engineering, LLC

The final scoring, after interviews, determined OZ Engineering LLC to be the highest qualified firm and best value to Metro. After receipt of the technical analysis and audit findings, negotiations were completed in June 2016.

Qualifications Summary of Firms Within the Competitive Range:

OZ Engineering, LLC (OZ)

OZ provides systems integration, geographic information systems (GIS), custom software development, and security systems software services to agencies across the country. OZ and its team of subcontractors demonstrated that they are knowledgeable, experienced and the best qualified firm to perform the proposed scope of work.

The proposed project management team has extensive experience spanning more than 20 years in handling information systems within the transportation industry. Past projects include the design, development, deployment, and maintenance of traveler and traffic information and management systems for agencies such as the Arizona Department of Transportation, North Central Texas Council of Governments, the Nebraska Department of Roads, the Bay Area Metropolitan Transportation Commission (MTC), the Nevada Department of Transportation, Los Angeles County Metro, the County of Miami-Dade in Florida, the City of Austin in Texas, and the South African National Roads Agency. In addition, their team has participated in 511 projects for the states of Tennessee, Virginia, and North Carolina over the past decade.

OZ's management plan and work plan approach demonstrated a clear and thorough understanding of the project. They provided a detailed response in its technical content and discussion of the implementation of hosting, website services, social media services, direct messaging, website design, and system development. An area of particular strength was their comprehensive discussion of the integration of the fully functional VetsGo511 system, currently operating in Los Angeles County since 2014, with the existing 511 traveler information system. Whereas other proposers only briefly touched upon this key analysis, OZ was specific and detailed in their planned approach. As an essential part of the team that successfully developed and implemented the VetsGo511 platform, OZ brings an inherent familiarity with the existing systems that affords them credibility, and validates that they possess the knowledge, perspective, and necessary tools to formulate an innovative approach that benefits LA SAFE, and most importantly the current and future users of the 511 traveler information system.

ThirdWave Corporation (ThirdWave)

ThirdWave Corporation has over 25 years of experience in system integration and project management of large scale information technology (IT) implementations including design, development and IT support.

ThirdWave's similar past projects include developing and implementing e-government portals and services for entities such as the Bay Area MTC, the City of Palm Springs, City of San Diego, and the County of Los Angeles.

ThirdWave's proposal evidenced their past experience in providing traveler information systems to governmental agencies and demonstrated a good grasp of the objectives of the project. However, the proposal provided insufficient details on the technical requirements for the scope of work. ThirdWave's response to the RFP did not sufficiently expand on how they would meet the requirements to an acceptable degree. As a result of the lack of technical details, ThirdWave was scored lower than OZ.

Axiom xCell, Inc. (Axiom)

Axiom xCell, Inc. was founded in 2004 and provides information technology design, development, hosting, operating and maintenance services. Axiom has actively taken part in contributing to travel information systems and LA SAFE since 2011 on projects such as on the Go 511 and the Go Metro mobile applications.

However, Axiom's overall proposal was deficient in the explanation of its proposed methodology and implementation strategies for the various platforms that will be a part of this next generation 511 traveler information system such as website, social media, and direct messaging services. Of particular concern was Axiom's decision to develop directly in the production environment instead of a test environment. As a result, Axiom scored lower than OZ due to their high technical risk.

Following is a summary of the PET evaluation scores:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	OZ Engineering, LLC				
3	Proposed Management Plan, Work Plan Approach, and Schedule	82.00	60.00%	49.20	
4	Experience, Qualifications, and Past Performance	76.20	15.00%	11.43	
5	Price	73.64	25.00%	18.41	
6	Total		100.00%	79.04	1

7	ThirdWave Corporation				
8	Proposed Management Plan, Work Plan Approach, and Schedule	61.20	60.00%	36.72	
9	Experience, Qualifications, and Past Performance	56.00	15.00%	8.40	
10	Price	89.12	25.00%	22.28	
11	Total		100.00%	67.40	2
12	Axiom xCell, Inc.				
13	Proposed Management Plan, Work Plan Approach, and Schedule	53.38	60.00%	32.03	
14	Experience, Qualifications, and Past Performance	54.92	15.00%	8.24	
15	Price	100.00	25.00%	25.00	
16	Total		100.00%	65.27	3

C. Cost Analysis

The recommended price of \$3,000,000 has been determined to be fair and reasonable based on Metro’s MAS audit, an independent cost estimate (ICE), cost analysis, technical analysis, fact finding, and final negotiations.

LA SAFE’s ICE was conservative in the level of effort and the hourly rates. The specific areas in the ICE that were found to be underestimated were in project management and software programming hours. LA SAFE reviewed OZ’s hours and determined that the level of effort proposed was adequate for the completion of the scope of work. The negotiated amount represents a cost savings of \$426,186 from the firm’s originally proposed price.

	Proposer Name	Proposal Amount	LA SAFE ICE	Negotiated Amount
1.	OZ Engineering, Inc.	\$3,426,186	\$2,666,377	\$3,000,000
2.	ThirdWave Corporation	\$2,831,161	\$2,666,377	N/A
3.	Axiom xCell	\$2,523,183	\$2,666,377	N/A

D. Background on Recommended Contractor

The recommended firm, OZ Engineering, LLC, located in Phoenix, Arizona, has been in business since 2000 and provides public sector agencies with the development, implementation, management and support of information technology systems in the transportation industry for over 15 years. OZ Engineering and its team have a deep understanding of the evolution of 511 information systems due to their work with public agencies such as the Bay Area MTC, County of Los Angeles, the Department of Transportation for the states of Arizona, Nevada, Texas and

Tennessee, and have experience working on systems technology projects abroad in countries such as South Africa and Mexico.

The proposed team is composed of OZ Engineering and three subcontractors (one SBE, and two non-SBE firms). The team has significant experience working with 511 traveler information systems throughout the country, abroad, and here in Los Angeles. The project manager, in unison with each member of the project team, brings 20 years of experience to inform, guide and ultimately deliver a project that will effectively and creatively disseminate information to the public via LA SAFE's Next Generation 511 traveler information system.