

PROCUREMENT SUMMARY

PROCESSING, ADJUDICATION AND COLLECTION OF TRANSIT AND
PARKING CITATIONS / PS93508000

1.	Contract Number: PS93508000	
2.	Recommended Vendor: Axiom xCell, 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 17, 2023	
	B. Advertised/Publicized: May 17, 2023	
	C. Pre-Proposal Conference: May 24, 2023	
	D. Proposals Due: June 26, 2023	
	E. Pre-Qualification Completed: September 20, 2023	
	F. Ethics Declaration Forms submitted to Ethics: June 28, 2023	
	G. Protest Period End Date: October 24, 2023	
5.	Solicitations Picked up/Downloaded: 14	Bids/Proposals Received: 1
6.	Contract Administrator: Antonio Monreal	Telephone Number: 213-922-4679
7.	Project Manager: Julie Chang	Telephone Number: 213-922-6881

A. Procurement Background

This Board action is to approve Contract No. PS93508000 issued in support of an electronic application to process, adjudicate, and collect transit and parking citations. Board approval of contract award is subject to the resolution of all properly submitted protest(s), if any.

On May 17, 2023, Request for Proposal (RFP) No. PS93508 was issued as a competitive procurement in accordance with Metro's Acquisition Policy, and the proposed contract type is a firm fixed unit rate. The Diversity & Economic Opportunity Department (DEOD) recommended a seven percent (7%) Small Business Enterprise (SBE) and three percent (3%) Disabled Veterans Business Enterprise (DVBE) goal for this procurement. Further, the solicitation was subject to the Local Small Business Enterprise (LSBE) Preference Program, which gives eligible proposers a five percent preference credit added to the proposer's overall evaluation score.

One (1) amendment was issued during the solicitation phase of this RFP:

- Amendment No. 1, issued June 16, 2023, extended the proposal due date.

A total of 14 firms downloaded the RFP and were included on the planholders' list. There were 17 questions received, and responses were provided prior to the proposal due date.

One proposal was received from Axiom xCell, Inc., by the proposal due date of June 26, 2023. Metro staff canvassed firms on the planholders' list to determine why no other proposals were received. Reasons for declining to propose included lack of similar experience, inability to provide bandwidth for the kind of custom application development that the project requires, and inability to meet the established SBE and DVBE goals. The market survey revealed that the decisions not to propose were based on individual business considerations. Therefore, the solicitation can be awarded as a competitive procurement.

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro’s Transit Court, Parking Management, and the Office of the Inspector General was convened and conducted a comprehensive technical evaluation of the proposal received.

The proposal was evaluated based on the following evaluation criteria and weights:

- Qualification of the Firm/Team and Key Personnel 20%
- Technical and Functional Capability of Proposed System 30%
- Operating Methodology/Work Plan 20%
- Cost Proposal 30%

The evaluation criteria are appropriate and consistent with criteria developed for similar procurements. Several factors were considered in developing these weights, giving the greatest importance to the technical and functional capability of proposed system and cost proposal.

During the period of June 29, 2023 to August 21, 2023, the PET independently evaluated and scored the technical proposal. On August 17, 2023, the PET reconvened and interviewed Axiom xCell, Inc. The firm’s project manager and key team members had an opportunity to present their team’s qualifications, provided a demonstration of the proposed system and responded to the PET’s questions.

At the end of the evaluation, the PET determined Axiom xCell, Inc., to be technically qualified to perform the work.

The following is a summary of the PET scores.

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Axiom xCell, Inc.				
3	Qualification of the Firm/Team and Key Personnel	76.65	20.00%	15.33	

4	Technical and Functional Capability of Proposed System	67.13	30.00%	20.14	
5	Operating Methodology/Work Plan	68.35	20.00%	13.67	
6	Cost Proposal	100.00	30.00%	30.00	
7	Total		100.00%	79.14	1

C. Price Analysis

The recommended amount has been determined to be fair and reasonable based on the independent cost estimate (ICE), cost analysis, fact-finding, and technical evaluation.

Proposer Name	Base Term	Option Terms	Total	Metro ICE
Axiom xCell, Inc.	\$1,193,892	\$316,106 (Option Yr 1) \$332,430 (Option Yr 2)	\$1,842,428	\$2,663,310

The variance between the recommended amount and the ICE is due to the ICE accounting for transition and mobilization costs (e.g. data transfer and software customization/development) which will be minimal since Axiom xCell’s proposed solution has already been developed to satisfy Metro’s needs under the Axiom xCell’s existing contract with Metro.

D. Background on Recommended Contractor

Axiom xCell, Inc. (Axiom), is a Metro certified SBE firm headquartered in San Diego, California. It was founded in 2004 as a partner for testing Qualcomm’s Binary Runtime Environment for Wireless (BREW) mobile application platform, a precursor to today’s Apple App Store and Google Play Store.

Axiom provides design and strategic development of integrated software and mobile application services to government agencies and various transportation agencies, including the Metropolitan Atlanta Rapid Transit Authority (MARTA), New Jersey 511, Los Angeles 511, Federal Highway Administration, and Walk San Diego. Other clientele include Hewlett Packard, Disney, Qualcomm, and Yahoo.

The Axiom team includes Pearson Technical Solutions, a DVBE subcontractor based in San Diego, which will provide project management expertise and services.

The proposed Project Manager has over 20 years of experience with various aspects of software engineering, program management, systems engineering, field engineering, and software validation. Axiom has been providing Metro with an

electronic application to process, adjudicate and collect transit and parking citations since 2017 and performance has been satisfactory.