

PROCUREMENT SUMMARY

BICYCLE PARKING PROGRAM FOR BICYCLE LOCKERS
AND SHELTERS/PS78889000

1.	Contract Number: PS78889000	
2.	Recommended Vendor: eLock Technologies 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: September 2, 2021	
	B. Advertised/Publicized: September 2, 2021	
	C. Pre-Proposal Conference: September 9, 2021	
	D. Proposals Due: November 1, 2021	
	E. Pre-Qualification Completed: December 20, 2021	
	F. Conflict of Interest Form Submitted to Ethics: November 3, 2021	
	G. Protest Period End Date: February 22, 2022	
5.	Solicitations Picked up/Downloaded: 20	Bids/Proposals Received: 5
6.	Contract Administrator: Lily Lopez	Telephone Number: (213) 922-4639
7.	Project Manager: Stacie Endler	Telephone Number: (213) 922-7506

A. Procurement Background

This Board Action is to approve Contract No. PS78889000 in support of the Bicycle Parking Program for Bicycle Lockers and Shelters. The Contractor shall complete replace, install and/or upgrade bicycle lockers to a keyless locker system including a management software system, mobile application, payment kiosks, bike shelter access controls, and monitoring equipment and services. Board approval of contract award is subject to resolution of all properly submitted protest(s).

The Request for Proposals (RFP) was issued in accordance with Metro's Acquisition Policy and the contract type is firm fixed price. The RFP was issued with an SBE goal of 6% and a 3% DVBE goal.

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

- Amendment No. 1, issued on September 27, 2021, extended the proposal due date.

A virtual pre-proposal conference was held on September 9, 2021, attended by 11 participants representing 10 firms. A total of 44 questions were asked and responses were released prior to the proposal due date.

A total of 20 firms downloaded the RFP and were included in the planholders list. A total of five proposals were received on November 1, 2021 from the following firms:

- Cole Ticket Solutions Inc.
- eLock Technologies LLC
- eLock Technologies LLC (alternate solution)
- Somnium Group & InsaneLab
- Tranzito (Bike Hub)

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro’s Countywide Planning Department was convened and conducted a comprehensive technical evaluation of the proposals received.

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

- | | |
|---|------------|
| • Proposal Requirements | 30 percent |
| • Technical Ability | 30 percent |
| • Innovations/Enhancements | 20 percent |
| • Workforce Initiative Now – Los Angeles (WIN-LA) | 2 percent |
| • Cost | 18 percent |

Several factors were considered when developing these weights, giving the greatest importance to meeting the proposal requirements and technical ability. The PET evaluated the proposals according to the pre-established evaluation criteria.

During the period of November 2 to December 13, 2021, the PET members independently evaluated and scored the technical proposals. The PET agreed that the final ranking of proposals scored eLock Technologies LLC’s proposal as the highest scored. The PET concluded that eLock Technologies LLC’s proposal presented technical ability and met proposal requirements.

Qualifications Summary of Firms within the Competitive Range:

eLock Technologies LLC

eLock Technologies, LLC provided adequate information to demonstrate their understanding and ability to perform the work described in the RFP. eLock Technologies, LLC has outlined in their proposal how the program goals will be accomplished. They have proposed solutions for improved security, equitable parking options, increased locker utilization, reduction/elimination of locker rental waiting lists, access controlled daily parking without pre-registration, keyless locker rentals, enforceable bicycle parking, and occupancy utilization and broadcast parking availability.

eLock Technologies LLC (alternative solution)

eLock Technologies, LLC provided adequate information to demonstrate their understanding and ability to perform the work described in the RFP. In their alternative solution proposal, eLock Technologies, LLC provided enhanced features that went above the requirements described in the RFP.

Cole Ticket Solutions Inc.

Cole Ticket Solutions Inc. (CTS) proposed acceptable solutions to all program goals listed in the RFP. Technical solutions described in the proposal, such as mobile application and integration capabilities, were thoroughly described. CTS solutions provided general solutions for other project goals which created many clarification needs. CTS proposed providing a solution once all its vendors come together and development is outlined and completed.

Tranzito (Bike Hub)

BikeHub demonstrated thorough solutions for security and technical integration goals. BikeHub did not present an equitable solution for bike locker rentals as it did not offer a cash option to rent bicycle lockers. The business model presented in the proposal did not meet the model as described in the RFP. The proposed solution kept the program as exclusive by offering membership packages where the RFP asked for a more inclusive business model.

Somnium Group & InsaneLab

Somnium Group & InsaneLab (Somnium) provided technical solutions for many of the project goals. Mobile application, access control, and third party integrations were adequately described in the proposal. However, Somnium did not address several aspects in their proposal. A locker vendor for locker replacements and new purchases were not included, nor were solutions for several innovations and/or enhancements, causing the proposal to fall short of RFP requirements.

A summary of the PET scores is provided below:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	eLock Technologies LLC				
3	Proposal Requirements	88.67	30.00%	26.60	
4	Technical Ability	96.00	30.00%	28.80	
5	Innovations/Enhancements	93.35	20.00%	18.67	
6	Workforce Initiative Now – Los Angeles (WIN-LA)	100.00	2.00%	2.00	
7	Cost	74.56	18.00%	13.42	
8	Total		100.00%	89.49	1
9	eLock Technologies LLC (alternate solution)				
10	Proposal Requirements	97.33	30.00%	29.20	
11	Technical Ability	95.33	30.00%	28.60	
12	Innovations/Enhancements	92.50	20.00%	18.50	
13	Workforce Initiative Now – Los Angeles (WIN-LA)	100.00	2.00%	2.00	
14	Cost	54.56	18.00%	9.82	
15	Total		100.00%	88.12	2
16	Cole Ticket Solutions Inc.				
17	Proposal Requirements	85.33	30.00%	25.60	
18	Technical Ability	78.67	30.00%	23.60	
19	Innovations/Enhancements	75.85	20.00%	15.17	
20	Workforce Initiative Now – Los Angeles (WIN-LA)	50.00	2.00%	1.00	
21	Cost	100.00	18.00%	18.00	
22	Total		100.00%	83.37	3
23	Tranzito (Bike Hub)				
24	Proposal Requirements	69.33	30.00%	20.80	
25	Technical Ability	83.33	30.00%	25.00	
26	Innovations/Enhancements	90.00	20.00%	18.00	
27	Workforce Initiative Now – Los Angeles (WIN-LA)	50.00	2.00%	1.00	
28	Cost	38.94	18.00%	7.01	
29	Total		100.00%	71.81	4

30	Somnium Group & InsaneLab				
31	Proposal Requirements	30.00	30.00%	9.00	
32	Technical Ability	67.33	30.00%	20.20	
33	Innovations/Enhancements	5.00	20.00%	1.00	
34	Workforce Initiative Now – Los Angeles (WIN-LA)	100.00	2.00%	2.00	
35	Cost	74.28	18.00%	13.37	
36	Total		100.00%	45.57	5

C. Cost Analysis

The recommended price of \$6,094,458 has been determined to be fair and reasonable based upon the independent cost estimate (ICE), the Project Manager’s technical analysis, a cost analysis, fact finding, and negotiations.

The negotiated amount includes eLock Technologies equitable bicycle locker solution, from the alternate proposal, which enables cash paying customers to rent lockers. Metro has incorporated this recommendation into the overall solution to better meet project goals.

	Proposer Name	Proposal Amount	Metro ICE	Negotiated Amount
1.	eLock Technologies	\$5,341,937	\$6,375,926	\$6,094,458
2.	eLock Technologies (alternative solution)	\$7,296,979	\$6,375,926	N/A
3.	Cole Ticket Solutions Inc.	\$3,982,741	\$6,375,926	N/A
4.	Tranzito (Bike Hub)	\$10,231,805	\$6,375,926	N/A
5.	Somnium Group & InsaneLab	\$5,362,520	\$6,375,926	N/A

D. Background on Recommended Contractor

The recommended firm, eLock Technologies LLC is a Berkeley, California-based design, manufacturing, service, and technology company focused on electronic bicycle parking systems for municipalities and transit agencies, established in 1998.

eLock Technologies LLC is the largest supplier of eLockers and bike parking access control kiosks. Clients range from municipalities and agencies throughout California,

such as Bay Rapid Area Transit (BART), Valley Transportation Authority (VTA), San Diego Association of Governments (SANDAG), Caltrain and others in the Pacific Northwest.

The assigned Project Manager has worked for 5 years at eLock and has a total of 21 years of experience managing communications and logistics for complex projects. The overall experience of the team is vast as key personnel have coordinated first-response for bike locker users, installed and maintained electronic bike lockers and Bike Shelter kiosks for over a decade.