

PROCUREMENT SUMMARY

RIDESHARE SUPPORT AND REGULATORY COMPLIANCE SUPPORT/PS95419000

1.	Contract Number: PS95419000	
2.	Recommended Vendor: Innovative TDM Solutions	
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 26, 2022	
	B. Advertised/Publicized: October 26, 2022	
	C. Pre-Proposal Conference: November 3, 2022	
	D. Proposals Due: November 21, 2022	
	E. Pre-Qualification Completed: February 17, 2023	
	F. Conflict of Interest Form Submitted to Ethics: November 22, 2022	
	G. Protest Period End Date: April 25, 2023	
5.	Solicitations Picked up/Downloaded: <p style="text-align: center;">27</p>	Bids/Proposals Received: <p style="text-align: center;">1</p>
6.	Contract Administrator: Yamil Ramirez Roman	Telephone Number: (213) 922-1064
7.	Project Manager: Martin Buford	Telephone Number: (213) 922-2601

A. Procurement Background

This Board Action is to approve Contract No. PS95419000 issued in support of Rideshare Support and Regulatory Support services which assists Los Angeles County based Transportation Management Association and Organization and Employee Transportation Coordinators of participating employers, to manage and comply with the South Coast Air Quality Management District (SCAQMD) Rule 2202, On-Road Mitigation Options. Board approval of contract awards are subject to resolution of any properly submitted protest(s).

The Request for Proposal (RFP) was issued in accordance with Metro’s Acquisition Policy and the contract type is a firm fixed price. The RFP was issued under the Medium-Size Business Enterprise Program 1 (MZ-1) with a Small Business Enterprise (SBE) goal of 22 percent and a Disabled Veteran Business Enterprise (DBVE) goal of 3 percent. It was also subject to the Local Small Business Enterprise Preference program, which awards a bonus of 5 preference points for the utilization of local small business firms.

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

- Amendment No. 1, issued on November 15, 2022 clarified the language of the Medium Size 1 (MSZ 1) Program that incorrectly stated the RFP was issued without an SBE/DBVE Goal.

A total of 27 firms downloaded the RFP and were included in the planholder's list. A virtual pre-proposal conference was held on November 3, 2022 that was attended by 3 participants representing 3 firms. There were 15 questions asked, and responses were released prior to the proposal due date.

One (1) proposal was received on the due date of November 21, 2022. A market survey was conducted of planholders that did not submit a proposal to ascertain the reason(s) for non-submittal. Reasons given for not submitting proposals included contractor's unavailability due to other commitments, unable to meet the capabilities required by the scope of services, and unavailability of staff to complete a proposal for personal reasons.

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro's Shared Mobility and Implementation Department, Orange County Transportation Authority (OCTA), and Ventura County's Transportation Commission (VCTA) was convened and conducted a comprehensive technical evaluation of the proposal received.

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

- Contractor's Regulatory Compliance Support & Ridesharing Services Experience 30 percent
- Experience, Staffing and Coordination 25 percent
- Effectiveness of Project Management Team and Work Plan 25 percent
- Price 20 percent
- Local Small Business Enterprise (LSBE) Preference Program 5 percent

The evaluation criteria are appropriate and consistent with criteria developed for other, similar transportation demand management services procurements. Several factors were considered when developing these weights, giving the greatest importance to the Contractor's Regulatory Compliance Support & Ridesharing Services experience.

During the period of December 1, 2022 to December 7, 2022 the PET independently evaluated and scored the technical proposal. The PET determined that oral presentations were not needed and on December 7, 2022, Innovative TDM Solutions was determined to be technically qualified to perform the work.

Qualifications Summary of Firm:

Innovative TDM Solutions

Innovative TDM Solutions (ITS) is a Medium Size 1 transportation demand management firm. ITS has staff who are bilingual, SCAQMD certified Employee Transportation Coordinators (ETCs), and assisted in the creation of the Average

Vehicle Ridership software program utilized by over 1000 employers in Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties. ITS has been successfully providing Metro with Rideshare/shared mobility program support for the past 17 years.

ITS' proposal demonstrated over 18 years of Regulatory Compliance Support and Ridesharing Services experience, and the proposed Project Manager has 42 years of experience in the TDM industry. Their Regulatory Compliance Support and Ridesharing Services. Their proposal also identified progress indicators, which are critical for the program success.

ITS' proposal includes staff assigned full time to the project with decades of experience in the TDM industry and providing Rideshare support services. The proposed staff responsibilities and work plan include running surveys, providing training to ETCs, assisting employers with rideshare/shared mobility programs, providing outreach and education, and growing the program through additional participating employers and rideshare/shared mobility users.

A summary of the PET scores is provided below:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Innovative TDM Solutions				
3	Contractor's 'Regulatory Compliance Support & Ridesharing Services' experience	91.10	30.00%	27.33	
4	Experience, Staffing and Coordination	90.00	25.00%	22.50	
5	Effectiveness of Project Management Team and Work Plan	92.68	25.00%	23.17	
6	Cost Proposal	100.00	20.00%	20.00	
7	Local Small Business Enterprise (LSBE) Preference Program (Bonus 5%)	0.00	5.00%	0.00	
8	Total		105.00%	93.00	1

C. Cost Analysis

The recommended price has been determined to be fair and reasonable based upon an independent cost estimate (ICE), cost analysis, technical analysis, and negotiations. Metro successfully negotiated a cost savings of \$319,756.63 from reductions in the proposed costs of travel, and profit.

	Proposer Name	Proposal Amount	Metro ICE	Negotiated or NTE amount
1.	Innovative TDM Solutions	\$6,465,721.99	\$5,403,917.74	\$6,145,965.36

The variance between the ICE and final negotiated amount reflects the rapid inflation caused by the COVID-19 Pandemic that has resulted in a rise of labor and material costs for most services. In addition, Metro's ICE inadvertently did not account for other direct costs or profit.

D. Background on Recommended Contractor

The recommended firm, Innovative TDM Solutions (ITS), located in Riverside, CA has been in business for thirty-four years with experience in the regional rideshare industry. ITS is the incumbent contractor for the Metro Rideshare/Shared Mobility Program Support and has provided Metro with these services for the past 17 years. The proposed team is comprised of staff from ITS and two subcontractors, one is SBE certified, and the other is DBVE certified. Cumulatively, the team has over 100 years of experience in the TDM industry. The president and founder of ITS has served as the Project Manager for Metro's rideshare program since 2005 and has 42 years of experience in the industry. The proposed on-site supervisor has 28 years of experience in the TDM industry, including 17 consecutive years working with the Metro Rideshare Program Support project. SBE subcontractor, The Van Stratten Group, has over 40 years of experience in TDM. Bayfish Creative Management, the DVBE subcontractor, has 24 years of experience providing marketing related support.

ITS is the incumbent provider for these services, and their services have been satisfactory.