

PROCUREMENT SUMMARY

**SOUTHERN CALIFORNIA 511 TRAVELER INFORMATION SYSTEM
NEXT GENERATION 511 IVR SERVICES
PS5295500**

1.	Contract Number: PS5295500	
2.	Recommended Vendor: IBI Group, 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: October 27, 2015	
	B. Advertised/Publicized: October 28, 2015	
	C. Pre-Proposal/Pre-Bid Conference: November 16, 2015	
	D. Proposals/Bids Due: January 19, 2016	
	E. Pre-Qualification Completed: April 28, 2016	
	F. Conflict of Interest Form Submitted to Ethics: June 10, 2016	
	G. Protest Period End Date: July 5, 2016	
5.	Solicitations Picked up/Downloaded: 42	Proposals Received: 3
6.	Contract Administrator: W. T. (Ted) Sparkuhl	Telephone Number: (213) 922-7399
7.	Project Manager: Iain Fairweather	Telephone Number: (213) 922-5650

A. Procurement Background

This Board Action is to approve Contract No. PS5295500 for professional services to provide industry leading and exceptional user focused interactive voice response (IVR) services for the next generation of the Southern California 511 system (NextGen 511).

The Request for Proposal (RFP) was issued in accordance with LA SAFE's Acquisition Policy and the contract type is firm fixed price. The RFP was issued with an SBE/DVBE goal of 25% (SBE 22% and DVBE 3%).

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

- Amendment No. 1, issued on November 9, 2015, provided clarifications to the RFP document and added Excel spreadsheet files for proposer use.
- Amendment No. 2, issued on November 19, 2015, extended the proposal due date to December 21, 2015, provided proposers with answers to questions and pre-proposal conference materials.
- Amendment No. 3, issued on November 23, 2015, provided responses to questions and provided the planholders' list.
- Amendment No. 4, issued November 24, 2015, provided responses to questions relating to natural language IVR, data reporting and storage.

- Amendment No. 5, issued December 2, 2015, provided responses to questions relating to reports and the necessity for submitting them to Metro.
- Amendment No. 6, issued December 2, 2015, extended the proposal due date to January 11, 2016.
- Amendment No. 7, issued January 6, 2016, extended the proposal due date to January 29, 2016.

A pre-proposal conference was held on November 16, 2015, attended by 12 participants representing eight companies. There were 52 questions asked and responses were released prior to the proposal due date. A total of 42 firms downloaded the RFP and were included in the planholders' list. A total of three proposals were received on January 19, 2016.

B. Evaluation of Proposals

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

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

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

The evaluation criteria are appropriate and consistent with criteria developed for similar professional services procurements. Several factors were considered when developing these weights, giving the greatest importance to the proposed management plan, work plan approach, and schedule.

Prior to proposals being distributed to the PET for evaluation, the Diversity & Economic Opportunity Department (DEOD) reviewed the three firms that submitted proposals to confirm that each of the firms met the 25% goal, inclusive of 22% SBE and 3% DVBE. Of the three proposals, LogicTree LLP was deemed non-responsive, as it did not meet the 25% goal.

On January 21, 2016, the two proposals deemed responsive by DEOD were distributed to the PET. During January 21, 2016 through April 1, 2016, the PET completed its independent evaluation of the proposals. The proposals were determined to be within the competitive range and are listed below in alphabetical order:

1. IBI Group, Inc.
2. Iteris, Inc.

On March 16, 2016, the PET interviewed the two firms. Each firm presented their respective qualifications and responded to questions posed by the PET. Generally, both firms elaborated on their scope of work assumptions and detailed their experience with IVR technology.

Further, the project manager and key personnel from each firm responded to the PET's inquiries regarding their approach to developing IVR technology and their ability to tailor their technology to meet LA SAFE's requirements, key personnel roles and responsibilities to complete the task, stakeholder coordination, and key performance indicators.

The final scoring, after interviews, determined IBI Group as the highest rated, most qualified proposer.

Qualifications Summary of Firms within the Competitive Range:

IBI Group (IBI)

IBI was founded in 1974 to provide professional services in planning and design for urban development and transportation. Their professional staff has a broad range of backgrounds and experience in transportation engineering and traffic engineering. As a result, IBI possesses extensive knowledge of IVR technology. Their experience in this technology enabled IBI to develop their own Voice Services Software Platform; the Multichannel Communication Engine (MCE). IBI has extensive experience implementing 511 IVR programs with such agencies as New York State Department of Transportation, British Columbia Drive BC and Massachusetts 511 Traveler Information. IBI is the incumbent contractor on the existing Southern California 511 Traveler Information System and possesses an intimate knowledge of the LA SAFE system requirements.

The management plan presented an approach that focuses on consistent and sustained project management. Successful execution of all deliverables is achievable first and foremost with the commitment of an experienced program manager and supporting staff. IBI's plan provided practical solutions to assure timely completion of all deliverables. Overall, the proposal and interview presented a cohesive team with substantial experience in IVR technology, implementation and system maintenance.

Iteris, Inc. (Iteris)

Iteris is a Santa Ana, California, based company dating back to 1993, and has worked globally in intelligent traffic management information, applying advanced technologies to plan, design, integrate and enable complete solutions that address significant needs in the traffic management market. Iteris has provided many similar IVR systems nationally and internationally. Iteris has developed and installed IVR systems for the Nevada Statewide 511 Advanced Traveler Information System, the San Diego Advanced Traveler Information System and the San Luis Obispo 511 System.

Iteris' proposal demonstrated good IVR experience and identified multiple IVR clients. The proposed project manager and project team showed significant experience in IVR systems. However, Iteris' response to the Spanish translation inquiry was not advantageous to LA SAFE.

The following is a summary of PET evaluation scores:

	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
1	IBI Group				
2	Proposed Management Plan, Work Plan Approach and Schedule	72.01	60.0%	43.21	
3	Experience, Qualification and Past Performance	66.13	15.0%	9.92	
4	Price Proposal	100.00	25.0%	25.00	
5	Total		100.00%	78.13	1
6	Iteris, Inc.				
7	Proposed Management Plan, Work Plan Approach and Schedule	69.72	60.0%	41.83	
8	Experience, Qualification and Past Performance	65.56	15.0%	9.83	
9	Price Proposal	72.21	25.0%	18.05	
10	Total		100.00%	69.71	2

C. Cost Analysis

The recommended price has been determined to be fair and reasonable based upon MAS audit findings, an independent cost estimate (ICE), cost analysis, technical evaluation, fact finding, and negotiations.

The negotiated amount includes clarifications to the RFP documents review and required deliverables. Metro staff successfully negotiated a cost savings of \$83,625 from the firm’s proposed price. The negotiated amount is \$4,150,000.

	Proposer Name	Proposal Amount	Metro ICE	Negotiated Amount
1.	IBI Group, Inc.	\$4,233,625	\$4,447,938	\$4,150,000
2.	Iteris, Inc.	\$5,863,072	\$4,447,938	N/A

D. Background on Recommended Contractor

The recommended firm, IBI, headquartered in Toronto, Canada, with a local office in Los Angeles, California, has been in business since 1974 providing professional services in planning and design for urban development and transportation. The proposed team is comprised of staff from IBI and one SBE subcontractor and one DVBE subcontractor. IBI’s team has substantial experience in the development and implementation of IVR systems and technologies.

The proposed project manager has 16 years of experience in IVR and information technology, software development, development oversight, management of IVR requirements and business development. In addition, key staff has more than 40 years of experience in IVR development and system implementation.

With its extensive knowledge and experience, the IBI team demonstrates a thorough understanding of the IVR technology and implementation.