

PROCUREMENT SUMMARY

METRO MYSTERY RIDER PROGRAM/PS6224700

1.	Contract Number: PS6224700	
2.	Recommended Vendor: Mobility Advancement Group	
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: August 15, 2016	
	B. Advertised/Publicized: August 17, 2016	
	C. Pre-Proposal Conference: August 25, 2016	
	D. Proposals Due: September 12, 2016	
	E. Pre-Qualification Completed: January 24, 2017	
	F. Conflict of Interest Form Submitted to Ethics: September 27, 2016	
	G. Protest Period End Date: April 24, 2017	
5.	Solicitations Picked up/Downloaded: 12	Bids/Proposals Received: 1
6.	Contract Administrator: Marc Margoni	Telephone Number: (213) 922-1304
7.	Project Manager: Paula Guevara	Telephone Number: (213) 922-7495

A. Procurement Background

This Board Action is to approve Contract No. PS6224700 issued in support of the Metro Mystery Rider Program (MRP). Board approval of contract awards are subject to resolution of any properly submitted protest.

Request for Proposal (RFP) No. PS31507 was issued in accordance with Metro's Acquisition Policy and the contract type is firm fixed price. The RFP was issued as a small business prime and was open to Metro SBE certified small businesses only.

One amendment was issued during the solicitation phase of this RFP. Amendment No. 1, issued on September 2, 2016, clarified Metro Title VI Mystery Rider observation report percentages and the number of in-person observations.

On August 25, 2016, a pre-proposal conference was held and representatives from four firms attended the conference.

On August 29, 2016, 23 questions were submitted and received, and answers to those questions were provided in writing the following week.

A total of one proposal was received on September 12, 2016. The single proposal received was from the incumbent, Mobility Advancement Group (MAG).

A market survey was conducted shortly thereafter inquiring as to why members on the Planholder's list elected not to participate in the solicitation. Two vendors

responded. One vendor elected not to participate due to the extensive report preparation required in the Statement of Work. The second vendor also indicated that he did not have the required research skills and report preparation experience as required.

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from the Office of Civil Rights, Operations, and Bus Contract Services was convened and conducted a comprehensive technical evaluation of the proposal received.

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

- Firm's Personnel, Skill, and Experience 30 percent
- Understanding of the Work 25 percent
- Sample of Mystery Rider Observations 25 percent
- Price 20 percent

The evaluation criteria are appropriate and consistent with criteria developed for other, similar procurements. Several factors were considered when developing these weights, giving the greatest importance to the Firm's Personnel, Skill, and Experience.

During the week of September 21, 2016, the PET met and conducted an independent technical evaluation and deemed Mobility Advancement Group technically qualified to perform the tasks as outlined in the RFP.

Qualifications Summary of Firm

Mobility Advancement Group

MAG is located in Altadena, CA. They have performed operator performance assessments for most of the major transit operations in Southern California since 2009. Martin Gombert, the owner of the Mobility Advancement Group, is responsible for overseeing transit consulting projects including performance audits, operation reviews, safety audits, and financial analysis.

MAG is a Metro certified SBE and has been providing transit operator performance assessments to Metro since 2009. They are familiar with the proposed work and required approach. MAG is the incumbent vendor and is currently providing Title VI MRP observations for Metro.

For this project, MAG proposed as the prime contractor and partnered with Temps, Inc. (Temps), a Metro certified SBE, to manage the contract and serve as the client interface to Metro.

Temps, Inc. will provide transit surveyors. They have provided surveyors for the Metro Mystery Rider project since 2009. Ms. Brenda Sanchez-Johnson, V.P. of Operations for Temps, Inc., has over fifteen years of experience in data collection and participating in survey projects for transit agencies throughout Southern California.

As a result of the proposal received, the PET recommendation for contract award is as follows:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Mobility Advancement Group				
3	Firm's Personnel, Skill, and Experience	93.3	30.00%	27.99	
4	Understanding of the Work	100	25.00%	25	
5	Sample of Mystery Rider Observations	93.2	25.00%	23.3	
6	Price	100	20.00%	20	
7	Total		100.00%	96.29	1

C. Cost/Price Analysis

The recommended price has been determined to be fair and reasonable based upon independent cost estimate, price analysis, technical evaluation, fact finding, and negotiations. Mobility Advancement Group has developed a report preparation system where the majority of the requirements for Metro have been fully developed and their solution has been implemented with other transit agencies.

Proposer Name	Proposal Amount	Metro ICE	Negotiated or NTE amount
Mobility Advancement Group	\$1,023,492	\$1,003,784	\$973,644

The Period of Performance for the base contract is three (3) years. The option period is for two (2) single years. The value of the three year (3) base is \$565,516. The value of the (2) one year options is \$408,128. The total NTE amount is \$973,644.

D. Background on Recommended Contractor

The recommended firm, MAG, located in Altadena, CA, is a leader in the field of Title VI MRP Observations. Previous Mystery Rider clients include Long Beach Transit, Foothill Transit, Bauer's Intelligent Transportation (Flyaway) and Norwalk Transit.

Mr. Martin Gombert (MAG) and Ms. Brenda Sanchez-Johnson (Temps) are subject matter experts in the transit operator performance assessments field and represent over 20 years of combined experience in MRP data collection and report preparation.

Both MAG and its subcontractor Temps are Metro certified SBE firms.

The Period of Performance for the base amount is three (3) years with two (2) one year options.