

## PROCUREMENT SUMMARY

## MYSTERY RIDER PROGRAM (ADA/LEP)/PS43587000

1.	<b>Contract Number:</b> PS43587000	
2.	<b>Recommended Vendor:</b> Mobility Advancement Group	
3.	<b>Type of Procurement (check one):</b> <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.	<b>Procurement Dates:</b>	
	<b>A. Issued:</b> February 17, 2022	
	<b>B. Advertised/Publicized:</b> February 18, 2022	
	<b>C. Pre-Proposal Conference:</b> February 24, 2022	
	<b>D. Proposals Due:</b> March 23, 2022	
	<b>E. Pre-Qualification Completed:</b> Pending	
	<b>F. Conflict of Interest Form Submitted to Ethics:</b> March 24, 2022	
	<b>G. Protest Period End Date:</b> June 20, 2022	
5.	<b>Solicitations Picked up/Downloaded:</b> 14	<b>Bids/Proposals Received:</b> 1
6.	<b>Contract Administrator:</b> Steven Dominguez	<b>Telephone Number:</b> (213) 418-3158
7.	<b>Project Manager:</b> Paula Guevara	<b>Telephone Number:</b> (213) 922-7495

**A. Procurement Background**

This Board Action is to approve the award of Contract No. PS43587000 to Mobility Advancement Group to provide mystery rider observations. Board approval of contract award is subject to resolution of all properly submitted protest(s).

On February 17, 2022, Request for Proposals (RFP) No. PS43587 was issued as a competitively negotiated procurement in accordance with Metro's Acquisition Policy and the contract type is a firm-fixed unit rate. The RFP was open only to Metro Certified Small Business firms.

No amendments were issued during the solicitation phase of this RFP.

The solicitation was available for download from Metro's website. Advertisements were placed in the Los Angeles Daily News, LA Sentinel, Chinese Daily News, and La Opinion to notify potential proposers of this solicitation. Metro also notified potential proposers on Metro's vendor database based on applicable North American Industry Classification System (NAICS) codes.

A pre-proposal conference was held on February 24, 2022 and was attended by three (3) participants representing two (2) firms.

Fourteen (14) firms downloaded the RFP and were included on Metro's planholders' list. There were seven (7) questions received and responses were provided prior to the proposal due date. Only one (1) proposal was received on March 23, 2022.

Since only one proposal was received, Metro staff canvassed all firms on the planholders' list to determine why no other bids were received. Of the 14 firms canvassed, only two (2) firms responded. The following is a summary of the market survey:

1. Potential proposer is not a Metro certified SBE firm and is not able to commit resources for the contract.
2. Potential proposer indicated that it is currently experiencing challenges to find and maintain qualified personnel to perform the work and has some safety concerns regarding public transit.

The planholders' list includes seven (7) Metro certified SBE firms and seven (7) firms that provide services that are unrelated to the requested services.

## **B. Evaluation of Proposal**

A Proposal Evaluation Team (PET) consisting of staff from Transportation Operations and Civil Rights Programs Departments was convened and conducted a comprehensive technical evaluation of the proposal received.

The proposal was evaluated based on the following evaluation criteria stated in the RFP:

Phase I Evaluation – Minimum Qualification Review: This is a pass/fail criteria. The criteria focused on the proposer's experience in implementing and managing Mystery Rider programs for publicly funded bus and/or rail services.

The PET determined that the proposal received met all minimum qualification requirements and proceeded with Phase II- Technical Evaluation based on the following criteria and weights:

- |  |            |
|--|------------|
| • Qualification and Experience of the Firm/Team  | 20 percent |
| • Qualifications and Experience of Key Personnel | 20 percent |
| • Understanding of Work Requirements             | 40 Percent |
| • Price  | 20 Percent |

The evaluation criteria are appropriate and consistent with criteria developed for similar services. Several factors were considered in developing these weights, giving the greatest importance to the understanding of work requirements.

Evaluations were conducted from March 24, 2022, through April 21, 2022. After the evaluation, the PET determined that the technical proposal received from Mobility Advancement Group addressed the RFP requirements and that its personnel are qualified and experienced to perform the required services. Based on a thorough

evaluation of the proposal, the PET determined Mobility Advancement Group to be technically qualified to perform the work.

The following is a summary of the PET scores:

	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
	<b>Mobility Advancement Group</b>				
<b>1</b>	Qualification and Experience of the Firm/Team	86.70	20.00%	17.34	
<b>2</b>	Qualifications and Experience of Key Personnel	86.65	20.00%	17.33	
<b>3</b>	Understanding of Work Requirements	88.33	40.00%	35.33	
<b>4</b>	Price	100.00	20.00%	20.00	
<b>5</b>	<b>Total</b>		<b>100.00%</b>	<b>90.00</b>	<b>1</b>

### **C. Cost/Price Analysis**

The recommended price is based on fully burdened rates that have been determined to be fair and reasonable based on the independent cost estimate (ICE), price analysis, and technical evaluation. Proposed rates considered recent changes in the cost of labor for businesses and are consistent with the current Employment Cost Index for private industry workers under the service occupation group.

	Proposer Name	Proposal Amount	Metro ICE	Award Amount
1	Mobility Advancement Group	\$1,465,308	\$1,377,096	\$1,465,308

### **D. Background on Recommended Contractor**

The recommended firm, Mobility Advancement Group (Mobility), located in Altadena, CA, has been providing transportation and transit consulting and administrative services since 1996. Other services provided include Operations Planning, Financial Planning, Transit Management, and Grants Management. Public sector clients include transit agencies in Southern California such as the Los Angeles Department of Transportation (LADOT), Norwalk Transit, Palos Verdes Peninsula Transit Authority, and the Los Angeles County Metropolitan Transportation Authority.

Mobility is a Metro-certified small business firm. It has been providing Mystery Rider observations to Metro since 2017 and its performance has been satisfactory.

Mobility's subcontractor, Temps, Inc. is a Metro certified small business enterprise and has worked with Mobility in providing temporary workers for transit consulting projects for almost 20 years.

The proposed project manager has more than 25 years of experience overseeing transit consulting projects. He is the project manager of the current contract.