ATTACHMENT A

PROCUREMENT SUMMARY
E-PAPER BUS STOP DISPLAY – SOUTHEAST LOS ANGELES
OP133093000

1.	**Contract Number**: OP133093000	
2.	**Recommended Vendor**: BikeHub (dba Tranzito)	
3.	**Type of Procurement (check one):** ☐ **IFB** ☒ **RFP** ☐ **RFP–A&E** ☐ **Non-Competitive** ☐ **Modification** ☐ **Task Order**	
4.	**Procurement Dates**:	
	A. Issued: 07/22/2025	
	B. Advertised/Publicized: 07/22/2025	
	C. Pre-Proposal Conference: 07/29/2025	
	D. Proposals Due: 09/12/2025	
	E. Pre-Qualification Completed: 12/10/2025	
	F. Ethics Declaration Forms submitted to Ethics: 09/16/2025	
	G. Protest Period End Date: 02/24/2026	
5.	**Solicitations Downloaded**: 39	**Proposals Received**: 7
6.	**Contract Administrator**: John Platt	**Telephone Number**: (213) 922-4237
7.	**Project Manager**: Bahram Chaudry	**Telephone Number**: (213) 922-6441

A. Procurement Background

This Board Action is to approve Contract No. OP133093000 issued in support of the furnishment, installation, and maintenance of 100 E-Paper digital bus stop display units, to be installed in the Southeast Los Angeles region. Board approval of contract award is subject to the resolution of any properly submitted protest(s), if any.

Request for Proposal (RFP) No. OP133093 was issued in accordance with Metro's Acquisition Policy as a Small Business Prime Set-Aside, and the contract type is a firm fixed unit rate.

Three (3) amendments were issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on July 29, 2025, clarified the SBE Set-Aside requirements.
- Amendment No. 2, issued on August 15, 2025, extended the deadline to submit questions and extended the proposal due date.
- Amendment No. 3, issued on August 29, 2025, revised the scope of services.

A total of 39 firms downloaded the RFP and were included in the planholders' list. A virtual pre-proposal conference was held on July 29, 2025, and was attended by 17 participants representing 15 firms. There were 49 questions received for this RFP and responses were provided prior to the proposal due date.

A total of seven proposals were received by the due date of September 12, 2025, from the following firms listed below in alphabetical order:

1. Arc Ventures, Inc.
2. Bikehub (dba Tranzito)
3. Craft Construction & Development, Inc.
4. Intuitive Real Estate Solutions
5. JM Fiber Optics, Inc. (JMFO)
6. KPA Constructors, Inc.
7. Peacock Systems

B. Evaluation of Proposals

A diverse Proposal Evaluation Team (PET) consisting of staff from Facilities and Maintenance Services, Information Technology, and Transportation Services in the Southeast Los Angeles region, was convened and conducted a comprehensive technical evaluation of the proposals received.

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

1. Experience of the Firm and Team	20%
2. Understanding of the Scope of Services	15%
3. Technical & Functional Capability of the Equipment	45%
4. Cost	20%

The evaluation criteria are appropriate and consistent with criteria developed for similar procurements for E-Paper signage. Several factors were considered when developing these weights, giving the greatest importance to the technical and functional capabilities of the E-Paper equipment.

Evaluations were conducted from October 13 through December 10, 2025. All seven proposing firms were invited for oral presentations. The Proposers' key team members had the opportunity to present their team's qualifications, outline their plan for installation and integration into the Metro system, and respond to the PET's questions. The PET completed its evaluation of proposals and determined BikeHub (dba Tranzito) to be the highest-ranked proposer.

Qualifications Summary of Firms within the Competitive Range:

BikeHub (dba Tranzito)

Tranzito has provided and operated mobility infrastructure for over 20 years. Tranzito has experience installing and maintaining E-Paper displays with LACMTA as well as other city agencies, namely Street LA's STAP bus shelter program. Tranzito is partnering with Global Display Solutions (GDS), who will supply all hardware and provide hardware installation design. GDS has 40 years of experience and has installed digital displays worldwide, including Chicago Transit Authority

(CTA), Massachusetts Bay Transportation Authority, and Washington Metro among others. Tranzito is also partnering with ShelterClean, who will perform the installation and maintenance of the E-Paper displays. ShelterClean has over 30 years of experience installing, assembling, maintaining, and repairing bus shelters and street furniture for several transit agencies in Southern California and across the country.

KPA Constructors, Inc.

KPA Constructors Inc. has conducted business with Metro for over 17 years, working on large infrastructure projects specializing in electrical and communication systems. KPA has and continues to work on Metro rail construction projects, currently serving as a contractor on the Westside D-Line extension project. Subcontractor B&C Transit has a 25-year history with Metro and was responsible for the design and construction of Metro's E (Expo)-Line. B&C Transit will be responsible for installation design, as well as providing support for permitting, integration, and technical support and training. Subcontractor Connectpoint is considered the industry leader in manufacturing, programming, and engineering of E-Paper devices. Connectpoint is an original equipment manufacturer, whose E-Paper devices are utilized by Transit agencies across the country, including Pittsburgh Regional Transit, SEPTA (Philadelphia), and King County Metro (Seattle), among others.

Peacock Systems

Peacock Systems has over 25 years of experience providing real-time passenger information systems. Peacock recently partnered with Metro to supply and install fifty (50) E-Paper units in the Vermont Avenue Corridor. They have 10 years of experience working with Metro, working on projects such as the installation of Passenger Wi-Fi on LA Metro light rail vehicles, and supplying Metro with over 650 Safe Fleet Recorder and Camera Kits. Peacock is partnering with Papercast as a supplier of the E-Paper units. They have experience supplying LA Metro, as well as other transit agencies such as Big Blue Bus, OCTA, and Central Ohio Transit Authority (COTA).

JM Fiber Optics Inc.

JM Fiber Optics Inc. has over 30 years of experience working on large scale public transit infrastructure. JMFO staff have extensive experience and expertise in passenger information systems, digital signage, public address systems, CCTV, and fiber optic transport and cabling infrastructure. Subcontractor/supplier Way Sine has extensive experience in designing, engineering, and manufacturing E-Paper digital displays for over 40 transit agencies in North America, such as LADOT, Big Blue Bus, Ventura County Transportation (VCTC), and has experience working with JMFO to supply E-Paper displays for Omnitrans and City of Fresno.

Arc Ventures, Inc.

Arc Ventures, Inc. staff have a combined 20 years of experience providing street-level systems for public agencies. Arc Ventures has worked on large scale projects with Metro, LAWA, Caltrans, and the City of Los Angeles. Arc Ventures is partnering with Papercast as a subcontractor and supplier of the E-Paper display units. Arc Ventures and Papercast have partnered to provide E-Paper units for a number of transit agencies, such as Big Blue Bus, OCTA, and StarTran (Lincoln, NE). Papercast has deployed E-Paper real-time displays since 2005 for transit agencies across North America.

Craft Construction & Development Inc.

The team from Craft Construction & Development Inc. have over 15 years of combined experience managing and completing transportation-related projects. Staff have extensive experience conducting business with Metro, serving as a Contractor for a number of renovation projects at Metro bus and rail divisions, Metro parking garages, concrete and asphalt pavement, and bus shelter implementation, among other relevant projects. Craft Construction & Development are partnering with Urban Solar as a subcontractor and supplier of E-Paper units. Urban Solar has provided E-Paper units to over 300 transit agencies in North America, and have over twenty years of experience in bus stop improvement projects. Craft is also partnering with ShelterClean for installation of the E-Paper units, with over thirty years of experience in installing bus stop signs, bus shelters, poles, and lighting equipment.

Intuitive Real Estate Solutions

Intuitive Real Estate Solutions is partnering with Double Elite LLC, a China-based company, as a supplier and subcontractor. Intuitive Real Estate Solutions and Double Elite have experience partnering to provide, install, and maintain 56 electronic bus stop boards for the Chengdu Public Transport Group in Chengdu City, Sichuan, China, as well as for Nanjing Smart Transportation Information Co. along Highway 501 in Nanjing City, Jiangsu Province, China. Intuitive Real Estate Solutions and Double Elite have experience ensuring compliance with all technical standards and FCC and OSHA compliance for products made outside of the United States.

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	**BikeHub (dba Tranzito)**				
3	Experience of the Firm and Team	90.00	20.00%	18.00	
4	Understanding of the Scope of Services	88.87	15.00%	13.33	
5	Technical & Functional Capability of the Equipment	87.78	45.00%	39.50	
6	Cost	100.00	20.00%	20.00	
7	**Total**			**90.83**	**1**
8	**KPA Constructors Inc.**				
9	Experience of the Firm and Team	83.35	20.00%	16.67	
10	Understanding of the Scope of Services	78.87	15.00%	11.83	
11	Technical & Functional Capability of the Equipment	90.00	45.00%	40.50	
12	Cost	32.25	20.00%	6.45	
13	**Total**			**75.45**	**2**
14	**Peacock Systems**				
15	Experience of the Firm and Team	66.65	20.00%	13.33	
16	Understanding of the Scope of Services	74.47	15.00%	11.17	
17	Technical & Functional Capability of the Equipment	83.33	45.00%	37.50	
18	Cost	62.70	20.00%	12.54	
19	**Total**			**74.54**	**3**
20	**JM Fiber Optics Inc.**				
21	Experience of the Firm and Team	78.35	20.00%	15.67	
22	Understanding of the Scope of Services	73.33	15.00%	11.00	
23	Technical & Functional Capability of the Equipment	72.22	45.00%	32.50	
24	Cost	75.10	20.00%	15.02	
25	**Total**			**74.19**	**4**
26	**Arc Ventures Inc.**				
27	Experience of the Firm and Team	65.00	20.00%	13.00	
28	Understanding of the Scope of Services	71.13	15.00%	10.67	
29	Technical & Functional Capability of the Equipment	84.44	45.00%	38.00	
30	Cost	60.10	20.00%	12.02	

31	**Total**			**73.69**	**5**
32	**Craft Construction and Development**				
33	Experience of the Firm and Team	65.00	20.00%	13.00	
34	Understanding of the Scope of Services	62.20	15.00%	9.33	
35	Technical & Functional Capability of the Equipment	72.22	45.00%	32.50	
36	Cost	30.25	20.00%	6.05	
37	**Total**			**60.88**	**6**
38	**Intuitive Real Estate Solutions**				
39	Experience of the Firm and Team	25.00	20.00%	5.00	
40	Understanding of the Scope of Services	24.47	15.00%	3.67	
41	Technical & Functional Capability of the Equipment	13.33	45.00%	6.00	
42	Cost	76.20	20.00%	15.24	
43	**Total**			**29.91**	**7**

C. Cost/Price Analysis

The recommended price has been determined to be fair and reasonable based on adequate competition, price analysis, an Independent Cost Estimate (ICE), and technical analysis.

The variance between the ICE and the recommended price is attributed to Tranzito, having lower than expected hardware and software costs, as well as lower than expected costs for installation services.

	Proposer Name	Proposal Amount	Metro ICE	Recommended Amount
1	BikeHub (dba Tranzito)	$611,230	**$1,100,000**	**$611,230**
2	KPA Constructors	$1,894,900		
3	Peacock Systems	$975,000		
4	JM Fiber Optics	$813,000		
5	Arc Ventures	$1,016,045		
6	Craft Construction and Development	$2,021,383		
7	Intuitive Real Estate Solutions	$802,000		

D. Background on Recommended Contractor

The recommended firm, BikeHub (dba Tranzito), located in Alameda, CA, has been in business for over 20 years and has extensive experience facilitating the installation and management of E-Paper signage. The proposed Project Manager currently serves as the Project Manager for Tranzito's Southern California projects, and is responsible for planning, construction, operations, and client relations for these projects, which include the LA City Street Transit Amenities Program (STAP) Bus Shelter installation and LACMTA's Patsaouras Bus Plaza E-Paper Retrofit. In addition, their subcontractor, GDS, has experience providing E-Paper screens including the installation of over 1,300 displays in Chicago's CTA system and over 300 at Washington DC Metro, among others. Lastly, subcontractor Shelterclean has provided bus stop maintenance services to a variety of Southern California transit agencies (OCTA, Big Blue Bus, LADOT's DASH and Commuter Express, among others).

Reference Checks were completed for Tranzito requesting information regarding previously completed contracts listed in their Proposal. Tranzito received positive reviews for their work installing and maintaining Bikeshare and mobility hubs for BART and CalTrain, with the agencies commending their work. Tranzito has previously also conducted work for Metro and has performed satisfactorily.