

## PROCUREMENT SUMMARY

## NEXTRIP BUS ARRIVAL E-SIGNAGE / CONTRACT NO PS5491000

|    |  |                                   |
|----|--|-----------------------------------|
| 1. | Contract Number: PS5491000   |                                   |
| 2. | Recommended Vendor: Syncromatics   |                                   |
| 3. | Type of Procurement (check one): <input type="checkbox"/> IFB <input checked="" type="checkbox"/> RFP <input type="checkbox"/> RFP-A&E<br><input type="checkbox"/> Non-Competitive <input type="checkbox"/> Modification <input type="checkbox"/> Task Order |                                   |
| 4. | Procurement Dates:   |                                   |
|    | A. Issued: December 18, 2015   |                                   |
|    | B. Advertised/Publicized: December 18, 2015  |                                   |
|    | C. Pre-Proposal/Pre-Bid Conference: January 7, 2016  |                                   |
|    | D. Proposals/Bids Due: February 22, 2016   |                                   |
|    | E. Pre-Qualification Completed: June 1, 2016   |                                   |
|    | F. Conflict of Interest Form Submitted to Ethics: March 7, 2016  |                                   |
|    | G. Protest Period End Date: August 30, 2016  |                                   |
| 5. | Solicitations Picked up/Downloaded:<br>15  | Bids/Proposals Received:<br>2     |
| 6. | Contract Administrator:<br>Mark Lu   | Telephone Number:<br>213-922-4689 |
| 7. | Project Manager:<br>Al Martinez  | Telephone Number:<br>213-922-2956 |

**A. Procurement Background**

This Board Action is to approve Contract No. PS5491000 issued in support of furnishing, installing, and maintaining electronic signage on existing bus shelters throughout Los Angeles County. The RFP was originally issued as a non-federally funded project.

The RFP was issued in accordance with Metro's Acquisition Policy and the contract type is firm fixed price.

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

- Amendment No. 1, issued on January 14, 2016, provided highlights from the Pre-Proposal Conference, and provided responses to questions received;
- Amendment No. 2, issued on January 26, 2016 provided responses to questions received;
- Amendment No. 3, issued on January 28, 2016 provided responses to questions received;
- Amendment No. 4, issued on February 5, 2016 distributed additional Statement of Work information;
- Amendment No. 5, issued on February 8, 2016 provided responses to questions received; and
- Amendment No. 6, issued on February 18, 2016 extended proposal due date.

A total of two proposals were received on February 22, 2016.

Subsequently, the project office clarified that this project will be partially federally funded. Therefore, a revised RFP package, to include applicable federal clauses and requirements, was distributed to both proposers on March 29, 2016, and the firms were allowed the opportunity to submit revised proposals by May 12, 2016. Metro received revised proposals from both proposers by the due date.

## **B. Evaluation of Proposals/Bids**

A Proposal Evaluation Team (PET) consisting of staff from Information Technology Services, Service Planning and Scheduling, Chief Administrative Services Office, Regional Transit Planning, and LADOT was convened and conducted a comprehensive technical evaluation of the proposals received.

The proposals were evaluated in accordance to the following evaluation criteria and weights:

- |  |            |
|--|------------|
| • Qualifications of Firm and Staff         | 20 percent |
| • Technical Approach and Compliance        | 25 percent |
| • Relevant Past Performance and References | 15 percent |
| • Cost                                     | 40 percent |

The evaluation criteria are appropriate and consistent with criteria developed for other, similar types of procurement. Several factors were considered when developing these weights, giving the greatest importance to cost and technical approach and compliance.

The two proposals received were determined to be within the competitive range, and are listed below in alphabetical order:

1. NextBus, Inc.
2. Syncromatics

The PET conducted the initial independent technical evaluation of the proposals received and determined that both firms were within the competitive range. On April 22, 2016, the PET met and interviewed the firms. The firms' project managers and key team members had an opportunity to present each team's qualifications and respond to the evaluation committee's questions.

In general, each team's presentation addressed the requirements of the RFP, experience with all aspects of the required tasks, and stressed each firm's commitment to the success of the project. Also highlighted were staffing plans, work plans, and perceived project issues. Each team was asked questions relative to each firm's proposed alternatives and previous experience. The firms were asked to submit Best and Final Offers (BAFO) based on the discussions and clarifications communicated at the interview.

Revised proposals were received from both firms on May 12, 2016. After the final evaluation of the revised proposals, which was completed on May 18, 2016 using the same evaluation criteria from the RFP, it was determined that Syncromatics was the highest qualified proposer.

### **Qualifications Summary of Firms Within the Competitive Range:**

#### **NextBus Inc.**

NextBus, Inc., a Delaware corporation with its offices located in Emeryville, California, was formed in 1997. In January of 2013, Cubic Transportation Systems acquired NextBus, Inc. NextBus provides real-time predictive arrival information and signage for public transit and other transportation fleets. Its patented technology allows users to obtain bus arrival information via e-signage at bus stops, interactive voice response systems, web and mobile apps. The company's unique technology predicts the arrival of each bus based on real-time and historical information.

Since inception in 1997, NextBus' installed base has grown from half a dozen to over 160 agencies and organizations in North America. NextBus has extensive experience working with customers large and small around the world. Its largest customer has 3,500 buses and smallest customer has two. NextBus customers include Boston's Massachusetts Bay Transportation Authority and Los Angeles County Metropolitan Transportation Authority. Their performance on Metro projects has been satisfactory.

For this project, NextBus proposed as the prime contractor, to manage the project and team as a whole, and serve as the client interface to Metro. NextBus has assigned personnel who were responsible for management and successful delivery of previous major projects. This team of experienced individuals will be responsible for complete design, development, testing and delivery of the proposed Bus Arrival E-signage for Metro.

#### **Syncromatics**

Syncromatics is a transit technology company based in Downtown Los Angeles that provides Intelligent Transportation Systems products and services to the Los Angeles Department of Transportation and more than 35 other clients around the United States. It has expertise in the design, installation, and operation of transit technology hardware, including mobile devices on transit vehicles and stationary assets at bus stops and transit centers. It provides a comprehensive transit management software platform through an Internet cloud based "software as a service" model.

Syncromatics proposed as the prime contractor for this project to manage the project and team as a whole, and serve as the client interface to Metro. Syncromatics will

also provide technical expertise in transit software and data management, as well as physical installation of transit technologies. Syncromatics will be primarily responsible for building the network and communications infrastructure and middle-ware software that accesses data from the Metro Application Programming Interface (API) (and/or other API's if needed) and distributing data to the electronic signs at their designated shelters.

| 1  | Firm                                     | Average Score | Factor Weight  | Weighted Average Score | Rank     |
|----|--|---------------|----------------|------------------------|----------|
| 2  | <b>Syncromatics</b>                      |               |                |                        |          |
| 3  | Qualifications of Firm and Staff         | 86.67         | 20.00%         | 17.33                  |          |
| 4  | Technical Approach and Compliance        | 96.67         | 25.00%         | 24.17                  |          |
| 5  | Relevant Past Performance and References | 71.67         | 15.00%         | 10.75                  |          |
| 6  | Cost                                     |               | 40.00%         | 40.00                  |          |
| 7  | <b>Total</b>                             |               | <b>100.00%</b> | <b>92.25</b>           | <b>1</b> |
| 8  | <b>NextBus Inc.</b>                      |               |                |                        |          |
| 9  | Qualifications of Firm and Staff         | 76.67         | 20.00%         | 15.33                  |          |
| 10 | Technical Approach and Compliance        | 65.00         | 25.00%         | 16.25                  |          |
| 11 | Relevant Past Performance and References | 73.33         | 15.00%         | 11.00                  |          |
| 12 | Cost                                     |               | 40.00%         | 31.20                  |          |
| 13 | <b>Total</b>                             |               | <b>100.00%</b> | <b>73.78</b>           | <b>2</b> |

### 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.

|    | Proposer Name | Proposal Amount | Metro ICE   | BAFO Amount |
|----|---------------|-----------------|-------------|-------------|
| 1. | Syncromatics  | \$5,872,076     | \$3,069,000 | \$3,998,865 |
| 2. | NextBus Inc.  | \$4,117,150     | \$3,069,000 | \$5,128,189 |

The adjustments in the BAFO prices for both firms are a result of the technical clarifications and discussions that occurred during the interviews.

### D. Background on Recommended Contractor

The recommended firm, Syncromatics, located in Los Angeles, has been in business for 10 years and is a leader in the design, installation, and operation of transit technology hardware, including mobile devices on transit vehicles and stationary assets at bus stops and transit centers. It provides a comprehensive transit management software platform through a cloud based “software as a service” model.

Syncromatics has deployed more than 60 LED real time passenger information signs across the United States. These signs are in a variety of sizes and formats, some are small signs for individual bus shelters and some are multi line signs for transit centers. Syncromatics has been managing the real time data feeds for electronic signs for over five years, and has gone through hardware generational upgrades in that process as it has improved upon its approach and adapted to changing cellular data networks during the migration from 2G to 3G cellular data service. In addition to deploying LED signs, Syncromatics has installed and provided real time information to a number of full color multimedia flat panel displays utilizing LED technology.