



Board Report

File #: 2021-0124, File Type: Contract

Agenda Number: 36.

EXECUTIVE MANAGEMENT COMMITTEE MAY 20, 2021

SUBJECT: LOCUS LICENSE PURCHASE

ACTION: APPROVE RECOMMENDATION

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to award a one-year, sole-source, firm-fixed price Contract No. PS74047000 to Cambridge Systematics, Inc. for the purchase of Locus software license and maintenance in the amount of \$650,000 on behalf of the Regional Integration of Intelligent Transportation Systems (RIITS).

ISSUE

The current Locus software license, which provides Location-Based Services (LBS) data and was used to support the development of the NextGen Bus Plan, provides only limited 2017 and 2020 data and contains usage restrictions that reduce the effectiveness of this license. As the region emerges from the impacts of COVID-19, new data requirements and expanded usage of the license is needed to determine impacts to the transportation system and identify mobility improvements.

BACKGROUND

Data has emerged as a critical component to better understand transportation and in particular the impacts of the COVID-19 pandemic on mobility. Data and data services are increasingly provided through new forms of licensed software that enables agencies to improve awareness, analyze transportation/mobility impacts and develop more informed decisions. The essential role of data and its management is identified in Metro's Recovery Task Force report and the Board's Street Safety motion. As an example, data services, provided through the Locus license, were used by Metro Operations in the development of the NextGen Bus Plan.

DISCUSSION

In support of Metro's Vision 2028, staff has identified emerging data sources that can be used to better monitor, analyze and improve mobility, transportation and equity. Cambridge Systematics' LBS Locus software represents one such data source. Metro's current Locus license contains usage restrictions that limit access to the data and provides a limited dataset. The new license will enable Metro, through RIITS, to increase both the number of data users and provide an expanded menu of

available data.

In support of this action, RIITS coordinated with a variety of units including Operations, the Office of Extraordinary Innovation (OEI), Highway Programs, Planning and Equity. As a result, the new license will include LBS data covering transit, rail, goods movement, traffic, bike, pedestrians, and telecommuting. The license will allow RIITS to share the software and data through a non-exclusive, nontransferable, unlimited, royalty-free, paid-up, and perpetual license. Future renewals may include additional datasets and data refreshes or updates. The processed data, provided via the Locus license, provides a historical perspective and presents the opportunity to better understand aggregated travel pattern. RIITS, working in collaboration with stakeholders, will continue to identify and pursue data sources and licenses, including emerging big data opportunities, that will enhance Metro's ability to understand, monitor, analyze and develop solutions to improve mobility, transportation, and equity.

DETERMINATION OF SAFETY IMPACT

Approval of the recommended actions may have a positive impact on the safety of the public and our employees. The collection and sharing of data and data services enables transportation stakeholders to improve their awareness and develop solutions to address transportation issues including safety.

FINANCIAL IMPACT

The cost of this contract, \$650,000, is included in the approved FY21 budget in cost center 3351, project 405526.

Impact to Budget

The award of the Locus license will have no impact on the budget for RIITS in FY21. RIITS is primarily funded from Prop C 25% - Streets and Highways. Securing of this license through RIITS may produce some future funding efficiencies by reducing the need for stakeholders to budget for similar licensed data.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

This recommendation supports strategic plan goal 4.1 which states, "Metro will work with partners to build trust and make decisions that support the goals of the Vision 2028 Plan". Goal 4.1 includes a guiding principle that Metro will work to build trust with partners and stakeholders across the County in the interests of sharing data and information for transparent and inclusive decision-making.

ALTERNATIVES CONSIDERED

The Board may choose not to approve this contract for a Locus license. This is not recommended as it would restrict Metro's ability to share the data and obtain the additional necessary datasets in the most cost-effective manner.

NEXT STEPS

Upon approval, staff will execute Contract No. PS74047000 with Cambridge Systematics, Inc. and move forward to secure the license, implement/integrate the license within RIITS and begin outreach and sharing with stakeholders.

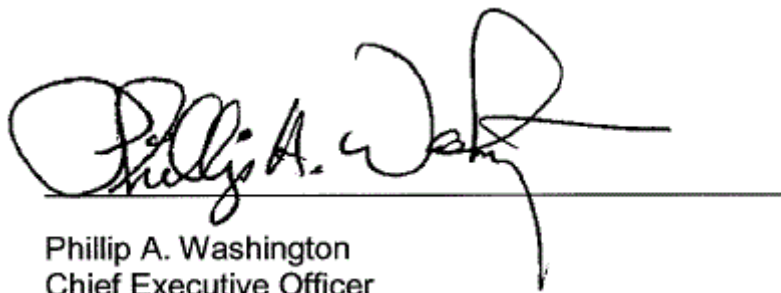
ATTACHMENTS

Attachment A - Procurement Summary

Attachment B - DEOD Summary

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