



Board Report

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Agenda Number: 4

**SAFE BOARD MEETING
JUNE 23, 2016**

SUBJECT: SOUTHERN CALIFORNIA 511 TRAVELER INFORMATION SYSTEM NEXT GENERATION 511 DISSEMINATION SERVICES (WEB, MOBILE APPLICATION, SOCIAL MEDIA AND DIRECT MESSAGING)

ACTION: APPROVE RECOMMENDATIONS

RECOMMENDATIONS

AUTHORIZE the Chief Executive Officer (CEO) to:

- A. AWARD a four-year firm fixed price contract, Contract No. PS5344000, to OZ Engineering, a small business prime, in the amount of \$3,000,000 for the development, deployment and operation of the **Next Generation 511 Dissemination Services (Web, Mobile Application, Social Media and Direct Messaging Services)**.
- B. APPROVE Contract Modification Authority specific to Contract No. PS5344000, in the amount of \$1,000,000.

ISSUE

The current and initial 511 system was deployed in June 2010. Pursuant to Board action in June 2015, the existing contract was extended 24 months, to June 30, 2017, in order to accommodate the procurement, development and seamless transition to a new system. This recommendation ensures that LA SAFE will be able to deploy the new Dissemination (Web, Mobile Application, Social Media and Direct Messaging) service by June 30, 2017.

DISCUSSION

Background

In July 2000, the Federal Communications Commission designated 511 as the national traveler information number. The purpose of 511 is to provide travelers with easy access to a variety of transportation related information. In 2005, the Federal government enacted the Federal Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), which contained a mandate to deploy 511 systems nationwide.

In response to this requirement, LA SAFE partnered with the Los Angeles County Metropolitan Transportation Authority (Metro), Orange County Transportation Authority (OCTA), Ventura County Transportation Commission (VCTC), California Highway Patrol (CHP) and the California Department of Transportation (Caltrans) to develop and deploy the current Southern California 511 system. On February 28, 2008, the Board awarded a contract to IBI Group, Inc. for the development, deployment, operation and maintenance of the current 511 Motorist Aid and Traveler Information System (MATIS). 511 was deployed in June 2010 consisting of an automated IVR phone service and a website (Go511.com). The service provides users with real-time traffic information as well as transit, rideshare, and other related information. Since the deployment in June 2010, the system has supported over 18,000,000 users and has undergone a number of changes, such as the addition of real-time transit information, City of Los Angeles parking information and the deployment of a mobile app. In addition to the traveler information services, 511 also allows callers to request motorist assistance similar to using a roadside call box.

Next Generation 511 Dissemination Services

The initial development of the 511 system did not include mobile, messaging or other related services as they did not exist at the time. A mobile app was developed and deployed under a separate contract but development of other technologies has been delayed due to contract limitations. The current website and mobile application (Go511.com) recently implemented a responsive site update. However, with the impending end of the current contract, there is limited opportunity to improve or update either service. As reported to the Board in October 2015, staff conducted an evaluation of the current system and presented the strategy regarding how to proceed with replacing the system. The core of the strategy was to focus on improved customer experience, increased flexibility, greater innovation and deploying the latest technology. The strategy also called for the separation of the 511 system into two main contracts - 1) Web/Mobile/Social Media services; and 2) IVR services. The separation of the contracts would enable each subject matter expert contractor to focus on their area of expertise and improve innovation, customer service and oversight of the system by LA SAFE. Additionally, the separation of the services was anticipated to generate greater competition, which it did as the procurement for the old/current consolidated contract generated three proposals, while the procurements for the separated next generation contracts generated a combined total of 12 proposals.

The recommended contractor, OZ Engineering, has the expertise and experience to provide the comprehensive solution needed for this service. OZ Engineering, will perform the work as a small business prime and has experience supporting LA SAFE as a sub-contractor to the successful VetsGo511 website. The award of this contract will ensure that LA SAFE is able to develop and deploy the next generation 511 Dissemination services in a seamless manner by or before June 2017. The services will utilize current and expandable technologies and be scalable to accommodate growth and other changes. The Dissemination services will be more agile, responsive, user-friendly and easier to maintain. Improvements or services being provided include:

- A complete refresh of the website;
- Implementation of traveler information personalization services (i.e. My511);
- Update to the mobile application;
- Implementation of a direct messaging service;

- Integration of the VetsGo511 website;
- Improved content management and administrative capabilities;

In addition to the improved service, this contract provides savings on the overall on-going operation and maintenance cost as compared to the existing contract. The next generation Dissemination operating and maintenance cost are approximately 25% less than the current costs. While the cost may increase during the course of this contract, due to increased public participation/use, it is not anticipated to approach the cost for the current system.

LA SAFE has worked with and will continue to work with our stakeholder partner agencies in the development, deployment, management and operation of the 511 system. Involved stakeholders include Metro, Caltrans, CHP, OCTA, VCTC, Access Services, City of Los Angeles and other regional agencies.

Contract Modification Authority

The increase of the delegated contract modification authority from \$500,000 to \$1,000,000 is requested to enable staff to respond to new and unforeseen developments during the term of this contract. The experiences of the current 511 system demonstrate that over the course of the term of the contract any number of new issues may arise. For example, the initial 511 system did not include real-time transit or the City of Los Angeles ExpressPark information and a responsive website as they were not available at the time. The contract modification authority will enable LA SAFE to respond to the availability of new and relevant information as well as adapt to new technologies or services as they are identified

DETERMINATION OF SAFETY IMPACT

A critical role of effectively managing freeway incidents is the prompt and accurate dissemination of information to the public. This action will enable NextGen 511 Dissemination Services to improve its operations and provide enhanced and more actionable information to the public thereby reducing congestion and possible safety impacts.

FINANCIAL IMPACT

Funding in the amount of \$3,535,000 in cost center 3351, project 300209, has been included in SAFE's FY17 budget request. This funding is specially identified to support the development efforts and activities associated with the transition to the next generation 511 system. Since this is a multi-year contract, the cost center manager and Executive Officer will be accountable for budgeting the cost in future years.

ALTERNATIVES CONSIDERED

The Board may elect not to approve these recommendations. This option is not recommended as SAFE will no longer be able to provide this service on which over 300,000 monthly users and many partner agencies rely.

NEXT STEPS

Upon approval by the Board, staff will execute Contract No. PS5344000 with OZ Engineering to begin development, implementation and deployment of the Next Generation 511 Dissemination system.

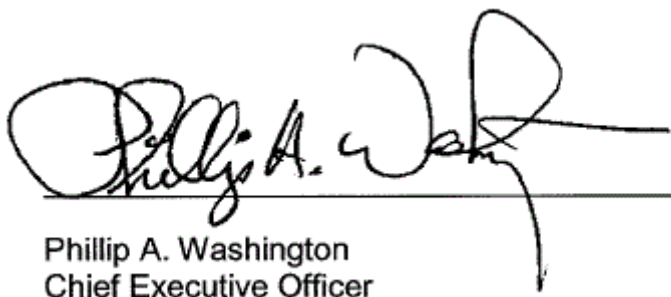
ATTACHMENTS

Attachment A - Procurement Summary

Attachment B - DEOD Summary

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