

**Board Report**

File #: 2021-0376, **File Type:** Contract**Agenda Number:** 17.

**OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE
JULY 15, 2021****SUBJECT: NEXTRIP BUS AND RAIL ARRIVAL INFORMATION SYSTEM UPGRADE****ACTION: APPROVE CONTRACT AWARD****RECOMMENDATION**

AUTHORIZE the Chief Executive Officer (CEO) to award a firm fixed price Contract No. PS70644-2000 to Swiftly Inc. for the Nextrip Bus and Rail Arrival Information System, in the total amount of \$350,510.41 for the one-year base term, and \$325,000 for the one-year option, for a combined amount of \$675,510.41 subject to the resolution of protest(s), if any.

ISSUE

The ability to provide more consistent and reliable transit information will improve the customer experience and is both a priority for our transit riders as well as an agency goal, as outlined in the 2020 Customer Experience Plan adopted by the Board. The recommended contract will help increase the accuracy of the bus and rail arrival information that is displayed to the public.

BACKGROUND

The need to provide transit riders with accurate, timely and consistent bus and rail arrival information is the intended goal of this contract award. Metro's current arrival information will be enhanced by enhanced logic that considers the operational impacts of service disruptions to the customer.

Providing accurate arrival information is a challenge to all transit agencies. When service is running as scheduled, predicted arrival information is straight forward and accurate. However, service disruptions are each uniquely different and schedule recovery must be addressed on a case-by-case basis, making accurate arrival predictions much more difficult. Metro staff have developed and have begun implementing a program for improving predictive arrival accuracy to provide a better customer experience. This multi-pronged approach focuses on improved vehicle location information, improved operational responsiveness and practices; and faster information sharing and coordination. Additionally, providing improved real-time arrival information to transit riders, especially during late night operation, will provide an enhanced sense of safety and security to our customers.

The public has come to rely on and expect a high level of technology-driven rider assistance from mobility services such as transportation networking companies, or TNCs (e.g. Uber and Lyft), where they can track their rides on their smart devices. The same expectations are being imposed on transit

providers with equal vigor. Metro's challenge is to integrate solutions that can both immediately improve the customer experience and continue to evolve as technology advances.

Predicting arrival information is a straight-forward endeavor when service is operating as planned. However, service disruptions impact schedules on a regular basis, and because each situation is unique, the strategies for recovery are difficult to address in a prediction algorithm. These service disruptions may be related to detours, fleet maintenance issues, law enforcement disturbances, service cancellations and/or a multitude of ad-hoc real-world events. In addition, recovery strategies are different for bus and rail and each mode must be managed appropriately. The ability to predict arrival information during service disruptions, which is when transit riders need more reliable information, is the goal of the recommended Nextrip Upgrade contract. The recommended contract award will provide a more robust calculation of predicted arrivals for bus and rail transit riders. The algorithm will incorporate Metro-specific operational procedures that will better account for detours, service adjustments, maintenance impacts and related ad-hoc bus and rail service impacts that affect predictions and the customer information that is affected in the downstream process.

DISCUSSION

The recommended contract award will provide a more robust calculation of predicted arrivals for bus and rail transit riders. The algorithm will incorporate Metro-specific operational procedures that will better account for detours, service adjustments, maintenance impacts and related ad-hoc bus and rail service impacts that affect predictions and the customer information that is affected in the downstream process.

The recommended contractor will integrate service alert information as well as interface with Metro's front facing customer application (Transit App) to maintain a consistent user experience, but with more refined information. A common data source will be used for electronic signage (transit hubs, rail platforms, kiosks and select bus stops), mobile/smartphone applications, text and web applications and support Metro operations with reports, mapping, monitoring and playback tools that will assist the customer service team as well as fleet supervisors and the Southern California 511

system. The contract includes an optional year of maintenance once the Nextrip upgrade is implemented.

DETERMINATION OF SAFETY IMPACT

There are no safety issues or impacts associated with this procurement.

FINANCIAL IMPACT

Funding for the action is included in the FY22 budget, allocated to multiple projects using the Federally approved Overhead Cost Allocation Plan.

Since this is an on-going multi-year project, the Project Manager and the Chief Information and Technology Office will be responsible for budgeting this effort in future Fiscal Years.

Impact to Budget

The funding for this action will be from Federal, State, and local funds including fares. Using these funding sources maximizes fund programming requirements given approved funding guidelines and provisions.

Equity Platform

A total of three proposals were received by the proposal due date and the highest ranking firm has made a 5.1% SBE commitment and a 3% DVBE commitment. Further details on equity impacts to the procurement process are in Attachment B: DEOD Summary.

This contract will advance improvements to real-time information to the public by refining the software algorithm that identify real-time operational updates. The refined algorithm will impact collection and analysis of data, but will not impact distribution of information or communication to the public. The information will continue to be distributed through Metro's existing platforms, including TransitApp, Metro's website, Google, and all digital e-signs at transit centers and select bus shelters throughout LA County including those with push-to-talk (PTT) functionality.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

Improved Customer Information supports Metro Vision 2028 Strategic Goal 2: Deliver outstanding trip experiences for all users of the transportation system.

..Alternatives_Considered

ALTERNATIVES CONSIDERED

The Board may choose not to approve the contract award. This option is not recommended as improving the customer experience is an agency and Board priority as well as well as an improvement sought by a high percentage of transit riders across LA County.

NEXT STEPS

Upon approval by the Board, staff will execute Contract No. PS70644-2000 with Swiftly, Inc. and establish a plan and schedule for the implementation of the Nextrip Bus and Rail Arrival Information System Upgrade.

ATTACHMENTS

Attachment A - Procurement Summary

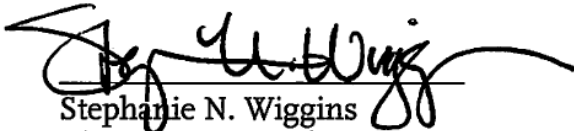
Attachment B - DEOD Summary

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