

**Board Report**

File #: 2016-0419, **File Type:** Contract**Agenda Number:** 45.

**PLANNING AND PROGRAMMING COMMITTEE
JUNE 15, 2016****SUBJECT: PARKING GUIDANCE SYSTEM****ACTION: AWARD CONTRACT****RECOMMENDATION**

CONSIDER authorizing the Chief Executive Officer to:

- A. AWARD a five-year firm fixed price Contract No. PS527590024649 to Parking Sense USA in the amount of \$3,599,934 for a **Parking Guidance System**; and
- B. APPROVE a \$2,000,000 Life of Project (LOP) Budget increase for Project 210143-Parking Guidance System which increases the project budget from \$3,025,000 to a revised LOP of \$5,025,000.

ISSUE

Metro currently operates 84 parking facilities at 54 Metro stations throughout Los Angeles County. Parking occupancy data is collected manually and there is no capacity to broadcast parking availability to transit patrons. As part of a broader set of efforts to manage parking demand and improve customer service, and as an early stage project in the Supportive Transit Parking Program Master Plan, the Parking Management Team has procured a Parking Guidance System (PGS). Funds for the PGS at Metro-owned parking facilities along 22 transit stations were approved in the FY16- FY18 capital budget for a total of \$3,025,000. Staff is recommending implementing the system at up to 84 Metro parking facilities (across 54 stations), which requires an increase in the capital budget. The recommended actions in this Board report will (1) approve a contract with Parking Sense USA for the purchase and installation of the PGS system; and (2) increase the Life of Project budget by \$2,000,000, to include all Metro-owned parking facilities. If approved, the PGS project will be implemented over three years.

DISCUSSION**Background**

Based on a recent survey conducted by Metro consultants, 65% of transit patrons who park and ride arrive to a Metro parking facility by 8:00 am. Eighty percent (80%) of park and ride transit patrons

stated that it takes them up to six minutes to find a parking space. Other parking surveys also indicated that transit patrons who cannot find a parking space within six minutes will leave the facility, find other parking alternatives or drive directly to their destination.

Metro Parking Management's current practice of manually obtaining parking occupancy data is labor intensive, expensive, and difficult to gather on a consistent and ongoing basis. The data collection is focused on peak hours versus at multiple times during the day, leaving the data set incomplete. More importantly, when occupancy data is collected, Metro does not have the capability to broadcast the parking space availability information to our transit riders. Patrons that park and ride at heavily utilized parking facilities end up circulating the parking lot, sometimes multiple lots, adding time and frustration to their commutes.

The Parking Guidance System (PGS) Project

The implementation of a PGS offers an innovative, technology-based parking solution that serves two key objectives, to: (1) obtain car count data that supports parking demand management and long term planning; and (2) improve customer service by broadcasting parking space availability on a real-time basis through a variety of electronic media, including mobile apps, website, programmable electronic signs and email.

The proposed PGS will install technology that provides real-time parking space occupancy status for each parking stall. It is enhanced with electronic, programmable monument signs at each facility and related technology to broadcast the parking occupancy data through mobile apps, a website, and emails. The monument signs will display the real-time available parking spaces making it easy for our patrons to determine if there is parking available prior to entering the facility. When the parking facility has reached capacity, the programmable monument sign will display a "FULL" message and then direct patrons to the closest parking facility with availability. The data collected by the PGS will also enhance Metro's ability to analyze parking data and develop algorithms for parking management modeling. This data will support short and long term transit planning needs as well as parking modeling for future transit stations.

The PGS Program Objectives are to:

- Broadcast real-time parking occupancy to transit patrons via electronic media and programmable message signs at each Metro operates parking facility.
- Reduce transit patron's travel time searching for an open parking space.
- Obtain accurate parking occupancy data and analytics through a single point system on a real-time basis.
- Identify vehicle over-stay to enhance parking enforcement capability.

The PGS will be installed at up to 84 parking facilities across 54 Metro transit stations with a total of approximately 25,000 parking spaces, serving over four million park and ride vehicles per year.

Project Budget and Workscope

The PGS System is currently an approved capital project with a Life of Project (LOP) budget of \$3,025,000 to address a defined workscope of 22 transit stations. Since approval of the LOP two years ago, Parking Management staff has developed a comprehensive approach for the project and

recommends expansion of the workscope to ultimately include up to 84 Metro-operated facilities. With the proposed recommendations, the revised LOP budget adds 32 new Metro-owned transit stations to the original program, including the parking facilities at the recently opened Gold Line Foothill extension and Expo Phase 2 parking facilities. The new recommended LOP represents an increase of \$2,000,000, for a total of \$5,025,000 and the revised workscope to include Metro-owned parking facilities at 54 transit stations.

The project will be implemented in phases over a three year period with the first phase starting in FY17. The selected Contractor will provide installation of equipment and five years of operation and maintenance support for the project.

The Selected Contractor

Metro received nine proposals for the PGS system and after extensive review and interviews, recommends Parking Sense as the contractor. Parking Sense is an experienced provider of PGS programs and offered the most extensive and cost-effective proposal. Major contract tasks include:

- Install vehicle detection equipment at each location.
- Install communication infrastructure at each location.
- Install monument signs displaying occupancy at each location.
- Export and broadcast real-time occupancy to website and mobile applications.
- Provide Metro with back-end office software/web access for all locations.
- Provide five years of communication and maintenance service support.

DETERMINATION OF SAFETY IMPACT

Once implemented, the PGS will improve the safety of patrons by reducing the time transit patrons circulate to find parking, or speeding to get to their destination on time. The project will also reduce congestion near the stations since patrons can choose a parking facility prior to arriving to the station. Reducing frustration and rushing while driving will improve safety for both drivers and pedestrians near transit facilities. The project will also improve the safety of patrons walking or bicycling to the station due to the reduction of cars trying to enter the station and parking facility.

FINANCIAL IMPACT

Upon approval of recommendation B, the LOP will increase \$2,000,000 from its original \$3,025,000 budget to \$5,025,000 total LOP budget which allows for execution of recommendation A. Funding will be included under Project 210143-Parking Guidance System Project, Cost Center 3046-Countywide Planning and Development, Account 53102-Equipment Acquisition and Account 50316-Professional and Technical Services.

Since this is a multi-year project, the Chief Planning Officer, Project Manager and Cost Center Manager will be responsible and accountable for budgeting in future fiscal years.

Impact to Budget

The source of funds for the recommendations will come from Proposition C 40%, which is eligible for bus/rail operating and capital expenses. It is anticipated that data collected from the PGS efforts will enhance Metro's ability to optimize pricing strategies and maximize parking revenues to offset some of the cost associated of the system. Staff will continue to actively pursue other eligible funding sources as they become available to replace the identified funds. No other funds were considered.

ALTERNATIVES CONSIDERED

The Board may choose not to award the contract to Parking Sense USA, and may select another proposer or direct reissuance of a new procurement for Metro's first PGS. These alternatives are not recommended as staff has selected the most qualified and cost effective proposal based on a highly competitive procurement. The Board may decide not to pursue the implementation of the PGS at all. This is not recommended as this would go against the directive by the Metro Board to develop innovative technological solutions to enhance the transit riders' experience and improve access to transit. It will also diminish Metro's ability to actively manage parking demand and improve the customer experience for park and ride patrons.

NEXT STEPS

Upon approval by the Board, staff will execute Contract No. PS52759002464 with Parking Sense USA and initiate implementation of the PGS project. Implementation of the PGS system will occur over a three year period. Staff will report to the Board once a roll-out plan is finalized.

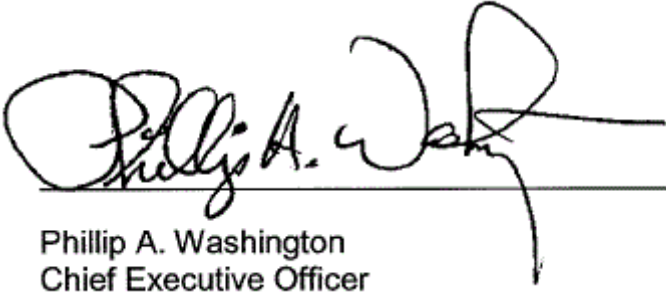
ATTACHMENTS

Attachment A - Procurement Summary

Attachment B - DEOD Summary

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Phillip A. Washington
Chief Executive Officer

PROCUREMENT SUMMARY

PARKING GUIDANCE SYSTEM / PS527590024649

1.	Contract Number: PS527590024649	
2.	Recommended Vendor: Parking Sense USA, Inc.	
3.	Type of Procurement (check one): <input type="checkbox"/> IFB <input checked="" type="checkbox"/> RFP <input type="checkbox"/> RFP-A&E <input type="checkbox"/> Non-Competitive <input type="checkbox"/> Modification <input type="checkbox"/> Task Order	
4.	Procurement Dates:	
	A. Issued: 01/27/16	
	B. Advertised/Publicized: 01/26/16	
	C. Pre-proposal/Pre-Bid Conference: 02/04/16	
	D. Proposals/Bids Due: 03/14/16	
	E. Pre-Qualification Completed: 06/10/16	
	F. Conflict of Interest Form Submitted to Ethics: 05/23/16	
	G. Protest Period End Date: 06/23/16	
5.	Solicitations Picked up/Downloaded: 44	Bids/Proposals Received: 9
6.	Contract Administrator: Ben Calmes	Telephone Number: (213) 922-7341
7.	Project Manager: Stacie Endler	Telephone Number: (213) 922-2538

A. Procurement Background

This Board Action is to approve Contract No. PS527590024649 issued in support of Metro Parking Management to provide a Parking Guidance System for Metro parking facilities.

The RFP was issued as a competitively negotiated procurement in accordance with Metro's Acquisition Policy and the contract type is firm fixed price. This RFP was issued with an SBE/DVBE goal of 10% (SBE 7% and DVBE 3%).

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

- Amendment No. 1, issued on February 11, 2016, provided attendee sign-in sheets from the pre-proposal conference;
- Amendment No. 2, issued on February 19, 2016, extended the proposal due date, and revised the anticipated dates for short-list interviews;
- Amendment No. 3, issued on February 25, 2016, revised the Letter of Invitation to correct phone number for primary contact, revised Exhibit A Statement of Work Exhibit numbers, revised Exhibit C, Pricing Sheets, and provided Questions and Answers No. 1;
- Amendment No. 4, issued on February 29, 2016, provided planholders' list and released Question and Answers No. 2;
- Amendment No. 5, issued on March 1, 2016, provided applicable Prevailing Wage Determination for the project, and released Questions and Answers No. 3; and

- Amendment No. 6, issued on March 9, 2016, released Questions and Answers No. 4.

A pre-proposal conference was held on February 4, 2016, attended by 13 participants representing 11 companies. There were 44 questions asked and responses were released prior to the proposal due date.

A total of 44 firms downloaded the RFP and were included in the planholders' list. A total of nine proposals were received on March 14, 2016.

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro Countywide Planning & Development, ITS, and Communications was convened and conducted a comprehensive technical evaluation of the proposals received.

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

• Proposed Solution for All Requirements	30 percent
• Proposer Resources	15 percent
• Proposer Experience	10 percent
• Reporting & Data Processing Capabilities	5 percent
• Existing Functions	5 percent
• Training Program	5 percent
• Cost	30 percent

The evaluation criteria are appropriate and consistent with criteria developed for other, similar procurements for professional services and specialized equipment. Several factors were considered when developing these weights, giving the greatest importance to the proposed solution for all requirements and cost.

Of the nine proposals received, two were non-responsive to the RFP submittal requirements and eliminated from evaluation. The remaining seven proposals were evaluated. During March 16, 2016, to April 6, 2016, the PET members independently evaluated and scored the technical proposals. The PET determined a competitive range of three proposers listed below in alphabetical order:

1. AJK Communications, Inc.
2. Parkifi, Inc.
3. Parking Sense USA, Inc.

Four proposals were determined to be outside the competitive range and not included for further consideration due to their inability to provide sufficient information that was required in the RFP. In general, the PET found the proposals

to lack detail on how proposers understood the Statement of Work and specifics for a proposed solution.

On April 13, 2016, the PET met and interviewed the three firms. The firms' proposed project managers and key personnel had an opportunity to present their teams' qualifications and proposed solutions, and respond to the PET's questions.

In general, each team's presentation addressed how they proposed to meet the requirements of the RFP, and experience with parking guidance systems. Also highlighted were the products and equipment proposed. Each team was asked questions relative to their qualifications and proposed solutions.

After the interviews, Best and Final Offers (BAFO) were requested from the 3 short listed firms, which were received on April 27, 2016.

Qualifications Summary of Firms within the Competitive Range:

AJK COMMUNICATIONS, INC.

AJK Communications is a Metro certified Woman-Owned Small Business/DBE established in 2002, and headquartered in Santa Fe Springs, California. AJK Communications provides service and support for integrated systems solutions focused on physical security and network-based projects. AJK Communications has performed on prior Metro projects satisfactorily. However, AJK was unable to meet the SBE commitment for DVBE participation.

PARKIFI, INC.

Parkifi was founded in 2014 and is based in Denver, Colorado. The firm is backed by venture capital and has deployed similar services in Las Vegas, Denver, and Pittsburgh, Pennsylvania. Locally, Parkifi has installed parking sensors for Joe's Auto Park in downtown Los Angeles.

PARKING SENSE USA, INC.

Parking Sense USA specializes in parking guidance systems with a focus on data accuracy and facility guidance. Parking Sense proposed an innovative solution with strong project understanding of Metro's needs and the challenges in providing a system-wide program to enhance Metro parking and customer experience. Parking Sense's proposed system was the most technically capable. The firm has successfully completed similar size projects for the Dallas Galleria, the Sutter Stockton Garage in San Francisco, and the civic center garage of the City of Alameda, California.

Following is a summary of the PET scores:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Parking Sense USA, Inc.				
3	Proposed Solution for All Requirements	93.33	30.00%	28.00	
4	Proposer Resources	90.00	15.00%	13.50	
5	Proposer Experience	83.33	10.00%	8.33	
6	Reporting & Data Processing Capabilities	76.67	5.00%	3.83	
7	Existing Functions	90.00	5.00%	4.50	
8	Training Program	56.67	5.00%	2.83	
9	Cost	83.20	30.00%	24.96	
10	Total		100.00%	85.95	1
11	Parkifi, Inc.				
12	Proposed Solution for All Requirements	90.00	30.00%	27.00	
13	Proposer Resources	86.67	15.00%	13.00	
14	Proposer Experience	83.33	10.00%	8.33	
15	Reporting & Data Processing Capabilities	96.67	5.00%	4.83	
16	Existing Functions	86.67	5.00%	4.33	
17	Training Program	83.33	5.00%	4.17	
18	Cost	59.90	30.00%	17.97	
19	Total		100.00%	79.63	2
20	AJK Communications, Inc.				
21	Proposed Solution for All Requirements	66.67	30.00%	20.00	
22	Proposer Resources	73.33	15.00%	11.00	
23	Proposer Experience	60.00	10.00%	6.00	
24	Reporting & Data Processing Capabilities	63.33	5.00%	3.17	
25	Existing Functions	73.33	5.00%	3.67	
26	Training Program	73.33	5.00%	3.67	
27	Cost	100.00	30.00%	30.00	
28	Total		100.00%	77.51	3

C. Price Analysis

The recommended price has been determined to be fair and reasonable based upon adequate price competition including Best and Final Offers, an independent cost estimate (ICE), price analysis, technical analysis, and fact-finding. As part of Parking Sense's price proposal they included 5 years of data processing and software management. In addition the proposed solution includes a phone app option and is mobile device friendly. The recommended price is lower than Metro's ICE.

	Proposer Name	Best and Final Offer Amount	Metro ICE	Negotiated Amount
1.	Parking Sense USA, Inc.	\$3,599,934	\$4,573,750	\$3,599,934
2.	Parkifi, Inc.	\$5,000,000	\$4,573,750	
3.	AJK Communications, Inc.	\$2,995,353	\$4,573,750	

D. Background on Recommended Contractor

The recommended firm, Parking Sense USA, Inc., is the US subsidiary of Parking Sense Global, with headquarters in San Antonio, Texas, and Walnut Creek, California, and a local office in South Pasadena, California. Parking Sense USA has 30 years of parking management experience and 12 years' experience with parking guidance technologies. Parking Sense's team includes experienced Metro certified Small Business Enterprise JD Enterprises, responsible for project management, installation, and local representation, and Metro certified Disadvantaged Veteran Business Enterprise Converse Construction.

DEOD SUMMARY

PARKING GUIDANCE SYSTEM/PS527590024649

A. Small Business Participation

The Diversity and Economic Opportunity Department (DEOD) established a 10% goal inclusive of a 7% Small Business Enterprise (SBE) goal and a 3% Disabled Veteran Business Enterprise (DVBE) goal for this solicitation. Parking Sense USA exceeded the goal by making a 22.65% commitment, inclusive of a 8.33% SBE and 14.32% DVBE commitment.

Small Business Goals	7% SBE 3% DVBE	Small Business Commitments	8.33% SBE 14.32% DVBE
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	SBE Subcontractors	% Committed
1.	JD Enterprises	8.33%

	DVBE Subcontractors	% Committed
1.	Converse Construction, Inc.	14.32%

B. Living Wage and Service Contract Worker Retention Policy Applicability

The Living Wage and Service Contract Worker Retention Policy is not applicable to this contract.

C. Prevailing Wage Applicability

Prevailing Wage requirements are applicable to this project. DEOD will monitor contractors' compliance with the State of California Department of Industrial Relations (DIR), California Labor Code, and, if federally funded, the U S Department of Labor (DOL) Davis Bacon and Related Acts (DBRA). Trades that may be covered include: surveying, potholing, field, soils and materials testing, building construction inspection and other support trades.

D. Project Labor Agreement/Construction Careers Policy

Project Labor Agreement/Construction Careers Policy is not applicable to this contract.