

**Board Report**

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**File #:** 2016-0550, **File Type:** Contract**Agenda Number:** 34.

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**SYSTEM SAFETY, SECURITY AND OPERATIONS COMMITTEE  
AUGUST 18, 2016****SUBJECT: NEXTRIP BUS ARRIVAL ELECTRONIC SIGNAGE****ACTION: AWARD 3-YEAR CONTRACT FOR NEXTRIP BUS ARRIVAL ELECTRONIC  
SIGNAGE****RECOMMENDATION**

AUTHORIZE the Chief Executive Officer to award a three-year fixed price Contract No. PS5491000 to Syncromatics in the amount of \$3,998,865 to **furnish, install, and maintain electronic signs at bus shelters throughout Los Angeles County for the display of real-time bus arrival and other passenger information.**

**ISSUE**

The purpose of Metro's bus system is to ensure transit riders a safe and efficient mode of transportation throughout the Los Angeles County region. As technology has continued to advance and become more prevalent in all aspects of society, there has also been an increasing desire from our patrons for real-time arrival information, particularly the display of this information at our bus stops. While Metro already provides real-time arrival information on its metro.net website and through its "Go Metro" mobile application as well as many other third party mobile applications, not all patrons have access to this information. Some patrons are more comfortable with technology than others and some may simply not have the means to own a capable device; making this information less accessible for them. According to the latest 2016 Metro Bus Customer Satisfaction Survey, a majority of our bus patrons (62%) still do not have access to a smartphone. Although we believe the transition to smartphones is expected to continue, improving the customer experience for all transit patrons through various user-friendly technology applications is a priority for Metro. Studies (*TCRP Synthesis 104 - Use of Electronic Passenger Information Signage in Transit*) have also shown that the implementation of these e-signs improve the perceived wait time of passengers, which can aid in improving their overall safety and satisfaction with the system and agency.

To help bridge this information gap and to increase access and reliability to data for all patrons, Metro has piloted about 10 electronic signs (e-signs) at shelters in the Downtown/ Civic Center area of Los Angeles. Metro also has similar signs in and around Union Station. These signs display stop-specific information: real-time arrival information of Metro and other municipal operators who operate at these stops, date/ time information, and stop/ route/ system-wide messages. Metro would like to expand the e-sign program and begin installing these signs throughout the County with this contract. Both

existing and new signs will have Push-to-Talk (PTT) technology, allowing the arrival times to be audibly played over a nearby speaker; making this information ADA accessible for the visually impaired.

The recommended contract award will install and maintain approximately 300 e-signs at existing bus shelters throughout Los Angeles County. The shelters have been prioritized based on ridership and will also include the replacement of existing Rapid Bus e-signs. These signs will work in tandem with Metro's Nextrip program, but will also include arrival information for municipal operators, if available, where shelters are shared with Metro.

Approximately one-third of the e-sign installations will be solar powered to help expand Metro's sustainability footprint and provide a lower cost installation solution where access to commercial power is limited.

## **DISCUSSION**

In keeping with the agency-wide goal of offering efficient and high-quality service to its customers, Metro introduced Nextrip five years ago to provide patrons with real-time arrival information. Displaying this information at stops is arguably both the most accessible and convenient way to communicate this information to a multitude of passengers, regardless of phone ownership or technological literacy. Customers have frequently ranked access to real-time arrival information as a top priority. This project both addresses this expressed patron desire and aligns with Metro's organizational goals for improving the customer experience through technology.

Around the country and around the world, electronic signs have been growing in popularity and use. Other major United States transit operators that have made this investment include: Chicago CTA, San Francisco MUNI, AC Transit in the East Bay, King County Metro, Tri-Met in Portland, New York MTA, and WMATA in Washington DC.

In Los Angeles County, municipalities own and maintain the bus stops and shelters within their borders as part of their Right-of-Way. Thusly, this effort to furnish, install, and maintain electronic signage on existing bus shelters must be a closely coordinated effort with the County (for shelters in unincorporated areas), local municipalities, and shelter owners where these e-signs will be installed. Further, the wide array of site conditions, shelter types, shelter owners, and power conditions create highly-complex and variable situations that the project will need to consider in completing the installation of the e-signs throughout the county.

## **DETERMINATION OF SAFETY IMPACT**

Providing real-time arrival information provides the transit rider with information that can be used to reduce anxiety and offer an opportunity for the rider to take shelter behind the street front and seek additional shade and safety if warranted or simply help improve their travel planning options

## **FINANCIAL IMPACT**

Funding for this service has been approved under a capital project (CP 207141) and is included in

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the FY17 budget under cost center 9210, Information Management - Transit Applications. Since this is a multi-year project, the project manager and the Chief Information Officer will be responsible for budgeting the cost in future years.

Impact to Budget

The funding for this action will be a combination of local operating funds such as Prop A, Prop C and, TDA and is also eligible for federal funds.

**ALTERNATIVES CONSIDERED**

The Board may choose not to proceed with the contract award. This option is not recommended based on both the desire for real-time information from patrons and Metro's commitment to continue to enhance the customer experience through technology and innovation.

**NEXT STEPS**

Upon approval of the Board, staff will move forward with awarding the new contract and developing an e-sign bus shelter installation schedule.

**ATTACHMENTS**

Attachment A - Procurement Summary

Attachment B - DEOD Summary

Prepared by:

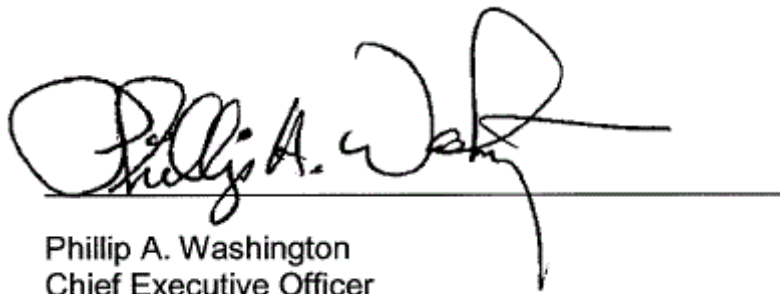
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Phillip A. Washington  
Chief Executive Officer

## PROCUREMENT SUMMARY

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

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

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|--|------------|
| • 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.



## DEOD SUMMARY

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

**A. Small Business Participation**

The Diversity and Economic Opportunity Department (DEOD) established a 15% Disadvantaged Business Enterprise (DBE) goal for this solicitation. Syncromatics exceeded the goal by making a 23.64% DBE commitment.

<b>Small Business Goal</b>	<b>15% DBE</b>	<b>Small Business Commitment</b>	<b>23.64% DBE</b>
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<b>DBE Subcontractor</b>	<b>% Committed</b>
Cordoba Corporation	23.64%
<b>Total Commitment</b>	<b>23.64%</b>

**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. All Subcontractors Included with Recommended Contractor's Proposal**

	<b>Subcontractor</b>	<b>Services Provided</b>
1.	Cordoba Corporation	Construction Management
2.	ND Construction	Electrical Services
3.	Daktronics	Supply Displays
4.	Shelter Clean	Maintenance Services

**E. Project Labor Agreement/Construction Careers Policy**

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