

**Board Report**

---

**File #:** 2016-0711, **File Type:** Contract**Agenda Number:** 45.

---

**SYSTEM SAFETY, SECURITY AND OPERATIONS COMMITTEE  
OCTOBER 20, 2016****SUBJECT: CITATION PROCESSING SERVICES****ACTION: APPROVE CONTRACT AWARD****RECOMMENDATION**

AUTHORIZE the Chief Executive Officer to award and execute a five-year, firm fixed unit rate Contract No. **OP608960027253** to Axiom xCell Inc., **for services related to the processing, adjudication and collection of transit and parking citations** in an amount not-to-exceed \$1,586,533 effective January 1, 2017 through December 31, 2021, subject to resolution of protest(s), if any.

**ISSUE**

In July 2010, the Board established an administrative Transit Court to resolve fare related, parking and other citations issued for violations under Metro's Customer Code of Conduct and Parking Ordinance. The Board action also established an administrative review process to ensure patrons could dispute citations believed to have been issued in error. The goal of Metro's Transit Court is to provide patrons with an administrative rather than criminally punitive adjudication process.

**DISCUSSION**

Metro's Transit Court requires great efficiency to process and adjudicate the volume of citations issued for fare evasion, improper parking and other violations. State of the art information systems will allow staff to better manage correspondence, records, payments, and the disposition of citations. Advancements in the analysis of information supports better records management and enables Metro to leverage latest smart phone technology to issue citations. These processes will now be made available to Transit Court staff to provide patrons with the information needed in regards to citation.

Citation processing services allows law enforcement and Transit Security to enforce Metro's Customer Code of Conduct and Parking Ordinance. Code enforcement includes high visibility teams to ride trains and buses at corridors to combat quality of life issues on the Metro system. Numerous complaints of people illegally vending, eating, drinking, smoking, riding their bicycles, skateboarding

---

on the platforms, evading fare and committing other Metro code of conduct violations are received on a daily basis. Daily high visibility foot patrol saturation may result in the issuance of citations in order to address these complaints occurring on Metro's rails and stations. Law enforcement and Transit Security make numerous contacts during these operations enhancing passenger safety.

The current citation processing services contract will expire on December 31, 2016.

Axiom xCell, Inc. is able to provide and meet the needs for citation processing because the firm has a track record of providing design and strategic development of integrated software and mobile application services to government agencies in the California transit industry. In addition Axiom's ongoing projects at Metro are in satisfactory standing. Moreover Axiom is able to provide expertise in various aspects of software engineering including Android based platforms, program management and system engineering.

### **DETERMINATION OF SAFETY IMPACT**

Citation processing plays a direct role in Metro's effort to improve the ridership experience. As law enforcement and Metro's security team take action to address fare evasion, illegal parking and other violations of Metro's Customer Code of Conduct, the efficient processing of these citations ensures that violations can be promptly addressed, while concurrently providing patrons with an option to resolve or dispute citations on-line, in person or by mail.

### **FINANCIAL IMPACT**

The total five-year contract amount is \$1,586,533. The contract costs for the balance of the fiscal year is \$317,307 and is included in the FY17 budget under Cost Center 2412, Transit Court. Since this is a multi-year contract, the System Security and Law Enforcement Department will update its budget on an annual basis to fund years two (2) through five (5).

#### **Impact to Budget**

Funding for this project will come from Citation revenues collected. These funds are eligible for bus and rail operating and capital expenses.

### **ALTERNATIVES CONSIDERED**

The Board may decline to approve the contract award. This alternative is not recommended because Metro does not have the internal staff resources to provide citation processing services. Further, this would result in an interruption of code enforcement by law enforcement and Metro security.

**NEXT STEPS**

Upon approval by the Board, staff will execute Contract No. **OP608960027253** with Axiom xCell, Inc. to provide citation processing services.

**ATTACHMENTS**

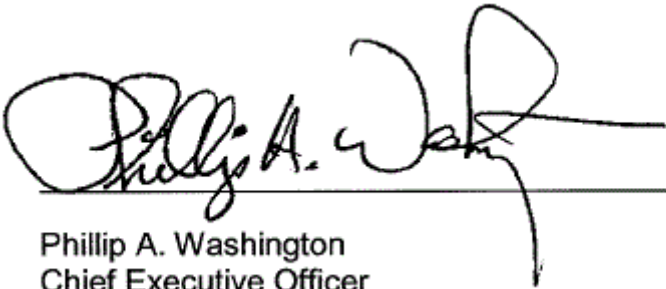
Attachment A - Procurement Summary

Attachment B - DEOD Summary

Prepared by: Alex Z. Wiggins - Chief, System Security and Law Enforcement (213) 922-4433

Reviewed by: Debra Avila, Chief, Vendor/Contract Management Officer,  
(213) 418-3051

Stephanie Wiggins, Deputy Chief Executive Officer, (213) 922-1023



Phillip A. Washington  
Chief Executive Officer

## PROCUREMENT SUMMARY

## CITATION PROCESSING SERVICES / CONTRACT NO. OP608960027253

1.	<b>Contract Number:</b> OP608960027253	
2.	<b>Recommended Vendor:</b> Axiom xCell, Inc.	
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> April 28, 2016	
	<b>B. Advertised/Publicized:</b> April 28, 2016	
	<b>C. Pre-Proposal/Pre-Bid Conference:</b> May 12, 2016	
	<b>D. Proposals/Bids Due:</b> June 3, 2016	
	<b>E. Pre-Qualification Completed:</b> June 27, 2016	
	<b>F. Conflict of Interest Form Submitted to Ethics:</b> June 6, 2016	
	<b>G. Protest Period End Date:</b> October 22, 2016	
5.	<b>Solicitations Picked up/Downloaded:</b> 18	<b>Bids/Proposals Received:</b> 3
6.	<b>Contract Administrator:</b> Aielyn Dumaua	<b>Telephone Number:</b> (213) 922-7320
7.	<b>Project Manager:</b> Helen Valenzuela	<b>Telephone Number:</b> (213) 922-6928

**A. Procurement Background**

This Board Action is to approve Contract No. **OP608960027253** to provide an electronic citation processing application for smartphones, handheld ticket printers and citation processing services to support citation administration and Metro Transit Court. Board approval of contract awards are subject to resolution of all properly submitted protests.

RFP No. OP27253 was issued as a competitively negotiated procurement in accordance with Metro's Acquisition Policy and the contract type is a firm fixed unit rate. This RFP was issued with an SBE/DVBE Goal of 10% of the total contract price (7% SBE and 3% DVBE).

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

- Amendment No. 1, issued on May 5, 2016, informed potential proposers that the pre-proposal conference shall be made available via tele-conference and revised "Section 3 - Evaluation Criteria" to clarify the evaluation process and basis of award.
- Amendment No. 2, issued on May 13, 2016, provided electronic copies of the Planholders' List and pre-proposal conference materials, clarified the SBE/DVBE forms to be submitted together with the Cost Proposal, extended the proposal due date and final date for questions, deleted "IP-02 Bidders List Form" of the Instruction to Proposers as it not applicable, and clarified the items that count toward the page limit of "Volume I - Technical Proposal".

- Amendment No. 3, issued on May 19, 2016, revised certain sections of “Exhibit A - Statement of Work” to clarify the contractor’s duties and responsibilities.

A pre-proposal conference was held on May 12, 2016, and was attended by 11 participants representing eight firms. There were 80 questions received and responses were provided prior to the proposal due date.

A total of three proposals were received on the due date of June 3, 2016, and are listed below in alphabetical order:

1. Axiom xCell, Inc.
2. INET, Inc. dba iParq
3. Xerox State and Local Solutions, Inc.

**B. Evaluation of Proposals/Bids**

A Proposal Evaluation Team (PET) consisting of staff from Metro Transit Court, System Security and Law Enforcement, and the Inspector General was convened and conducted a comprehensive technical evaluation of the proposals received.

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

- |  |            |
|--|------------|
| • Qualifications of the Firm/Team                | 15 percent |
| • Qualifications and Experience of Key Personnel | 10 percent |
| • Operating Methodology/Work Plan                | 40 percent |
| • Cost Proposal                                  | 35 percent |

The evaluation criteria are appropriate and consistent with criteria developed for similar services procurements. Several factors were considered when developing these weights, giving the greatest importance to the operating methodology/work plan.

On June 6, 2016, the PET met to review the evaluation criteria package, process confidentiality and conflict forms and take receipt of the three responsive proposals to initiate the evaluation phase.

On June 21, 2016, the PET reconvened then invited all three firms for an oral presentation on July 6, 2016. Each firms’ project managers and key team members had an opportunity to demonstrate the proposed citation processing system, E-ticket application and E-ticket printer; present each team’s qualifications and respond to the PET’s questions.

The bulk of each team’s oral presentation focused on the features and functionalities of the proposed citation processing system, E-ticket application and E-ticket printer

and how the proposed systems/applications meet Metro requirements. The teams also discussed the availability and commitment of key personnel, specific role of the subcontractors, proposed strategies to meet the SBE/DVBE goal and foreseen issues/obstacles in the performance of the statement of work including strategies or solutions to overcome these issues/obstacles.

**Qualifications Summary of Firms Within the Competitive Range:**

**Axiom xCell, Inc.**

Axiom xCell, Inc. was founded in 2004 as a partner for testing Qualcomm’s BREW mobile application platform. It has implemented innovative computer information system solutions for a variety of transportation agencies including LA Metro, Los Angeles 511, Federal Highway Administration, Hawaii 511 and Walk San Diego. Other clientele include Hewlett Packard, Disney, Qualcomm, Electronic Arts, Warner Brothers, Yahoo, and Real Networks.

**INET, Inc. dba iParq.**

iParq, established in 1999, is based in Las Vegas, Nevada. It is well known for its web-based parking management system. iParq provides services to a diverse group of cities (Norwalk, San Diego and Baltimore), law enforcement agencies, universities, colleges (Citrus College and Contra Costa Community College), and private parking operators across the country.

**Xerox State and Local Solutions , Inc.**

Xerox State and Local Solutions, Inc. has been in business for over 30 years, administering transit and parking citation programs. It currently provides citation processing services to Metro. Other clientele include the San Francisco Municipal Transportation Authority, Los Angeles Department of Transportation and various cities outside of California such as City of Newton, MA City of New Orleans, and City of Indianapolis.

At the conclusion of the evaluation process, including oral presentations, Axiom xCell, Inc. was determined to be the top ranked firm. The following is a summary of the PET’s scores:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	<b>Axiom xCell, Inc</b>				
3	Qualifications of the Firm/Team	95.00	15.00%	14.25	
4	Qualifications and Experience of Key Personnel	90.00	10.00%	9.00	

5	Operating Methodology/Work Plan	97.33	40.00%	38.93	
6	Cost Proposal	76.17	35.00%	26.66	
7	<b>Total</b>		<b>100.00%</b>	<b>88.84</b>	<b>1</b>
8	<b>INET, Inc. dba iParq</b>				
9	Qualifications of the Firm/Team	88.33	15.00%	13.25	
10	Qualifications and Experience of Key Personnel	85.00	10.00%	8.50	
11	Operating Methodology/Work Plan	72.00	40.00%	28.80	
12	Cost Proposal	100.00	35.00%	35.00	
13	<b>Total</b>		<b>100.00%</b>	<b>85.55</b>	<b>2</b>
14	<b>Xerox State and Location Solutions, Inc.</b>				
15	Qualifications of the Firm/Team	83.33	15.00%	12.50	
16	Qualifications and Experience of Key Personnel	82.50	10.00%	8.25	
17	Operating Methodology/Work Plan	80.00	40.00%	32.00	
18	Cost Proposal	55.46	35.00%	19.41	
19	<b>Total</b>		<b>100.00%</b>	<b>72.16</b>	<b>3</b>

### C. Cost/Price Analysis

The recommended price has been determined to be fair and reasonable based on adequate price competition, price analysis, and technical analysis. Metro's ICE is higher than the recommended price because it was primarily based on higher unit rates currently paid by Metro for citation processing services, which included manual data input. In addition, the proposer's recommended technology based efficiencies significantly reduced manual citation inputs, which resulted in the lower recommended price.

	<b>Proposer Name</b>	<b>Proposal Amount</b>	<b>Metro ICE</b>	<b>Award Amount</b>
1.	Axiom xCell, Inc.	\$1,595,934	\$5,344,750	<b>\$1,586,533</b>
2.	INET, Inc. dba iParq	\$1,215,700		
3.	Xerox State and Location Solutions, Inc.	\$2,192,078		

#### **D. Background on Recommended Contractor**

The recommended firm, Axiom xCell, Inc. (Axiom) is a Metro certified SBE firm headquartered in San Diego, California. It provides design and strategic development of integrated software and mobile application services to government agencies in the California transit industry. Ongoing and completed projects at Metro include:

- **Go Metro** – Metro mass transit application used by more than 200,000 commuters everyday
- **Go 511** – LA Safe’s traffic and transit mobile application
- **MMAPI Server** – provides Application Program Interface (API) to display traffic, incidents, roadwork, cameras and alerts
- **TAP Mobile Phone Validator** – deployed to 600+ TAP Fare Inspectors and Law Enforcement Officers

Axiom’s performance on the above Metro projects is satisfactory.

For this project, Axiom has partnered with Choice Technical Services, a DVBE subcontractor based in Cerritos, to provide the handheld mobile ticket printers.

The proposed Project Manager has over 17 years’ of experience with various aspects of software engineering, program management, systems engineering, field engineering and software validation.



DEOD SUMMARY

CITATION PROCESSING SERVICES / CONTRACT NO. OP608960027253

**A. Small Business Participation**

The Diversity and Economic Opportunity Department (DEOD) established a 10% goal for this solicitation, inclusive of a 7% Small Business Enterprise (SBE) and 3% Disabled Veteran Business Enterprise (DVBE). Axiom xCell, Inc., a SBE Prime, exceeded the goal by making a 95.08% commitment, inclusive of 88.69% SBE and 7.39% DVBE.

<b>Small Business Goal</b>	<b>7% SBE 3% DVBE</b>	<b>Small Business Commitment</b>	<b>87.69% SBE 7.39% DVBE</b>
------------------------------------	---------------------------	--	----------------------------------

	<b>SBE/DVBE Subcontractors</b>	<b>% Committed</b>
1.	Axiom xCell, Inc. (SBE Prime)	87.69%
2.	Choice Technical Service (DVBE)	7.39%
	<b>Total Commitment</b>	<b>95.08%</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 is not applicable to this contract.

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

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