

**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

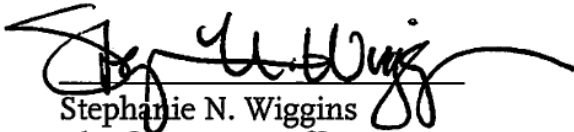
Attachment B - DEOD Summary

Prepared by: Al Martinez, Deputy Executive Officer, ITS (213) 922-2956

Reviewed by: Bryan Sastokas, Chief Information Technology Officer, (213) 922-5510

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

James Gallagher, Chief Operations Officer, (213) 418-3108



Stephanie N. Wiggins
Chief Executive Officer

PROCUREMENT SUMMARY

NEXTRIP BUS AND RAIL ARRIVAL INFORMATION SYSTEM UPGRADE/PS70644-2000

1.	Contract Number: PS70644-2000	
2.	Recommended Vendor: Swiftly, 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: January 22, 2021	
	B. Advertised/Publicized: January 22, 2021	
	C. Pre-Proposal Conference: January 28, 2021	
	D. Proposals Due: February 22, 2021	
	E. Pre-Qualification Completed: June 11, 2021	
	F. Conflict of Interest Form Submitted to Ethics: May 25, 2021	
	G. Protest Period End Date: July 19, 2021	
5.	Solicitations Picked up/Downloaded: 75	Bids/Proposals Received: 3
6.	Contract Administrator: Ana Rodriguez	Telephone Number: (213) 922-1076
7.	Project Manager: Al Martinez	Telephone Number: (213) 922-2956

A. Procurement Background

This Board Action is to approve Contract No.PS70644-2000 issued to procure hosting and system programming, maintenance, and data integration services for a real-time arrival prediction information system for Metro's bus and rail fleet that will upgrade, improve, and streamline the agency's current process.. Board approval of contract awards are subject to resolution of any properly submitted protest.

The Request for Proposals (RFP) was issued on January 22, 2021 in accordance with Metro's Acquisition Policy and the contract type is a firm fixed price. The RFP was issued with an SBE goal of 5% and a DVBE goal of 3%.

There were no amendments issued during the solicitation phase of this RFP.

A virtual pre-proposal conference was held on January 28, 2021 and was attended by 31 participants representing 16 firms. There were 37 questions submitted and responses were released prior to the proposal due date.

A total of 75 firms downloaded the RFP and were included on the plan holders list. A total of three proposals were received on February 22, 2021 from the following firms listed in alphabetical order:

- Cambridge Systematics, Inc.
- Eastbanc Technologies
- Swiftly, Inc.

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro's Information and Technology Services Department, Operations Department, and Communications Department was convened and conducted a comprehensive technical evaluation of the proposals received.

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

• Minimum Requirements and Qualifications	Pass/Fail
• Software Solution	30 percent
• Work Plan/Project Approach	20 percent
• Experience and Qualifications of Proposed Contractor and Personnel	20 percent
• Price	30 percent

The minimum requirements and qualifications and evaluation criteria are appropriate and consistent with criteria developed for other, similar technology procurements. Several factors were considered when developing these weights, giving the greatest importance to the software solution and price.

The PET began their independent evaluation of technical proposals on February 23, 2021. All proposers were determined to have met the minimum requirements and qualifications and were invited to give demonstrations of their software solution between March 16, 2021 and March 23, 2021. Proposers were asked to demonstrate the functionality, features, and capabilities of their system as well as to demonstrate the accuracy of the predictions generated by the system.

The PET finalized their scores on March 31, 2021. The final scoring determined Swiftly, Inc. (Swiftly) as the highest ranked firm.

During April and May of 2021, Metro engaged Swiftly in further technical discussions on items such as work tasks, implementation schedule, expected expansions of Metro services, milestones, and payment schedule. Additionally, Swiftly had submitted a list of exceptions to the contract terms and conditions that needed to be discussed and resolved with Swiftly's legal counsel and County Counsel.

Qualifications Summary of Firms within the Competitive Range:

SWIFTLY, INC.

Swiftly, Inc. was founded in 2014 and has proposed their proprietary cloud-based prediction platform for this project. The Swiftly Platform consists of three product lines, Transitime, which is used for real-time passenger information, Insights, which is used for big data analytics, and Metronome, which provides real-time operations management. Swiftly proposed several modules from each of these product lines and demonstrated that

their proposed solution meets Metro's requirements and can improve upon Metro's existing arrival predictions. Swiftly presented a thorough work plan and a detailed resource allocation plan that provided a clear description of how the project would be implemented. Additionally, the proposed team includes three subcontractors, IBI Group, Intueor Consulting, Inc. (SBE), and VIRTEK Company (DVBE) to provide additional support to Swiftly with regards to improving rail arrival predictions, performing data integrations, and overall project management.

CAMBRIDGE SYSTEMATICS, INC.

Cambridge Systematics, Inc. was founded in 1972 in Massachusetts and provides various professional services, including technology services, related to the transportation industry. Cambridge Systematics proposed the open-source prediction engine, The TransitClock, which they have implemented at Washington Metropolitan Area Transit Authority (WMATA), Minneapolis/St. Paul's Metro Transit, and at the Dallas Area Rapid Transit (DART).

EASTBANC TECHNOLOGIES, INC.

Eastbanc Technologies is headquartered in Washington D.C. and focuses on full life cycle software development services. Eastbanc proposed the real-time asset tracking TERRAiQ cloud platform as their proposed solution which they have implemented at Houston Metro, the District of Columbia's Department of Transportation (DDOT), and Montgomery County, Maryland's Department of Transportation (MCDOT).

A summary of the PET scores is provided below:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Swiftly, Inc.				
3	Software Solution	93.89	30.00%	28.17	
4	Work Plan/Project Approach	89.58	20.00%	17.92	
5	Experience and Qualifications of Proposed Contractor and Personnel	90.83	20.00%	18.17	
6	Price	100.00	30.00%	30.00	
7	Total		100.00%	94.26	1
8	Cambridge Systematics, Inc.				
9	Software Solution	78.61	30.00%	23.58	
10	Work Plan/Project Approach	77.71	20.00%	15.54	
11	Experience and Qualifications of Proposed Contractor and Personnel	89.17	20.00%	17.83	
12	Price	34.46	30.00%	10.34	
13	Total		100.00%	67.29	2
14	Eastbanc Technologies				
15	Software Solution	73.89	30.00%	22.17	
16	Work Plan/Project Approach	77.00	20.00%	15.40	
17	Experience and Qualifications of Proposed Contractor and Personnel	81.04	20.00%	16.21	
18	Price	31.98	30.00%	9.59	
19	Total		100.00%	63.37	3

C. Price Analysis

The recommended price has been determined to be fair and reasonable based upon adequate price competition, an independent cost estimate (ICE), price analysis, technical evaluation, and clarifications.

Swiftly's pricing is based on their products annual licensing costs, inclusive of the cloud-based software modules, hosting requirements, labor for configuration and development, plus the subcontractor services. This pricing model differs from the model that Metro utilized to develop its ICE which was based on direct labor hours for the implementation and separate licensing fees for the software. Metro confirmed with Swiftly that their price includes all services required by Metro's Scope of Services.

	Proposer Name	Proposal Amount	Metro ICE	Negotiated amount
1.	Swiftly, Inc.	\$675,510.41	\$1,100,000	\$675,510.41
2.	Cambridge Systematics, Inc.	\$1,960,253.62		
3.	Eastbanc Technologies	\$2,112,038.00		

D. Background on Recommended Contractor

The recommended firm, Swiftly, Inc., located in San Francisco, California, has been in business for the last seven years and specializes in data analytics and accurate real-time passenger information systems for the public transit industry. Swiftly currently is working with over 90 transit agencies such as the Southeastern Pennsylvania Transportation Authority (SEPTA), Massachusetts Bay Transportation Authority (MBTA) in Boston, Maryland Department of Transportation, Maryland Transit Administration (MDOT MTA) in Baltimore, Miami-Dade Transit (MDT), Santa Clara Valley Transportation Authority (VTA) in San Jose, California, and VIA Metropolitan Transit in San Antonio, Texas.

DEOD SUMMARY

NEXTRIP BUS AND RAIL ARRIVAL INFORMATION SYSTEM UPGRADE
PS70644-2000

A. Small Business Participation

The Diversity and Economic Opportunity Department (DEOD) established a 5% Small Business Enterprise (SBE) and 3% Disabled Veteran Business Enterprise (DVBE) goal for this solicitation. Swiftly, Inc. exceeded the goal by making a 5.1% SBE and 3% DVBE commitment.

Small Business Goal	5% SBE 3% DVBE	Small Business Commitment	5.1% SBE 3% DVBE
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	SBE Subcontractors	% Committed
1.	Intueor Consulting Group	5.1%
	Total SBE Commitment	5.1%

	DVBE Subcontractors	% Committed
1.	Virtek Company	3%
	Total DVBE Commitment	3%

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. Project Labor Agreement/Construction Careers Policy is applicable only to construction contracts that have a construction contract value in excess of \$2.5 million.