



## Board Report

**File #:** 2025-0852, **File Type:** Contract

**Agenda Number:** 23.

### **OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE NOVEMBER 20, 2025**

**SUBJECT: ADVANCED TRANSPORTATION MANAGEMENT SYSTEM (ATMS) II PROGRAM  
IMPLEMENTATION SUPPORT**

**ACTION: AWARD CONTRACT**

#### **RECOMMENDATION**

AUTHORIZE the Chief Executive Officer (CEO) to:

- A. AWARD a five-year firm fixed unit rate Contract No. PS131648000 to Intueor Consulting, Inc. to provide program support for the implementation of the Advanced Transportation Management System (ATMS) II Computer Aided Dispatch / Automated Vehicle Location (CAD/AVL) System in the Not-to-Exceed (NTE) amount of \$10,799,089.84, subject to the resolution of any properly submitted protest(s), if any; and
- B. EXECUTE individual contract modifications within the Board-approved contract modification authority.

#### **ISSUE**

The ATMS II program represents a major agency-wide initiative impacting every bus, rail car, bus/rail operations control centers, as well as bus/rail operators and supervisors. The awarded contract being recommended will support the implementation and integration of this new system across Metro's operations. The goal is to deploy comprehensive fleet management and customer-focused tools in alignment with Metro's NextGen transit vision and to prepare for upcoming transit-focused special events.

#### **BACKGROUND**

A contract was awarded to Clever Devices Ltd. in June 2025 to upgrade Metro's bus and rail fleet management system as part of the ATMS II program. However, the successful implementation of a program of this magnitude demands far more than simply delivering technology. It requires rigorous program management, complex systems integration, stakeholder coordination, and continuous oversight to ensure that the technology is not only deployed but fully adopted and operationalized across Metro's bus and rail fleet.

Metro will need to maintain the current Bus Operations Control (BOC) center while setting up a new

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hosted solution and data center for the Land Mobile Radio (LMR) equipment.

In addition, the new ATMS II Program must integrate with several existing systems, including HASTUS Daily, EAM (Enterprise Asset Management), SWIFTLY (Arrival Prediction Software), DIMS (Digital Incident Management System), HR (Human Resources) systems, and more. This effort will involve collaborating with technical teams from each area to ensure no data is lost and both systems remain fully functional until the old ATMS system is phased out.

Metro is also currently managing multiple ongoing implementations that necessitate synchronization with the new ATMS II Program, such as transitioning its entire bus fleet to electric buses. The ATMS II implementation must align closely with this fleet upgrade to ensure seamless integration with both new and existing buses. Specialized software coordination is required to monitor and manage electric vehicles effectively within the system.

Moreover, Metro will be upgrading its radio system from analog to digital. This transition will involve installing new radio equipment at Metro's Radio Frequency (RF) sites throughout LA County and developing a new system to accommodate these changes. At minimum, Metro will be performing a major upgrade to the existing radio towers as well as the entire voice radio system for the bus fleet.

## **DISCUSSION**

Given the overlap of the ATMS II implementation with multiple projects, meticulous orchestration is crucial to prevent any operational disruption. An experienced team with a strong background in CAD/AVL and bus rail technology implementation is essential to ensure continuity as well as a smooth transition. The new team will be complementing the current Metro staff to help achieve the essential goal of a seamless transition to ATMS II.

Awarding this contract to Intueor Consulting, Inc. will provide Metro with dedicated program support resources, including technical project management, system integration coordination, testing oversight, and risk management. Intueor Consulting, Inc. has extensive experience supporting large-scale transit technology projects, including Computer Aided Dispatch/Automatic Vehicle Location implementations, and has worked closely with Metro staff on prior efforts.

This support will be critical to coordinate among multiple vendors and Metro departments, such as integrating Computer Aided Dispatch/Automated Vehicle Location with existing enterprise systems, as well as aligning implementation with parallel initiatives, including the bus electrification program and radio system upgrades. Without this additional program support, Metro will increase the risk of delays, operational disruptions, or incomplete integration, which could impact service reliability and customer experience. Engaging Intueor Consulting, Inc. under this contract will provide the expertise and capacity needed to keep the ATMS II program on track, as well as ensure that Metro delivers a modernized, integrated fleet management system that meets the agency's operational and customer service goals.

## **DETERMINATION OF SAFETY IMPACT**

The award of this contract does not directly impact the safety of Metro's bus or rail operations. However, the program support provided through this contract will help ensure a safe and reliable

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implementation of the ATMS II system by coordinating system integration, testing, and transition activities. A modernized ATMS system will enhance Metro's ability to monitor and manage fleet operations in real time, improving incident response, operator communication, and overall passenger safety.

### **FINANCIAL IMPACT**

Funding for this contract is included within the Life of Project (LOP) budgets for CP 207168 - ATMS Bus System Replacement and CP 207185 - ATMS II System Integration, with a combined total of \$167 million. The ATMS II contract, valued at \$129.7 million, was awarded in June 2025. For Fiscal Year 2026 (FY26), the project's annual budget allocation is \$11,207,272. The remaining \$28 million is designated for hardware, labor, and Radio Frequencies (RF) modifications in support of the ATMS II implementation. Since this is a multi-year program, the project manager and the Chief Operations Officer shall be responsible for future fiscal year budgeting.

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<b><u>ATMS II Program Funding Overview</u></b>			
<b>Category</b>	<b>Project / Contract</b>	<b>Description</b>	<b>Amount (Million \$)</b>
<b>Capital Projects (LOP Budget)</b>	CP 207168	ATMS II Bus System Replacement	117.0
	CP 207185	ATMS II System Integration	50.0
<b>Total Project LOP</b>			<b>167.0</b>
<b>Contract Allocations</b>	Clever Devices	ATMS II Core Contract (Awarded)	127.9
	PS131648000	ATMS II Support Contract (Requested)	10.7
		Hardware, Labor, and RF Modifications	28.4
<b>Total Budget</b>			<b>167.0</b>

**Impact to Budget**

The current funding source for this action is TDA 4, which is eligible for bus and rail operations and capital projects.

**EQUITY PLATFORM**

The award of this contract will support the implementation of ATMS II, which is designed to improve service reliability, real-time information, and incident response across Metro's bus and rail network. These improvements will benefit customers, especially those who rely most on public transit, such as low-income riders, people of color, seniors, and persons with disabilities. Enhanced fleet management and customer-facing tools will provide more accurate service information and reduce service disruptions, ensuring a more consistent transit experience.

The Diversity and Economic Opportunity Department (DEOD) established a 22% Disadvantaged Business Enterprise (DBE) goal for this solicitation. While Intueor Consulting, Inc. made a DBE commitment, the U.S. Department of Transportation (USDOT) has issued an Interim Final Rule (IFR) that makes changes to the DBE Program, including suspension of goals and enforcement, effective October 3, 2025. Metro is currently reviewing the Interim Final Rule (IFR) to identify necessary program and procedural changes to ensure full compliance.

Although the DBE commitment is not a factor in the staff recommendation, there are two certified small businesses participating in this contract. This is noteworthy since small businesses are vital for the economy as they drive job creation, foster innovation, and strengthen local communities.

### **VEHICLE MILES TRAVELED OUTCOME**

VMT and VMT per capita in Los Angeles County are lower than national averages, the lowest in the SCAG region, and on the lower end of VMT per capita statewide, with these declining VMT trends due in part to Metro's significant investment in rail and bus transit.\* Metro's Board-adopted VMT reduction targets align with California's statewide climate goals, including achieving carbon neutrality by 2045. To ensure continued progress, all Board items are assessed for their potential impact on VMT.

As part of these ongoing efforts, this item is expected to contribute to further reductions in VMT. This item supports Metro's systemwide strategy to reduce VMT through operational activities that will minimize negative impacts to service reliability and customer experience and further encourage transit ridership, ridesharing, and active transportation. Metro's Board-adopted VMT reduction targets were designed to build on the success of existing investments, and this item aligns with those objectives.

\*Based on population estimates from the United States Census and VMT estimates from Caltrans' Highway Performance Monitoring System (HPMS) data between 2001-2019.

### **IMPLEMENTATION OF STRATEGIC PLAN GOALS**

This Board action supports Strategic Goal 2: Deliver outstanding trip experiences for all transportation system users, as we are committed to providing attractive, affordable, efficient, and safe service.

### **ALTERNATIVES CONSIDERED**

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Metro could choose not to award this contract and rely solely on existing staff resources. However, this alternative is not recommended, as the ATMS II program is highly complex and requires dedicated expertise in Computer Aided Dispatch/Automatic Vehicle Location, system integration, testing, as well as risk management. Without additional program support, Metro would face significant risks of delays, operational disruptions, and cost overruns. This alternative is also preferred to the staff increase option, since the program support effort is not intended to extend indefinitely.

### **NEXT STEPS**

Upon approval by the Board, staff will execute Contract No. PS131648000 with Intueor Consulting, Inc., and establish a plan and schedule for the Program Support of the ATMS II CAD/AVL system.

### **ATTACHMENTS**

Attachment A - Procurement Summary

Attachment B - DEOD Summary

Prepared by: Bahram Chaudry, Senior Director, Operations (213) 922 - 6441  
Al Martinez, Deputy Executive Officer, Operations (213) 276 - 0117  
Debra Avila, Deputy Chief Vendor/Contract Management Officer (213) 418-3051

Reviewed by: Conan Cheung, Chief Operations Officer, (213) 418-3034



Stephanie Wiggins  
Chief Executive Officer

## PROCUREMENT SUMMARY

ADVANCED TRANSPORTATION MANAGEMENT SYSTEM (ATMS) II PROGRAM  
IMPLEMENTATION SUPPORT/PS131648000

1.	<b>Contract Number:</b> PS131648000	
2.	<b>Recommended Vendor:</b> Intueor Consulting, 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> 4/24/2025	
	<b>B. Advertised/Publicized:</b> 4/24/2025	
	<b>C. Pre-Proposal Conference:</b> 5/1/2025	
	<b>D. Proposals Due:</b> 6/3/2025	
	<b>E. Pre-Qualification Completed:</b> 10/8/2025	
	<b>F. Ethics Declarations Form Submitted to Ethics:</b> 6/4/2025	
	<b>G. Protest Period End Date:</b> 12/2/2025	
5.	<b>Solicitations Downloaded:</b> 69	<b>Bids/Proposals Received:</b> 1
6.	<b>Contract Administrator:</b> Crystal Larios	<b>Telephone Number:</b> (213) 922-2413
7.	<b>Project Manager:</b> Bahram Chaudry	<b>Telephone Number:</b> (213) 922-6441

**A. Procurement Background**

This Board Action is to approve Contract No. PS131648000 to provide implementation support for the upgrade of the existing Advanced Transportation Management System (ATMS) to the ATMS II System. Board approval of contract awards is subject to the resolution of any properly submitted protest(s), if any.

Request for Proposals (RFP) No. PS131648 was issued as a competitive procurement in accordance with Metro's Acquisition Policy and the contract type is a firm fixed unit rate. The Diversity & Economic Opportunity Department recommended a Disadvantaged Business Enterprise (DBE) contract goal of 22%. However, the U.S. Department of Transportation (USDOT) has issued an Interim Final Rule (IFR) that makes changes to the DBE Program, including suspension of goals and enforcement, effective October 3, 2025. Metro is currently reviewing the Interim Final Rule (IFR) to identify necessary program and procedural changes to ensure full compliance.

No amendments were issued during the solicitation phase of this RFP.

A total of 69 firms downloaded the RFP and were included on the planholders' list. A virtual pre-proposal conference was held on May 1, 2025, and was attended by 30 participants representing 15 firms. There were six questions received for this RFP and responses were provided prior to the proposal due date.

A total of one (1) proposal was received by the proposal due date of June 3, 2025, from Intueor Consulting, Inc.

Since only one (1) proposal was received, Metro staff conducted a market survey of firms on the planholders' list to determine why no other proposals were received. Four (4) firms responded that the scope did not align with their services, four (4) firms responded that they did not possess the experience or qualifications for the type of work being requested, five (5) firms responded that they wanted to support as Subcontractors, rather than serve as Primes, and seven (7) firms responded that they did not propose due to other business considerations.

The results of the market survey indicated that factors beyond Metro's control were responsible for firms' decisions not to propose and as such, the solicitation could proceed to be awarded as a competitive award.

## **B. Evaluation of Proposals**

A diverse Proposal Evaluation Team (PET) consisting of staff from Metro's Transit Management Systems, Rail Maintenance of Way Administration, and Revenue Collection departments was convened to conduct a comprehensive technical evaluation of the proposal received.

On June 11, 2025, the PET met to discuss the evaluation process, confidentiality requirements, review information regarding conflicts of interest and receive the evaluation documents.

The RFP required that all proposals be evaluated first on the minimum qualifications on a pass/fail basis. A single rating of "fail" for any of the minimum qualifications would require the proposal to be eliminated from further consideration.

The minimum qualifications were as follows:

1. Prime Contractor shall demonstrate that they have a minimum of 10 years' experience in Project Managing large-scale transit systems projects, with a proven track record of successful delivery within budget and timeline constraints.
2. Proposer (inclusive of Subcontractors, if any) shall have a minimum of 5 years of direct experience in providing comprehensive support for large-scale CAD/AVL implementations at various stages, including planning, deployment, integration, and ongoing maintenance.

The proposer met the minimum qualification requirements and was further evaluated according to the following evaluation criteria:

- Work/Plan Schedule 35 percent



- Experience and Qualifications of Proposed Contractor and Personnel 40 percent
- Price Proposal 25 percent

The evaluation criteria are appropriate and consistent with criteria developed for other similar procurements. Several factors were considered when developing these weights, giving the greatest importance to the experience and qualifications of proposed contractor and personnel.

At the conclusion of the evaluation, the PET members determined that Intueor Consulting, Inc., met the requirements of the RFP and was technically qualified to perform the work.

The following is a summary of the PET scores:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Intueor Consulting, Inc.				
3	Work/Plan Schedule	84.77	35.00%	29.67	
4	Experience and Qualifications of Proposed Contractor and Personnel	93.33	40.00%	37.33	
5	Price Proposal	100.00	25.00%	25.00	
6	Total		100.00%	92.00	1

### C. Cost/Price Analysis

The recommended price has been determined to be fair and reasonable based upon the Independent Cost Estimate (ICE), cost analysis, fact finding, and technical evaluation.

	Proposer Name	Proposal Amount	Metro ICE	NTE Amount
1	Intueor Consulting, Inc.	\$ 10,799,089.84	\$ 11,856,000	\$ 10,799,089.84

### D. Background on Recommended Contractor

Intueor Consulting, Inc. is located in Irvine, CA, and is a management consulting firm that specializes in maximizing business value for transit agencies through sustainable business/technology transformation. Intueor Consulting, Inc. clients

include LA Metro, AC Transit, Orange County Transportation Authority (OCTA), and San Francisco Municipal Transportation Agency.

Intueor Consulting, Inc. has provided services to LA Metro and has performed satisfactorily.

**DEOD SUMMARY****ADVANCED TRANSPORTATION MANAGEMENT SYSTEM (ATMS) II PROGRAM  
IMPLEMENTATION SUPPORT/PS131648000****A. Small Business Participation**

The Diversity and Economic Opportunity Department (DEOD) established a 22% Disadvantaged Business Enterprise (DBE) goal for this solicitation. While Intueor Consulting, Inc. made a DBE commitment, the U.S. Department of Transportation (USDOT) has issued an Interim Final Rule (IFR) that makes changes to the DBE Program, including suspension of goals and enforcement, effective October 3, 2025. Metro is currently reviewing the Interim Final Rule (IFR) to identify necessary program and procedural changes to ensure full compliance.

Although the DBE commitment is not a factor in the staff recommendation, there are two certified small businesses participating in this contract. This is noteworthy since small businesses are vital for the economy as they drive job creation, foster innovation, and strengthen local communities.

**B. Local Small Business Enterprise (LSBE) Preference**

The LSBE preference is not applicable to federally funded procurements. Federal law (49 CFR § 661.21) prohibits the use of local procurement preferences on FTA-funded projects.

**C. Living Wage and Service Contract Worker Retention Policy Applicability**

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

**D. Prevailing Wage Applicability**

Prevailing wage is not applicable to this contract.

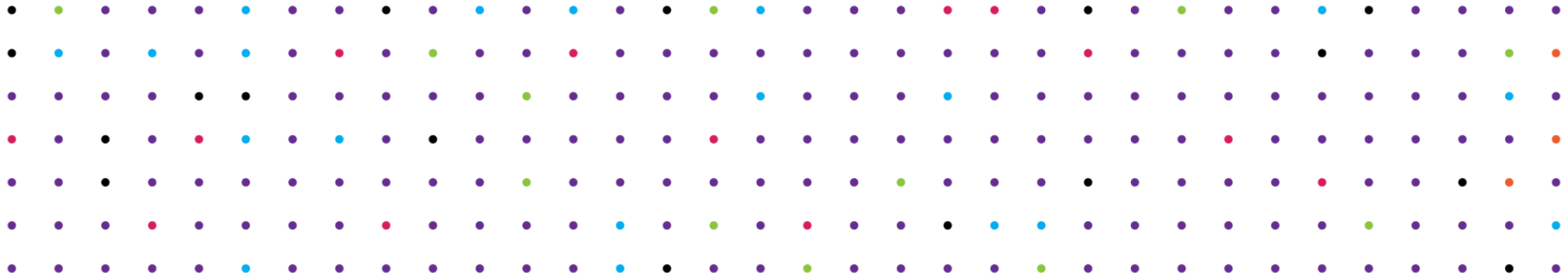
**E. Project Labor Agreement/Construction Careers Policy**

Project Labor Agreement/Construction Careers Policy is not applicable to this Contract. PLA/CCP is applicable only to construction contracts that have a construction related value in excess of \$2.5 million.

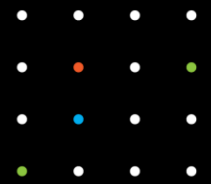
**F. Manufacturing Careers Policy**

The Manufacturing Careers Policy (MCP) does **not apply** to this contract. The MCP is required on Metro's Rolling Stock RFPs, with an Independent Cost Estimate of at least \$50 million.

# ADVANCED TRANSPORTATION MANAGEMENT SYSTEM (ATMS) II PROGRAM IMPLEMENTATION SUPPORT



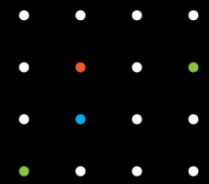
# RECOMMENDATION



AUTHORIZE the Chief Executive Officer (CEO) to:

- A. AWARD a five-year firm fixed unit rate Contract No. PS131648000 to Intueor Consulting, Inc. to provide program support for the implementation of the Advanced Transportation Management System (ATMS) II Computer Aided Dispatch / Automated Vehicle Location (CAD/AVL) System in the Not-to-Exceed (NTE) amount of \$10,799,089.84, subject to the resolution of any properly submitted protest(s), if any.
- B. EXECUTE individual contract modifications within the Board-approved contract modification authority.

# ISSUE & DISCUSSION



## AWARDEE

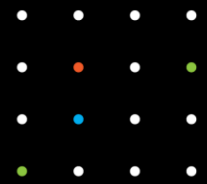
Intueor Consulting Inc.

## NUMBER OF BIDS/PROPOSALS

- Only one (1) proposal was received. Metro staff conducted a market survey of firms on the planholders' list to determine reasons for limited participation.
- Survey results: 4 firms said the scope did not align with their services, 4 lacked required experience, 5 preferred to participate as subcontractors, and 7 cited other business considerations.

	Proposer Name	Proposal Amount	Metro ICE	NTE Amount
1	Intueor Consulting, Inc.	\$ 10,799,089.84	\$ 11,856,000	\$ 10,799,089.84

# ISSUE & DISCUSSION



## ISSUE

The ATMS II program represents a major agencywide initiative impacting every bus, rail car, bus/rail operations control centers, as well as bus/rail operators and supervisors. The awarded contract being recommended will support the implementation and integration of this new system across Metro's operations.

## DISCUSSION

Awarding this contract to Intueor Consulting, Inc. will provide Metro with experienced program support to ensure a seamless and coordinated implementation of the ATMS II system across multiple projects and departments. Their expertise in CAD/AVL and large-scale transit technology will help mitigate risks, maintain operational continuity, and enhance system reliability, safety, and customer service.