

# **Metro**

*Los Angeles County Service Authority for Freeway Emergencies  
Motorist Aid*

*One Gateway Plaza, Los Angeles, CA 90012,  
3rd Floor, Metro Board Room*



## **Agenda - Final**

**Thursday, October 22, 2015**

**9:00 AM**

**One Gateway Plaza, Los Angeles, CA 90012,  
3rd Floor, Metro Board Room**

### **LA SAFE**

*Mark Ridley-Thomas, Chair*

*John Fasana, 1st Vice Chair*

*Eric Garcetti, 2nd Vice Chair*

*Michael Antonovich*

*Mike Bonin*

*James Butts*

*Diane DuBois*

*Jacquelyn Dupont-Walker*

*Don Knabe*

*Paul Krekorian*

*Sheila Kuehl*

*Ara Najarian*

*Hilda Solis*

*Carrie Bowen, non-voting member*

*Phil Washington, Chief Executive Officer*

## **METROPOLITAN TRANSPORTATION AUTHORITY BOARD RULES (ALSO APPLIES TO BOARD COMMITTEES)**

### **PUBLIC INPUT**

A member of the public may address the Board on agenda items, before or during the Board or Committee's consideration of the item for one (1) minute per item, or at the discretion of the Chair. A request to address the Board should be submitted in person at the meeting to the Board Secretary. Individuals requesting to speak on more than three (3) agenda items will be allowed to speak up to a maximum of three (3) minutes per meeting. For individuals requiring translation service, time allowed will be doubled.

The public may also address the Board on non-agenda items within the subject matter jurisdiction of the Board during the public comment period, which will be held at the beginning and/or end of each meeting. Each person will be allowed to speak for up to three (3) minutes per meeting and may speak no more than once during the Public Comment period. Speakers will be called according to the order in which the speaker request forms are received. Elected officials, not their staff or deputies, may be called out of order and prior to the Board's consideration of the relevant item.

In accordance with State Law (Brown Act), all matters to be acted on by the MTA Board must be posted at least 72 hours prior to the Board meeting. In case of emergency, or when a subject matter arises subsequent to the posting of the agenda, upon making certain findings, the Board may act on an item that is not on the posted agenda.

**CONDUCT IN THE BOARD ROOM** - The following rules pertain to conduct at Metropolitan Transportation Authority meetings:

**REMOVAL FROM THE BOARD ROOM** The Chair shall order removed from the Board Room any person who commits the following acts with respect to any meeting of the MTA Board:

- a. Disorderly behavior toward the Board or any member of the staff thereof, tending to interrupt the due and orderly course of said meeting.
- b. A breach of the peace, boisterous conduct or violent disturbance, tending to interrupt the due and orderly course of said meeting.
- c. Disobedience of any lawful order of the Chair, which shall include an order to be seated or to refrain from addressing the Board; and
- d. Any other unlawful interference with the due and orderly course of said meeting.

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### **DISCLOSURE OF CONTRIBUTIONS**

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Internet Access to Agendas - [www.metro.net](http://www.metro.net)  
TDD line (800) 252-9040

**NOTE: ACTION MAY BE TAKEN ON ANY ITEM IDENTIFIED ON THE AGENDA**

**CALL TO ORDER****ROLL CALL**

1. APPROVE **Minutes of the Regular Board Meeting** held June 25, 2015. [2015-1147](#)  
**Attachments:** [Attachment A - LA SAFE Minutes 20150625](#)
  
2. AUTHORIZE the Chief Executive Officer to award and execute a three-year, firm fixed unit rate Contract No. PS330290011455 to Jennillian Corporation in the amount not-to-exceed \$623,598 for **technical support services from November 1, 2015 through October 31, 2018.** [2015-0888](#)  
**Attachments:** [Attachment A Procurement Summary for PS330290011455 9.2.15](#)  
[Attachment B DEOD Summary for PS330290011455](#)  
[Attachment C Funding Expenditure Plan for PS330290011455](#)
  
3. RECEIVE AND FILE status report on **Next Generation Southern California 511 Travelers Information System.** [2015-1561](#)  
**Attachments:** [Attachment A - Next Generation Southern California 511 Travelers Info System](#)

**Adjournment**

Consideration of items not on the posted agenda, including: items to be presented and (if requested) referred to staff; items to be placed on the agenda for action at a future meeting of the Committee or Board; and/or items requiring immediate action because of an emergency situation or where the need to take immediate action came to the attention of the Committee subsequent to the posting of the agenda.



# Metro

## Board Report

Los Angeles County  
Metropolitan Transportation  
Authority  
One Gateway Plaza  
3rd Floor Board Room  
Los Angeles, CA

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**File #:** 2015-1147, **File Type:** Minutes

**Agenda Number:** 1.

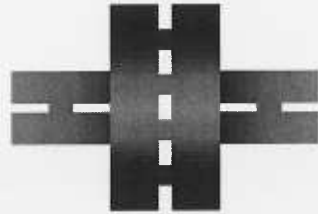
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LA SAFE BOARD MEETING  
OCTOBER 22, 2015

APPROVE **Minutes of the Regular Board Meeting** held June 25, 2015.

Attachment A - LA SAFE Minutes 20150625

*Los Angeles County Service Authority for Freeway Emergencies  
Motorist Aid  
One Gateway Plaza, Los Angeles, CA 90012,  
3rd Floor, Metro Board Room*



**LA SAFE**

**MINUTES**

**Thursday, June 25, 2015**

**9:00 AM**

**One Gateway Plaza, Los Angeles, CA 90012,  
3rd Floor, Metro Board Room**

**LA SAFE**

*Eric Garcetti, Chair*

*Mike Bonin*

*James Butts*

*Diane DuBois*

*Jacquelyn Dupont-Walker*

*Sheila Kuehl*

*Hilda Solis*

*Shirley Choate, non-voting member*

**CALL TO ORDER** at 9:11 a.m.

**ROLL CALL**

1. **APPROVED Minutes of the Regular Board Meeting on May 22, 2014.**

MA	PK	JB	SK	MB	JF	EG	MRT	DD	JDW	HS	DK	AN
A	A	Y	Y	Y	A	Y	A	Y	Y	Y	A	A

2. **APPROVED:**

- A. authorizing the Chief Executive Officer to execute Modification No. 36 to Contract No. 06SAFE035 - **Motorist Aid Travelers Information System (MATIS) with the IBI Group Inc. (IBI)** to extend the period of performance by 24 months from July 1, 2015 to June 30, 2017, and increase the contract value by \$7,795,919, from \$36,111,432 to \$43,907,351; and
- B. an increase to Contract Modification Authority (CMA) for Contract No. 06SAFE035, MATIS with IBI to support the system improvements in the amount of \$779,592; thereby, increasing the total CMA from \$5,656,106 to \$6,435,698.

MA	PK	JB	SK	MB	JF	EG	MRT	DD	JDW	HS	DK	AN
A	A	Y	Y	Y	A	Y	A	Y	Y	Y	A	A

3. **ADOPTED the Fiscal Year 2015-2016 (FY16) budget** in the amount of \$12,309,099 for the operation and administration of the Los Angeles County Service Authority for Freeway Emergencies (SAFE). This budget amount includes the annual funding allocations to:

- A. the agreement with the Public Transportation Services Corporation (PTSC) for direct labor and administrative support services in the amount of \$2,176,099; and
- B. the agreement with the Los Angeles County Metropolitan Transportation Authority (MTA) for Freeway Service Patrol (FSP) in the amount of \$2,000,000.

MA	PK	JB	SK	MB	JF	EG	MRT	DD	JDW	HS	DK	AN
A	A	Y	Y	Y	A	Y	A	Y	Y	Y	A	A

\*\*\*\*\*

MA = M. Antonovich	MB = M. Bonin	DD = D. DuBois	AN = A. Najarian
PK = P. Krekorian	JF = J. Fasana	JDW = J. Dupont-Walker	
JB = J. Butts	EG = E. Garcetti	HS = H. Solis	
SK = S. Kuehl	MRT = M. Ridley-Thomas	DK = D. Knabe	

**LEGEND: Y = YES, N = NO, C = HARD CONFLICT, S = SOFT CONFLICT ABS = ABSTAIN, A = ABSENT, P = PRESENT**

4. AUTHORIZED the **restructuring of the Los Angeles County Kenneth Hahn Call Box System** as outlined, based upon the findings and recommendations of the recently concluded Call Box Assessment Study.

MA	PK	JB	SK	MB	JF	EG	MRT	DD	JDW	HS	DK	AN
A	A	Y	Y	Y	A	Y	A	Y	Y	Y	A	A

ADJOURNED at 9:17 a.m.

Prepared by: Collette Langston  
Board Specialist

  
Michele Jackson, Board Secretary



**Board Report**

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**File #:** 2015-0888, **File Type:** Contract

**Agenda Number:** 2.

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**SAFE BOARD MEETING  
OCTOBER 22, 2015**

**SUBJECT: 511, RIITS, AND CALL BOX TECHNICAL SUPPORT SERVICES**

**ACTION: APPROVE RECOMMENDATION**

**RECOMMENDATION**

AUTHORIZE the Chief Executive Officer to award and execute a three-year, firm fixed unit rate Contract No. PS330290011455 to Jennillian Corporation in the amount not-to-exceed \$623,598 for **technical support services from November 1, 2015 through October 31, 2018.**

**ISSUE**

Los Angeles County Service Authority for Freeway Emergencies (LA SAFE) is responsible for providing motorist aid services in the Southern California Region. These regional services include 1) Southern California 511 (511); 2) Regional Integration of Intelligent Transportation System (RIITS) support for the 511 system; and 3) the Kenneth Hahn Call Box System (Call Box). These three distinct, yet, inter-related operations require technical expertise and knowledge in a variety of technical fields.

This contract award will ensure that LA SAFE has sufficient technical resources available to support these programs.

**DISCUSSION**

This contract will continue to provide LA SAFE with the resources to assure adequate assistance for technical support, technical reviews; implementation, integration, and development of call center systems; development and implementation of the 511 system, RIITS; and Call Box systems operations and maintenance; as well as assistance in identifying opportunities to improve and enhance 511, RIITS and Call Boxes.

LA SAFE operates and manages the Southern California 511 Travelers Information System. 511 is a complex Advanced Traveler Information System (ATIS) providing information about traffic, transit, and commuter services in Los Angeles, Orange, Ventura, Riverside and San Bernardino counties.

511 offers real-time traveler information to the public through a sophisticated Interactive Voice Response (IVR), a website (go511.com), and a mobile application (go511). Operations of 511 require knowledge and expertise in a variety of technical skills including data integration, voice



recognition, and GIS mapping.

LA SAFE currently owns and operates the Kenneth Hahn Call Box System comprised of approximately 1,700 call box sites located on the freeways, highways, and unincorporated county roads throughout Los Angeles County. The call box system was established to provide motorist aid service to the public and is a motorist aid resource safety net. Operations of call box system require knowledge and management of a variety of technical issues including items such as maintenance data integration, Americans with Disabilities Act compliance and integration and upgrading, software and hardware updates and cellular communications upgrading.

RIITS consists of a technical data system collection and dissemination that exchanges near real time operational transportation data to a variety of public agencies. RIITS integrates and presents transportation information on a regional map, a website, and provides data feeds to allow government agencies and private companies access to the data to share with the public. RIITS is a prime source of data for 511.

### **DETERMINATION OF SAFETY IMPACT**

The Board action will not have an impact on the safety of SAFE's patrons or employees.

### **FINANCIAL IMPACT**

Funding for this service is included in the FY 16 budget in Cost Center 3351, project 300209, LA SAFE Professional Services.

Since this is a multi-year project, the cost center manager and the Executive Officer of LA SAFE will continue to be responsible for budgeting in future years.

#### **Impact to Budget**

Funding for this SAFE project is from the Department of Motor Vehicle Registration Fees, which is not eligible for bus and rail operations

### **ALTERNATIVES CONSIDERED**

The LA SAFE Board may elect not to approve this recommendation. This option is not recommended as LA SAFE does not have the in-house expertise or resources to provide these critical technical services.

### **NEXT STEPS**

Upon Board approval, staff will execute the Contract.

### **ATTACHMENTS**

Attachment A - Procurement Summary for PS330290011455

Attachment B - DEOD Summary for PS330290011455

Attachment C - Funding/Expenditure Plan for PS330290011455

Prepared by:

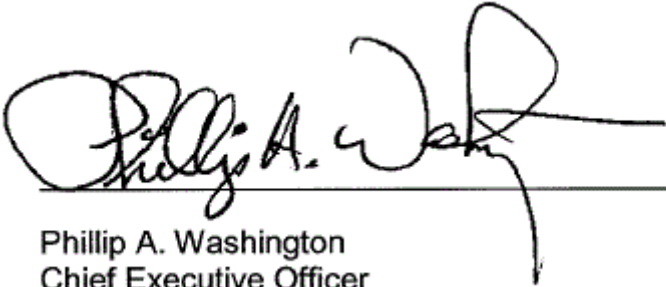
Iain C. Fairweather, Senior Highway Operations Program Manager, (213) 922-5650

Ken Coleman, Deputy Executive Officer, Highway Operation, (213) 922-2951

Reviewed by:

Shahrzad Amiri, Executive Officer, Congestion Reduction, (213) 922-3061

Ivan Page, Interim Executive Director, Vendor/Contract Management, (213) 922-6383



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Phillip A. Washington  
Chief Executive Officer

## PROCUREMENT SUMMARY

## TECHNICAL SUPPORT SERVICES/PS330290011455

1.	<b>Contract Number:</b> PS330290011455 (RFP No. PS11455)	
2.	<b>Recommended Vendor:</b> Jennillian Corporation	
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 13, 2015	
	<b>B. Advertised/Publicized:</b> Daily News (4/15/15 & 4/20/15); Southwest Wave (4/16/15 & 4/23/15); Eastside Sun (4/16/15 & 4/23/15); and Asian Week (4/16/15 & 4/22/15)	
	<b>C. Pre-proposal Conference:</b> April 29, 2015	
	<b>D. Proposals Due:</b> May 19, 2015	
	<b>E. Pre-Qualification Completed:</b> August 7, 2015	
	<b>F. Conflict of Interest Form Submitted to Ethics:</b> August 20, 2015	
	<b>G. Protest Period End Date:</b> October 20, 2015	
5.	<b>Solicitations Picked up/Downloaded:</b> 53	<b>Bids/Proposals Received:</b> 4
6.	<b>Contract Administrator:</b> Victor Zepeda	<b>Telephone Number:</b> (213) 922-1458
7.	<b>Project Manager:</b> Iain Fairweather	<b>Telephone Number:</b> (213) 922-5650

**A. Procurement Background**

This Board Action is to approve Contract No. PS330290011455 for technical support services for motorist/traveler aid services and programs as provided and operated by the Los Angeles Service Authority for Freeway Emergencies (LA SAFE).

The Request for Proposals (RFP) was issued in accordance with LA SAFE's Procurement Policies and the type contract is a firm fixed unit price. The RFP was issued under the Small Business Enterprise (SBE) Set-Aside Program and was open to LACMTA certified small businesses only.

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

- Amendment No. 1, issued on May 6, 2015, provided the sign-in sheets, electronic copies of the Plan-Holders' list, business cards from the Pre-Proposal Conference and responses to questions received as of May 4, 2015;
- Amendment No. 2, issued on May 12, 2015, provided a response to one question received after May 4, 2015.

A pre-proposal conference was held on April 29, 2015, and was attended by eight participants representing eight companies. Nineteen questions were asked and subsequent responses were released prior to the proposal due date.

A total of 4 proposals were received on May 19, 2015. The 4 proposers were:

1. Irvine Global Consulting
2. Jennillian Corporation
3. Nimbus Software, inc.
4. Morgner Construction Management

## **B. Evaluation of Proposals/Bids**

A Proposal Evaluation Team (PET) consisting of staff from LA SAFE, Metro, and the San Francisco-Bay Area Metropolitan Transportation Commission was convened and conducted a comprehensive technical evaluation and review of the proposals received.

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

- |  |     |
|--|-----|
| 1. Proposed Management Plan, Work Plan Approach & Schedule | 30% |
| 2. Team Qualifications                                     | 20% |
| 3. Experience and Past Performance                         | 30% |
| 4. Cost Proposal   | 20% |

The evaluation criteria used is appropriate and consistent with criteria developed for other similar motorist/traveler aid service procurements. Several factors were considered when developing these weights, giving the greatest importance to management plan, work plan approach and schedule, experience and past performance.

On May 21, 2015, all four proposals were distributed to the PET. Two were determined to be outside of the competitive range due to lack of relevant past experience with 511, call boxes, interactive voice recognition, etc. and insufficient information provided in response to all the evaluation criteria. The remaining two firms within the competitive range are listed below in alphabetical order:

1. Irvine Global Consulting
2. Jennillian Corporation

From May 21 to July 15, 2015, the PET met and interviewed the two firms. The firm's project managers and key team members had an opportunity to present each team's qualifications and respond to the evaluation team's questions. In general, each team's presentation addressed the requirements of the RFP, perceived project issues, commitment to schedule, and project manager's experience with 511 projects, Call Box Systems, and Regional Integration of Intelligent Transportation System (RIITS). Based on the final evaluation scores Jennillian Corporation was determined to be the most advantageous to Metro.

## **Qualifications Summary of Firms within the Competitive Range:**

### **Irvine Global Consulting**

Irvine Global Consulting (IGC), a Metro certified SBE, specializes in information technology systems and program management services and has developed software products for multi-modal traffic management systems.

The IGC proposal did not demonstrate a thorough understanding of LA SAFE projects; nor did the proposal present a strong in-depth knowledge of interactive voice recognition systems, call boxes, and 511 operations. Per the proposal, IGC's experience is in ITS technology and programs in addition to transportation project management.

### **Jennillian Corporation**

Jennillian Corporation, a sole proprietorship and Metro certified SBE, offers information technology and development services with a specialty in transportation motorist/traveler aid services and programs. The proposed team has direct and relevant experience in providing technology services in the areas of call boxes, interactive voice recognition, RIITS, Freeway Service Patrol communications, call center programs, and technical support on 511-related projects required for this project. The work plan provided an understanding of LA SAFE needs and provided action items that support the projects technical goals.

JC included two Metro-certified SBE firms as part of its team: EigerTech Systems and Transportation Mobility Solutions, LLC.

EigerTech Systems is a Metro-certified SBE that has experience in developing requirements definition, technical specifications, and technical analysis services required by 511 SOW. EigerTech Systems has experience with traveler information systems on behalf of transit agencies such as Metro, Torrance Transit, Montebello Bus Lines and Foothill Transit.

Transportation Mobility Solutions, LLC, a newly formed firm, is a Metro-certified SBE whose project manager has over 20 years of experience in designing, implementing, and operating Intelligent Transportation Systems with an emphasis on traffic management, parking, and toll road operations.

Overall, JC's team demonstrated a thorough understanding of LA SAFE's needs as an agency and, specifically, 511 programs. The proposed team has a combined 75 years of transportation experience and over ten years of recent, direct, and relevant experience related to motorist aid traveler information systems, call box, and RIITS experience.

The following is a summary of PET evaluation scores:

1	Firm	Weighted Average Score	Factor Weight	Average Score	Rank
2	<b>Jennillian Corporation</b>				
3	Proposed Management Plan, Work Plan Approach & Schedule	94.47	30.00%	28.34	
4	Team Qualifications	96.67	20.00%	19.33	
5	Experience and Past Performance	91.67	30.00%	27.50	
6	Cost Proposal	46.66	20.00%	9.33	
7	<b>Total</b>		<b>100.00%</b>	<b>84.50</b>	<b>1</b>
8	<b>Irvine Global Consulting</b>				
9	Proposed Management Plan, Work Plan Approach & Schedule	84.47	30.00%	25.34	
10	Team Qualifications	84.67	20.00%	16.93	
11	Experience and Past Performance	83.00	30.00%	24.90	
12	Cost Proposal	45.29	20.00%	9.06	
13	<b>Total</b>		<b>100.00%</b>	<b>76.23</b>	<b>2</b>

### C. Cost/Price Analysis

The recommended fully burdened rates for the labor classifications required for this contract have been determined to be fair and reasonable based upon an independent cost estimate, price analysis, technical analysis, fact finding, and negotiations.

	Proposer Name	Proposal Amount	LA SAFE ICE	Negotiated Amount
1.	Jennillian Corporation	\$650,057	\$689,624	\$623,598

### D. Background on Recommended Contractor

The recommended firm, Jennillian Corporation (JC), located in Westminster, CA, has been in business for 13 years and is a leader with over 35 years of information technology experience with a specialty in transportation motorist/traveler aid services and programs.

The project manager holds a doctorate degree in computer science and has a strong technical and engineering background. JC has significant experience with LA SAFE partners such as Metro, Caltrans, and Orange County Transportation Authority.

JC has worked on several LA SAFE projects and performed satisfactorily.

## DEOD SUMMARY

## TECHNICAL SUPPORT SERVICES / PS330290011455

**A. Small Business Participation**

Effective June 2, 2014, per Metro's Board-approved policy, competitive acquisitions with three or more Small Business Enterprise (SBE) certified firms within the specified North American Industry Classification System (NAICS) as identified for the project scope shall constitute a Small Business Prime/Set-Aside procurement. Accordingly, the Contract Administrator advanced the solicitation, including posting the solicitation on Metro's website, advertising, and notifying certified small businesses as identified by NAICS code(s) that this solicitation was open to **SBE Certified Small Businesses Only**.

Jennillian Corporation, an SBE Prime, is performing 58.40% of the work with its own workforce and listed additional SBE firms for a total SBE commitment of 100%.

	<b>SBE Firm Name</b>	<b>SBE % Committed</b>
1.	Jennillian Corporation (SBE Prime)	58.40%
2.	Eiger TechSystems, Inc.	29.18%
3.	Transportation Mobility Solutions	12.42%
	<b>Total Commitment</b>	100%

**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.

**FUNDING/EXPENDITURE PLAN  
TECHNICAL SUPPORT SERVICES/PS330290011455**

Contractor (P)rime or (S)ub	Uses of Funds	FY16	FY17	FY18	FY19	Total	
						% of Total	
<b>Jennillian (P)</b>	MATIS (511)	\$58,216	\$88,467	\$90,203	\$30,262	42%	\$267,148
	Call Box	\$4,869	\$7,379	\$7,495	\$2,511	4%	\$22,254
	RIITS	\$16,300	\$24,755	\$25,218	\$8,458	12%	\$74,732
<b>Eiger (S)</b>	MATIS (511)	\$29,651	\$44,770	\$45,213	\$15,120	22%	\$134,754
	Call Box	\$2,265	\$3,418	\$3,447	\$1,153	6%	\$36,956
	RIITS	\$8,134	\$12,279	\$12,397	\$4,146	2%	\$10,283
<b>Transportation Mobility Solutions (S)</b>	MATIS (511)	\$17,216	\$25,824	\$25,824	\$8,608	12%	\$77,471
	Call Box	\$0	\$0	\$0	\$0	0%	\$0
	RIITS	\$0	\$0	\$0	\$0	0%	\$0
<b>Subtotals</b>							
<b>Total</b>						100%	\$623,598





**Board Report**

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**File #:** 2015-1561, **File Type:** Informational Report

**Agenda Number:** 3.

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**SAFE BOARD MEETING  
OCTOBER 22, 2015**

**SUBJECT: NEXT GENERATION SOUTHERN CALIFORNIA 511 TRAVELERS INFORMATION SYSTEM**

**ACTION: RECEIVE AND FILE**

**RECOMMENDATION**

RECEIVE AND FILE status report on **Next Generation Southern California 511 Travelers Information System.**

**ISSUE**

In June of 2015 the Board authorized a two year extension of the current Southern California 511 Travelers Information System contract with the IBI Group. This action extended the current contract until June 30, 2017, at which time a new contract(s) would be in place to operate the next generation of the Southern California 511 system. This report is provided to present an outline of the strategy being pursued in support of the next generation Southern California 511 system.

**DISCUSSION**

**Background**

The Southern California 511 Traveler Information System is a regional resource that provides traffic, transit and other related traveler information through the use of an automated Interactive Voice Response (IVR) phone service, a web site and a mobile app. There is also a call center that supports motorist aid calls as well as provides assistance in the use of the IVR. Southern California 511 is operated in partnership with the Orange County Transportation Authority, the Ventura County Transportation Commission, CHP and Caltrans.

The system went live in June 2010 and currently averages over 300,000 users per month. The current system is the first of its type for this region. Based upon the experiences of this first generation system, staff is proceeding with an updated strategy to support the next generation 511 system and to ensure improved performance, quality and usage of the service. A major element of the strategy is to contract directly with the providers of the service platforms, which will enable each contractor to focus on their areas of expertise. Additionally, obtaining platform experts will help improve innovation, customer service and oversight of the system by LA SAFE. A summary of the

strategy is contained in the attached presentation.

**FINANCIAL IMPACT**

None

**ALTERNATIVES CONSIDERED**

Since this is a Receive and File no alternatives were considered

**NEXT STEPS**

Procurement Action in support of the Next Generation Southern California 511 system will begin in October.

**ATTACHMENTS**

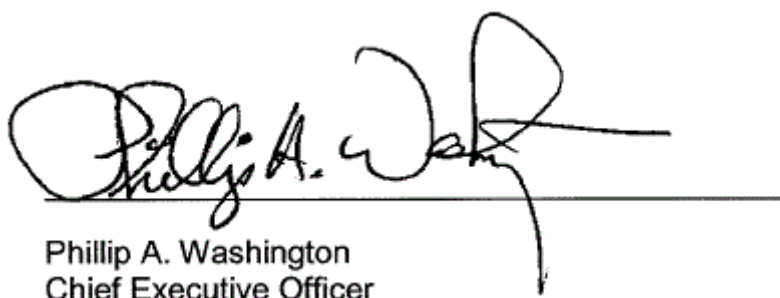
Attachment A - Next Generation Southern California 511 Travelers Information System

Prepared by:

Iain C. Fairweather, Senior Highway Operations Program Manager, (213) 922-5650  
Ken Coleman, Deputy Executive Officer, Highway Operation, (213) 922-2951

Reviewed by:

Shahrzad Amiri, Executive Officer, Congestion Reduction, (213) 922-3061



Phillip A. Washington  
Chief Executive Officer

# Next Generation Southern California 511 Traveler Information System



# Current Southern California 511 System

- Contract awarded in March 2008, system deployed in June 2010
- One contractor responsible for Interactive Voice Response (IVR) phone service, web site and call center
  - IVR 237,000 calls per month
  - Web 75,000 visits per month
  - Call Center 40,000 calls per month
- Separate Mobile App introduced in 2014
  - 7,000 users per month
  - 52,000 downloads
- Independent 3<sup>rd</sup> party review conducted in 2015 recommended improvements in:
  - Ability to interact directly with service providers
  - Voice recognition of the automated IVR phone service
  - Helpdesk support management



# NextGen 511 Goals

Based on 3<sup>rd</sup> party assessment and lessons learned:

- Contract directly with platform experts (IVR, Web/Mobile) to achieve:
  - Improved management by enabling direct interaction with contracted platform experts
  - Increased focus by contractors on each area of expertise
  - Increased focus on Innovation and System Improvement (greater evolution and growth)
  - Deployment of latest technology
- Increase the Focus on the customer
  - Firms with demonstrated experience interacting with the public as well as the client
- Increased flexibility to enable easier upgrades, improvements, new services and support during emergencies



# NextGen 511 Strategy: System Elements

- Traveler Information Services (web, mobile, social and direct)
  - Focus on mobile strategy
  - Integrate a social media platform
  - Develop personalized services
- Interactive Voice Response
  - Specialized technical platform
  - Focus on providing an easy-to-use interface
  - Explore and develop the solution using latest technology
- Call Center
  - Focus on Motorist Aid (Call Box and 511 Motorist/Roadside Assistance)
  - Improved customer service



# NextGen Outreach to Date

- Partner agency reviews
  - Orange County (OCTA), Ventura County (VCTC), Caltrans
- External agency review
  - Riverside County (RCTC), San Bernardino County (SANBAG)
- Internal department reviews
  - ITS, Marketing



# Next Steps

- Procurement
  - Release RFPs: End of October
  - Award: 3<sup>rd</sup> to 4<sup>th</sup> Quarter FY16
- Transition to Next Generation 511
  - Development: 6 to 9 months
  - Implementation: June 2017
  - Operation: 39 to 42 months
- Additional resources are anticipated to be requested via the FY17 budget to include As-Needed support to assist with Quality Control/Quality Assurance and Performance Monitoring.

