



Metro

Los Angeles County
Metropolitan Transportation Authority

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**OPERATIONS COMMITTEE
SEPTEMBER 16, 2010**

**SUBJECT: CONTRACT NO. OP39612514, REAL-TIME BUS ARRIVAL
INFORMATION SYSTEM, NEXTBUS, INC.**

ACTION: APPROVE CONTRACT AWARD

RECOMMENDATION

Authorize the Chief Executive Officer to award a five and a half-year firm fixed price contract, Contract No. OP39612514, to NextBus, Inc., for a real-time bus arrival information system in an amount not-to-exceed \$1,649,900 inclusive of two one-year options.

RATIONALE

Real-time bus arrival information is the data (time in minutes) when a particular bus will arrive at a particular stop. The missing link in providing real-time information to the public is not the location of the bus at any given time, but the predictive algorithm to determine how long it will take for the next bus to arrive at any given location, as well as the capability to effectively disseminate the information to the public. NextBus will provide technical services to generate the predictive information (based on MTA's ATMS location information) and distribute to various communication channels including web, rail-to-bus connection information, mobile devices, and MTA partners (by providing web hosting services).

Real-time bus arrival information will be made available for all vehicles in MTA's fleet with ATMS capability including those in the contracted service fleet. The recommended contract will provide reporting and monitoring tools. MTA's customer service team will be able to playback specific vehicles on any line to validate whether a vehicle was at a specific location/time to assist with customer concerns. This feature will also assist division staff and field supervisors with improved oversight that will help improve service performance.

The dissemination of transit information will interface with the Southern California 511 system as well as our own metro.net in order to implement a cohesive strategy that maximizes the availability and user-friendliness of real-time information to the public. The contracted service also provides the flexibility to push the data distribution to third party developers (by a web service or API) such as mobile

application developers - which increases MTA's ability to more readily adapt and change as new technology improvements come to market.

The service will provide the framework for a public information dissemination strategy that will then be developed. This strategy will include a variety of methods to display the real-time information to the public (shared/retrofitted bus/rail display signs at rail stations, on-street signs (static and dynamic) where appropriate, kiosks, transit centers, major transfer hubs, etc.). Dissemination of bus arrival information will be phased in upon availability and priority of funding with the intent of providing information where patrons need it most; on-street awaiting their next bus.

The recommended contract is expected to provide real-time bus arrival information via text-message, smart/cell phone and/or web by early 2011.

Background

The ability to provide reliable real-time bus arrival information to the public is one of the most sought after services under development at transit agencies. Most transit agencies provide static scheduling information to the public, but it is the dynamic availability of transit information that is the most useful to the public as it accounts for real world changing conditions like traffic, maintenance issues, detours, etc. that affect commute patterns and transportation options.

Providing real-time bus arrival information seems straight forward, but in practicality, it requires the complex management of variables that must be coordinated in an up-to-the-minute fashion so as to provide the public with information that is both useful and accurate. The complexity of the bus arrival information depends on a reliable fleet (maintenance) that operates on an established route (schedule adherence) with the required technology (ATMS automated vehicle location information) that is constantly updated (poll rate) for real-world events like traffic and special events (via the bus operations control center) all supported by MTA's front line (bus operators) that can all be disseminated to the public in a variety of ways (511) that work together to provide the best customer information and service possible.

At the core of the Bus Arrival Information System (BAIS) is MTA's fleet of vehicles with the technology needed to obtain bus arrival information. Over the years, MTA has invested in upgrading its vehicle fleet with the necessary technology. The ATMS system is the operational system used to manage MTA's 2500+ bus vehicle fleet and provides the real-time automated vehicle location (AVL) information required for the BAIS system to function.

FINANCIAL IMPACT

The first year funding for this recommended contract award is included in the FY11 budget in cost center 3961, ATMS Engineering and Maintenance, under Project

306006, Bus Operations Administration and line item 50320, Service- Contract Services. Since this is a multi-year project, the Project Manager and the Chief Operations Officer are responsible for budgeting costs in future years.

Impact to Bus and Rail Operating and Capital Budget

The current year of funding for this recommended contract award will come from Bus/Rail operating funds. FY11 expenditures are not expected to exceed the FY11 budgeted amount. On-going operating funds are required to support this contract and will be included in the annual budget process.

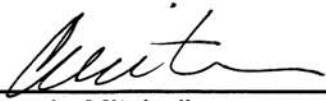
ALTERNATIVES CONSIDERED

The Board could decide not to award or to postpone this contract. However, this is not recommended as the proposed contract provides one of the most broad-based, customer focused public service that will be available countywide.

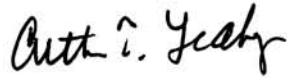
ATTACHMENT(S)

- A Procurement Summary
- A-1 Procurement History
- A-2 List of Subcontractors

Prepared by: Samira Baghdikian, Senior Contract Administrator
Al Martinez, Supervising Engineer, Operations



Lonnie Mitchell
Chief Operations Officer



Arthur T. Leahy
Chief Executive Officer

**BOARD REPORT ATTACHMENT A
PROCUREMENT SUMMARY**

REAL-TIME BUS ARRIVAL INFORMATION SYSTEM

1.	Contract Number: OP39612514		
2.	Recommended Vendor: NextBus, Inc.		
3.	Cost/Price Analysis Information:		
	A. Bid/Proposed Price: \$ 2,591,966	Recommended Price: \$ 1,649,900	
	B. Details of Significant Variances are in Attachment A-1.D		
4.	Contract Type: Firm Fixed Price		
5.	Procurement Dates:		
	A. Issued: March 15, 2010		
	B. Advertised: March 11 and 15, 2010		
	C. Pre-proposal Conference: March 25, 2010		
	D. Proposals Due: April 29, 2010		
	E. Pre-Qualification Completed: May 11, 2010		
	F. Conflict of Interest Form Submitted to Ethics: July 26, 2010		
6.	Small Business Participation:		
	A. Bid/Proposal Goal: No Goal Recommended	Date Small Business Evaluation Completed: N/A	
	Small Business Commitment: Not Applicable		
7.	Invitation for Bid/Request for Proposal Data:		
	Notifications Sent: 6	Proposals Picked up: 59	Bids/Proposals Received: 7
8.	Evaluation Information:		
	<u>A. Bidders/Proposers Names:</u>	<u>Bid/Proposal Amount:</u>	<u>Best and Final Offer Amount:</u>
	1. NextBus, Inc.	1) \$2,591,966	1) \$1,649,900
	2. Clever Devices	2) \$2,515,905	2) \$2,117,119
	3. ACIS, Inc.	3) \$2,556,676	3) \$2,577,182
	4. ACS Transport Solutions, Inc.	4) \$2,072,561	4) N/A
	5. Iteris, Inc.	5) \$1,879,608	5) N/A
	6. Syncromatics Corp.	6) \$22,700,000	6) N/A
	7. JM Fiber Optics, Inc.	7) \$1,766,032	7) N/A
	B. Evaluation Methodology: Details are in Attachment A-1.C		
9.	Protest Information:		
	A. Protest Period End Date: September 22, 2010		
	B. Protest Receipt Date: TBD		
	C. Disposition of Protest Date: TBD		
10.	Contract Administrator: Samira Baghdikian	Telephone Number: 922-1033	
11.	Project Manager: Al Martinez	Telephone Number: 922-2956	

**BOARD REPORT ATTACHMENT A-1
PROCUREMENT HISTORY**

REAL-TIME BUS ARRIVAL INFORMATION SYSTEM

A. Background on Contractor

NextBus, Inc. (NextBus), founded in 1997, is a wholly-owned subsidiary of WebTech Wireless, a publicly held company, with offices located in Alameda, California. NextBus provides real-time predictive arrival information for public transit and other transportation fleets. Its patented technology allows users to obtain bus arrival information via message displays at bus stops, interactive voice response systems and the internet. Since its inception, NextBus' installed base has grown from half a dozen to over 70 agencies and organizations in North America. Clients in California include San Francisco MUNI, San Francisco Water Transit Authority, UC Davis, UCLA, Ventura County Transportation Commission, Glendale BeeLine, AC Transit, and Emery-Go-Round. Clients throughout the nation include New Jersey Transit, Massachusetts Bay Transportation Authority, Seattle Streetcar, Washington Metropolitan Area Transit Authority, Delaware Dart and University of South Carolina among others.

B. Procurement Background

This is a competitively negotiated procurement issued as an RFP using explicit evaluation factors. The evaluation criteria consisted of Experience, Functionality, Time to Implement and Price. Due to the six month implementation phase of the project, the base contract period is for 3.5 years, with two, one-year options, for a total potential contract term of 5.5 years. The period of performance is anticipated to begin on or about October 2010.

The Diversity and Economic Opportunity department (DEOD) did not recommend a Small Business Enterprise (SBE) participation goal for this contract due to lack of subcontracting opportunities.

C. Evaluations of Proposers

Proposals were evaluated according to MTA's Procurement Policies and Procedures for competitively negotiated procurements. Seven proposals were received from NextBus, Inc. (NextBus), Clever Devices, ACIS, Inc. (ACIS), ACS Transport Solutions, Inc., Iteris, Inc., Syncromatics Corporation and JM Fiber Optics, Inc.

A source selection committee, comprised of MTA personnel, evaluated the proposals and determined that NextBus, Clever Devices and ACIS were within

the competitive range. Request for technical clarifications were then sent out to NextBus, Clever Devices and ACIS. The technical clarifications responses received did not change the statement of work requirements; therefore, requests for Best and Final Offers were requested. The recommended Contractor (NextBus) was not only determined to be the highest rated technical proposer, but also offered the lowest price.

D. Cost/Price Analysis Explanation of Variances

The recommended price of \$1,649,900 has been determined to be fair and reasonable based upon price analysis and adequate price competition under the competitive procurement process. The recommended price is lower than the independent cost estimate of \$2,055,000.

**BOARD REPORT ATTACHMENT A-2
LIST OF SUBCONTRACTORS**

REAL-TIME BUS ARRIVAL INFORMATION SYSTEM

PRIME CONTRACTOR – NextBus, Inc.

Small Business Commitment

Other Subcontractors

N/A

N/A

Total Commitment 0 %