



**Metro**

Los Angeles County  
Metropolitan Transportation Authority

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**PLANNING AND PROGRAMMING COMMITTEE**  
**July 16, 2008**

**SUBJECT: COUNTYWIDE METRO RAPID SIGNAL PRIORITY EXPANSION,  
PHASE II: PS-4360-2153**

**ACTION: APPROVE RECOMMENDATION**

**RECOMMENDATIONS**

Authorize the Chief Executive Officer (CEO) to award a firm fixed-price contract, Contract No. PS-4360-2153, to Iteris, Inc. for the Countywide Metro Rapid Signal Priority Expansion, Phase II Project to provide professional services in the amount of \$7,998,715, inclusive of an option to purchase and install additional equipment, effective August 1, 2008.

**RATIONALE**

This effort is the second phase of our Countywide Signal Priority (CSP) rollout, which will implement wireless signal priority technologies to support Metro Rapid operations along the Manchester, Garvey-Chavez, and Atlantic corridors. This project will eliminate existing signal priority system gaps and ensure that Metro Rapid bus speed improvement goals for the aforementioned corridors are achieved.

As part of the Metro Rapid Five-Year Implementation Plan ratified in September 2002 and subsequent infrastructure budget increases adopted by the Board in January 2008, staff issued a Request for Proposal (RFP) in March 2008 to retain the necessary professional services to design, procure and implement signal priority for the final three Metro Rapid corridors requiring CSP technologies.

Proposals for the Countywide Metro Rapid Signal Priority Expansion, Phase II Project were received in April 2008 and thoroughly reviewed and evaluated by a Source Selection Committee. The proposal review process, including candidate interviews, culminated in the selection of a consulting team headed by Iteris, Inc. as the most qualified to deliver the scope of work solicited through the competitive RFP process.

## **Background**

In 1998, we initiated the Countywide Bus Signal Priority (BSP) Pilot Project as part of an effort to design, develop, implement, and evaluate a multi-jurisdictional bus signal priority system as well as develop countywide signal priority guidelines for Los Angeles County. The BSP Pilot Project was a collaborative effort bringing together multiple jurisdictions and transit operators to develop consensus towards a signal priority approach with countywide applicability. In February 2004, the system deployed as part of this effort debuted with the opening of Metro Rapid Line 710 on Crenshaw Boulevard. This event marked the first successful demonstration of signal priority operations across multiple jurisdictional boundaries in Los Angeles County.

In 2005, we embarked on the Countywide Metro Rapid Signal Priority Expansion Project, a follow up to the previous successful demonstration pilot and the first phase of an expansion effort to implement signal priority for seven additional Metro Rapid corridors traversing through twenty-four jurisdictions. In accordance with the Metro Rapid Five-Year Implementation Plan, this first phase focused on providing bus signal priority in conformance with our Countywide Signal Priority guidelines for four Metro Rapid corridors including, Pacific-Long Beach, Soto, Hawthorne, and Florence. CSP system deployments for the Soto and Pacific-Long Beach Metro Rapid corridors were completed in October 2007 and February 2008 respectively. CSP system deployments for the Hawthorne and Florence Metro Rapid corridors are scheduled for completion in September 2008.

At this time we are positioned to immediately move forward with the final phase of the Countywide Metro Rapid Signal Priority Expansion Project. Lessons learned from the Pilot and Phase I expansion projects have been folded into the Phase II project approach and will help to facilitate consensus building efforts and minimize project delay.

## **FINANCIAL IMPACT**

The funding of \$800,000 for this professional services contract has been included in the FY09 approved budget in cost center #4360, project #405598 Metro Rapid, task #03.03. This project is a component of the Metro Rapid Five-Year Implementation Plan with an amended \$128.5 million project budget approved by the Board in January 2008. The funding source is a combination of Federal CMAQ and an FTA approved Very Small Starts Grant. Since this is a multi-year project, the Chief Planning Officer and Cost Center manager will be responsible for budgeting for expenditures in future years.

## **ALTERNATIVES CONSIDERED**

Several alternatives were considered prior to making this recommendation to the Board.

1. Staff considered not implementing signal priority on these three Metro Rapid Corridors. However, this would significantly degrade the quality of Metro Rapid services on the three targeted lines. It is projected that signal priority will reduce red light signal delay

experienced by Metro Rapid coaches by up to 23%, resulting in running time savings of up to 9%.

2. Staff considered utilizing existing in-house resources and personnel to design, procure, and install the various signal priority elements instead of retaining outside contract services. Due to the highly specialized technical nature of the work to be performed under this effort, the agency does not have the in house staff resources to deliver this project in a timely and cost-efficient manner.

**ATTACHMENT(S)**


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

Prepared by: Steven Gota, Transportation Planning Manager, San Gabriel Valley Area Team  
Mayumi Lyon, Contract Administrator



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Carol Inge  
Chief Planning Officer



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Roger Snoble  
Chief Executive Officer

**BOARD REPORT ATTACHMENT A  
PROCUREMENT SUMMARY  
COUNTYWIDE METRO RAPID SIGNAL PRIORITY EXPANSION  
PHASE II PROJECT**

1.	Contract Number: PS4360-2153		
2.	Recommended Vendor: Iteris Incorporated		
3.	Cost/Price Analysis Information:		
	A. Bid/Proposed Price: \$10,119,284.00	Recommended Price: \$7,998,715.00	
	B. Details of Significant Variances are in Attachment A-1.D		
4.	Contract Type: Firm Fixed Price		
5.	Procurement Dates:		
	A. Issued: 03/12/08		
	B. Advertised: 03/12/08 - 03/13/08 (different advertising mediums)		
	C. Pre-proposal Conference: 03/20/08		
	D. Proposals Due: 04/28/08		
	E. Pre-Qualification Completed: 06/09/08		
	F. Conflict of Interest Form Submitted to Ethics: 04/29/08		
6.	Small Business Participation:		
	A. Bid/Proposal Goal: 15% DALP	Date Small Business Evaluation Completed: June 26, 2008	
	B. Small Business Commitment: 19.30% (DALP) Details are in Attachment A-2		
7.	Invitation for Bid/Request for Proposal Data:		
	Notifications Sent: 29	Bids/Proposals Picked up: 32	Bids/Proposals Received: 2
8.	Evaluation Information:		
	A. Bidders/Proposers Names:  Iteris Incorporated ICx Incorporated	Bid/Proposal Amount: \$10,119,284.00 A&E : Cost Proposal unopened	Best and Final Offer Amount: \$7,998,715.00 -----
	B. Evaluation Methodology: Cost Analysis details are in Attachment A-1.C		
9.	Protest Information:		
	A. Protest Period End Date: 7/22/08		
	B. Protest Receipt Date: N/A		
	C. Disposition of Protest Date: N/A		
10.	Contract Administrator: Mayumi Lyon Ales	Telephone Number: 922-4020	
11.	Project Manager: Steve Gota	Telephone Number: 922-3043	

**BOARD REPORT ATTACHMENT A-1  
PROCUREMENT HISTORY  
COUNTYWIDE METRO RAPID SIGNAL PRIORITY EXPANSION  
PHASE II PROJECT**

**A. Background on Contractor**

Iteris Incorporated is located at 707 Wilshire Blvd., Suite 4810, Los Angeles, California 90017-4307.

Iteris Inc. was established in 1991 as a traffic engineering, ITS, transportation planning, and systems integration firm. Iteris, Inc. is the leader in the traffic management market delivering total solutions to their clients. Iteris provides agencies nationwide with innovative and cost-effective approaches to the design and implementation of ITS field elements, communications networks, central systems and Traffic Management Centers (TMC).

Iteris, Inc. is involved in multiple transit ITS projects. They have completed and ongoing assignments with us on the Countywide Metro Rapid Signal Priority Expansion Phase I and the Metro Gold Line Eastside Extension Design/Build Project, both to our satisfaction.

Iteris, Inc. has overseen numerous transit ITS projects across the nation and has provided multidisciplinary services involved in designing, deployment and integration of communications systems for Metro, as well as City of Mission Viejo ITS Design and Integration Services, City of Fountain Valley ITS Design (Phase III and IV), South Bay Signal Synchronization and Bus Speed Improvements Plan (Part II), and Stockton Boulevard Bus Rapid Transit (Phase I and II).

**B. Procurement Background**

The Request for Proposal (RFP) is a standard Architect and Engineering (A & E) qualifications based, negotiated competitive procurement, pursuant to the Brooks Act where cost is not a part of the evaluation criteria. This procurement is in support of the Countywide Metro Rapid Signal Priority Expansion Phase II. There is one option in this procurement for ten additional on-bus equipment packages including installation and testing to be exercised based upon Metro Rapid operational requirements, interlining needs, and/or other Metro requests. This option was negotiated and included in the overall cost of the contract.

The Countywide Metro Rapid Signal Priority Expansion Phase II Project is part of the Metro Rapid Five-Year Implementation Plan. In our Board Meeting Minutes, dated September 26, 2002, item #10 was approved in support of the Metro Rapid Five-Year Implementation Plan. In the Board Meeting Minutes, dated April 28, 2005, item #10 was approved in support of a three-year firm fixed price contract no. PS-4360-1580 to PB Farradyne for the Countywide Metro Rapid Signal Priority Expansion Project Phase I. In our Board Meeting Minutes, dated January 24, 2008, item #8 was approved in support of increasing the Metro Rapid Five-Year Implementation Plan Budget.

The Diversity and Economic Opportunity Department (DEOD) recommended a 15% DBE Anticipated Level of Participation (DALP) goal. Achieving the DALP is a goal but not a condition of the award of the contract.

**C. Evaluation of Proposals**

The proposal evaluation was conducted in accordance with our Procurement Policy and Procedures. The source selection committee conducted a comprehensive technical evaluation, including oral discussions. Each proposal is considered responsive to the project and submittal requirements. Based on the evaluation criteria stipulated within the RFP solicitation requirements, Iteris Inc. received the highest ranking of the two responsive proposals received.

**D. Cost/Price Analysis Explanation of Variances**

The recommended price of \$7,998,715.00 has been determined to be fair and reasonable based upon a Management Audit Services (MAS) pre-award audit, a cost analysis, independent cost estimates, a fact find, technical review, and negotiations.

**BOARD REPORT ATTACHMENT A-2  
LIST OF SUBCONTRACTORS  
COUNTYWIDE METRO RAPID SIGNAL PRIORITY EXPANSION  
PHASE II PROJECT**

**PRIME CONTRACTOR – Iteris Incorporated**

**Small Businesses**

LIN Consulting, Inc.	5.04%
EIGER TechSystems	3.88%
Global Communications	3.78%
<u>First Call Office Solutions</u>	<u>6.61%</u>

**Other Subcontractors**

Telvent Farradyne, Inc.  
Crosstown Electric & Data  
Econolite Control Products, Inc.  
Team Econolite  
Urban Transportation Associates  
McCain, Inc.

Total DALP Participation      19.30%