



**Los Angeles County Service Authority for Freeway Emergencies**  
**Kenneth Hahn Call Box System**

One Gateway Plaza Los Angeles, California 90012-2952  
 TEL (213) 922-5652 FAX (213) 922-2955

**SAFE BOARD**  
**NOVEMBER 29, 2007**

**SUBJECT: MOTORIST AID AND TRAVELER INFORMATION SYSTEM (MATIS)**

**ACTION: AWARD CONTRACT NO. 06SAFE035 FOR THE DEVELOPMENT, DEPLOYMENT AND OPERATION OF MATIS SYSTEM AND AMEND THE FY08 BUDGET**

**RECOMMENDATION**

Authorize the Executive Officer to:

- A. Award a ten-year fixed-price indefinite quantity contract, Contract No. 06SAFE035, to IBI Group for the development, deployment and operation of the Motorist Aid and Traveler Information System (MATIS) in an amount not-to-exceed \$34,000,000, inclusive of two, two-year options, a 10% contingency, effective December 1, 2007.
- B. Amend the FY08 budget to add three full-time equivalents (FTEs) to support the development, deployment and management of MATIS.

**RATIONALE**

SAFE is responsible for providing motorist aid services for Los Angeles County. MATIS is a combined motorist aid operation that will provide: 1) a call center to support call box, #399 mobile call box and 511 operator-assisted calls; 2) fleet monitoring support for the Metro Freeway Service Patrol (FSP) program; and 3) the regional 511 Traveler Information system. The MATIS call center is needed to replace the current call center, AAMCOM, whose contract will expire in April 2008. The fleet monitoring service is needed to provide improved oversight and management of the FSP tow truck fleet, which consists of approximately 150 vehicles. MATIS will ensure that there are sufficient resources to monitor and respond to fleet monitoring and management issues throughout the entire Metro FSP hours of operation. The deployment of the regional 511 system will ensure that Los Angeles County meets the requirement of having a national, inter-operable 511 Traveler Information system deployed throughout the United States by September 2010, which is identified as a priority in § 5306 of the 2005 Federal Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU).

The addition of three FTEs, two program management and one contract administration position (See Attachment B for position details), will ensure that there is sufficient program and contract management staff to support MATIS and SAFE. The FTEs will be utilized to support all functions of MATIS, in particular 511, and will perform a variety of duties including interagency coordination, marketing, systems development, web-site management, fleet monitoring coordination, call center development, interactive voice response system management, contract administration, change order administration and contract compliance, etc. The FTEs may have some general technical knowledge but will not be subject matter experts and will be responsible for performing general program and contract management duties. The San Francisco Bay Area 511 program, which serves the seven million Bay Area residents and provides a comparable 511 system but does not operate a call center or provide FSP fleet monitoring services, has five dedicated FTEs to support its operation and contracts consultants for additional support. There are currently no FTEs dedicated to support the 511 Traveler Information System.

### Background

On July, 21, 2000, the Federal Communications Commission designated 511 as the national traveler information number. Since then, 29 states representing 44% of the national population have deployed a 511 Traveler Information system. In addition to the United States, Canada is also pursuing the deployment of a nation 511 Traveler Information system. The neighboring states of Arizona, Nevada and Oregon all have operational 511 programs. In California there are successful 511 programs operating in the San Francisco Bay Area, San Diego and the Sacramento regions. The primary purpose of 511 is to provide an easy to remember and use number for which the public can obtain traveler information. 511 systems are primarily automated with callers being connected to and interacting with an automated Interactive Voice Response system (IVR) to obtain their requested information. Since the initial deployments, 511 has grown to include a companion web-site. All 511 systems provide a base level of information that includes traffic and weather information. In addition to this information, the Los Angeles regional 511 system will provide transit, rideshare and other traveler related information to the motoring and general public. 511 differs from other private sector traffic providers by providing a comprehensive menu of information via both phone and web, while most private sector providers focus primarily on freeway traffic content. The overall goal of 511 is to provide the public with information which will allow them to make informed decisions regarding their travel plans thereby improving the overall efficiency and use of the transportation system. 511 is also used as a tool to provide the public with AMBER alert, special event and general emergency information.

In Los Angeles, MATIS will be comprised of three distinct but inter-related functions: a call center, a fleet monitoring operation and the 511 traveler information service. The call center will support call box, #399 and 511 operator assisted calls and the fleet monitoring operation will provide data that can help streamline call box call handling and identify incidents that can be reported via 511.

The MATIS Contract is also unique in having secured guaranteed revenue from advertisement, which allows the contractor to offset its operating costs, thereby reducing the

total cost to SAFE. Advertisements will generate an offset of \$8,011,809 over the life of the contract. The guaranteed offsets were realized through negotiations of revenue generating proposals provided by each proposer as a result of an amendment to the RFP. The amendment was issued as a result of obtaining information regarding other 511 programs that either allow or are actively exploring the use of the 511 system to generate revenue to cover or defray some of the costs of operation. The revenue generating offsets for MATIS are a result of allowing the Contractor to place unobtrusive and approved advertising and/or sponsorships on MATIS. This is primarily realized through the use of advertising on the 511 system (telephone and web services). The offsets are guaranteed regardless of the actual use of MATIS and the 511 system and/or the receipt of revenue by the Contractor. The use of advertising and sponsorships must abide by contractual restrictions, approval requirements and Metro Communications Policy COM6. In addition to the guaranteed offset, the contract requires the Contractor to provide SAFE with 40% of any revenues realized above the guaranteed offset; thereby, providing potential additional revenues in the future. It is recommended that the additional revenue be eligible to be reinvested into MATIS and other SAFE projects.

SAFE has worked with and will continue to work with a variety of agencies in the overall development, deployment, management and operation of MATIS, in particular the 511 system. Current agencies that SAFE has worked with include Metro, Caltrans, California Highway Patrol (CHP), Orange County Transportation Authority, Riverside County Transportation Commission, San Bernardino Associated Governments, and Ventura County Transportation Commission. As 511 continues to develop, coordination and partnership opportunities with additional agencies may emerge, this may include Metrolink, the City of Los Angeles, the County of Los Angeles, municipal transit providers, airports, the Ports of Los Angeles and Long Beach and other interested parties.

### **FINANCIAL IMPACT**

The funding of \$8,000,000 for this service is included in SAFE's approved FY08 budget under Cost Center 3351, Motorist Services, under Project 300209, Kenneth Hahn Call Box Program and line item 50320, Contract Services. Since this is a multi-year contract, the Cost Center Manager and SAFE Deputy Executive Officer will be accountable for budgeting the cost in future years.

Existing SAFE funds have been identified as the funding source to cover the cost of the additional FTEs. SAFE has sufficient funds currently available to fund the cost of the additional FTEs in the FY08 budget and beyond.

### **ALTERNATIVES CONSIDERED**

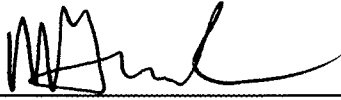
The Board may choose to not authorize the execution of this contract and/or not authorize the amendment of the FY08 budget. Neither of these alternatives is recommended. The execution of this contract is needed to ensure that there is a call center to handle call box and #399 calls. In addition, the contract is needed in order to develop and deploy the regional 511 Traveler Information system and ensure compliance with SAFETEA-LU section 5306. The budget amendment is needed to ensure that there is sufficient staff available to manage

and coordinate all activities associated with the development and deployment of MATIS and in particular 511. Without the additional FTEs, the overall development and deployment of MATIS and 511 may be adversely impacted.

**ATTACHMENTS**

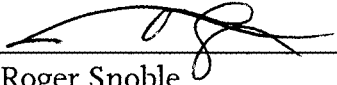
- A. Procurement Summary
- A-1. Procurement History
- A-2. List of Subcontractors
- B. Interoffice Memorandum

Prepared by: Ken Coleman, Motorist Services Program Manager  
Robert Vasquez, Senior Contract Administrator



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Michael Greenwood  
Deputy Executive Officer



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Roger Snoble  
Executive Officer

**ATTACHMENT A  
PROCUREMENT SUMMARY**

**CONTRACT NO. 06SAFE035  
MOTORIST AID AND TRAVELER INFORMATION SYSTEM (MATIS)**

1.	Contract Number: 06SAFE035		
2.	Recommended Vendor: IBI Group		
3.	Cost/Price Analysis Information:		
	A. Bid/Proposed Price: \$30,880,660	Recommended Price: \$34,000,000 (including contingency)	
	B. Details of Significant Variances are in Attachment A-1.D		
4.	Contract Type: Fixed-price Indefinite Quantity		
5.	Procurement Dates:		
	A. Issued: 09/28/06		
	B. Advertised: 09/26/06		
	C. Pre-proposal Conference: 10/12/06		
	D. Proposals Due: (initial RFP) 11/27/06 (revised RFP) 07/16/07		
	E. Pre-Qualification Completed: Not Applicable		
	F. Conflict of Interest Form Submitted to Ethics: 09/25/07		
6.	Small Business Participation:		
	A. Bid/Proposal Goal: 5.0% SBE	Date Small Business Evaluation Completed: 09/10/07	
	Small Business Commitment: 5.1% SBE (Details are in Attachment A-2)		
7.	Invitation for Bid/Request for Proposal Data:		
	Notifications Sent: 420	Bids/Proposals Picked up and/or Downloaded: 60	Bids/Proposals Received: 3
8.	Evaluation Information:		
	<u>A. Bidders/Proposers Names:</u>	<u>Proposal Amount:</u>	<u>Final Offer Amount:</u>
	IBI Group	\$35,367,000	\$30,880,680
	TI Ventures	\$72,354,822	\$40,396,375
	Traffic.com	\$54,690,669	\$35,674,034
	B. Evaluation Methodology: Details are in Attachment A-1.C		
9.	Protest Information:		
	A. Protest Period End Date: 11/23/07		
	B. Protest Receipt Date: TBD		
	C. Disposition of Protest Date: TBD		
10.	Contract Administrator: Robert Vasquez	Telephone Number: 213-922-1044	
11.	Project Manager: Ken Coleman	Telephone Number: 213-922-2951	

**ATTACHMENT A-1  
PROCUREMENT HISTORY**

**CONTRACT NO. 06SAFE035  
MOTORIST AID AND TRAVELER INFORMATION SYSTEM (MATIS)**

**A. Background on Contractor**

IBI Group is headquartered in Irvine, CA and has over 20 years experience in the deployment of technology systems in transportation. It deployed its first Advanced Traveler Information System (ATIS) in 1990 for Toronto, Canada's traffic management system. It has performed satisfactorily on smaller projects for Metro. IBI Group has developed "511" systems for other public agencies such as Connecticut Department of Transportation, Massachusetts Highways Department and Transport Canada. More recently, IBI Group partnered with LogicTree of Bowie, MD to win a "511" contract award from the State of Florida. For the MATIS project, IBI Group has also partnered with LogicTree under a Joint Venture (JV) agreement, with IBI Group as the lead partner.

**B. Procurement Background**

This is a competitively negotiated procurement under RFP No. 06SAFE035, which was issued on 09/28/06. Three responsive, responsible proposals were received on 11/27/06. A total of nine Requests for Proposal (RFP) amendments were issued during the procurement process. The base contract period is for six-years, plus two, two-year options, for a total potential period of performance of ten years.

**C. Evaluation of Proposals**

The Source Selection Committee consisted of voting members from LA SAFE, Metro, Caltrans, and four county transportation representatives from outside of Los Angeles County: San Bernardino Associated Governments (Sanbag), Riverside County Transportation Commission (RCTC), Orange County Transportation Authority (OCTA) and Ventura County Transportation Commission (VCTC). The California Highway Patrol (CHP) participated as a non-voting member and Jennillian Corp., a consultant, participated as a non-voting technical advisor to LA SAFE.

The original RFP proposal evaluation criteria were initially established with technical factors being weighted far greater than price. During the proposal evaluation process, Staff determined that the evaluation criteria weighting for price was too low, and that it would result in a flawed outcome. Rather than cancel and re-issue the RFP after eight (8) months of work, the evaluation criteria were amended to reflect an equal weighting between price and technical factors. Proposers were then given a fresh opportunity to present new offers based on Metro's preferred revised evaluation criteria.

During the subsequent negotiation process it was determined that another significant revision to the RFP should be made to allow for Revenue Generating Opportunities

(RGOs) which could significantly lower the overall cost of the MATIS project through the use of advertising and other means. An RFP amendment was issued to allow Proposers to include RGOs in their revised proposals. These revised proposals showed that LA SAFE would receive significant guaranteed price reductions through the use of a defined revenue sharing formula for all RGOs. The IBI Group received the highest overall evaluation based on all evaluation factors.

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

The recommended price has been determined to be fair and reasonable based upon adequate competition and price analysis. IBI Group received the highest overall evaluation and offers the lowest price of the three Proposers. Since this procurement was LA SAFE's first for such a system, no historical pricing information is available internally.



**ATTACHMENT A-2  
LIST OF SUBCONTRACTORS**

**CONTRACT NO. 06SAFE035  
MOTORIST AID AND TRAVELER INFORMATION SYSTEM (MATIS)**

**PRIME CONTRACTOR – IBI Group (Joint Venture Lead)**

**JOINT VENTURE PARTNER - LogicTree Corporation**

Small Business Commitment

Other Subcontractors

Interbase Corporation

Alta Resources

Total Commitment = 5.1% SBE Goal



## INTEROFFICE MEMORANDUM

**DATE:** SEPTEMBER 25, 2007  
**TO:** MICHAEL GREENWOOD  
**FROM:** KENNETH COLEMAN *KC*  
**SUBJECT:** MATIS AWARD BOARD REPORT – FTE ALLOCATION REQUEST

This memo is to provide additional information and justification for the FTE allocation request included in the MATIS contract award report. The report, as drafted, requests an amendment to add 3 full-time equivalents (FTEs) to the adopted FY08 SAFE budget. These FTEs are requested to ensure that there is sufficient staff support for MATIS/511 and SAFE. These positions will ensure that SAFE has sufficient staff to manage the initial duties and workloads created with the development and deployment of MATIS/511. Currently SAFE has no FTEs dedicated to supporting MATIS/511 or to ensure that SAFE can properly respond to new developments or issue that may arise as a result of MATIS/511. This is in contrast to the MTC Bay Area 511 program that has 5 dedicated program management FTEs in support of their program.

The requested staff allocation consists of one FTE for the following positions:

- Program Manager IV

This position will be responsible for the overall daily management and operation of MATIS. The position will be critical in keeping the contractor focused on the initial development and deployment of MATIS on schedule and within scope. Key duties include:

- Contract and project management;
- Regional interagency coordination;
- Metro and transit services coordination and development;
- Real-time transit services development;
- Special event services development and management;
- Emergency information services development and management;

- IVR and web site regional coordination and development;
- Airport services development management;
- Project tracking and management;
- Fleet monitoring services development;
- Call center development and management;
- Major incident service coordination and management;
- Management of enhancements and system expansion;
- Telco provider coordination and negotiations;

- Project Manager III

This position will provide project management support for MATIS. This position will serve to oversee and coordinate the multi-county regional outreach/marketing programs and manage the recently obtained \$1 million Mobile Sources Air Pollution Reduction Review Committee (MSRC) 511 marketing and outreach grant. The position will also develop, manage and coordinate the marketing/communications needs for all the current and future Motorist Services programs – including #399, Metro FSP and Big Rig Service Patrol. The position will work closely with Metro Communications to ensure a smooth and seamless operation and marketing of 511. This position will also directly manage specific functions of MATIS/511, including customer services, responding to requests for information, web site management, and performance monitoring. This position is critical to ensuring that there is a consistent and effective communications and outreach program in support of 511, which in turn is critical to ensuring the overall success and recognition of 511. Key duties for this position include:

- Web site development oversight and management;
- IVR development assistance and management;
- Performance monitoring development and management;
- Revenue/advertising monitoring and management;
- 511 marketing/outreach development and management;
- Customer comment survey review and response;
- New services development outreach;
- 511 and ITS services research, development and monitoring;
- Customer service management;
- Media relations management;
- Metro rideshare and bicycle program coordination;
- Motorist Services programs communications/outreach management;
- MSRC Grant management;
- Communications strategic plan development and implementation;

- Senior Contract Administrator

This position will provide contract and procurement support for all SAFE projects including MATIS, call boxes, #399 and other new motorist services activities. This position will also support FSP and Big Rig Service Patrol contracting activities as required. Currently, SAFE has no dedicated FTE to support SAFE contracts/procurement activities. To date, Metro contracts/procurement staff has provided support to SAFE by absorbing the workload into their existing staff allocation. With the implementation of MATIS and planned Metro contracts/procurement activity, Metro will not be able to fully support SAFE. This additional

contracts/procurement activity, Metro will not be able to fully support SAFE. This additional FTE will ensure that SAFE has a dedicated knowledgeable contracts/procurement staff to oversee and handle all SAFE actions. Key duties and projects for this position include:

- On-going, post award contract administration of MATIS;
- Change order support for MATIS;
- Formal SAFE solicitations and source selections;
- Small purchase buying;
- Project management support;
- 511 marketing/outreach procurements;
- New call box maintenance procurement;
- Inter-agency MOU/Agreement negotiations and support;
- Compliance with SAFE procurement policy and procedures;
- SAFE procurement boilerplate development and maintenance.

#### Current FTE Allocation

The current SAFE staff allocation is not sufficient to support the additional requirements and duties imposed by the deployment of MATIS. The current budgeted allocation consists of the following:

• DEOD (SBE Program)	0.1
• Westside/Central Sector	0.605
• SAFE – Admin	2.05
• SAFE – Program Management	5.0
• SAFE – Other	0.5
• Contracts	<u>0.0013</u>
• Total	8.2563

Of these only the 5 FTEs are allocated to program management support for SAFE and Motorist Services program/services. This FTE allocation is sufficient to support and manage current SAFE and motorist services operations, which include the call box, #399 mobile call box, Metro FSP and Big Rig Service Patrol programs, as well as providing a limited level of support and oversight for MATIS. The duties/responsibilities assigned to the 5 FTEs is defined below:

- Motorist Services Field Representative – 1.0 FTE

This position is responsible for the management of all call box field activities. This includes inspection of call box maintenance, troubleshooting call box field issues, coordination of all field activities, coordination with Caltrans, CHP and County Public Works, testing and inspection of the call box call center, coordination with the wireless service contract, field management of the system-wide call box restructuring plan and digital call box transition project. This position does not directly support any MATIS activities.

- Motorist Services Program Administrator – 2.0 FTE

There are two FTEs in this category. One FTE support all daily management of the Metro FSP program and the other FTE supports the daily management of the call box and #399 mobile call

box programs. Duties/responsibilities generally include contract management, project management, CHP and Caltrans operational coordination, marketing/outreach management, systems/operations improvements and all other duties required to ensure the efficient daily operation of each program. These positions do not directly support any MATIS activities.

- Motorist Services Technical Administrator – 1.0 FTE

This position is responsible for providing technical management support to all Motorist Services programs/services. General duties include management of Metro FSP communications, management of the development of the digital call box, troubleshooting call box and FSP technical issues, CHP communications and technical coordination, systems operations and management, supporting MATIS systems development and technical issues. This position will provide technical systems support and oversight for MATIS. Items/activities that this position will manage for MATIS include systems architecture and development, RIITS development and coordination, Caltrans data reliability and integrity improvement and coordination, IVR systems development, fleet monitoring systems development, new systems development and integration, on-going systems operation and maintenance.

- Motorist Services Program Manager – 1.0 FTE

This position is responsible for the overall management of all Motorist Services programs, services and activities, including the administration and oversight of SAFE. SAFE is a separate legal motorist aid authority that is housed within the MTA and obtains support services from the PTSC. This allocation ensures that there is an individual responsible for the overall oversight and management of SAFE. The Program Manager is responsible for staff supervision, implementation of strategic initiatives, development of strategic plans, procurement/contracts management, development and implementation of policies and procedures, management of various SAFE projects (call box, #399, MATIS/511), fund management, budget development and management, inter-agency, statewide and national coordination, marketing, contract/agreement development and negotiations, and all other activities required to ensure that SAFE and Motorist Services operate in an effective and efficient manner. This position will provide management oversight for all MATIS activities and will be involved in all phases of MATIS development, enhancements, deployment and operation.

#### Funding

Funding for these additional FTEs will come from existing SAFE funds. There is currently a sufficient amount of SAFE funds available to absorb the increased cost of these FTEs into the FY08 budget and beyond. Based upon the financial forecast included in the SAFE FY08 adopted budget report, SAFE is projecting approximately \$41 million in available funds for FY08. Of this the adopted budget proposed to use approximately \$20 million leaving a surplus of \$21 million in available funds. Using the mid-points for the three new FTE positions and applying a 50% increase for fringe, the budget impact of adding these positions is approximately \$400,000 for the full year. Due to hiring timelines the actual FY08 impact will most likely be in the \$225,000 range depending upon the final negotiated salaries and hiring dates. There are sufficient existing SAFE funds to absorb the impact of these additional FTEs for this fiscal year and for the next five years.

