



OPERATIONS COMMITTEE  
JUNE 19, 2008

**SUBJECT: TRANSIT DATABASE UPGRADE**

**ACTION: AWARD CONTRACT PS39602143 TO JESKELL, INC. FOR \$234,347**

**RECOMMENDATION**

Authorize the Chief Executive Officer to award Contract PS39602143 to Jeskell, Inc. for the design and implementation of a Transit Database (TDB) Upgrade, including the provision of required hardware, software and associated labor, for the Advanced Transportation Management System (ATMS) for a firm, fixed price in the amount of \$234,347.

**RATIONALE**

The TDB is the central repository for the ATMS operational data used for interfacing to the various support systems that require real-time bus information. The TDB provides the data fusion function and enhances network security by isolating the ATMS operational system from the various external systems that require data access.

The TDB provides the daily download of operator information from the Transit Operating and Trends System (TOTS) to ATMS so that system logon can be made using the ATMS/Universal Fare System single logon feature by having the latest manpower schedules available. Our comprehensive M3 maintenance system obtains information from the TDB to resolve real-time fleet maintenance issues (vehicle incidents, breakdowns, etc.).

The current TDB has reached the end of its useful service life for similar equipment used in a real-time 24/7 operational environment. The TDB upgrade will provide for system redundancy, backup capability, and increased storage capacity for faster vehicle polling. Additionally, the TDB upgrade will improve data access to meet the need for simultaneous operational reporting, active fleet management and AVL vehicle tracking.

This turnkey contract will provide the required IBM/Cisco hardware, Oracle/Windows software, and the configuration, integration, testing and system cutover needed to ensure a seamless transition from the current to the new upgraded system.

## **Background**

The ATMS is the core operational system used to manage our 2500+ bus vehicle fleet. The ATMS provides voice/data radio dispatching capabilities as well as automatic passenger counting (APC), automated vehicle annunciation (AVA), video surveillance, real-time automated vehicle location (AVL) information and daily operator schedules. The ATMS development started in 2002 and was operational across the fleet by 2004. The ATMS supports many of our newer operational initiatives as well as our ongoing operational performance objectives.

## **FINANCIAL IMPACT**

Funding for this project is included in the FY08 capital budget under CP 202232 (ATMS Upgrade) and is included in the FY09 capital budget in Cost Center 3960.

Since this is a multi-year project, the Project Manager and Chief Operations Officer are responsible for budgeting costs in future years consistent with the board-adopted total life-of-project budget. This action will not impact the approved life-of-project budget.

## **ALTERNATIVES CONSIDERED**

An alternative to undertaking the TDB Upgrade is not to proceed with the enhancement. This is not recommended because the TDB is nearing the end of its useful service life. Failure to upgrade the TDB will result in increased operational expenses to support daily revenue service requirements as the ATMS seeks to meet the performance needs of on-going operational development (Rapid Bus Expansion, 511, Bus Signal Priority, Next-Bus arrival information, etc.) that are being developed throughout the agency and rely on accurate and available real-time information. Further, the decision not to proceed with the upgrade will increase the possibility of primary and dependent system failures.

## **ATTACHMENT(S):**

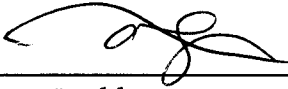
- A Procurement Summary
- A-1 Procurement History
- A-2 List of Subcontractors

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Michael J. Cannell  
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Roger Snoble  
Chief Executive Officer

**BOARD REPORT ATTACHMENT A  
PROCUREMENT SUMMARY**

**Transit Database Upgrade**

1.	Contract Number: PS39602143		
2.	Recommended Vendor: Jeskell, Inc.		
3.	Cost/Price Analysis Information:		
	A. Bid/Proposed Price: \$234,347	Recommended Price: \$ 234,347	
	B. Details of Significant Variances are in Attachment A-1.D		
4.	Contract Type: Firm Fixed Price		
5.	Procurement Dates:		
	A. Issued: 2-14-2008		
	B. Advertised: 2-15-2008		
	C. Pre-proposal Conference: 2-21-2008		
	D. Proposals Due: 3-24-2008, BAFO Due: 4-16-2008		
	E. Pre-Qualification Completed: 5-9-2008		
	F. Conflict of Interest Form Submitted to Ethics: 4-1-2008		
6.	Small Business Participation:		
	A. Bid/Proposal Goal: 0% SBE Goal	Date Small Business Evaluation Completed: 12-3-2007	
	Small Business Commitment: N/A		
7.	Invitation for Bid/Request for Proposal Data:		
	Notifications Sent: 1,123	Bids/Proposals Picked up: 78	Bids/Proposals Received: 2
8.	Evaluation Information:		
	A. Bidders/Proposers Names:  1. Jeskell, Inc.  2. Direct System Support	<u>Bid/Proposal Amount:</u> \$228,047 (Technically Unacceptable) \$199,713 (Technically Unacceptable)	<u>Best and Final Offer Amount:</u> \$234,347 (Technically Acceptable) No Bid
	B. Evaluation Methodology: Selection of lowest price, technically acceptable proposal. Details are in Attachment A-1.C		
9.	Protest Information:		
	A. Protest Period End Date: 6-24-2008		
	B. Protest Receipt Date: TBD		
	C. Disposition of Protest Date: TBD		
10.	Contract Administrator: Mark Lu	Telephone Number: 922-4689	
11.	Project Manager: Robert Fischer	Telephone Number: 922-3416	

## BOARD REPORT ATTACHMENT A-1 PROCUREMENT HISTORY

### Transit Database Upgrade

#### A. Background on Contractor

Established in 1991, Jeskell, Inc. (Jeskell) is located in Sunnyvale, California. The firm is a top-tier IBM Premier Business Partner, and is authorized to provide all IBM server platforms and storage systems, software, and services. Jeskell is an authorized sub-contractor for IBM Global Service (IGS), the world's largest business and technology services provider.

Jeskell is a wholly-owned subsidiary of FusionStorm. FusionStorm has been an Oracle Partner since 1995, and its current partner status is that of an Oracle Certified Advantage Partner. Services provided by FusionStorm have covered most of the core products in Oracle's Technology Stack, including Oracle Database Servers and Application Servers.

Jeskell/FusionStorm is also a Microsoft Gold Certified Partner and a Cisco Gold Certified Business Partner. Jeskell has secured current California Multiple Award Schedule (CMAS) and Federal GSA Schedule contracts, which are both competitively awarded, and Jeskell has provided IBM and Cisco equipment to us in the past with satisfactory results.

#### B. Procurement Background

Request for Proposal No. PS92402143 was released on February 14, 2008 and advertised on February 15, 2008. A pre-proposal conference was held on February 21, 2008. Three firms attended the pre-proposal conference. The proposal deadline was March 24, 2008 and two firms (Jeskell and Direct System Support (DSS), respectively) submitted a proposal prior to the stated deadline.

The proposals were evaluated based upon a technically acceptable, lowest price methodology. After the technical evaluation by our Evaluation Committee (Committee), the Committee found that both contractors failed to provide a qualified proposal due to their lack of understanding of the project requirements. Accordingly, discussions were arranged with the proposers to review the technical requirements included in the solicitation.

After discussions were completed, we then requested a Best and Final Offer (BAFO) from each proposer. DSS determined that it could not meet the stated technical requirements and, as a result, decided not to provide a BAFO and dropped out of the competition. On April 16, 2008, Jeskell submitted a technically acceptable BAFO. Jeskell's technically acceptable proposal increased by \$6,300 (or 2.73%) over its original proposal amount. Jeskell's final price proposal was for a firm, fixed price of \$234,347.

The Diversity & Economic Opportunity Department (DEOD) did not recommend an SBE goal for this procurement. Based on industry practice, the Prime (Jeskell) is expected to

complete the entire scope with its own workforce. However, pursuant to the Small Business Enterprise (SBE) program, if Jeskell utilizes the services of subcontractors, they are expected to afford maximum opportunities to SBE firms in all subcontracting and supply services areas throughout the life of the contract.

**C. Evaluation of Proposals**

The BAFO submitted by Jeskell was evaluated by the Committee, using the criteria set forth in the Request For Proposals. Jeskell's BAFO proposal was determined to be technically acceptable and in full compliance with all of the requirements set forth in the solicitation.

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

The recommended proposal was submitted under the presumption of adequate price competition. As such, the recommended price has been determined to be fair and reasonable.

BOARD REPORT ATTACHMENT A-2  
LIST OF SUBCONTRACTORS

Transit Database Upgrade

PRIME CONTRACTOR – Jeskell, Inc.

Small Business Commitment

Other Subcontractors

N/A

N/A

Total Commitment      0 %

