



Metro

Los Angeles County
Metropolitan Transportation Authority

One Gateway Plaza
Los Angeles, CA 90012-2952

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**OPERATIONS COMMITTEE
JANUARY 15, 2009**

SUBJECT: MOBILE THEATRE MARKETING VEHICLE

ACTION: AWARD CONTRACT FOR MOBILE THEATRE MARKETING VEHICLE

RECOMMENDATION

Authorize the Chief Executive Officer to:

- A. Award a firm fixed price contract under Bid No.OP34342296 with Featherlite, Inc., the lowest technically acceptable and responsible bidder, for a Mobile Theatre Marketing Vehicle in the amount of \$833,011 exclusive of sales tax; and
- B. Execute contract modifications to Contract No. OP34342296, in an amount not to exceed \$300,000, allowing a potential increase to the Total Contract Value from \$833,011 to \$1,133,011.

RATIONALE

In 2002, Metro Communications implemented a comprehensive rail safety education program that would have optimum impact to the communities served by at grade and street running light rail in Los Angeles County. This program was initiated with the opening of the Gold Line to Pasadena. A key element in the program was the use of a mobile theater to capture the attention of community members of all ages. The "theater", purchased by us, was a used mobile amusement ride vehicle that had moving seats and three dimensional, multi-media capability, previously used for international marketing campaigns.

When introduced into service, it became a popular attraction at every community event and school site. It was a benchmark for reaching large numbers of people with a compelling safety message. Surprisingly, people would re-enter the line to view the production again and again. Because of this success, we now consider this a standard for successfully conveying critical lifesaving messages to the public. However, the mobile unit that has been in use for over six years has deteriorated significantly, refurbishment is not cost effective and replacement parts are no longer available. Its practical utility has expired. However, there are now available for purchase more agile units with new media technology that more than doubles the audience.

The opening of the Metro Gold Line Eastside Extension in summer 2009 will be especially advantaged by the use of a new mobile theater that can be set up in significantly less time for use, probably 30 minutes versus 12 or more hours and with reduced number of people necessary for the set-up. It is our intent to display a video production in the mobile theater that specifically addresses the unique aspects of the Gold Line Extension in its movement through the community while educating the public in a creative and compelling multi-media presentation. The theater will be scheduled at community sites and events daily through the opening and early operation of the line.

This procurement will provide for a new mobile media vehicle that is fully automated to expand the presentation area. Electric and hydraulic controls will make set-up quicker and safer. This unit is a full multimedia, multi-sensory, 3D presentation vehicle operated by high technology visual and sound systems as well as hydraulically controlled expandable sides. The sound and video system will be comprised of equipment that can be purchased in the open market to eliminate the possibility of obsolete components and ensure the availability of replacement parts. The vehicle will include an emission efficient generator and it will be transported by a separately purchased hybrid tractor to minimize its impact to the environment. It will be designed to accommodate patrons in wheel chairs or with mobility limitations. Access to the seating area will have a hydraulic lift.

Staff is also requesting contract modifications in an amount not to exceed \$300,000. Modifications to the contract may include issues with our current content having compatibility problems with the new equipment. 3D and sensory effects may require reprogramming of the application and timing to sync the presentations together. Audio tracks may have to be re-mastered to include latest technology upgrades and unforeseen issues related to the new projection equipment.

Other Uses

Because of the mobility, flexibility and presentation technology included in the mobile unit there are many other important outreach opportunities for which it can be used. Examples are outreach on Metro studies or initiatives in communities, especially those communities that may otherwise find it difficult to travel to meeting locations, this could also include senior populations. It would also be ideal for targeted marketing, customer surveys and focus groups. Finally, Transit Operations Rail has indicated an interest in having the mobile unit identified and available as an emergency command or information post should an event such as a natural disaster or other significant intrusion or a security risk necessitate the use of a mobile facility for communications.

FINANCIAL IMPACT

Funds for this action are included in the budget under Cost Center 3434, Non-Revenue Operations, under Capital Project 208054, Replacement Metro Experience Vehicle and Line Item 53106, Acquisition Service Vehicle. This action is within the approved life-of-project budget of \$1,547,685. Since this is a multi-year project, the Chief Operations Officer and project manager will be responsible for budgeting future year's costs.

ALTERNATIVES CONSIDERED

The alternative considered is to not purchase this vehicle and continue to use the existing one. This option is not desired due to the current condition of the vehicle. The motion seating has been disabled due to the unavailability of replacement parts for the motion controls. The struts and panels of the stage floor, walls and ceiling are in need of redesign and replacement due to their constant braking. Additionally, the multimedia sound system has experienced failures to the video and 3D presentation abilities due to replacement control boards and consoles not being available. The mobile theater presentations have proved to be the most effective way of communicating important, lifesaving safety messages to the general public. The communities who will soon be served by the Metro Gold Line Extension should be advantaged by this educational tool in preparation for rail operations in their neighborhoods.

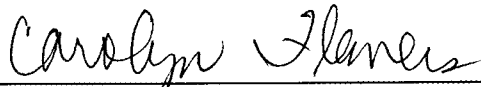
ATTACHMENTS

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

Prepared by: Harold Torres, Assistant Equipment Maintenance Manager
John Roberts, Deputy Executive Officer, Operations



Matt Raymond
Chief Communications Officer



Carolyn Flowers
Chief Operations Officer



Roger Snoble
Chief Executive Officer

**BOARD REPORT ATTACHMENT A
PROCUREMENT SUMMARY
MOBILE THEATRE MARKETING VEHICLE**

1.	Contract Number: OP34342296		
2.	Recommended Vendor: Featherlite, Inc.		
3.	Cost/Price Analysis Information: \$		
	A. Bid/Proposed Price: \$833,011	Recommended Price: \$833,011	
	B. Details of Significant Variances are in Attachment A-1.D		
4.	Contract Type: Firm Fixed Price		
5.	Procurement Dates:		
	A. Issued: November 10, 2008		
	B. Advertised: November 12, 2008		
	C. Pre-proposal Conference: None		
	D. Proposals Due: December 1, 2008		
	E. Pre-Qualification Completed: 12/15/08		
	F. Conflict of Interest Form Submitted to Ethics: 12/23/08		
6.	Small Business Participation:		
	A. Bid/Proposal Goal: N/A	Date Small Business Evaluation Completed:	
	B. Small Business Commitment: N/A Details are in Attachment A-2		
7.	Invitation for Bid/Request for Proposal Data:		
	Notifications Sent: 4	Proposals Picked up: 22	Proposals Received: 4
8.	Evaluation Information:		
	A. Bidders/Proposers Names:	Proposal Amount:	Best and Final Offer Amount:
	Brothers Body & Equipment	n/a	n/a
	Featherlite, Inc.	\$833,011	\$833,011
	Craftsmen Industries	\$908,770	\$947,090
	High Tech Trailers	n/a	n/a
	B. Evaluation Methodology: Details are in Attachment A-1.C		
9.	Protest Information:		
	A. Protest Period End Date: 1/20/09		
	B. Protest Receipt Date: n/a		
	C. Disposition of Protest Date: n/a		
10.	Contract Administrator: Lily Lopez	Telephone Number: 213-922-4639	
11.	Project Manager: Harold Torres	Telephone Number: 562-658-0231	

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

MOBILE THEATRE MARKETING VEHICLE

A. Background on Contractor

Featherlite, Inc, located in Cresco, Iowa, has been in business for 35 years with 670 employees. Featherlite specializes in a range of trailers: horse trailers, stock trailers, car trailers, recreational trailers, utility trailers, cargo trailers, as well as specialty business-to-business and professional sports transporters. These include event marketing, emergency response and race transporters and other custom specialty trailers. Metro has not done business with Featherlite in the past.

B. Procurement Background

On November 10, 2008, we issued a Request for Proposal (RFP) No. OP34342296 to supply a Mobile Theater to provide rail safety education to the public.

RFP OP34342296 was conducted as a two-step: technically acceptable, lowest price procurement. Prior to the stated proposal deadline, four firms submitted proposal; Brothers Body and Equipment, Featherlite, Inc., High Tech Trailers, and Craftsmen Industries.

The Diversity and Economic Opportunity Department (DEOD) did not recommend an MBE/WBE Voluntary Anticipated Level of Participation.

C. Evaluation of Proposals

In accordance with Metro's Procurement Policies and Procedures, a team composed of staff from Non-Revenue Operations Quality Assurance Department, community Relations Department and Procurement performed a technical evaluation of the four proposals submitted. After evaluation Featherlite, Inc. and Craftsmen Industries were determined to be technically acceptable. After clarifications, both firms submitted revised price proposals and Featherlite's was determined to be the lowest priced, technically acceptable offer. Price proposals from the unacceptable offerors were not reviewed.

D. Cost/Price Analysis Explanation of Variances

The recommended price of \$ 833,011 has been determined to be fair and reasonable based upon adequate price competition and selection of the lowest, technically acceptable proposed from a responsible proposer.

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

MOBILE THEATRE MARKETING VEHICLE

PRIME CONTRACTOR –

Featherlite, Inc

Small Business Commitment

Other Subcontractors

0% Goal

None

Total Commitment 0%

