



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

Agenda Item 2f

TO: Operations Committee

DATE: May 2, 2014

FR: Executive Director

W. I. 1224

RE: Contract - 511 Traveler Information Program Next Generation Planning and Procurement Assistance: Kimley-Horn and Associates, Inc. (\$730,000)

This memorandum requests Committee approval to enter into a three-year contract with Kimley-Horn and Associates, Inc. (KHA) in an amount not to exceed \$730,000 to provide Next Generation (Next Gen) planning and procurement assistance for the 511 Traveler Information Program.

Background

At its December 6, 2013 meeting, the Operations Committee approved two-year extensions of 511's Traffic and Transit contracts with Leidos through June 2016, thereby aligning the end date of all four 511 contracts (511 Traffic, 511 Transit, 511 Web Services, and 511 Regional Ridesharing Program). Staff explained that during the extension period, we would be considering future 511 program directions, collaboration opportunities with other operational programs, and optimized contractual arrangements. Staff is now embarking on planning the Next Gen 511 Program.

Overall 511 Next Gen Planning Approach

Staff has developed a broad strategy to directly engage with and incorporate ideas from innovators and other stakeholders to define 511's future vision. Staff will interact with industry leaders, the public/other stakeholders, and current contractors by:

- Engaging developers, designers, and other experts in areas such as **open data, data visualization, and responsive web/mobile design**, possibly via a hackathon or designathon event. Staff plans to use the existing 511 Web Services contract with Civic Resource Group for this engagement.
- Understanding needs for traveler information by conducting a **regional poll** to gauge the public's desires, expectations, and habits. The 511 Regional Rideshare Program and Outreach Contractor (Parsons Brinkerhoff, Inc.) will manage this poll.
- Executing an international **industry scan of 511 and traveler information/trip planning services**, including best practices and innovative examples. Atkins North America, Inc. will conduct this scan under a contract currently circulating for executive director approval.
- Lastly, directly interacting in the intelligent transportation system (ITS) industry and other technology sectors to engage in **current industry thinking**. 511 Staff will research and interact with various technology sectors to ensure our continued leadership in national strategic planning.

Proposed Contract

This proposed contract with KHA would provide consultant support to align the findings from the strategic initiatives listed above along with other programmatic issues, such as future funding

reductions, system usage through various platforms, and 511's emergency role. Other tasks for KHA include identifying potential alternative business models, assessment of user platforms (web, phone, mobile), evolution of system architecture and hosting, strategies for implementation and phasing, and possible consolidation of contracts. In conjunction with and informed by the results of the overall Next Gen analysis and recommendations, KHA will assist in procurement planning and development, and provide support through any contractor transitions.

Staff will return to this Committee in 2015 for approval of any new contract(s) for the 511 Program in anticipation of the expiration of existing contracts in June 2016. If a complex or extended transition results from the procurement process, staff may need to request Committee approval to amend the budget for this Next Gen planning and procurement assistance contract to support the 511 Program through the contractor transition. Lastly, staff plans to return to this Committee in the summer for approval of a contract for general technical advisory services for 511 to support ongoing project operations and development in the near term.

Selection Process

At its October 4, 2013 meeting, the Operations Committee approved a competitively-procured pre-qualified panel of six consultants to provide On-Call Transportation Management System Technical Advisor Services to support MTC operational programs, including the 511 Traveler Information Program. Firms were pre-qualified for a three-year period ending on June 30, 2016, with an option on the part of MTC to extend contracts in one-year increments through June 30, 2020.

On March 19, 2014, MTC invited interested firms on the panel to submit an approach and qualifications for the 511 Next Gen and Procurement Assistance project. MTC received responses from Atkins North America, Inc., Cambridge Systematics, Inc., Iteris, and KHA. Following review of the responses, a panel of 511 staff members narrowed the pool to three firms (Atkins, Iteris, and KHA), and requested responses to additional questions. On March 26th and 27th, the panel held discussions with the three firms. Based upon the written responses and discussions, the panel recommends selection of KHA. They have significant experience supporting the 511 Program in previous strategic plans, procurements, and technical tasks. As such, they have extensive knowledge about the overall 511 system, the complexities of our current contracts, and the regional context in which 511 operates. They also bring experience with many other 511 programs and a range of expertise, including program management, software engineering, systems architecture, social media and communications, multimodal transportation planning, and Intelligent Transportation Systems (ITS). MTC has a tight timeframe in which to complete this work, and KHA demonstrated preparedness to accomplish these tasks within our schedule.

Recommendation

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a three-year contract with KHA, in an amount not to exceed \$730,000 to provide Next Generation planning and procurement assistance for the 511 Traveler Information Program as listed above.



Steve Heminger

SH: SC

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract

Work Item No.: 1224

Contractor: Kimley-Horn and Associates, Inc.

Work Project Title: 511 Traveler Information Program Next Generation (Next Gen) Planning and Procurement Assistance

Purpose of Project: To provide Next Gen planning and procurement assistance for the 511 Traveler Information program.

Brief Scope of Work: Conduct Next Gen analysis and planning tasks to identify key strategic issues, gather and analyze data, assess alternatives, and provide recommendations to inform the direction of the Next Gen 511 Traveler Information program. In conjunction with and informed by the results of the Next Gen analysis and recommendations, assist with procurement planning and development.

Project Cost Not to Exceed: \$730,000

Funding Source: STP/STA/SAFE

Fiscal Impact: Funds included in the FY 2013-14 agency budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a three-year contract with Kimley-Horn and Associates, Inc., to provide Next Generation planning and procurement assistance for the 511 Traveler Information program, as described above and in the Executive Director's memorandum dated May 2, 2014. The Chief Financial Officer is directed to set aside funds in the amount of \$730,000 for such contract.

Operations Committee:

Jake Mackenzie, Chair

Approved:

Date: May 9, 2014