



Item #12

DATE September 6, 2017

TO GCTD Board of Directors

FROM Marlena Kohler, Purchasing Manager/DBE Officer

SUBJECT Consider Authorization for the General Manager to Execute a Contract for the Purchase of a Scheduling & Dispatching System for GCTD's GO ACCESS (Paratransit Services) to Ecolane

1. EXECUTIVE SUMMARY

A Request for Proposals (RFP) for the purchase of a Scheduling & Dispatching System for GCTD's GO ACCESS (Paratransit Services) to replace the current system (Trapeze) was issued on December 22, 2016. This new software would be used to automate the daily operations and management functions while seamlessly integrating GIS, advanced scheduling and routing capabilities to reduce operating expenses, improve customer service and automate the billing and reporting process.

The RFP was posted on our website as well as the Public Purchase website. Seven (7) proposals were received by the bid due date of February 28, 2017. All seven (7) proposals were evaluated and considered to be responsive. An evaluation committee independently evaluated and scored each proposal. At the conclusion of the evaluation process, which included interviewing the top three (3) highest rated firms and a site visit to a transit agency currently using the two top rated systems, Ecolane received the highest overall score. Their proposal is considered fair and reasonable based on adequate competition. A responsibility determination was conducted, which resulted in determining that Ecolane is a responsive and responsible firm capable of meeting GCTD's requirements.

This project will be funded by California Proposition 1B Public Transportation Modernization, Improvement, and Service Enhancement Account Program (PTMISEA) funds.

It is recommended that the Board of Directors authorize the General Manager to execute a contract for a Scheduling & Dispatching System for GCTD's GO ACCESS (Paratransit Services) to Ecolane in the amount of \$319,930.00 plus an additional 5% (\$15,996) to cover contingencies that may occur during implementation of this new system.

2. BACKGROUND

GCTD requires a replacement of its current Scheduling & Dispatching System (Trapeze) for our GO ACCESS (Paratransit Services) system. The current system was installed approximately 15 years ago. Over the life of the contract, the new system should improve software cost effectiveness, while optimizing service performance using state-of-the-art technologies. The optimization could also result in reduced operating costs for service to the same number of passengers. The new technology is anticipated to improve GCTD's ability to manage the GO ACCESS demand response service while improving the overall customer experience due the customer's enhanced ability to schedule trips with the new software.

A competitive bid process to locate a qualified firm to provide the new system began on December 22, 2016 with the issuance of Request for Proposal (RFP) 16-16.

Seven (7) proposals were received when the bid closed on February 28, 2017. All seven (7) proposals were determined to be responsive.

Firm	Location
DoubleMap	Indianapolis, IN
Ecolane	Wayne, PA
HBSS	Lowell, MA
MV Transportation	Dallas, TX
Roadrunner	Camarillo, CA
RouteMatch	Atlanta, GA
Tripspark/Trapeze	Cedar Rapids, IA

The Evaluation Committee was comprised of Margaret Heath-Schoep, Paratransit Manager, Robert Keys, IT Manager, Vanessa Rauschenberger, Director of Planning & Marketing and Ellen Talbo, Transit Planning Manager at VCTC, and was overseen by Marlena Kohler, Purchasing Manager/DBE Officer. Each committee member evaluated, independently, all seven (7) proposals. The overall evaluation was based on a 1000 point system (4000 total possible points). Listed below are the evaluation criteria and point allocation:

CRITERIA	POSSIBLE POINTS(Per Evaluator)
Technical Qualification	300
Record of Past Performance	200
Qualifications & Experience	250
Cost	250
TOTAL	1000

The results of the initial evaluation by the evaluators were as follows:

Firm	Technical Qualification	Record of Past Performance	Qualifications & Experience	Cost	Total Points	Ranking
DoubleMap	600	280	550	450	1880	5
Ecolane	1140	680	450	900	3170	3
HBSS	900	640	850	850	3240	2
MV Trans	780	480	400	200	1860	6
Roadrunner	480	320	250	400	1450	7
RouteMatch	1140	720	900	600	3360	1
Tripspark/Trapeze	900	560	550	150	2160	4

As a result of the initial evaluations, the evaluation committee elected to interview the top three (3) firms, RouteMatch, HBSS and Ecolane. After the interviews, it was determined that follow-on questions were needed; these questions were given to all three finalists in order to be able to come to a fair and reasonable decision and to ensure the system selected meets GCTD's requirements. The evaluation criteria were adjusted for the finalist to incorporate the scores for the interview and follow-on questions. The results are as follows:

CRITERIA	POSSIBLE POINTS(Per Evaluator)
Technical Qualification	300
Record of Past Performance	200
Qualifications & Experience	150
Cost	150
Interview	150
Follow-on Questions	50
TOTAL	1000

The follow-on questions were sent to all three (3) finalists. Once responses were received, they were independently reviewed and scored by the remaining three (3) evaluators. Ms. Talbo was no longer participating as she left VCTC to pursue another job opportunity.

The scores from the interview and follow-on questions were added to the existing scores and the results are as follows:

Firm	Tech Qual	Past Perf	Quals&Exp	Cost	Interview	Follow-on	Total	Ranking
Ecolane	1140	680	450	900	510	120	5350	1
HBSS	900	640	850	850	450	110	4617	3
RouteMatch	1140	720	900	600	510	90	5167	2

As a last step to final decision, the committee decided to tour a transit agency that is currently using the software from each of the two (2) highest rated firms, Ecolane and RouteMatch. HBSS was notified that they would no longer continue on in our RFP process and were thanked for their time and effort.

Over the course of the next two (2) weeks, the committee toured San Luis Obispo Regional Transit Authority, which uses RouteMatch and Santa Maria Transit, which uses Ecolane.

On August 21, 2017, staff requested a Best and Final Offer (BAFO) from both firms. There were a few questions that arose as a result of the tours and a request to confirm and/or revise their cost proposals was also requested.

Both firms successfully and responsively submitted their BAFO by August 28, 2017, the due date for the BAFO. After further discussions with the Evaluation Committee, it was determined that Ecolane's proposal, including BAFO, provided the best value while demonstrating the ability to successfully lead a migration to a new operating environment. The site visits confirmed these impressions.

A price analysis was conducted on Ecolane's using the proposed rates from all seven proposals. The proposed rates for the initial base year and options are summarized as follows:

FIRM	BASE	BAFO	OPTIONS	BAFO	TOTAL	BAFO
ECOLANE	\$145,950	\$145,950	\$108,000	\$108,000	\$253,950	\$253,950
ROUTEMATCH	\$276,186	\$261,949	\$187,638	\$177,60	\$463,824	\$439,549
DOUBLEMAP	\$294,000		\$220,800		\$514,800	
HBSS	\$161,600		\$79,300		\$240,900	
MV TRANSPORTATION	\$407,086		\$535,914		\$943,000	
ROADRUNNER	\$150,000		\$125,000		\$275,000	
TRAPEZE	\$307,809		\$1,083,871		\$1,391,680	

Even though Ecolane did not revise their pricing from their initial proposal, their prices were already approximately 53% less than RouteMatch's proposed BAFO pricing. Based on this factor and the comparison to the other proposals submitted, Ecolane's proposed prices are considered fair and reasonable and in line with those generally charged for these types of items.

The RFP also included a request for pricing on optional items in the event the bid would result in available funding. Because of Ecolane's proposed pricing on the Base items and Options, GCTD is able to purchase all optional items. Although all seven (7) bidders submitted pricing for these optional items, the prices from Ecolane and Routematch are as follows:

Optional Item	Ecolane	RouteMatch
MDT Software for Android	inc	\$988
Optional Software	n/a	n/a
SMS Text Messaging	\$12,995	\$1800
Self Service Portal	\$12,995	\$38,700
Medicaid Interface	\$19,995	\$1,500
IVR Interface	\$19,995	\$39,100
TOTAL	\$65,980	\$82,088

Ecolane's prices for the Optional Items are approximately 21% lower than Routematch's, therefore, are considered fair and reasonable and line with those generally charge for these types of items.

A responsibility determination was conducted on Ecolane. Staff confirmed that Ecolane was not listed in the System of Award Management (SAM) nor were there any issues report with the Dunn & Bradstreet. The client references provided by Ecolane were contacted and provided no negative responses. As a result, Ecolane was determined to be a responsive, responsible firm capable of meeting GCTD's requirements.

3. SUMMARY AND RECOMMENDATIONS

A Request for Proposal was issued and submissions were evaluated to determine the most highly qualified firm to provide a Scheduling & Dispatching System for GCTD's GO ACCESS (Paratransit Services). After an extensive evaluation process, which included interviewing the top three highest rated firms, Ecolane received the highest overall score. Ecolane is considered responsive and responsible and their proposal is considered fair and reasonable.

It is recommended that the Board of Directors authorize the General Manager to execute a contract for a Scheduling & Dispatching System for GCTD's GO ACCESS (Paratransit Services) to Ecolane in the amount of \$319,930.00 plus an additional 5% (\$15,996) to cover contingencies that may occur during implementation of this new system.

Vanessa Rauschenberger
General Manager's Concurrence

On behalf of SB