



**511 SF BAY SYSTEM INTEGRATOR, DATA
MANAGEMENT & DISSEMINATION, AND
INTERACTIVE VOICE RESPONSE PHONE
SYSTEM CONTRACTOR**

Proposers' Conference

9:30 AM
May 27, 2015

Metropolitan Transportation Commission
Claremont Conference Room



Agenda

- Welcome and Introductions
- Project Overview/NextGen Background
- Scope Overview
- Form of Proposal
- Budget
- Information from MTC Contracts Dept
- Q&A
- Teaming Opportunity

Break @ 10:30



511 Traveler Information Pioneer

- Multimodal: Traffic, Transit, Rideshare, Bicycling, Parking
- Ten+ Dissemination Channels:

- Phone
- Website
- Mobile website
- Transit app
- Texting
- Alerts
- Data feeds
- Widgets & custom interfaces
- Changeable message signs
- Social media
- Real-time transit signs

Easy as 1-2-3

CARPOOLS ONLY
2 OR MORE PERSONS PER VEHICLE

RIDESHARING: saves time, saves you money, and it's easy.

Saves Time: You and your friends save time in the carpool lanes.
Saves Money: Spend less on gas, get discounted tolls and share the expense of driving to work.
Easy: 511's three options allow you to effortlessly find the right fit. Choose your style:

- **Traditional:** Get a free match list customized to your needs.
- **Dynamic:** Find rides in real-time and share driving costs.
- **Casual:** Drivers and passengers meet at designated East Bay locations then travel to downtown San Francisco.

San Mateo Bridge Closures
Closures will close the San Mateo Bridge May 8-11 and May 22-25 for construction and repair.

San Francisco Bay Area of the State Region Economy and Housing 2015

511 SF Bay Website

511 Bay Area @511SF Bay
511 is your free one-stop phone and web source for up-to-the minute Bay Area traffic, transit, rideshare, bicycling, and parking information.

Update: Capitol Corridor Has Resumed Regular Service.

Capitol Corridor Train 524 Delayed 30 Minutes From Martinez Due to Earlier Train Traffic.

SF DUNTON 10 MIN
SFO ARPT 24 MIN
OAK ARPT 12 MIN

Transit Trip Planner

Select Rail Stations | Select Ferry Landings

Start: Address, Intersection or Landmark, City, .CA

End: Address, Intersection or Landmark, City, .CA

When: Leave at | Arrive by

End: 11 | 12 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | AM | PM



NextGen Drivers

Why Change?



Increasing customer expectations: availability of information, personalization & innovation

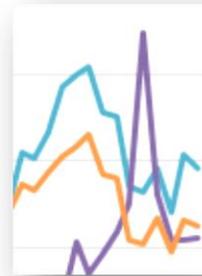


Expanding private sector alternatives



Program funding constraints

Why Continue to Invest?



511 is still well used – travelers turn to 511 for a variety of needs



Trusted source in regional disruptions & emergencies



Call-to-action for regional programs & partners

511 Next Gen 511 Plan: Key Changes

- Modally siloed websites → Single site, responsive design + new content
- 511 Transit Trip Planner → 3rd party, multi-modal trip planner
- Custom driving times → Purchased driving times/speeds
- 24x7 operations center → Consolidated, peak hour operations center
- Manual incident collection → Automated incident data
- Limited data sharing → Open data & new developer portal
- Separate agency data feeds → Consolidated 511 standard feed



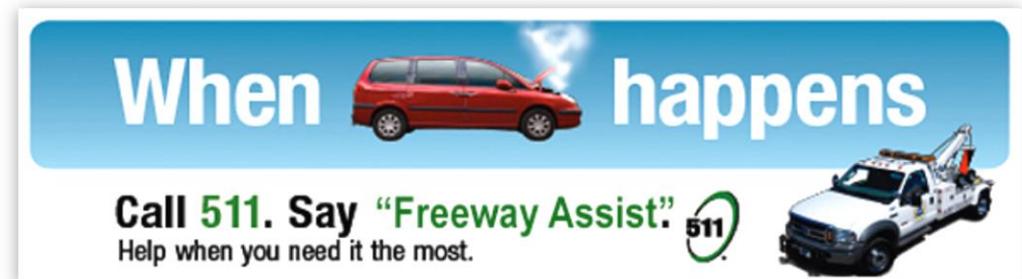
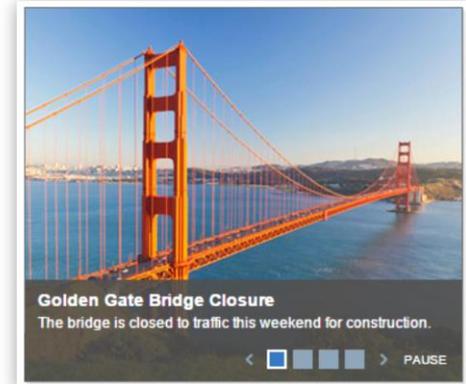
511 Preserving Our Best Used Tools

- 511 phone service
- Real-time transit
- CMS driving times
- Transit hub & flap signs
- Local content
- Regional transit data aggregation
- Emergency info: Alert.511.org
- Traffic and transit data feeds



Ferry Departures

Ferry To	Class	Remarks	Departing
PIER 41 VALLEJO	B		11:10 AM
LARKSPUR	D		04:25 PM
TIBURON	B		04:25 PM
VALLEJO	B		04:30 PM
HARBOR BAY	E		04:35 PM
ALAMEDA OAKLAND	E		05:20 PM
SAUSALITO	D		05:30 PM
PIER 41	E		06:20 PM



When  **happens**

Call **511**. Say **"Freeway Assist."** 
Help when you need it the most.





Goals

- Ensure long-term sustainability with the flexibility to stay relevant.
- Deliver the types of content & platforms that travelers expect.
- Provide accurate and reliable information at a minimum cost.
- Reduce overall program development, operations, and maintenance costs and effort.
- Maintain and increase 511 usage through innovative updates.
- Respond to emergencies quickly and effectively.



NextGen 511 System

NextGen 511 System

Contractor's "Integrated System"

New System

Contractor Provided

Existing System

*MTC Provided,
Contractor Assumes*

511.org Website

CRG 511 Web Services Contract

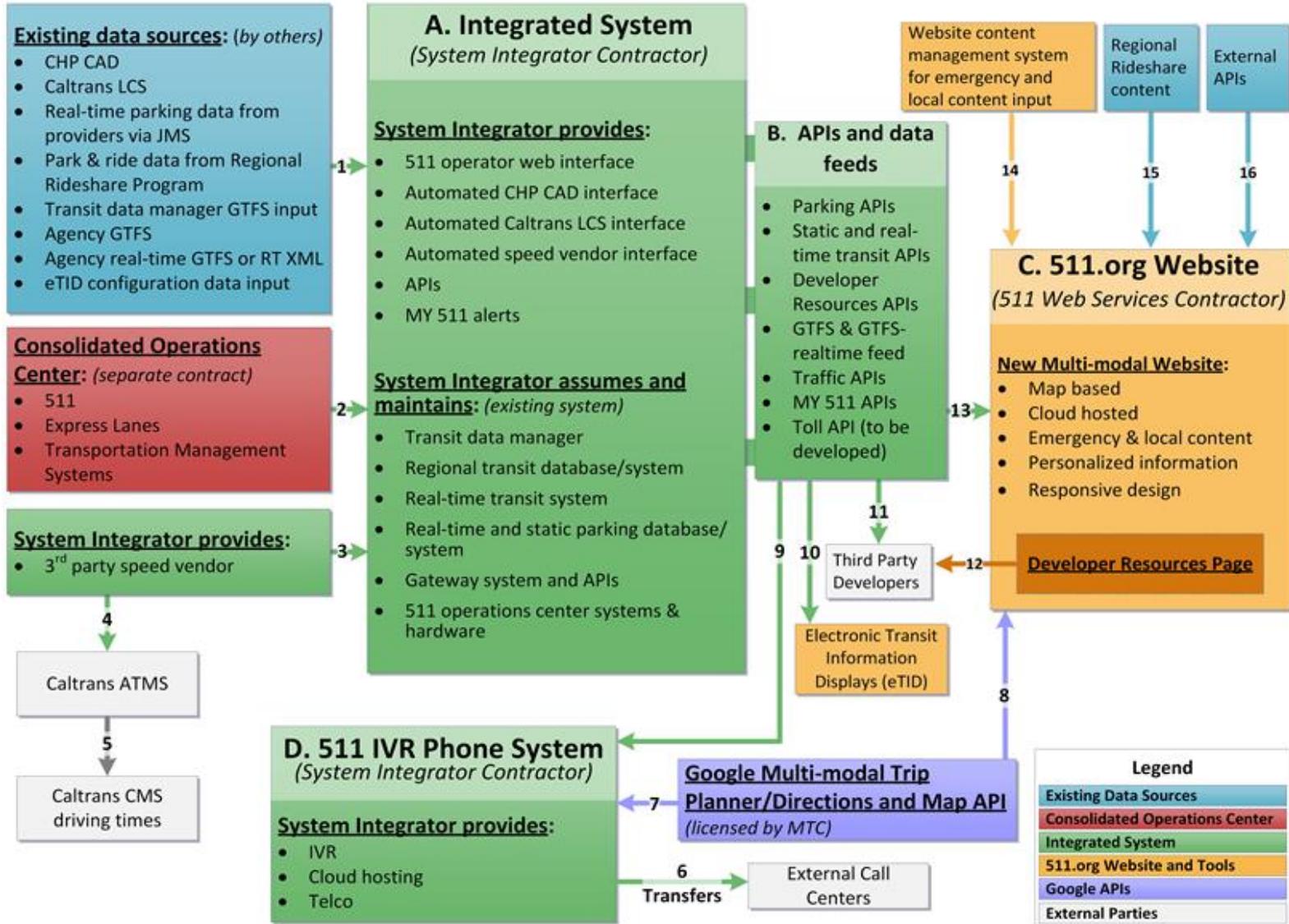
511 Operations

New Procurement



NextGen 511 SF Bay Program and Role of Contractors

Figure 2: NextGen 511 SF Bay Program and Role of Contractors





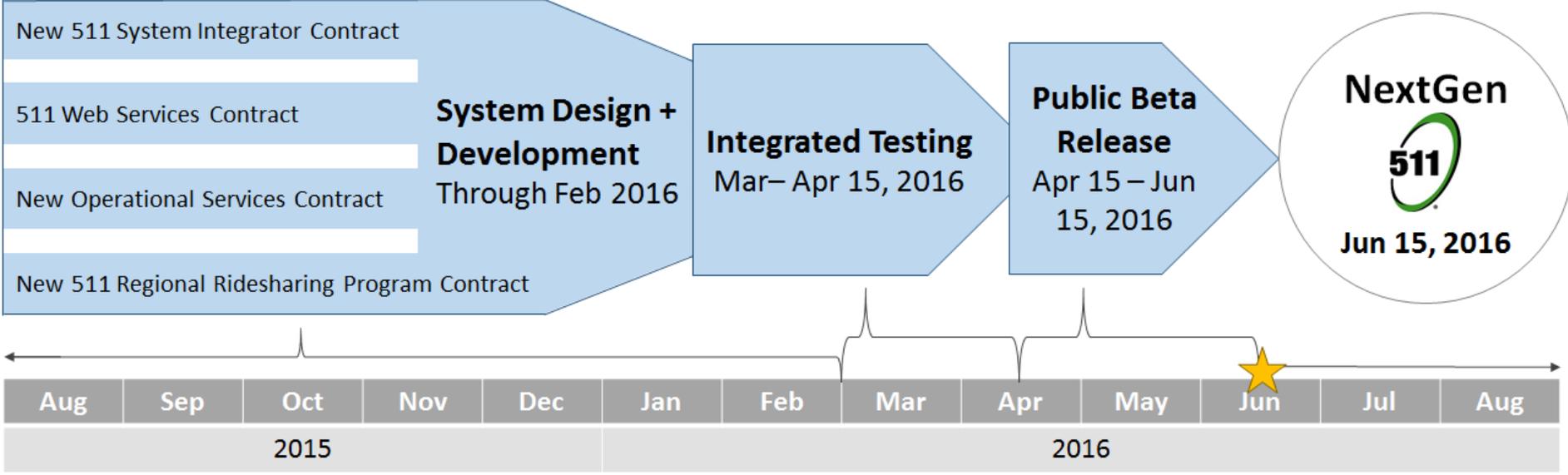
Contract Structure

Task	Contract / Licensed by MTC	Contractor
<ul style="list-style-type: none">• IVR Phone System design, development, maintenance, and hosting• Data collection, processing, hosting (traffic, transit, real-time transit, parking, etc.)• Internal and public APIs including developer/personalized service account management and access• Data interface tools (e.g., Operations Center tool, Transit Data Management tool)• 511 Operations Center system administration hardware, software, and materials	511 SF Bay System Integrator, Data Management & Dissemination, and Interactive Voice Response Phone System	TBD (this procurement)
511.org design, development, maintenance, and hosting	511 Web Services	Civic Resource Group
511 Operations Center services	Operational Services	TBD – new procurement
Map and trip planning	Intent to license for Google Directions API and Google Maps API	GSA Reseller for Google, Inc.
Regional Rideshare Program	TBD	TBD
Marketing, outreach, and communications	TBD	TBD



Implementation Timeline

NextGen 511 Contracts



Note: System Integrator Contract will have liquidated damages for late Beta or Production releases.

- **Element I:** Project Management, Coordination, and End of Contract Transition
- **Element II:** Implement System
- **Element III:** Operations and Maintenance
- **Element IV:** System Improvements
- **Element V:** Emergency Response
- **Element VI:** New Contractor Responsibilities



Elements II and III - New System

New system components to 511 SF Bay which Contractor will provide:

- IVR Phone
- Traffic Data
- Operator Entry Software for the Operations Center
- APIs
- Personalized Services
- Mobile App (optional)

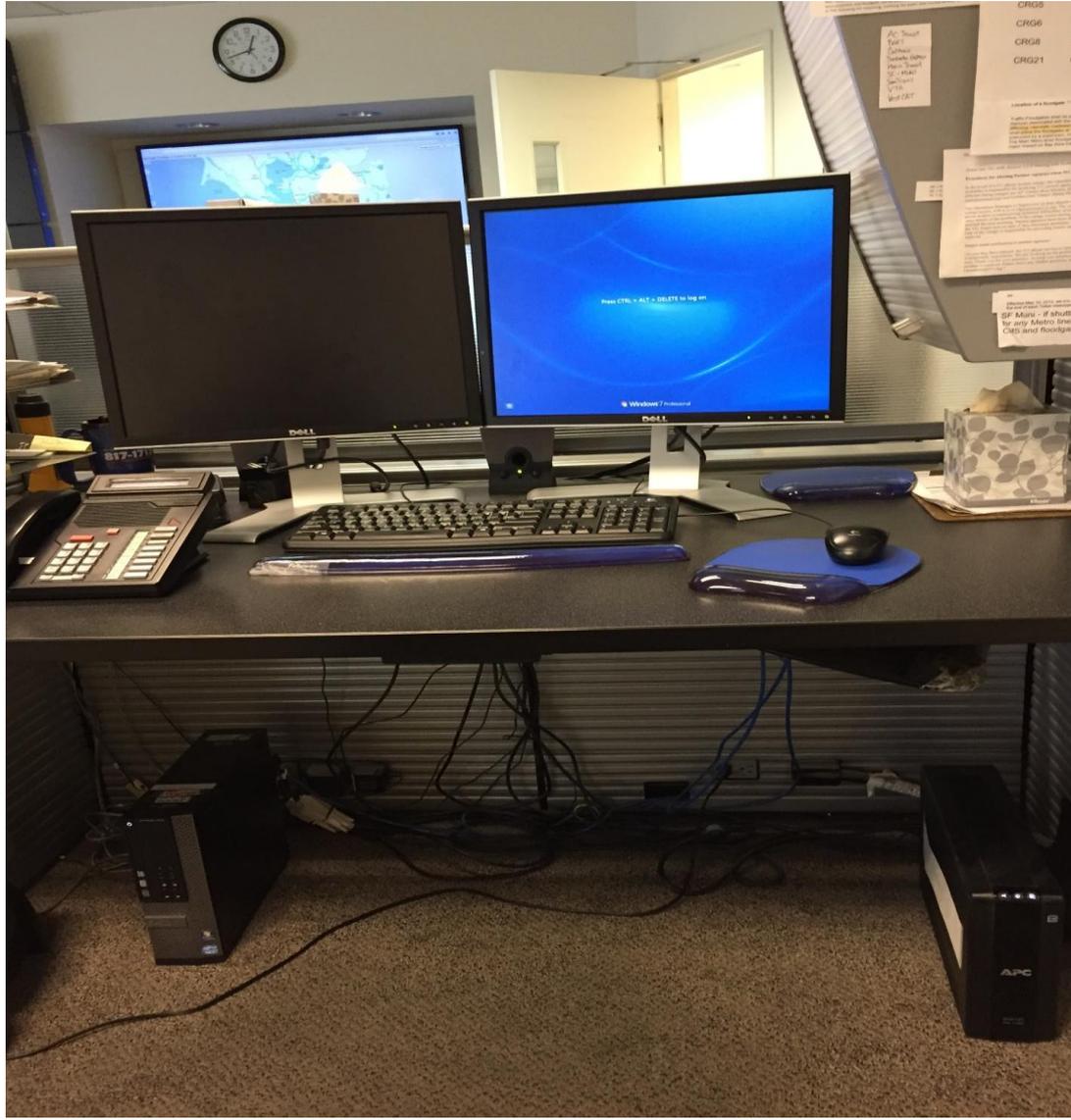
511 Elements II and III - Existing System

“Existing” 511 system components which the Contractor will assume, operate, and maintain:

- Real-Time Transit
- Regional Transit Database (RTD) / Static Transit
- Transit Data Manager (under development)
- Regional Parking Database
- Gateway for APIs and data feeds (under development)
- 511 Operations Center Hardware and Administration (photos following)



511 Operations Center

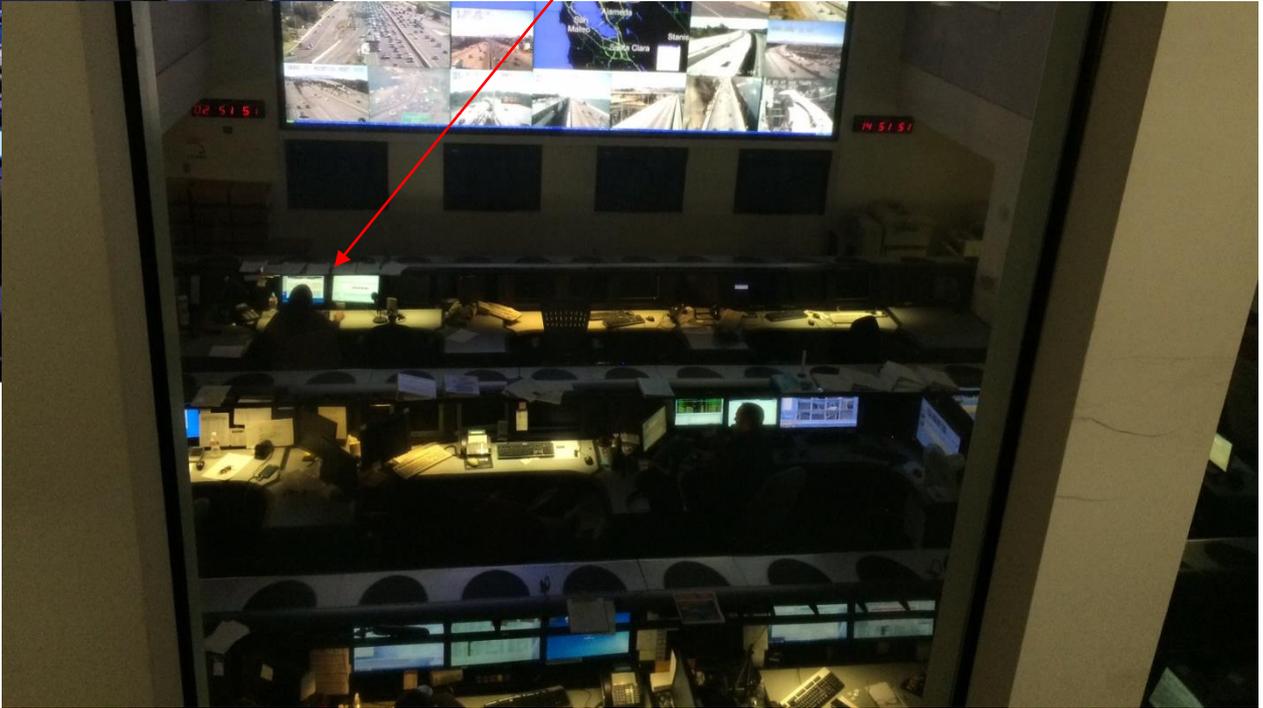




511 Seat in the Caltrans TMC



511 Operator



- E. Work Plan for the tasks described in *Appendix A*, Scope of Work
- F. Requirements: standalone document that must be completed.
- G. Qualifications and References
- H. Cost Proposal: standalone document that must be completed.

511 Budget

- The budget for the upfront capital costs, ongoing operations and maintenance, and system improvements has not yet been determined.
- The evaluation description % in the Budget section on page 20 had a typo. It inaccurately states 20% for cost effectiveness, cost allocation per project element, and overall price. It will be corrected to state 25% in the Addendum.

- Responsiveness
- Evaluation Criteria
- Procurement Schedule
- DBE
- Insurance
- Financial Responsibility
- Contract Provisions



Minimum Qualifications

1. Minimum of 3 years of experience in development, deployment, operations and maintenance of 511 or other traveler information systems.
2. Project manager: minimum of 5 years of experience in the field relative to the project responsibilities he/she will be assigned.
3. Worked on at least 3 projects where they provided similar services within the last 5 years.
4. Demonstrate thorough knowledge and experience in transit traveler information.
5. Have a designated local liaison for transit coordination.



Evaluation Criteria

Firm and team qualifications, references, experience with similar systems and key personnel	30%
Approach to scope, work plan, resource availability and allocation	25%
Cost effectiveness, allocation, and overall price	25%
Response to Preliminary Requirements categories	15%
Written and verbal communications	5%
	100%



Selection Timetable

**dates subject to change*

9:30 a.m., on Wednesday, May 27, 2015	Proposers' Conference, at 101 8 th Street, Oakland, CA 94607, Auditorium
4 p.m., on Thursday, May 28, 2015	Closing date/time for receipt of requests for clarifications/exceptions
No later than three (3) business days prior to the date proposals are due.	Deadline for protesting RFP provisions
4 p.m., Tuesday, June 23, 2015*	Closing date/time for receipt of proposals
Week of July 13, 2015*	Interviews/Discussions (if held)
Thursday, August 6, 2015*	Date for receipt of Best and Final Offers (if required)
Friday, September 11, 2015*	MTC Operations Committee Approval



Contract Provisions

- Liquidated Damages for late major deliverables
- Rights to Data - Ownership of Work Products
- Performance Bond
- Prohibition on Misuse of CHP Information
- Patent Rights
- Indemnification



Conclusion

- REMINDER - Closing date/time for receipt of requests for clarifications/exceptions: 4 p.m., on Thursday, May 28, 2015
- Addendum will be issued to address Q&A, exceptions (if any), etc.
- Questions & Answers
- Teaming Opportunities

Contact:

Janet Banner

jbanner@mtc.ca.gov

510-817-5971