

City of Culver City, California  
**City Council Agenda Item Report**

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| Date: 05/21/07                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  | Item Number: <u>A-3</u>                                                                           |  |
| <b>AGENDA ITEM: Authorization to Enter into a Professional Services Agreement with Iteris, Inc. for the Configuration and Project Management Services for the Acquisition of a Traffic Control System as part of the Fox Hills Traffic Signal Synchronization Project P-852.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |                                                                                                   |  |
| Contact Person/Dept.: Elaine Jeng/<br>Public Works                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  | Phone Number: (310) 253-5621                                                                      |  |
| Fiscal Impact: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  | General Fund: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>                 |  |
| Public Hearing: <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  | Action Item: <input checked="" type="checkbox"/> Attachments: <input checked="" type="checkbox"/> |  |
| Public Notification: Master Notification List on May 16, 2007. Iteris Inc., Advantec Consulting Engineers, and Minagar & Associates, Inc. via email on May 9, 2007.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                                                                                                   |  |
| Department Approval:<br>Charles D. Herbertson (05/01/07)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  | City Attorney Approval:<br>Carol Schwab (by H. Iker) (05/15/07)                                   |  |
| City Controller Approval:<br>Marlee Chang (05/15/07)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  | City Manager Approval:<br>Jerry B. Fulwood (05/16/07)                                             |  |
| <p><b><u>RECOMMENDATION:</u></b></p> <p>Staff recommends the City Council authorize entering into a professional services agreement with Iteris, Inc. (Iteris) for a not-to-exceed fee amount of \$86,000. Under this agreement, Iteris will provide Configuration and Project Management services for the acquisition of a traffic control system for the entire City as part of the Fox Hills Area Traffic Signal Synchronization Project, P-852.</p> <p><b><u>BACKGROUND:</u></b></p> <p>A Letter of Agreement was executed in March 2006 between the City of Culver City and the Los Angeles County Metropolitan Authority (Metro) for the interconnect and upgrade of 12 signalized intersections in the Fox Hills neighborhood and the evaluation and installation of a citywide automated traffic signal control and monitoring system. The project is known as the Fox Hills Area Traffic Signal Synchronization Project, P-852. The grant amount is \$1,851,000 and the City of Culver City local match is \$368,000 (in the form of State Gas Tax funds). This project is scheduled over two fiscal years, 2006/07 and 2007/08.</p> <p>The project has three components of work, and this report pertains to the third component. The first component is to upgrade 12 traffic signals within the Fox Hills neighborhood area to connect to the Los Angeles Department of Transportation (LADOT) Automated Traffic Surveillance and Control (ATSAC) center. The second component of the project is to switch the data transmission from copper wire interconnection to the City's existing traffic signal fiber optic network, between City</p> |  |                                                                                                   |  |

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Hall and the LADOT hub. The existing network is comprised of 24 strands of fiber optic lines that offer the capacity to transmit data for more than 1,000 traffic signals or a combination of video and traffic signal data. The design contract of the first two components of work was awarded in September 2006 and is anticipated to be completed in June 2007.

The third component of the project is to acquire a citywide traffic control system. To begin this component, Staff assessed the City's current and future traffic control needs and also conducted interviews with other local jurisdictions within Los Angeles County who have also embarked on the task of acquiring a traffic control system. Cities such as Arcadia and Diamond Bar highly recommended that an expert in the field of configuration/system engineering be hired to draft the system requirements of a traffic control system specified with City's needs and during the acquisition of the said system, serve as the City's technical advisor and project manager.

Based on this recommendation, Staff prepared a RFP requesting proposals for a Configuration/Project Manager. The RFP was issued on March 15, 2007 with a due date of April 19, 2007.

**DISCUSSION:**

The RFP contained two parts: 1) preparation of an RFP for acquisition of a traffic control system and 2) consultant to serve as an administrator of the project. Tasks include record keeping and Metro grant quarterly report submissions. More importantly, the consultant would serve as the City's technical advisor, an expert to aid with the technicality of implementing and testing of a traffic control system; however, the hired consultant would not have oversight responsibilities of the vendor providing the traffic control system. The RFP indicated that the City would not be choosing one firm for the writing of the RFP and another for the project management role.

Eight qualified firms with previous experience on similar projects were invited to submit proposals for consideration. The RFP was also placed in clearinghouses to get additional advertisement coverage. Three firms responded and submitted a proposal: 1) Iteris Inc.; 2) Advantec Consulting Engineers in association with System Metrics Group, Inc.; 3) and Minagar & Associates Inc.

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*Advantec Consulting Engineer in association with System Metrics Group, Inc. (Advantec)*

The proposal submitted by Advantec demonstrated a good understanding of the requested services. The proposal included a key functional requirement guideline illustrating the firm's experience in the traffic control system selection. Further, Advantec listed examples of documentations to review as part of the project manager role. Examples listed are in line with the Staffs' expectations and the extent of effort intended. Advantec's proposed cost, however, is the highest out of the three proposals received. Staff suspects that the higher cost may be due to the fact that Advantec did not get the RFP until one week before the due date. With less time to prepare their response, Staff believes that the consultant compensated for the unknown with a more costly approach.

*Minagar & Associates, Inc (Minagar).*

Minagar demonstrated extensively their presence in the Intelligent Transportation System (ITS) industry. The proposal included sample plans from at least 10 projects and listed experiences in another 100 projects, but when addressing their understanding of the scope of work, the proposal was less than adequate. Based on the section under Project Understanding, Minagar proposes to approach the scope from a broad perspective referencing industry guidelines. While Minagar demonstrated a wealth of experience, the proposal did not state how the experience would be applied to the City's current needs.

*Iteris, Inc.*

Iteris demonstrated a good understanding of the requested services. The proposal included a sample RFP written for the City of Santa Rosa demonstrating to the City their understanding of the final product. Further, Iteris included an evaluation of all the different traffic control systems available on the market. This evaluation of the systems was not required in the RFP but was recently prepared for another client of Iteris'. The knowledge gained from this evaluation will benefit the City from a technical perspective and also provide efficiency to the project timeline. Staff believes that Iteris' qualifications and prior experiences as listed in their proposal was the most responsive to the RFP. Staff believes this is the primary reason for their cost proposal to be the lowest by comparison with the other two proposals.

The table below summarizes the fee proposal from the responsive firms.

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| <b>Firms</b>       | <b>Iteris</b>    | <b>Minagar</b>   | <b>Advantec</b>  |
|--------------------|------------------|------------------|------------------|
| RFP Preparation    | \$ 35,880        | \$ 29,483        | \$ 69,900        |
| Project Management | \$ 35,985        | \$ 74,497        | \$ 80,002        |
| <b>Total</b>       | <b>\$ 71,865</b> | <b>\$103,980</b> | <b>\$149,902</b> |

Staff requested proposers to utilize their qualifications and experiences in estimating (cost wise) the level of effort required especially for the project management. This presents itself with many variables. For example, unlike design work, the project management effort is not concrete and is dependent upon the trials and errors during the implementation phase of the traffic control system. From a consultant's standpoint, this floating scope is difficult to identify. Based on the evaluation of the proposals, Staff believes the one that best meets the City's needs and intended level of effort is Iteris' proposal. The technical approach, coupled with the expertise demonstrated, is in line with the cost presented.

Based on the aforementioned evaluation, Staff recommends Iteris as the firm to provide the configuration and project management services for the acquisition and installation of a traffic control system for the Fox Hills Area Traffic Signal Synchronization Project P-852. The completion of the entire project is expected to be in June 2008.

Instead of awarding the contract for the cost proposed at \$71,865, Staff is recommending to award the contract for an amount not to exceed \$86,000 with a base amount of \$71,865 thus providing funding for approximately 20% above the original proposal. The increased amount, if necessary, would cover unanticipated additional services, during the implementation phase of the traffic control system subject to the approval of the Director of Public Works/City Engineer.

**FISCAL ANALYSIS:**

The adopted 2006/2007 Capital Improvement Budget has sufficient reimbursable Grant and State Gas Tax funds to support the services to be provided by Iteris.

**ATTACHMENT:**

- A. Excerpts of Iteris RFP
  - Project Understanding,
  - Recent Project Experience & References, and
  - Cost Proposal
- B. Cost Proposal from Advantec and Minagar & Associates

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**MOTION:**

That the City Council:

- 1) Authorize entering into a professional services agreement with Iteris for Configuration and Project Management Services, related to Fox Hills Area Traffic Signal Synchronization Project P-852, for a not-to-exceed fee of \$86,000; and
- 2) Authorize the City Attorney to prepare the necessary documents and authorize the City Manager to execute the documents on behalf of the City.