

PLANNING AND PROGRAMMING COMMITTEE  
March 14, 2001



Los Angeles County  
Metropolitan  
Transportation  
Authority

One Gateway Plaza  
Los Angeles, CA  
90012

213.922.6000

Mailing Address:  
P.O. Box 194  
Los Angeles, CA 90053

**SUBJECT: HANDHELD DATA COLLECTION APPLICATION DEVELOPMENT**

**ACTION: AWARD CONTRACT OP41401044 TO SPECTRIA TO DESIGN AND DEVELOP A HANDHELD DATA COLLECTION DEVICE APPLICATION FOR SCHEDULE CHECKING.**

**RECOMMENDATION**

Authorize the Chief Executive Officer to execute a firm fixed price contract, Contract No. OP41401044, to Spectria, Long Beach, CA, to design and develop a schedule checking application for handheld devices for a total amount of \$235,000.

**RATIONALE**

The purpose of this contract award is to procure the services of a contractor to design and develop a software application for MTA's handheld data collection devices that will run on a commercially available, off the shelf operating system. Data will be collected in the field and then transmitted to the MTA network through standard telephone lines.

This service is essential to the MTA's ability to collect ridership and fare information on bus and rail lines. The data collected with the new application will complement the data collected by MTA's Automated Passenger Counters, which cannot at this time record rail ridership or fare data.

This new application will be transferable to handheld devices that may become available in the future, unlike the present data gathering software, which is proprietary to a specific device and operating system. The new devices themselves will be obtained in a separate procurement.

**FINANCIAL IMPACT**

Funding of \$ 235,000 for this service is included in the FY01 budget in cost center number 4140, Transit Analysis/Technical Support under Project number 420002, MTA Sponsored CFP Projects.

database with programming and software development background. A total of 64 firms requested the RFP, and on February 10, 2000, 3 proposals were received from Spectria, MicroAge Computermart, and 3Di, Inc.

The proposals from MicroAge and 3Di were eliminated from consideration for failing to meet the minimum qualifications requirements set forth in the RFP evaluation criteria.

Staff reviewed the technical capabilities of the single qualified proposer, Spectria, and found it to be qualified to perform the work. The proposed team possesses the necessary level of programming expertise and experience in projects of similar size and scope to successfully complete the program objectives.

Negotiations with Spectria resulted in a reduction in price from \$320,511 to \$235,000. This amount is the best obtainable price as a result of bottom line negotiations with the single responsive proposer.

**COST/PRICE ANALYSIS**

<b>PROPOSED PRICE</b>	<b>RECOMMENDED PRICE</b>	<b>HISTORICAL PRICE</b>
<b>\$320,511</b>	<b>\$235,000</b>	<b>N/A</b>
	<b>PRICE VARIANCE</b>	

The recommended price of \$235,000 has been determined to be the best obtainable based upon negotiations. Management Audit Services Department (MASD) performed a pre-award audit. Spectria’s overhead rate was MASD’s most significant audit exception. During negotiations, staff addressed all MASD audit exceptions including the overhead rate issue. However, staff was not able to negotiate a final price with Spectria by individual cost element. Since Spectria’s proposal was the only proposal that met MTA’s technical requirements, staff agreed to the recommended bottom-line price of \$235,000. The recommended price resulted in a cost savings of \$85,511 from Spectria’s proposed cost of \$320,511.

**SMALL BUSINESS PARTICIPATION**


The Small Business Diversity Unit (SBD) did not recommend a Disadvantaged Business Enterprise (DBE) participation goal for this procurement due to lack of subcontracting opportunities. Based on industry practices, it is expected that the Prime will provide all services, supplies, and/or equipment required on this contract with minimal, if any, subcontracting. However, pursuant to the DBE Program requirements, if the Prime proposes to use the services of subcontractors, the Prime is expected to afford maximum opportunity to DBE firms in all subcontracting and supply service areas. Upon request, the Prime is required to submit documentation to satisfy MTA that good faith efforts were made to utilize DBE firms throughout the life of the contract.

Procurement: Handheld Data Collection Application Development  
 Board Date: March 14, 2001

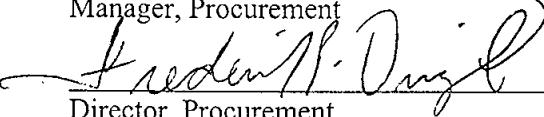
BOARD REPORT ATTACHMENT "A"  
 PROCUREMENT SUMMARY  
 NEGOTIATED PROCUREMENT

1.	Independent Estimate: \$275,664
2.	Recommended Vendor:
	Name: Spectria
	City: Long Beach
	Total Dollar Amount: \$235,000
3.	Description of Contract Services:
4.	Contract Type: Firm fixed price
5.	RFP Issued: 9.10.99
6.	Advertise Date: 9.11.99
7.	DBE Participation Goal: Waived
	Responsive?:
8.	No. of Notifications Sent to Vendors (postcards): 1,096
9.	No. of Proposals Picked up by Vendors: 64
10.	Pre-proposal conference date: 01.20.00
11.	No. of proposals submitted: 3
12.	Date proposals received: 02.10.00
13.	Negotiation record: 02.20.01
	Proposer names/offer: Spectria/\$320,511, MicroAge Computermart, 3Di, Inc.
	Source selection committee analysis: Spectria was the only firm with the necessary technical qualifications to perform this work.
	Proposer BAFO: \$235,000
	Recommendation: \$235,000
14.	Protest Received: No
15.	Disposition of Protest/Appeal:
16.	Pre-Qualification Completed? 04.03.00
17.	Conflict of Interest Certifications Submitted to Ethics? Yes
18.	Audit Report Completed? 02.26.01
19.	EO Evaluation Completed? N/A
20.	Contract Administrator: Wayne Okubo
	Tel: 21064
21.	Project Manager: Dale Lanz
	Tel: 26924

Concur:

  
 Manager, Procurement

Concur:

  
 Director, Procurement

Concur:

  
 Deputy Executive Officer, Procurement

## Handheld Data Collection Device Application Make vs. Buy Analysis

<b>Criteria</b>	<b>Off the Shelf</b>	<b>Custom</b>
<b>Cost</b>	\$28,500 plus annual fee of 12%, plus unknown costs for modifications and additional custom modules	\$235,000

<b>Software</b>		
Bus Ride Checks	X	X
Rail Ride Checks		X
Point Checks		X
Bus Fare Survey		X
Rail Fare Survey		X

<b>Hardware</b>		
Ruggedized models available	1 (Palm OS)	6 (Windows CE)

<b>Operating System</b>		
Type	Palm OS	Windows CE

## Handheld Data Collection Device Application Make vs. Buy Analysis

Criteria	Off the Shelf	Custom
Cost	\$28,500 plus annual fee of 12%, plus unknown costs for modifications and additional custom modules	\$235,000

Software		
Bus Ride Checks	X	X
Rail Ride Checks		X
Point Checks		X
Bus Fare Survey		X
Rail Fare Survey		X

Hardware		
Ruggedized models available	1 (Palm OS)	6 (Windows CE)

Operating System		
Type	Palm OS	Windows CE