



Metropolitan
Transportation
Authority

One Gateway Plaza
Los Angeles, CA
90012-2952

EXECUTIVE MANAGEMENT AND AUDIT COMMITTEE
OCTOBER 17, 2002

SUBJECT: MULTI-MEDIA MOBILE THEATER

**ACTION: APPROVE CONTRACT AWARD FOR MULTI-MEDIA
MOBILE THEATER**

RECOMMENDATION

- A. The Board finds that purchase of the multi-media mobile theater vehicle in compliance with Public Utilities Code Section 130232 and 130233 does not constitute a method of procurement adequate for acquisition of the unique, prototype equipment needed to provide a new and enhanced safety outreach program through the use of a mobile unit to the population along the Metro Blue and Gold Lines. The Board hereby authorizes the procurement of the Multi-Media Mobile Theater and Tractor pursuant to PUC Section 130236, to be used to provide the safety outreach and to conduct such operational testing and evaluation as is necessary to assess the performance for the intended purpose.
(Requires a two-thirds vote.)
- B. Authorize the Chief Executive Officer to award a firm fixed price contract to Provision Entertainment, Incorporated for a used Multi-Media Mobile Theater and Tractor for a total price not to exceed \$400,340, exclusive of sales tax.

RATIONALE

The MTA Rail Safety and Education Outreach Program is dedicated to reaching ever increasing portions of the population that reside or work adjacent to our at-grade light rail alignments. Part of the plan to accomplish this is to take the safety program on the road with a mobile unit that can be set up in any neighborhood. The MTA has the exclusive opportunity to procure a used, one-of-a-kind mobile unit designed to incorporate operationally proven, state-of-the-art interactive production technology in a theater setting within a self-contained expandable semi-trailer. The unique characteristics of this unit allow for three-dimensional presentations, which serve as an attraction in community settings. For rail safety outreach this means audiences can experience the speed, weight and impact of a moving train. This experience can make a lasting impression on participants while emphasizing safe behavior near operating trains. The unit has previously toured the continental United States on national entertainment and product campaigns that produced extremely

favorable results with audience viewing and participation. It is, however, the first time this unit will be used by a public agency to reach and educate communities on rail safety. To design and outfit a comparable unit would be prohibitive.

We want to contract with Provision Entertainment, Inc., Chatsworth, California for the purchase of their existing mobile educational theatre trailer to fulfill the program objective to provide rail safety educational outreach to the many communities, schools, businesses, and general public along the Metro Blue Line and the Metro Gold Line.

A mobile unit with the capabilities of this one is considered a critical component to reach a maximum number of community members that populate the areas adjacent to these two light rail alignments. The new Metro Gold Line, scheduled for revenue service in July 2003 has several areas in Los Angeles, South Pasadena and Pasadena where the line runs immediately adjacent to residential properties, schools and other public facilities. Many of the street crossings are at grade level in communities that have never experienced street running light rail and the frequency of operation.

Background

The Provision mobile theater was originally designed for an entertainment studio to promote television and theatrical productions; the theater trailer has a track record of quality and reliability in its presentation technology and is a proven draw for an audience. The MTA has the benefit of purchasing this trailer significantly below Provision's invested cost of the design and integration of the multimedia equipment installed in the trailer with the added advantage of having service-proven technology and operation. Provision is committing the company resources to another product direction. It is unlikely that they would build another unit comparable to this. However, the components within the unit are readily available for replacement and may be enhanced as operational experience is gained and testing proceeds.

The equipment in place in the mobile unit allows for alignment specific interactive programming. In the mobile safety theater participants will experience in three dimensions with coordinated moving seats the simulated experience of MTA's light rail operations as the simulator "approaches" crossings within their community. The simulated experience includes the vehicle at speed with subsequent braking and even the occurrence of an emergency stop. The mobile safety theater trailer will deliver a physical and visual impact and impression that will have a lasting imprint on how to live safely with our light rail systems.

Discussion

The MTA's rail safety education and outreach program has been recognized as "exemplary" by an American Public Transportation Association peer review committee. The addition of the mobile unit would add another dimension to successfully educating the public on rail safety. By deploying this mobile unit at shopping centers, community fairs, church and school parking lots, DMV offices, farmers' markets, community events and a myriad of locations, thousands more MTA patrons will have the opportunity to be safety trained

FINANCIAL IMPACT

The FY03 budget includes sufficient funding of \$610,000 **\$410,000** in the Community Relations Department, Project Number 800089, Systems Safety and Security. The funds for this program are through a California Transportation Commission grant for safety included in the FY03 budget.

ALTERNATIVES CONSIDERED

Initially, MTA's safety outreach program considered converting a twenty year old, over the road, Greyhound style, Motor Coach Industries (MCI) bus that had been acquired by Operations for a mobile bus command center. The safety program had concerns about the suitability of the bus for the purpose of the outreach program, including the age of the vehicle and the possibility of frequent mechanical breakdowns that could sideline the bus from public appearances. The program then evaluated acquisition of a large trailer that could be outfitted similarly to the Provision unit with the advantage of being pulled by a leased truck for enhanced reliability. The cost to outfit a rig with similar high tech production equipment was comparable to the Provision unit without the benefit of a proven performance record. Operations re-activated the plan to use the MCI bus for a mobile command center and the similar cost of outfitting a new rig without the proven performance record of the Provision unit, made the Provision unit the most desirable alternative.

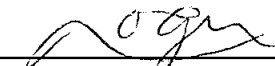
ATTACHMENTS

- A. Procurement Summary
- A-1 Procurement History
- A-2 Small Business Enterprise Summary
- A-3 Photographs

Prepared by: R. Bachman, Purchase Contract Manager
L. Bybee, Deputy Executive Officer, Community Relations



Maria A. Guerra
Chief of Staff



Roger Snoble
Chief Executive Officer

**BOARD REPORT ATTACHMENT A
PROCUREMENT SUMMARY**

MULTI-MEDIA MOBILE THEATER

1.	Contract Number: TBD		
2.	Recommended Vendor: Provision entertainment, Inc., Chatsworth, CA		
3.	Cost/Price Analysis Information:		
	A. Proposed Price: \$400,340 (Excluding Taxes)	Estimated Amount \$400,340	
	B. Details of Significant Variances are in Attachment A-1.D		
4.	Contract Type: Firm, Fixed Price		
5.	Procurement Dates:		
	A. Issued: N/A		
	B. Advertised: N/A		
	C. Pre-proposal/Bid Conference: N/A		
	D. Proposals/Bids Due: N/A		
	E. Pre-Qualification Completed: Yes		
	F. Conflict of Interest Form Submitted to Ethics: Yes		
6.	Small Business Participation:		
	A. Bid/Proposal Goal: No goal recommended	Date Small Business Evaluation Completed: N/A	
	B. Small Business Commitment: No goal recommended		
7.	Invitation for Bid/Request for Proposal Data:		
	Notifications Sent: N/A	Bids/Proposals Picked up: N/A	Bids/Proposals Received: 1
8.	Evaluation Information:		
	A. <u>Proposer Name:</u> Provision Entertainment, Inc.	<u>Bid/Proposal Amount:</u> \$400,340 (Excl. Tax)	<u>Best and Final Offer Amount:</u> N/A
	B. Evaluation Methodology: Details are in Attachment A-1.C		
9.	Protest Information: N/A		
	A. Protest Period End Date: N/A		
	B. Protest Receipt Date: N/A		
	C. Disposition of Protest Date: TBD		
10.	Contract Administrator: Richard Bachman	Telephone Number: 213-922-1016	
11.	Project Manager: Linda Bybee	Telephone Number: 213-922-6340	

**BOARD REPORT ATTACHMENT A-1
PROCUREMENT HISTORY**

MULTI-MEDIA MOBILE THEATER

A. Background on Contractor

Provision Entertainment, Inc. was founded in 1988, and provides commercial and consumer interactive products. These products include The Personal Simulator, Holo Vision, Speed Theater, and TRAX. Provision Entertainment owns the following subsidiaries: Attraction Media and Entertainment which distributes ride films and and Deepworks Ltd., a visual effects, animation and design studio.

The MTA has no prior history with this supplier.

B. Procurement Background

Procurement staff performed an analysis in accordance with MTA's Policies and Procedures covering a non-competitive procurement, and determined that the used Multi-Media Mobile Theater with the features and capabilities of the proposed vehicle is only available from Provision Entertainment, Inc.

Based on PUC 130236 if the Board finds that purchase of the proposed vehicle in compliance with Public Utilities Code Section 130232 and 130233 does not constitute a method of procurement adequate for acquisition of the unique, prototype equipment needed to provide mobile safety outreach to the population along the Metro Blue and Gold Lines. The Board may authorize the procurement of the Multi-Media Mobile Theater and Tractor pursuant to PUC Section 130236, to be used to provide the safety outreach and to conduct such operational testing and evaluation as is necessary to assess the performance for the intended purpose without further observance of bids, advertisements or notice.

The Small Business Diversity Unit did not recommend a Disadvantaged Business Enterprise participation goal for this procurement.

C. Evaluation of Proposal

The proposal submitted by Provision Interactive Technologies was found to be responsive for the prototype vehicle necessary to meet the needs for safety training and to conduct operational testing and evaluation to determine the effectiveness of this innovative approach to conduct safety training to people along the Metro Blue and Gold Line corridors.

D. Cost/Price Analysis/Explanation of Variances

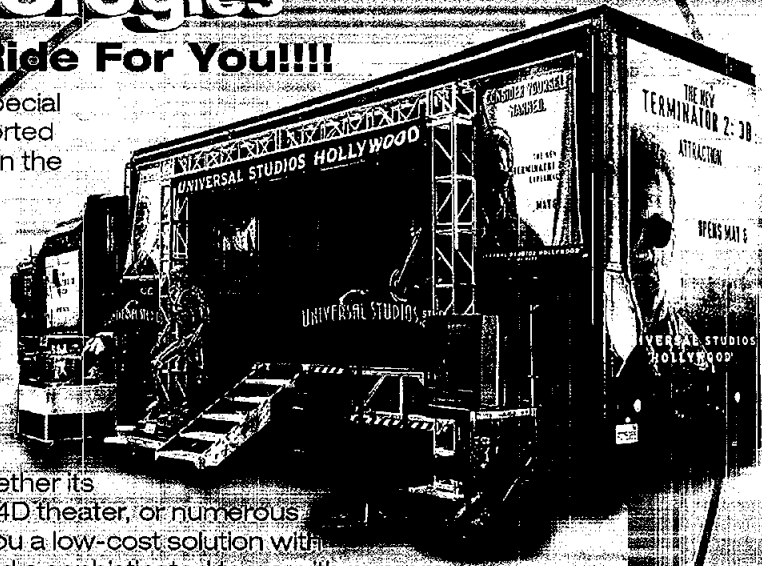
The recommended price has been determined to be fair and reasonable based upon price/cost analysis, independent estimate and written declaration by the supplier that the price is equal to or less than prices quoted to any other private or public buyer.

Touring Technologies

PROVISION
INTERACTIVE TECHNOLOGIES

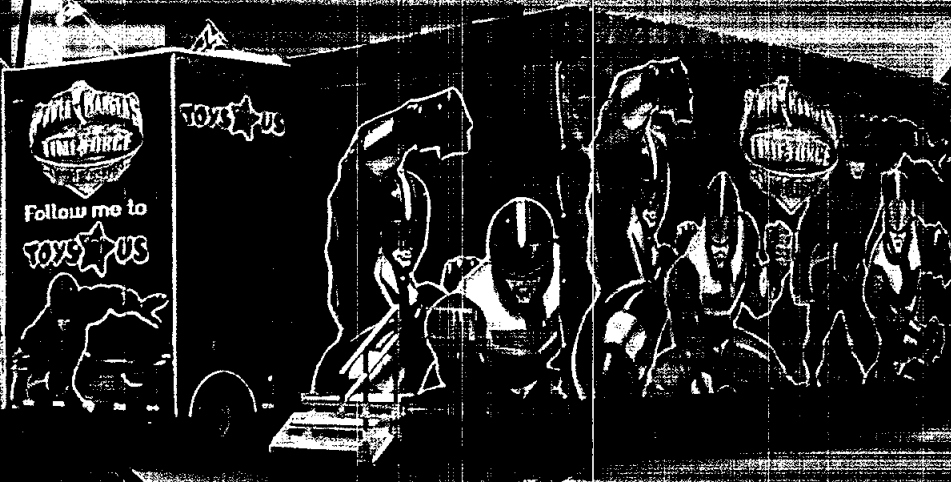
Provision Has The Ride For You!!!!

Whether it's a custom touring van, a special promotional tour, or a corporate supported sponsorship program we can put you in the drivers seat!!! If its increasing brand awareness, creating hype, providing educational programs, or just enjoying pure entertainment for the thrill of it ...then Provision Entertainment can provide you with an attention-grabbing mobile marketing vehicle to meet your needs. We've developed the best state of the art high impact interactive technologies and brought them to the special event industry. Whether its motion simulation, virtual reality, a 3-D/4D theater, or numerous other special effects we can provide you a low-cost solution with a high-impact return. We've assembled a sophisticated team with numerous years of experience dedicated exclusively to provide expertise in the following areas: concept development, design, manufacturing, event scheduling, on-site coordination, and press management.



Provision's portable simulation theater combines the best 3D video projection technology, a patented motion based system, and "special effects" to create an immersive simulation experience that you've never before experienced. Captivating audiences of all ages, Provision's theater is the only touring "theme park" simulator available today.

Turn-key management services available for customized manufacturing, corporate sponsorship, or a special event rental program all specifically geared to meet your needs. Also available a complete ride-film library and in-house film customization capabilities for specific venues.



Our customer account list includes such notable companies:

- as
- Universal Studios
- Fox Family Network
- Saban
- Entertainment
- Cartoon Network
- Levi Strauss
- Marlboro

www.provisionentertainment.com 818.775.1624
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