



**Los Angeles County Service Authority for Freeway Emergencies**  
**Kenneth Hahn Call Box System**

One Gateway Plaza Los Angeles, California 90012-2952  
TEL (213) 922-5652 FAX (213) 922-2955

**SAFE BOARD**  
**NOVEMBER 29, 2007**

**SUBJECT: MOTORIST AID AND TRAVELER INFORMATION SYSTEM (MATIS)  
TECHNICAL SUPPORT SERVICES**

**ACTION: AWARD CONTRACT NO. 07SAFE16 FOR TECHNICAL SUPPORT  
SERVICES TO AID IN THE DEVELOPMENT, DEPLOYMENT AND  
OPERATION OF MATIS**

**RECOMMENDATION**

Authorize the Executive Officer to award a five-year fixed labor hour rate contract, Contract No. 07SAFE16, to Jennillian Corporation for technical support services to aid in the development, deployment and operation of MATIS in an amount not-to-exceed \$975,000, inclusive of a 10% contingency effective December 1, 2007.

**RATIONALE**

LA SAFE is responsible for providing motorist aid services for Los Angeles County. Concurrent with this recommendation, there is a report recommending the award of a ten-year contract for the development, deployment, operation and maintenance of MATIS. MATIS is a comprehensive motorist aid system that will provide: 1) a call center to support call box, #399 mobile call box and 511 operator-assisted calls; 2) fleet monitoring support for the Metro FSP program; and 3) the regional 511 Traveler Information system. These three distinct yet inter-related operations require the knowledge of a variety of technical fields.

LA SAFE does not have the staff to fully and adequately address the variety of technical issues that will arise during the development and operation of MATIS. This contract award will ensure that LA SAFE has sufficient resources available to support the development, deployment and operation of MATIS. This contract will provide LA SAFE with the resources to support technical reviews and recommendations; implementation, integration and development of various data systems; development and management of call center systems; development and implementation of the 511 website and Interactive Voice Response (IVR) system; development and implementation of the fleet monitoring system; monitoring of systems implementation; management and monitoring of MATIS operations and maintenance; assistance in identifying opportunities to improve and enhance MATIS; and general overall technical project management support.

## **FINANCIAL IMPACT**

The funding of \$375,000 for technical support services to aid in the development, deployment and operation of MATIS is included in LA SAFE's FY08 budget under Cost Center 3351, Motorist Services, under Project 300209, Kenneth Hahn Call Box and line item 50316. Since this is a multi-year contract, the Cost Center Manager and LA SAFE Deputy Executive Officer will be accountable for including the costs in future budget years.

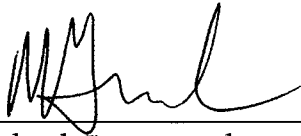
## **ALTERNATIVES CONSIDERED**

The Board may not authorize the execution of this contract. This alternative is not recommended because this contract is needed to ensure that there are enough technical resources to ensure the successful development, deployment and operation of MATIS.

## **ATTACHMENTS**

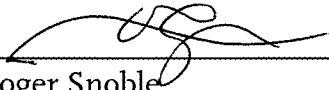
- A. Procurement Summary
- A-1. Procurement History
- A-2. List of Subcontractors

Prepared by: Kali K. Fogel, Motorist Services Technical Administrator  
Samira Baghdikian, Senior Contract Administrator



---

Michael Greenwood  
Deputy Executive Officer



---

Roger Snoble  
Executive Officer

**ATTACHMENT A  
PROCUREMENT SUMMARY**

**MOTORIST AID AND TRAVELER INFORMATION SYSTEM (MATIS)  
TECHNICAL SUPPORT SERVICES**

1.	Contract Number: 07SAFE16		
2.	Recommended Vendor: Jennillian Corporation		
3.	Cost/Price Analysis Information:		
	A. Bid/Proposed Price: \$885,772.89	Recommended Price: \$975,000 (including approximate 10% contingency)	
	B. Details of Significant Variances are in Attachment A-1.D		
4.	Contract Type: Labor Hour Rate		
5.	Procurement Dates:		
	A. Issued: August 1, 2007		
	B. Advertised: August 2, 2007		
	C. Pre-Proposal Conference: August 14, 2007		
	D. Proposals Due: September 4, 2007		
	E. Pre-Qualification Completed: N/A		
	F. Conflict of Interest Form Submitted to Ethics: September 27, 2007		
6.	Small Business Participation:		
	A. Bid/Proposal Goal: 5% SBE	Date Small Business Evaluation Completed: 9/11/07	
	B. Small Business Commitment:		
7.	Invitation for Bid/Request for Proposal Data:		
	Notifications Sent: 5	Proposals Downloaded: 20	Bids/Proposals Received: 2
8.	Evaluation Information:		
	A. Bidders/Proposers Names:	<u>Bid/Proposal Amount:</u>	<u>Best and Final Offer Amount:</u>
	1) Post, Buckley, Schuh & Jernigan, Inc. (PBS & J)	1) \$1,150,159.00	1) \$976,170.00*
	2) Jennillian Corporation	2) \$888,590.05	2) \$885,772.89*
			* without contingency
	B. Evaluation Methodology: Sealed Bid Details are in Attachment A-1.C		
9.	Protest Information:		
	A. Protest Period End Date: 12/11/07		
	B. Protest Receipt Date: TBD		
	C. Disposition of Protest Date: TBD		
10.	Contract Administrator: Samira Baghdikian	Telephone Number: (213) 922-1033	
11.	Project Manager: Kali Fogel	Telephone Number: (213) 922-2665	

**ATTACHMENT A-1  
PROCUREMENT HISTORY**

**MOTORIST AID AND TRAVELER INFORMATION SYSTEM (MATIS)  
TECHNICAL SUPPORT SERVICES**

**A. Background on Contractor**

Jennillian Corporation (Jennillian) is an information technology services and development provider located in Westminster, California. Jennillian's president and chief architect Dr. Baron Grey is an experienced information technology industry executive with a strong technical, engineering, and academic background that has been developed from over 30 years of experience working in the academic, public, private and defense sectors and his own information technology services company Jennillian Corporation since 2002.

Jennillian has provided information technology support to LA SAFE and other public agencies and has developed requirements and statements of work for the LA County Call Box program and other motorist aid projects.

Jennillian has had prior and current contracts with LA SAFE for the call center, call box program and the #399 mobile call box. Its work has been satisfactory to date.

**B. Procurement Background**

This is a competitively negotiated procurement issued as an RFP using explicit evaluation factors: Qualifications of Firm (10%), Qualifications of Staff (50%) and Price (40%). The contract period is 5 years without any options. The contract period of performance is anticipated to begin on or about December 1, 2007.

The Diversity & Economic Opportunity Department (DEOD) recommended a Small Business Enterprise (SBE) goal of 5% for this procurement.

**C. Evaluation of Proposals**

Proposals were evaluated according to LA SAFE's policies and procedures for competitive procurements. Two proposals were received from Post, Buckley, Schuh & Jernigan, Inc. (PBS & J) and Jennillian Corporation. A source selection committee, comprised of staff from LA SAFE, METRO, Cal Trans and Orange County Transportation Authority, determined that both proposers met the minimum qualifications identified in the RFP. The recommended Contractor (Jennillian) was not only determined to be the highest rated technical proposer, but also offered the lowest price.

D. **Cost/Price Analysis and Explanation of Variances**

The recommended price of \$975,000, which includes an approximate 10% contingency, has been determined to be fair and reasonable based upon price analysis and adequate competition under the competitive procurement process. The recommended price, excluding the approximate 10% contingency, is lower than the independent cost estimate of \$933,543.

**ATTACHMENT A-2  
LIST OF SUBCONTRACTORS**

**MOTORIST AID AND TRAVELER INFORMATION SYSTEM (MATIS)  
TECHNICAL SUPPORT SERVICES**

PRIME CONTRACTOR – Jennillian Corporation

Small Business Commitment

Jennillian Corporation – 100%

Total Commitment      100%

Other Subcontractors

N/A

