

Metropolitan Transportation Commission Operations Committee

January 10, 2020

Agenda Item 5a

Contract – Vehicle Occupancy Verification Smartphone App Pilot - Outreach and Evaluation Services: Atkins North America, Inc. (\$245,000)

- Subject:** Request Committee approval of a contract with Atkins North America, Inc. (Atkins) in an amount not to exceed \$245,000 to provide outreach and evaluation services for a three-month pilot of smartphone app-based technology used to verify vehicle occupancy in an express lane.
- Background:** There are approximately 450 lane-miles of High Occupancy Vehicle (HOV) lanes in the region, of which about 70 lane-miles have been converted to express lanes to-date. There are plans to convert and construct many more lane-miles of express lanes to create a regional express lanes network of 600 lane-miles.

Ensuring adherence to vehicle occupancy requirements is critical to the operation of the facilities. Today occupancy declaration in the express lanes depends primarily on driver honesty, where drivers are required to use a FasTrak Flex® toll tag to indicate the number of people in a vehicle and determine whether the vehicle is toll-free or tolled. Occupancy enforcement for express lanes is currently done in person by the California Highway Patrol (CHP).

For the past several years, staff have been exploring additional methods of HOV occupancy enforcement, including the use of technology, and providing updates to this Committee on their progress. Most recently at the April 2019 meeting, staff reported plans to move forward with a short-term pilot to investigate the use of a smartphone app to indicate vehicle occupancy. Pilot participants/volunteers will be recruited to use an app (or follow the vendor's alternative approach for those without smartphones) and provide feedback. The objectives of the pilot are to gauge user acceptance and ease of use, assess privacy concerns, inform full deployment costs, and assess future customization opportunities. This pilot will include two competitive procurements – one for the app provider/vendor and one for a consultant to assist staff with outreach and post-pilot evaluation efforts. Staff anticipates bringing the selection of the app provider/vendor to the Committee for approval in early Spring 2020, while Committee approval for the consultant assistance is the subject of this item.

On October 19, 2019, MTC issued a Request for Proposal (RFP) to pre-qualified firms from the Electronic Payment Consultant Assistance Bench under Service Category E: Communications and Customer Information Services to provide outreach and evaluation services for the pilot. MTC received one proposal from Atkins. A panel comprised of MTC staff reviewed the proposal and evaluated it based on the firm's qualifications and experience, understanding and approach to completing the project, price, cost effectiveness, and written communication, in descending order of importance. Based upon the evaluation, the panel recommends the selection of the Atkins team, as they have relevant and similar experience testing this type of technology in other areas, have demonstrated a clear understanding of the project and its objectives, and provided a detailed work

plan to complete the project. From its work on similar projects, Atkins will be able to apply valuable lessons learned to our project.

Under the contract, Atkins will be responsible for the development and execution of a pilot participant recruitment/outreach plan; development of online surveys, orientation video script, FAQs, and outreach materials; development of an evaluation plan; design, coordination, and facilitation of post-pilot focus group discussions; and a post-pilot evaluation.

Attachment A includes a summary of Atkins and its project team's small business and disadvantaged business enterprise status.

Issues: None identified.

Recommendation: Staff recommends that the Operations Committee authorize the Executive Director or designee to negotiate and enter into a contract with Atkins North America, Inc. in an amount not to exceed \$245,000 to provide outreach and evaluation services for a pilot of smartphone app-based technology to verify vehicle occupancy in an express lane.

Attachments: Attachment A: Atkins North America, Inc. and its subcontractor's DBE / SBE Status


Therese W. McMillan

**Operations Committee
January 10, 2020**

**Attachment A
Agenda Item 5a**

			DBE* Firm			SBE** Firm		
	Firm Name	Role on Project	Yes	If Yes, List #	No	Yes	If Yes, List #	No
Prime Contractor	Atkins North America, Inc.	Project Management			No			No
Subcontractor	VRPA Technologies, Inc.	Public Outreach and Engagement	Yes	12213				No

*Denotes certification by the California Unified Certification Program (CUCP).

**Denotes certification by the State of California.

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract

Work Item No.:	6840
Consultant:	Atkins North America, Inc. Oakland, CA
Work Project Title:	Vehicle Occupancy Enforcement Smartphone App Pilot - Outreach and Evaluation Services
Purpose of Project:	Provide outreach and evaluation services for a three-month pilot of smartphone app-based technology that will be used to indicate vehicle occupancy in an express lane.
Brief Scope of Work:	Develop and execute a pilot program plan, outreach/recruitment plan, and evaluation plan; create outreach materials; provide volunteer assistance throughout duration of pilot; disseminate incentives; conduct focus groups; analyze evaluation results; and prepare final evaluation report.
Project Cost Not to Exceed:	\$245,000
Funding Source:	SAFE
Fiscal Impact:	Funding is included in the FY 2019-20 MTC Budget
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract with Atkins North America, Inc. to provide outreach and evaluation services for an app-based vehicle occupancy verification pilot described above and in the Operations Committee Summary Sheet dated January 10, 2020 and that the Chief Financial Officer is authorized to set aside \$245,000 for such contract.
Operations Committee:	<hr/> Dave Cortese, Chair
Approved:	January 10, 2020