

Metropolitan Transportation Commission Administration Committee

September 9, 2020

Agenda Item 3a - 20-1174

Contract - MTC Regional Safety Data System & Safety Report: mySidewalk, Inc. (\$500,000)

Subject: A request for approval of a contract with mySidewalk, Inc. (mySidewalk) to develop a comprehensive regional safety data system and safety report for the nine-county Bay Area region, in an amount not to exceed \$500,000.

Background: Traffic safety is a significant transportation challenge globally, nationally, and regionally. In the Bay Area, prior to onset of the COVID-19 pandemic, traffic crashes caused over 400 fatalities and 2,000 serious injuries on average every year, with these crashes disproportionately affecting those in communities of color, low-income communities, the elderly and those walking and biking. While recent Shelter in Place orders may have slowed incidences in the short term, the expectation is that traffic-related fatalities and serious injuries will rise to pre-pandemic levels again once people begin to return to schools and workplaces.

The MTC Commission recently adopted a Regional Safety/Vision Zero (VZ) Policy to establish a region-wide policy of intent to work with our partner agencies to encourage and support actions towards eliminating traffic fatalities and serious injuries in the Bay Area by 2030. MTC aims to employ a data driven approach to inform safety policy and the strategic use of available resources. Towards that end, MTC staff is working to develop a comprehensive regional data system that will integrate available safety-related datasets to allow for identification and analyses of key traffic safety problems facing the region and its constituent cities. Regional safety data will be housed and maintained at MTC so that local jurisdictions can benefit from consistent and reliable data.

The key objectives of this project are to:

1. Integrate key data sources into a comprehensive system that allows for easy access, synthesis, and analysis of safety data.
2. Produce a “State of Safety in the Region Report,” including a Regional High Injury Network, detailing present safety issues in the region and identifying potential solutions.
3. Proofing of the system, such that it may continue to be used well into the future as new and better data becomes available.

MTC was awarded a \$500,000 grant through Caltrans’ Systemic Safety Analysis Report Program (SSARP) to develop a comprehensive regional safety data system and safety report.

Procurement Process

MTC released a Request for Proposals (RFP) on February 27, 2020 for a consultant to develop a comprehensive regional safety data system and safety report as described above. The RFP was posted on MTC's website and an e-mail advertising the opportunity was sent to 3,619 individuals and firms. The RFP materials were downloaded from MTC's online procurement portal by 98 firms and individuals. MTC hosted a Proposers' Conference on March 16, 2020.

On June 24, MTC received nine (9) proposals, all of which were deemed to be responsive. The proposing firms were: AppGeo, Fehr & Peers, IPgallery, Iteris, Inc., Kimley-Horn, Kittelson, mySidewalk, REV, and TJKM. Each of these firms' proposals was supported by a team of sub-consultants.

A panel of five members comprised of staff from MTC and Sonoma County Transportation Authority performed an initial evaluation. Technical advisors from Oregon Metro, Cal Poly State University and MTC planning staff provided their insights and aided the evaluation process. After initial review, the panel decided to shortlist the firms Fehr & Peers, Iteris Inc., mySidewalk, and AppGeo. The panel then held discussions to score the proposals based on the evaluation criteria below:

| | Total | Qualifications | Understanding and Approach to the Project | Cost Effectiveness | Presentation | SBE Preference Program |
|--------------|--------------|----------------|---|--------------------|--------------|------------------------|
| Supplier | / 105 pts | / 35 pts | / 35 pts | / 20 pts | / 10 pts | / 5 pts |
| mySidewalk | 87 | 30.5 | 31.75 | 16 | 8.75 | 0 |
| Fehr & Peers | 84 | 31.5 | 28.75 | 14.5 | 9.25 | 0 |
| AppGeo | 78.25 | 27.25 | 28.5 | 15 | 7.5 | 0 |
| Iteris, Inc. | 73.12 | 26.38 | 27.25 | 12.75 | 6.75 | 0 |

Based on its evaluation, the panel recommends the team led by mySidewalk. A number of identified strengths led to the panel's recommendation, including:

- A highly qualified team with demonstrated experience in the areas of data management and data analysis/visualization, two components critical to this project and sought in the RFP;

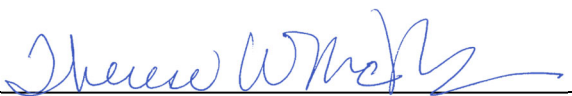
- Extensive experience integrating data sources and knowledge of best practices for data integration; in particular, panelists believed that the data system approach proposed by mySidewalk was strong and flexible, and this strength differentiated their proposal from the others received;
- mySidewalk also proposed innovative solutions not seen in other proposals, specifically, easily customizable dashboards and High Injury Networks that will provide local jurisdictions with a valuable tool for safety analysis; and
- A team with a depth of knowledge and staff expertise in road safety, both nationally and internationally.

None of the shortlisted firms claimed any points as registered Small Business Enterprises (SBEs); as a result, none of the firms were awarded any points through MTC's SBE Pilot Program. Neither mySidewalk, nor its subcontractors, are small businesses or disadvantaged business enterprises.

Issues: Ongoing resources and staffing required to maintain the safety data system at its full capacity will need to be identified, but the level of resource needs is scalable.

Recommendation: Staff recommends that the Committee authorize the Executive Director or designee to enter into a contract with mySidewalk in an amount not to exceed \$500,000 over one year (with a provision to extend for two additional years) to develop a comprehensive regional safety data system and safety report for the nine-county Bay Area region, subject to annual approval of the MTC operating budget.

Attachments: Request for Committee Approval – Summary of Proposed Contract


Therese W. McMillan

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract

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|-----------------------------|--|
| Work Item No.: | 1233 |
| Consultant: | mySidewalk, Inc. Kansas City, MO |
| Work Project Title: | Regional Safety Data System and Safety Report |
| Purpose of Project: | Development of a comprehensive region-wide safety data system for analysis of the key traffic safety problems facing the region, and a regional safety report detailing the present safety issues across the Bay Area and identifying potential solutions. The purpose of the project is to inform a data driven approach towards enhancing traffic safety in the Bay Area region. |
| Brief Scope of Work: | The consultant will review literature related to traffic safety analysis and data science and develop a comprehensive regional safety data system that will allow for analysis of the key traffic safety problems facing the region and its constituent cities. The consultant will also develop a High Injury Network and a State of Safety in the Region Report identifying key traffic safety problems and countermeasures across the Bay Area that complies with the requirements of Caltrans' Systemic Safety Analysis Report Program (SSARP) |
| Project Cost Not to Exceed: | \$500,000 |
| Funding Source: | \$500,000 Caltrans SSARP Grant |
| Fiscal Impact: | Funding available through a \$500,000 SSARP grant. |
| Motion by Committee: | That the Executive Director or designee is authorized to negotiate and enter into a contract with mySidewalk, Inc. for the development of the MTC Regional Safety Data System and Safety Report as described above and in the Administration Committee Summary Sheet dated September 9, 2020 and the Chief Financial Officer is authorized to set aside \$500,000 for such contract subject to future annual budget approvals. |
| Administration Committee: | <hr/> Federal D. Glover, Chair |
| Approved: | September 9, 2020 |