

# Metropolitan Transportation Commission Operations Committee

May 14, 2021

Agenda Item 5a

## **Incident Management Program Update and Contract Actions:**

### **i. Incident Management Program Update**

**ii. Contract – Incident Management Strategic Plan: Parsons Transportation Group, Inc. (\$174,900)**

**iii. Contract – Traffic Incident Management Dashboard: mySidewalk, Inc. (\$300,000)**

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**Subject:** Update on Incident Management Program and two contract actions.

**Background:** **i. Incident Management Program Update**

The Metropolitan Transportation Commission (MTC) partners with the California Department of Transportation (Caltrans) and the California Highway Patrol (CHP) to lead the Bay Area Incident Management Task Force (IMTF), which was formed in 2002. Today, the IMTF is an active multi-agency partnership that includes MTC, Caltrans, the CHP, the Federal Highway Administration, local law enforcement and fire departments, emergency medical services, county coroners, tow truck companies, and others who are focused on the safe and quick clearance of freeway traffic incidents. The IMTF compliments Bay Area Freeway Service Patrol's and the MTC Service Authority for Freeways and Expressways' (SAFE) efforts to reduce congestion, improve public safety, and enhance air quality by quickly identifying, responding to, and clearing freeway incidents.

On average, 80 first responders or tow-truck operators are struck and killed each year nationwide, with another 20,000 injured annually, while responding to crashes on U.S. roads and bridges. In California, at least nine responders were killed in crashes in 2019-2020, and many others injured. Because the likelihood of a secondary crash increases by 2.8 percent for each minute a primary incident is left uncleared, modest reductions in incident duration can yield significant safety benefits for responders and motorists. Quick incident response is also important in reducing delay for motorists as well as buses on the region's roadways.

IMTF agencies work together to facilitate interagency communication and cooperation to make Bay Area roadways safer for everyone. IMTF initiatives include quarterly meetings and post-incident debriefs, development of a Bay Area Traffic Incident Dashboard, partnerships with local fire departments, Caltrans, and CHP to implement freeway safety improvements, and facilitation of an incident management group in the I-680/I-880 area called the Tri-City Safety Responders. Staff is requesting this Committee to approve two contracts related to the Traffic Incident Management Program.

### **ii. Traffic Incident Management Strategic Plan**

A 2002 Concept of Operations set forth a vision, goals, strategies, and roles and responsibilities for the IMTF and its partner agencies, including MTC, Caltrans and CHP. The plan identified MTC as lead facilitator to coordinate IMTF activities. In 2012, the IMTF expanded to include public safety and other partners, including local fire departments, emergency medical services, tow operators, county coroners, utility companies, and others. Since 2012, over sixty agencies from throughout the region have participated in more than fifty meetings involving responders from all disciplines.

The IMTF has developed annual work plans to guide activities; however, to better organize and prioritize IMTF efforts, the group intends to undertake a strategic plan that will formally define objectives and agency roles and responsibilities, identify challenges and opportunities, and align future work with MTC's regional goals and objectives. To that end, MTC issued a Request for Proposal (RFP) in January 2021 for a consultant to develop a five-year strategic plan for MTC's regional traffic incident management program. On February 25, 2021, MTC received proposals from Parsons Transportation Group Inc. (Parsons) and Kimley Horn and Associates, Inc. A panel comprised of staff from MTC and Caltrans evaluated the two proposals and held interviews with both proposers on March 15, 2021.

Based on its evaluation of the proposals and interviews, the panel ranked Parsons the highest. Parsons' proposal was determined by the panel to be most advantageous to MTC due to its team's extensive experience with traffic incident management related activities throughout North America. The Parsons team has completed similar traffic incident management strategic plans in at least six other states and has experience with numerous programs related to traffic incident management, including Freeway Service Patrol, 511/incident detection, Vision Zero, Strategic Highway Safety Plan, Transportation Systems Management and Operations, Integrated Corridor Management, Express Lanes, and Bay Area Forward. Parsons' proposed approach emphasizes understanding the needs and challenges of the region first, to provide the foundation for evaluation of the existing program and best practices, and to develop recommendations.

Parsons' proposal exceeded the eligibility requirements for participation in MTC's Small Business Enterprise (SBE) Program, with a commitment to having an SBE firm participate in thirty percent of the project. While Parsons qualified for the small business preference, the preference was not a deciding factor as Parsons already had the highest ranked proposal without consideration of the SBE preference points. Parsons' and its subcontractor's small business enterprise status are shown in Attachment A.

### **iii. Traffic Incident Management Dashboard**

MTC participated in the national Startup in Residence (STIR) program in 2019. STIR connects government agencies with startups through a streamlined procurement process to create technology products that address civic challenges. During the 16-week residency, governments and startups work together on challenges that improve services for residents or improve internal processes so that governments can deliver better services to residents. If the residency is successful, participating governments and startups have the option to negotiate a longer-term arrangement. In 2019, MTC selected mySidewalk, Inc. (mySidewalk) through the STIR program to develop a Traffic Incident Dashboard using publicly available data from the California Highway Patrol (CHP). The goal of the Traffic Incident Dashboard project was to develop a timely, user-friendly dashboard for viewing reports on detailed traffic incident characteristics and trends. The 16-week residency concluded in May 2019; the residency was provided at no cost to MTC.

Following the residency, MTC and mySidewalk negotiated licensing costs for a one-year pilot deployment under a purchase order in the amount of \$100,000 to license the platform to track, analyze, and communicate traffic incident data. The pilot deployment was extended for one additional year for a total of \$200,000 over two years.

During the pilot deployment, the dashboard has been used by the IMTF and others as an efficient tool to help track effectiveness of projects and programs aimed at improving the safe and quick clearance of traffic incidents

Experience with mySidewalk has been very positive – it's staff is professional, organized, knowledgeable, and have been proactive in researching issues, identifying new ways to approach incident data challenges and presenting traffic incident data in ways that are relevant to MTC projects and programs.

Staff is seeking to continue MTC's relationship with mySidewalk as it has a unique product that has proven to be beneficial to enhancing access to regional traffic incident data. Staff requests approval to enter into a contract with mySidewalk for an additional three years and \$300,000, at \$100,000 per year to license the platform, including ongoing maintenance, support, hosting, and enhancements of the Traffic Incident Dashboard.

MySidewalk is neither a small business nor a disadvantaged business enterprise and has no subcontractors.

**Issues:** None identified.

**Recommendation:** Staff recommends that the Operations Committee authorize the Executive Director or designee to negotiate and enter into a contract with Parsons in an amount not to exceed \$174,900 to develop a five-year strategic plan for MTC's regional traffic incident management program; and a contract with mySidewalk in an amount not to exceed \$300,000 over three years, subject to the annual budget approval process, to license the platform to track, analyze, and communicate traffic incident data.

**Attachments:** Attachment A: Parsons and its Subcontractor's Small Business and Disadvantaged Business Enterprise Status  
Attachment B: PowerPoint Presentation

  
Therese W. McMillan

**Small Business and Disadvantaged Business Enterprise Status**

		DBE* Firm			SBE** Firm			
	Firm Name	Role on Project	Yes	If Yes, List #	No	Yes	If Yes, List #	No
Prime Contractor	Parsons Transportation Group, Inc.	Develop Traffic Incident Management Strategic Plan			X			
Subcontractor	System Metrics Group, Inc.	Stakeholder outreach, review best practices, performance measure analysis, evaluation of existing local programs and projects			X	X	23091	

\*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.:	1235
Consultant:	Parsons Transportation Group, Inc. Oakland, CA
Work Project Title:	Bay Area Traffic Incident Management Strategic Plan
Purpose of Project:	Strategic planning for Bay Area Traffic Incident Management program
Brief Scope of Work:	Develop a five-year strategic plan for MTC's regional traffic incident management program
Project Cost Not to Exceed:	\$174,900
Funding Source:	SAFE
Fiscal Impact:	Funding is included in the FY 2020-2021 Budget
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract with Parsons Transportation Group, Inc. to develop a Bay Area Traffic Incident Management Strategic Plan described above and in the Operations Committee Summary Sheet dated May 14, 2021 and that the Chief Financial Officer is authorized to set aside \$174,900 for such contract.
Operations Committee:	<hr/> Carol Dutra-Vernaci, Chair
Approved:	May 14, 2021

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Contract

Work Item No.:	1235
Consultant:	mySidewalk, Inc. Kansas City, MO
Work Project Title:	Traffic Incident Dashboard
Purpose of Project:	Track, analyze, and communicate traffic incident data
Brief Scope of Work:	Licensing of platform, including ongoing maintenance, support, hosting, and enhancements
Project Cost Not to Exceed:	\$300,000
Funding Source:	SAFE
Fiscal Impact:	\$100,000 is included in the FY 2020-2021 budget; subsequent years are subject to annual budget approval.
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract with mySidewalk, Inc. for licensing of the Traffic Incident Dashboard platform described above and in the Operations Committee Summary Sheet dated May 14, 2021 and that the Chief Financial Officer is authorized to set aside \$300,000 such contract, subject to annual budget approval.
Operations Committee:	<hr/> Carol Dutra-Vernaci, Chair
Approved:	May 14, 2021

# Incident Management Program

MTC Operations Committee  
May 14, 2021



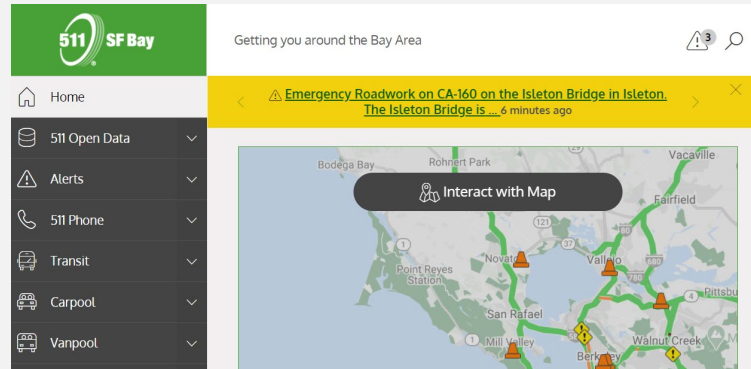


# Regional Traffic Incident Management Program

MTC's role in clearing freeway traffic incidents quickly and safely:



**Incident Management Task Force**



**511 Traveler Information**



**Freeway Service Patrol**



# Traffic Incident Management Partners

- California Department of Transportation (Caltrans)
- California Highway Patrol (CHP)
- Metropolitan Transportation Commission (MTC)
- Federal Highway Administration (FHWA)
- Fire Departments/EMS
- Local Law Enforcement
- Coroner/Sheriff
- Public Works Departments
- Tow Operators
- Utility Companies
- American Automobile Association (AAA)



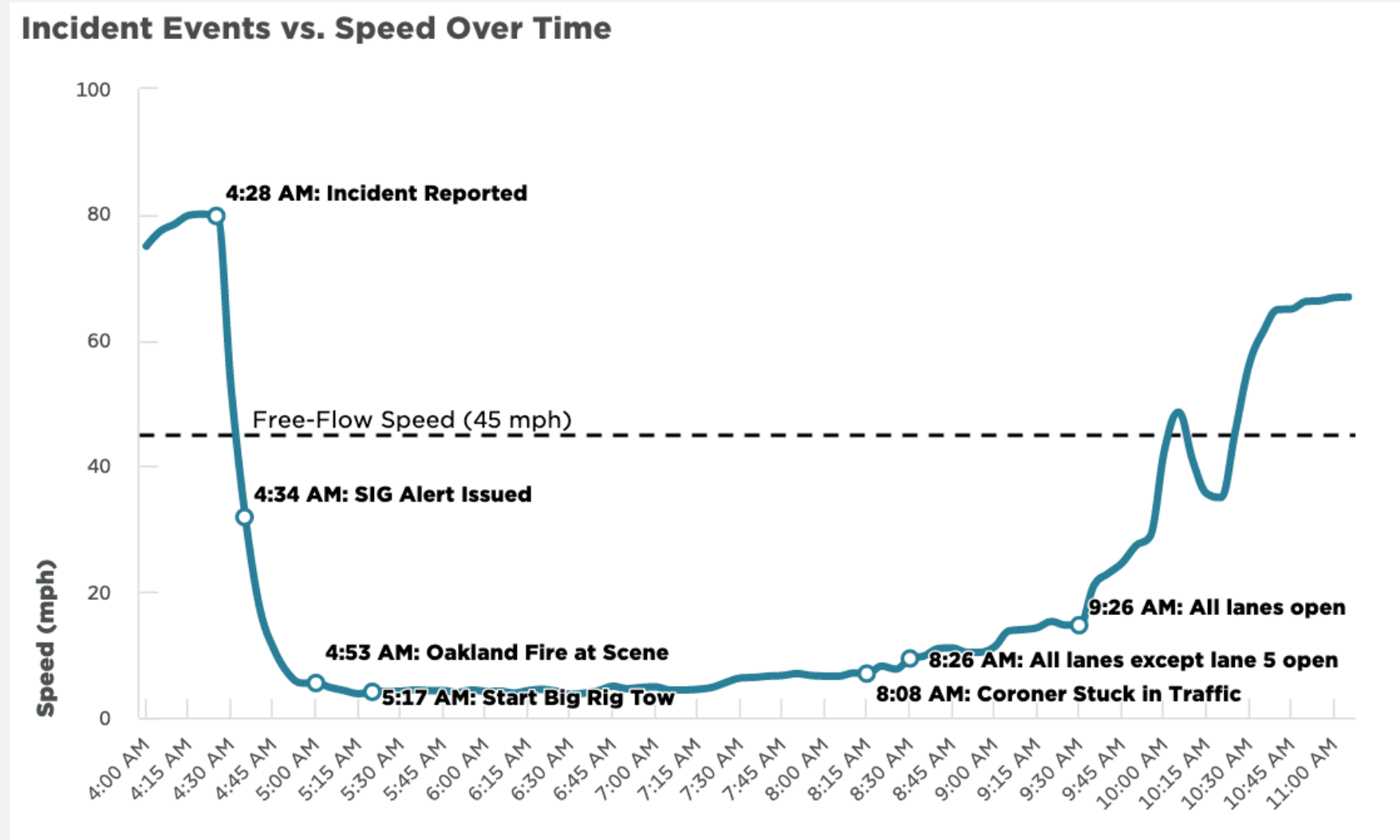


# Bay Area Incident Management Task Force

## KEY ACCOMPLISHMENTS

- 60+ agencies since 2012
- Facilitated partnerships between Fire Departments, Caltrans, CHP to implement safety improvements on Hwy 17 and MacArthur Maze
- Bay Area Traffic Incident Dashboard

# May 29, 2019 Bay Bridge Incident Timeline



# Why Traffic Incident Management?

1

## Safety

For every minute an incident is left uncleared, chances of a secondary crash increase by 2.8%

2

## Catalyst for Improvement

Facilitate partnerships and projects that help emergency personnel clear crashes quickly

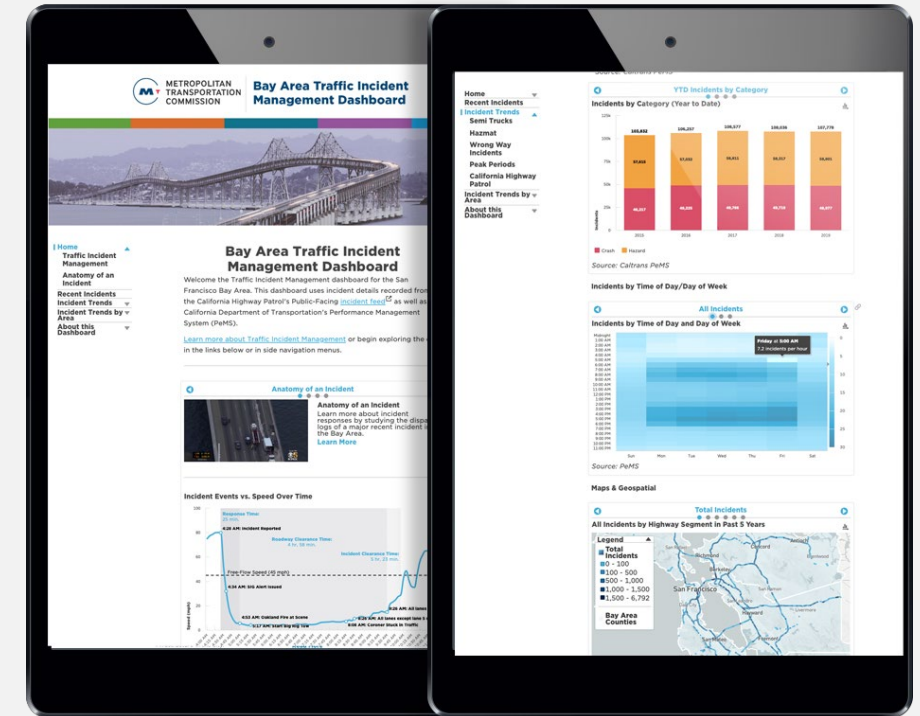
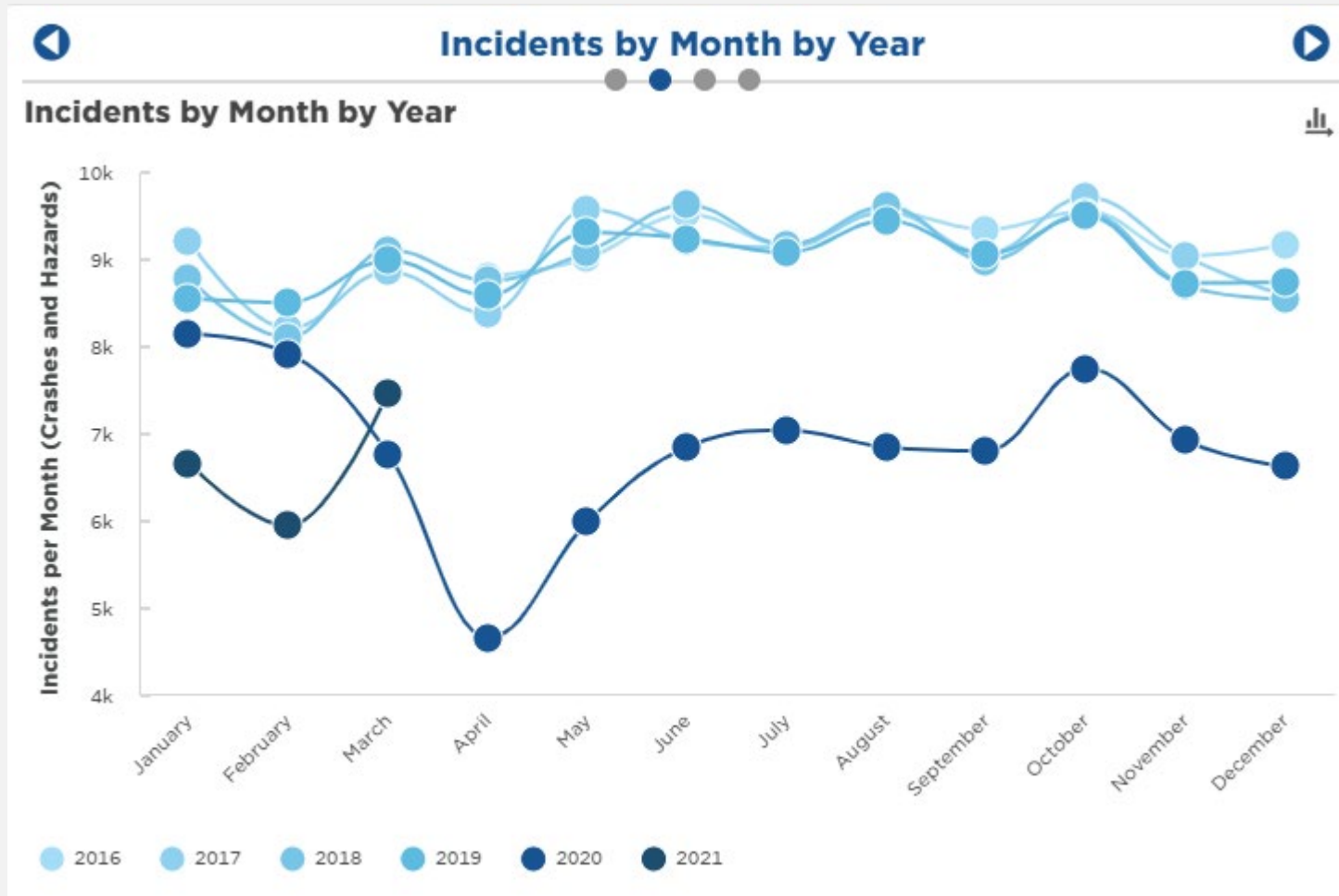
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## Data and Innovation

Regional perspective, evaluation and info sharing, towards data driven decisions

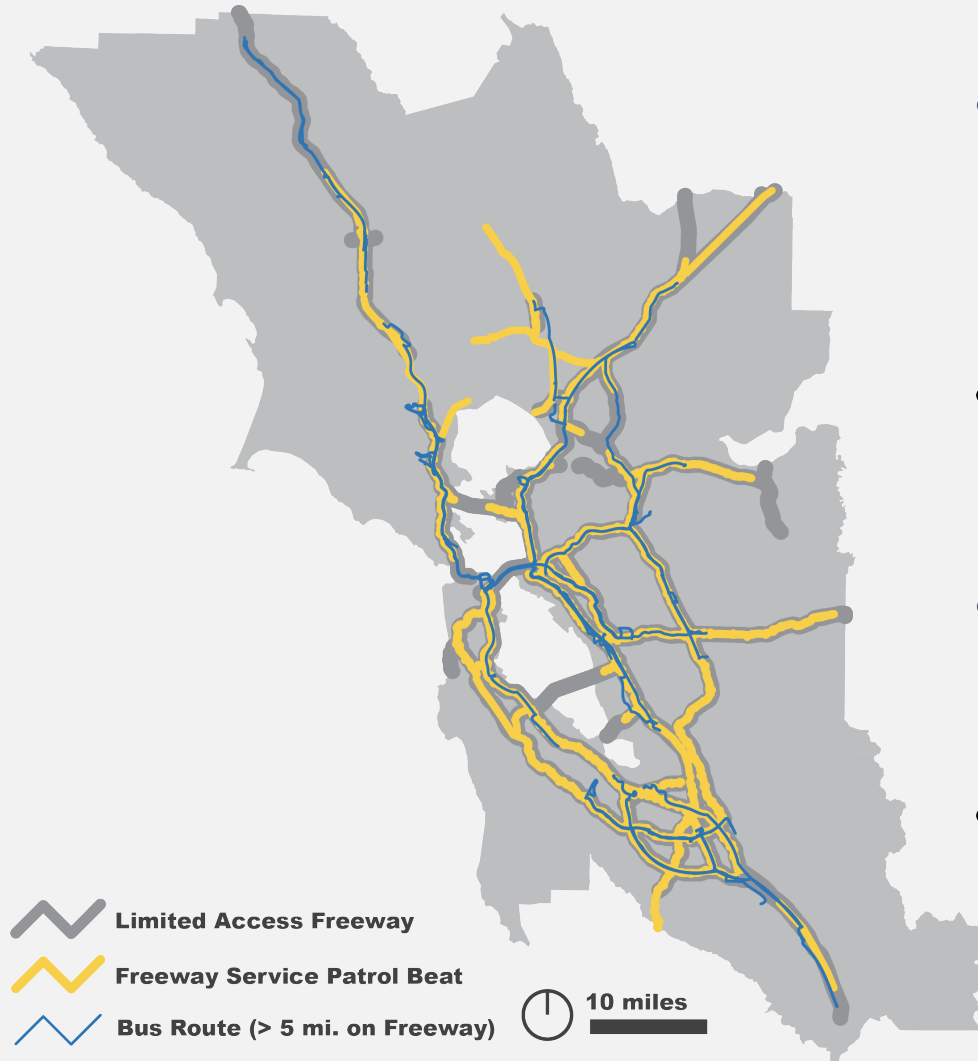


# Traffic Incident Dashboard



[www.timbayarea.org](http://www.timbayarea.org)

# Incidents on Express Bus Routes



- 11% of freeway incidents occurred along bus routes during peak hours last year, with a total duration of 14,248 hours
- Median incident clearance time for the SF Bay Area is 19 minutes
- Freeway Service Patrol is deployed during peak hours to clear incidents and debris
- The Bay Area Incident Management Task Force facilitates partnerships and projects that help emergency personnel clear crashes quickly

# Incident Management Strategic Plan



A five-year roadmap for Bay Area Traffic Incident Management

- Map key focus areas based on review of current program, best practices
- Identify opportunities for connection between programs
- Alignment with priorities: safety, equity and support for transit recovery



# Contract Approval Requests

## ① Incident Management Strategic Plan

Contract: Parsons (\$174,900)

- Scope of work
  - ✓ Develop a five-year strategic plan for MTC's regional traffic incident management program

## ② Traffic Incident Dashboard

Contract: mySidewalk (\$300,000)

- Scope of work
  - ✓ Annual maintenance, support and hosting
  - ✓ Enhancements and optimizations
  - ✓ Optional new features

# Contact Information

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