



Motion No. M2021-66

Contract for Improved Passenger Alert System and Services

Meeting:	Date:	Type of action:	Staff contact:
Rider Experience & Operations Committee	11/04/2021	Final action	Jason Weiss, Chief Information Officer

Proposed action

Authorizes the chief executive officer to execute a five year contract with ten one-year options to extend with IBI Group, a California Partnership, to provide an improved passenger alert system and services for a total authorized contract amount not to exceed \$2,018,000 plus applicable taxes.

Key features summary

- The improved Rider Alerts system will provide Sound Transit with a more efficient way of communicating all service alerts to passengers through a wide variety of channels.
- The chosen solution will utilize Software as a Service (SaaS) from a vendor who already provides the same service to a number of Sound Transit's operating partners.
- This contract is for five years with options to extend a further 10 years in one-year increments for a total of 15 years.
- The total requested funding covers the initial implementation of the system, operating expenses for the first five years and operating expenses for the ten one-year options.
- Applicable taxes are currently estimated to be \$205,743.

Background

Sound Transit provides service alert information to passengers via various channels and modes 24 hours a day, 7 days a week. These service alerts provide critical information such as emergency alerts, delays, disruptions, closures, re-routes, and fare changes that keep passengers informed in a timely and accurate manner.

Currently, service alerts are delivered through a time-consuming process, using multiple systems to reach various audience channels, resulting in reduced delivery speed and sometimes informing individuals who need not be concerned due to lack of granular audience selection and targeting.

This action is to implement an improved passenger alert system that consolidates and integrates alert messaging systems, improves message delivery time, and provides more targeted messaging to passenger audiences. The improved system will also allow for the addition of many new stations, lines, modes, and vehicles as the system expands in the coming years.

Rider Alerts will provide a system that is able to send alerts about the following types of services, vehicles, stations, and facilities:

- Link Light Rail
- Tacoma Link
- Sounder Commuter Rail

- ST Express Buses
- Parking Facilities
- Stations and Stops
- Vertical Conveyance
- Bus Rapid Transit (future)

In addition, the system will send alerts through the following communication channels:

- Soundtransit.org website
- Email and SMS text
- Social Media (Facebook, Twitter)
- Sound Transit's Passenger Information Management System (PIMS) with its own segmentation of:
 - 1) PA Systems (stations, trains, buses)
 - 2) Digital signs (stations, trains, buses)

Procurement information

This service was advertised to the general public via a formal competitive bid Request for Proposal (RFP) No. RTA/RP 0024-21 on March 29, 2021. In response to this competitive bid request, four firms submitted proposals on April 30, 2021, and subsequently reviewed and evaluated using price, past performance, and technical factors as the evaluation criteria. IBI Group is recommended by the evaluation committee as the best value proposal submitted.

Fiscal information

This action is within the authorized project allocation budget and sufficient monies remain after approval of this action to fund the remaining work in both the Operations and Maintenance and the Construction phases as contained in the current cost estimates.

The proposed action totals \$2,018,000 plus applicable taxes for a term of 15 years. The Digital Passenger Information Management project will fund the first 5 years of projected costs. The balance of the contract (10 years) \$1,404,000 will be funded through the IT Department budget and included in future annual budgets processes commencing in 2027.

The authorized project allocation for the Digital Passenger Information Management project is \$49,576,000. Within that amount, \$42,709,387 has been allocated to the construction phase for installation of the systems equipment. The action would commit \$224,808 and leave an uncommitted balance of \$6,570,914 in the construction phase.

Additionally, the authorized project allocation for the Digital Passenger Information Management project is \$49,576,000. Within that amount, \$4,112,642 has been allocated to the operations and maintenance phase for licensing costs. The action would commit \$595,080 and leave an uncommitted balance of \$776,273 in the operations and maintenance phase.

Passenger Information Management System

(in thousands)

	Total Project Allocation	Board Approvals	This Action	Board Approved Plus Action	Uncommitted / (Shortfall)
Operations & Maintenance	\$4,113	\$2,741	\$595	\$3,336	\$776
Administration	2,754	42		42	2,711
Preliminary Engineering					
Final Design					
Third Party					
Right-of-way					
Construction	42,709	35,914	225	36,138	6,571
Construction Services					
Vehicles					
Project Contingency					
Total Current Budget	\$49,576	\$38,697	\$820	\$39,517	\$10,059
Phase Detail					
Construction					
System Integrator - Rider Alerts	\$300	\$	\$225	\$225	\$75
Other Integration	42,409	35,914		35,914	6,496
Total Phase	\$42,709	\$35,914	\$225	\$36,138	\$6,571
Phase Detail					
Operation & Maintenance					
Software as a Service	\$600	\$	\$595	\$595	\$5
Other Operations & Maintenance Costs	3,513	2,741		2,741	771
Total Phase	\$4,113	\$2,741	\$595	\$3,336	\$776
Future Information Technology					
Department Budget					
2027 2036 Future Costs	\$	\$	\$1,404		
Total Phase	\$	\$	\$1,404		
Contract Detail					
IBI Group					
Contract Amount		\$	\$	\$2,018	\$2,018
Contingency					
Total		\$	\$	\$2,018	\$2,018
Estimated Taxes		\$	\$	\$206	\$206
Contract plus estimated taxes				\$2,224	\$2,224
Percent Contingency		0%	0%	0%	0%

Notes:

Amounts are expressed in Year of Expenditure.

Board Approvals = Committed To-Date + Contingency as of September 2021 and includes pending Board actions.

For detailed project information, see page 175 of 208 of the Adopted 2021 Budget and Transit Improvement Plan (TIP).

Disadvantaged and small business participation

Sound Transit promotes and encourages small business participation, which also includes disadvantaged business enterprises (DBEs). Small business and DBE goals are based upon an examination of subcontracting opportunities contained in the work of this contract and the number of small businesses/DBEs available to perform such subcontracting work.

Sound Transit determined that there were few small business and DBE subcontracting opportunities based upon the work described in this contract, so small business/DBE goals were not established.

Public involvement

Not applicable to this action.

Time constraints

A one-month delay would not create a significant impact to the project schedule.

Environmental review – KH 10/27/21

Legal review – AJP 11/1/21



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A motion of the Rider Experience and Operations Committee of the Central Puget Sound Regional Transit Authority authorizing the chief executive officer to execute a five year contract with ten one-year options to extend with IBI Group, a California Partnership, to provide an improved passenger alert system and services for a total authorized contract amount not to exceed \$2,018,000 plus applicable taxes.

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expenses for the first five years and operating expenses for the ten one-year options. Applicable taxes are currently estimated to be \$205,743.

Motion

It is hereby moved by the Rider Experience and Operations Committee of the Central Puget Sound Regional Transit Authority that the chief executive officer is authorized to execute a five year contract with ten one-year options to extend with IBI Group, a California Partnership, to provide an improved passenger alert system and services for a total authorized contract amount not to exceed \$2,018,000 plus applicable taxes.

APPROVED by the Rider Experience and Operations Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on November 4, 2021.



David Baker
Rider Experience and Operations Chair Pro Tem

Attest:



Kathryn Flores
Board Administrator