NOTICE INVITING PROPOSALS
FOR
TRAVEL TIME MONITORING SYSTEM
FOR THE CITY OF WEST HOLLYWOOD

PUBLIC NOTICE IS HEREBY GIVEN that the City of West Hollywood invites proposals for a Travel Time Monitoring System for the City. Proposals shall only be submitted electronically. A copy of the full Request for Proposals (RFP) is available at no cost from the City of West Hollywood's website or from Planet Bids at the following website address link:

http://www.planetbids.com/portal/portal.cfm?CompanyID=22761

The Request for Proposal (RFP) schedule is as follows:

• March 3, 2020		Date RFP issued
• March 17, 2020	5:00 pm	Deadline for requests for clarification and questions
• March 24, 2020	5:00 pm	Answers to requests for clarification and questions posted
• **March 31, 2020**	**5:00 pm**	**Deadline for proposals submission electronically.** Any proposals received after this deadline will be considered to be non-responsive.

Scope of Work:

The City of West Hollywood is seeking proposals to furnish and install a Travel Time Monitoring System to capture vehicle travel times, speeds, and congestion metrics along specific corridors in the City. The monitoring system shall include design, configuration, training, equipment (if applicable), data management, hosting of the data, analytical reports (including detailing peak, average and low travel times, speeds, and intersection delays), and support services. The monitoring system shall have the ability to collect travel statistics by road segment using sensors, mobile phones, or other measures that are sufficient to collect enough samples that travel information could be summarized by 15 minute intervals for all hours of the day. The System shall detect road users' unique electronic signal detection of Non-Discoverable and Discoverable devices (mobile phone, vehicle hands-free system, etc.) along strategic points in the City's road network to capture data as noted.

As part of this project the City will require that personal information must not be captured. As such, all Media Access Control and/or mobile device addresses that are detected by the sensor system are not to be stored and a method must be used to ensure anonymity of the individual devices in the transmitted data.

The City welcomes Proposals with hardware or non-hardware solutions to meet the City's needs. For hardware solutions, the Proposer is to supply and install the hardware for the Travel Time Monitoring System, including sensors, antennas, wireless Uplink equipment, associated mounting hardware and any other parts needed to make the Travel Monitoring System fully functional as its intended use.

The proposed design solution should provide enough detail to capture accurate travel monitoring metrics including vehicle travel times within West Hollywood's Arterial Road Network. The reports from the system must be able to show individual road users as well as aggregated metrics on travel monitoring. Proposer(s) should also indicate any other congestion metrics that would be useful for evaluating traffic conditions that their system will capture. Proposers must provide their expected level of accuracy for the vehicle travel times and the number of sensors (if applicable) required along each corridor.

Further, the Travel Time Monitoring System must be scalable and allow for the initial deployment to be expanded to additional locations on the City's Arterial Road Network to capture travel monitoring metrics beyond the initial routes. Proposers should include sensor requirements, software, licensing and communications requirements including cost estimates for equipment technology along the corridors for a typical setup including the area of coverage and the expected level of accuracy of the Travel Monitoring System in measuring travel times.

The City is looking for a turn-key solution that can interface with the City's traffic signal network or fiber infrastructure for possible Traffic Responsive applications. The system shall be capable of storing historical data records and comparing these records against current travel time data which may trigger alert notifications and/or traffic responsive applications to the traffic signal management system.

The Proposal pertaining to traffic signal controller/field mounted equipment and equipment locations shall be reviewed by the City Engineer. Proposers should also include any requirements to install or connect into the City's signal infrastructure to provide power to hardware if necessary. The City may request a change to the Proposer's preferred equipment location in order to provide an installation that is more cost-effective for the city.

Summarized travel data is to be owned and accessible to the City through a portal and exportable to csv file format. Reports and graphical maps detailing peak, average and low travel times, speeds and intersection delays are to be generated from the system. The System must provide individual road user metrics and aggregated metrics on travel monitoring. The Proposer may also add any other metrics that could be captured through the system. The system must have a QC and QA process to screen data and exclude erroneous or suspect data.

The following corridors within the City's Arterial Road Network have been selected by the City Engineer to be the initial arterials for the monitoring system:

1) Sunset Corridor: Sunset Blvd from Roxbury Rd to Cory Ave

2) Fountain Corridor: Fountain Ave from La Brea Av to La Cienega Blvd

3) Santa Monica Corridor: Santa Monica Blvd from La Brea Ave to Doheny Dr

4) Melrose Corridor: Melrose Av from Croft St to Doheny Dr

5) Beverly Corridor: Beverly Blvd from San Vicente Blvd to Doheny Dr

6) Optional: Several North/South Corridors which may include 3 or 4 signalized intersections along each arterial

As part of an evaluation of the travel monitoring system, the City will conduct a verification test of the monitoring system by driving the routes and measuring travel times from one sensor location to the next to ensure that the accuracy of the Travel Monitoring System is within the Proposers indicated level of accuracy. Also, the City may conduct a verification test of the monitoring by utilizing the travel time monitoring software provided by LA Metro. In addition, the City will conduct, at a minimum, verification tests on an annual basis to test the accuracy of the Travel Monitoring System using the previously described procedures during the warranty period. Proposers can recommend additional methodologies to verify the accuracy of the Travel Monitoring System which will be considered and approved by the City to evaluate the Travel Monitoring System performance.

In the event that the system does not meet the Proposer's anticipated error margin as indicated in the Proposal, service and support will be provided at the cost of the Proposer to rectify the error. If the accuracy of the Travel Monitoring System does not meet the Proposer's anticipated error margin within twenty (20) business days, the contract agreement between the City and Proposer may get cancelled. Expense of the removal of the Travel Monitoring System by the City shall be covered by the Proposer and the cost of the Travel Monitoring System shall be refunded to the City.

Under normal operating conditions, data from the Travel Monitoring System is to be accessible to users at all times. The hosted solution and interface for reviewing and obtaining the data should be available 99% of the time during standard operational hours (Pacific Standard Time) 0700-1800 PST, Monday-Friday for the City.

Planned database outages (pre-approved by the City) are to be scheduled outside of the standard operational hours.

Minimum Qualifications

Proposer must have a demonstrated understanding of and experience with the design and installation of travel time monitoring systems using the standards and specifications by FHWA. Proposer must be a responsible firm that has been in continuous existence and has provided services for the relevant tasks contained herein for at least three (3) years. Less than the minimum required experience may eliminate that proposer from further consideration.

Evaluation Criteria

- Qualifications/Experience of Proposer and Suitability of Proposed Equipment (50%)
- Schedule of Fees (50%)

Award of Contract:

The award of contract, if made, will be in accordance with the evaluation criteria provided in the Request for Proposals document. The City of West Hollywood reserves the right to reject any and all proposals or to waive any irregularities or informalities in any proposals should it deem this necessary for the public good, and also the proposal of any Vendor who has been delinquent or unfaithful in any former contract with the City of West Hollywood and to take all proposals under advisement for a period of ninety (90) days. No proposer may withdraw its proposal for a period of ninety (90) days after the deadline for submission of proposals. The City may at its discretion select more than one contractor to provide services, if it is in the best interest of the City.

Point of Contact:

The City's primary contact for this Request for Proposals is Richard Garland, Principal Traffic Engineer, who can be reached at (323) 848-6457 or via email at rgarland@weho.org. Communication or solicitation with other City of West Hollywood Officials or Employees regarding an aspect of this RFP is expressly prohibited and may result in disqualification.

BY ORDER OF the City of West Hollywood

AFFIDAVIT OF POSTING
State of California)
County of Los Angeles)
City of West Hollywood)
I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk and that I posted this agenda on:
Date: March 3, 2020
Signature: Alyssa Pollock