

**Metropolitan Transportation Commission**  
**Regional Network Management Committee**

**May 10, 2024**

**Agenda Item 4a**

**511 Traveler Information Program Update and 511 Contract Actions: i. Contract – 511 SF Bay Interactive Voice Response (IVR) and Operations Support Services: Iteris, Inc. (\$3,750,000); ii. Contract – Transit Data Manager (TDM) Support Services: Arcadis, a California Partnership (\$300,000); iii. Contract – 511 Technical Advisory Services: Kimley-Horn and Associates, Inc (\$400,000); iv. Contract – 511 SF Bay Amazon Web Services (AWS): Amazon Web Services (\$1,350,000)**

---

**Subject:**

Update on the Bay Area’s Regional 511 Traveler Information Program status and request approval for four contract actions.

**Background:**

At the March 2022 Operations Committee meeting, staff presented 511’s activities for traveler information services, which demonstrated relevance within a reduced budget and the flexibility to adapt to rapid technological evolution. The 511 program is progressing as expected, and we have maintained collaborative relationships with the private sector as well as MTC’s internal and external agency partners.

Bay Area travelers continue to rely on private sector websites and apps for trip planning and real-time traffic and transit information. Private sector traveler information alternatives continue to evolve; however, 511 still generates more accurate and comprehensive data through its operations center and its efforts in regional transit data consolidation.

At today’s Committee meeting, staff will present an update on the 511 Traveler Information Services Program and request approval of several contracts.

**511 Program Status:**

The 511 program continues to carry out its traditional functions of providing traveler information via the 511.org website, the 511 phone service, electronic signage and social media, and by serving as a regional digital presence for traveler programs and services, such as the Bay Area Express Lanes Program, the Bay Area Commuter Benefits Program, Carpool and Vanpool information, the Regional Transit Connection (RTC) Discount Card, and the 511 Open Data Portal.

To support these traditional functions, the 511.org website is undergoing a visual redesign – including the redesign of the map – which has not been updated since 2016, with the goal to move away from Google mapping and instead utilize 511’s forthcoming Regional Mapping Data Service (RMDS) System. Furthermore, in September 2023, we launched a modernized 511 phone system in the Amazon Connect environment.

In addition, 511 continues to maintain a robust Open Data Program, which has allowed 511 to be a significant data provider for the Bay Area transportation agencies and private sector transportation information providers. In January 2018, the 511 Open Data Program had 5 million data requests per month; as of March 2023, the data requests had increased to over 130 million per month.

511 also continues to meet our transportation agency partners’ needs by providing software for regional data, such as the RMDS System, the Transit Transfer Analysis Tool (Transfer Tool) and the Work Zone Data exchange (WZDx).

The RMDS System is being developed as a shared foundation of map, transportation and complementary data, and software services to support MTC and local partner initiatives. This includes being a single source for wayfinding and transit mapping for the Bay Area transit agencies through MTC’s Regional Mapping and Wayfinding Project.

The Transfer Tool allows transit agencies to identify transfer connectivity issues between services at regional transit hubs and take collaborative actions to reduce riders' wait times. This MTC developed open-source planning tool offers a platform for planners of all Bay Area transit agencies to review each other's planned service data, with the goal of minimizing connectivity gaps. Connectivity gaps, presented in terms of wait time after accounting for the walk time between services, help with schedule coordination amongst agencies.

U.S. DOT launched the Work Zone Data exchange (WZDx) program with the goal to standardize work zone data to better inform navigation systems and roadway users. MTC received a demonstration grant from FHWA for 511 to implement the WZDx program in the Bay Area region, including data collection from Caltrans and local jurisdictions, and data dissemination to automated driving systems (ADS) and navigation systems.

511 worked with Google and Apple to implement this critical data program to support motorists in safely navigating work zones.

511 continues to follow its core principles of: 1) delivering high-quality, accurate data via application program interface data feeds and bulk feeds, following industry standard formatting; and 2) disseminating emergency transportation information through the 511.org website, the 511 interactive voice response phone system, X (@511SFBay), Nixle alerts, and electronic Transit Information Displays at regional transit hubs; and 3) providing meaningful, timely traveler information to the SF Bay Area.

**Contract Background:**

On June 30, 2024, the nine-year 511 System Integrator contractual agreement with Iteris, Inc. will end. This contract integrated 511 systems and implemented, operated, and maintained traveler information data management and dissemination services, as well as 511's AWS products and services. MTC requires consultant support for ongoing services, and staff is requesting approval for new contract actions, however a portion of the work previously managed by consultant teams has been brought in-house, to be managed by MTC staff software developers.

**Contract Actions:**

Staff requests approval for four contract actions.

**i. Contract – 511 SF Bay Interactive Voice Response (IVR) and Operations Services: Iteris, Inc. (\$3,750,000)**

Iteris was selected from the competitively procured 2023 Project/Program Management and Strategic Advisor Services Bench. MTC requires consultant support services for ongoing program oversight of the 511 SF Bay IVR phone system, and operations, maintenance, and enhancement of this system. In addition, MTC requires consultant support services for ongoing management of the IT functions for the 511 Operations team and oversight of the electronic Transit Information Displays (eTIDs) and the flap sign at the San Francisco Ferry Building. These activities fall within the scope of work outlined in the procurement.

The proposed contract would provide these services through June 2027 with an option to extend for two additional years in an amount not to exceed \$3,750,000 subject to the annual budget approval process. Attachment A includes a summary of Iteris and its project team's Small Business Enterprise (SBE) and Disadvantaged Business Enterprise (DBE) status.

**Issues:**

None identified.

**ii. Contract – Transit Data Manager (TDM) Support Services: Arcadis, a California Partnership (\$300,000)**

Arcadis, a California Partnership, was selected from the competitively procured 2023 Project/Program Management and Strategic Advisor Services Bench. MTC requires consultant support services for ongoing program oversight, operations, and maintenance of the TDM, a tool that allows all transit agencies in the region to validate and submit their transit service data in the GTFS format to the 511 SF Bay system. These activities fall within the scope of work outlined in the procurement.

The proposed contract would provide these services through June 2027 with an option to extend for two additional years in an amount not to exceed \$300,000 subject to the annual budget approval process. Attachment B includes a summary of Arcadis, a California Partnership and its project team's SBE and DBE status.

***Issues:***

None identified.

**iii. Contract – 511 Technical Advisory Services: Kimley-Horn and Associates, Inc (\$400,000)**

Kimley-Horn and Associates, Inc (Kimley-Horn) was selected from the competitively procured 2023 Project/Program Management and Strategic Advisor Services Bench. MTC requires consultant support services for general on-call project/program management and technical/strategic advisory services for the operations, maintenance, and enhancement of the Bay Area 511 traveler information program. These activities fall within the scope of work outlined in the procurement.

The proposed contract would provide these services through June 2027 with an option to extend for two additional years in an amount not to exceed \$400,000 subject to the annual budget approval process. Attachment C includes a summary of Kimley-Horn and Associates, Inc. and its project team's SBE and DBE status.

***Issues:***

None identified.

**iv. Contract – 511 SF Bay Amazon Web Services (AWS): Amazon Web Services (\$1,350,000)**

AWS services would be procured using a General Services Administration (GSA) contract, a collaborative intergovernmental procurement vehicle, which satisfies MTC's competitive procurement requirements. Authority to issue the proposed contract with AWS is subject to the approval of a public-interest finding (PIF) from Caltrans. AWS is the provider for the cloud-based products and services that support 511's backend data and automated phone services. This proposed contract would allow MTC to bring the administrative responsibility of the existing 511 cloud infrastructure in-house, to be overseen by MTC staff software developers.

The proposed contract would provide these products and services through June 2027 with an option to extend for two additional years in an amount not to exceed \$1,350,000 subject to the annual budget approval process. Attachment D includes a summary of Amazon Web Services' SBE and DBE status.

***Issues:***

None identified.

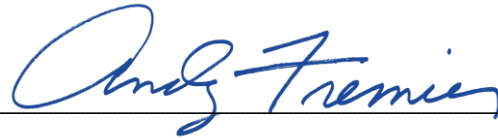
**Recommendation:**

Staff recommends that the Regional Network Management Committee authorize the following contract actions:

- i. \$3,750,000 for a contract to provide 511 SF Bay Interactive Voice Response (IVR) and Operations Services.
- ii. \$300,000 for a contract to provide Transit Data Manager (TDM) Support Services.
- iii. \$400,000 for a contract to provide Technical Advisory Services for the 511 Program.
- iv. \$1,350,000 for a contract to provide 511 SF Bay Amazon Web Services (AWS).

**Attachments:**

- Attachment A: Small Business and Disadvantaged Business Enterprise Status, 511 SF Bay Interactive Voice Response (IVR) and Operations Services Contract.
- Attachment B: Small Business and Disadvantaged Business Enterprise Status, Transit Data Manager (TDM) Support Services Contract.
- Attachment C: Small Business and Disadvantaged Business Enterprise Status, 511 Technical Advisory Services Contract.
- Attachment D: Small Business and Disadvantaged Business Enterprise Status, 511 SF Bay Amazon Web Services (AWS) Contract.
- Attachment E: PowerPoint



---

Andrew B. Fremier

**511 SF Bay Interactive Voice Response (IVR) and Operations Services Contract - Disadvantaged Business Enterprise and Small Business Enterprise Status**

	<b>Firm Name</b>	<b>Role on Project</b>	<b>DBE* Yes / No</b>	<b>If DBE Yes, List #</b>	<b>SBE** Yes / No</b>	<b>If SBE Yes, List #</b>
Prime Contractor	Iteris, Inc.	System Integrator / Data Management	No		No	
Subcontractor	TransSIGHT	Operations Services	Yes	42484	No	
Subcontractor	HERE	Traffic Data	No		No	
Subcontractor	ActionFigure	Electronic Transit Information Displays (eTIDs) and Flap Sign	No		No	

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

\*\*Denotes certification by the State of California.



**Transit Data Manager (TDM) Support Services Contract - Disadvantaged Business Enterprise and Small Business Enterprise  
 Status**

	<b>Firm Name</b>	<b>Role on Project</b>	<b>DBE* Yes / No</b>	<b>If DBE Yes, List #</b>	<b>SBE** Yes / No</b>	<b>If SBE Yes, List #</b>
Prime Contractor	Arcadis, a California Partnership	TDM Support Services	No		No	

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

\*\*Denotes certification by the State of California.

**511 Technical Advisory Services Contract - Disadvantaged Business Enterprise and Small Business Enterprise Status**

	<b>Firm Name</b>	<b>Role on Project</b>	<b>DBE* Yes / No</b>	<b>If DBE Yes, List #</b>	<b>SBE** Yes / No</b>	<b>If SBE Yes, List #</b>
Prime Contractor	Kimley-Horn and Associates, Inc.	Provide Technical Advisory Services	No		No	
Subcontractor	Sutra Research & Analytics	Document Preparation Services	Yes	42163	No	
Subcontractor	TransSIGHT	Technical Services and Knowledge Transfer	Yes	42484	No	

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

\*\*Denotes certification by the State of California.

**511 SF Bay Amazon Web Services (AWS) Contract - Disadvantaged Business Enterprise and Small Business Enterprise  
 Status**

	<b>Firm Name</b>	<b>Role on Project</b>	<b>DBE* Yes / No</b>	<b>If DBE Yes, List #</b>	<b>SBE** Yes / No</b>	<b>If SBE Yes, List #</b>
Prime Contractor	Amazon Web Services (AWS)	Provide AWS Products and Services	No		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.: 1224

Consultant: Iteris, Inc.  
Oakland, CA

Work Project Title: 511 SF Bay Interactive Voice Response (IVR) and Operations Services

Purpose of Project: Deliver IVR and operations services.

Brief Scope of Work: Provide project and program management services, provide services for operations, maintenance, and enhancement for the 511 IVR system, IT operations services, and services for operations, maintenance, and enhancement the eTIDs and flap sign.

Project Cost Not to Exceed: \$3,750,000

Funding Source: STP, Toll Credits

Fiscal Impact: \$1,200,000 is subject to approval of the MTC FY 2024-25 budget. Funds for future fiscal years are subject to agency budgetary approval.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract with Iteris, Inc. to provide the consulting services described above and in the Regional Network Management Committee Summary Sheet dated May 10, 2024 and that the Chief Financial Officer is authorized to set aside \$3,750,000 for such contract, subject to necessary budgetary approvals.

Regional Network  
Management Committee:

---

David Rabbitt, Chair

Approved: May 10, 2024

## Request for Committee Approval

---

### Summary of Proposed Contract

Work Item No.: 1224

Consultant: Arcadis, a California Partnership  
San Francisco, CA

Work Project Title: Transit Data Manager (TDM) Support Services

Purpose of Project: Deliver TDM support services.

Brief Scope of Work: Provide project and program management support services, provide services for operations, maintenance, and enhancement of the TDM.

Project Cost Not to Exceed: \$300,000

Funding Source: STA

Fiscal Impact: \$300,000 is subject to approval of the MTC FY 2024-25 budget.  
Funds for future fiscal years are subject to agency budgetary approval.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract with Arcadis, a California Partnership for the consulting services described above and in the Regional Network Management Committee Summary Sheet dated May 10, 2024, and that the Chief Financial Officer is authorized to set aside \$300,000 for such contract, subject to necessary budget approvals.

Regional Network  
Management Committee:

---

David Rabbitt, Chair

Approved: May 10, 2024

## Request for Committee Approval

---

### Summary of Proposed Contract

Work Item No.: 1224

Consultant: Kimley-Horn and Associates, Inc  
Pleasanton, CA

Work Project Title: 511 Technical Advisory Services

Purpose of Project: Deliver technical advisory services to the 511 Traveler Information Program.

Brief Scope of Work: Provide technical advisory services to the 511 Traveler Information Program for project and program management, contract management and administration, strategic advice and technical guidance, and procurement assistance.

Project Cost Not to Exceed: \$400,000

Funding Source: STP, Toll Credits

Fiscal Impact: \$200,000 is subject to approval of the MTC FY 2024-25 budget. Funds for future fiscal years are subject to agency budgetary approval.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract with Kimley-Horn and Associates, Inc. for the consulting services described above and in the Regional Network Management Committee Summary Sheet dated May 10, 2024, and that the Chief Financial Officer is authorized to set aside \$400,000 for such contract, subject to necessary budget approvals.

Regional Network  
Management Committee:

---

David Rabbitt, Chair

Approved: May 10, 2024

## Request for Committee Approval

---

### Summary of Proposed Contract

Work Item No.: 1224

Consultant: Amazon Web Services (AWS)  
Seattle, WA

Work Project Title: 511 SF Bay Amazon Web Services (AWS)

Purpose of Project: Deliver AWS products and services to the 511 Traveler Information Program.

Brief Scope of Work: Provide AWS products and services for the 511 Traveler Information Program.

Project Cost Not to Exceed: \$1,350,000

Funding Source: STP, Toll Credits

Fiscal Impact: \$425,000 is subject to the approval of the MTC FY 2024-25 budget. Funds for future fiscal years are subject to agency budgetary approval.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract with Amazon Web Services for consultant services described above and in the Regional Network Management Committee Summary Sheet dated May 10, 2024, and that the Chief Financial Officer is authorized to set aside \$1,350,000 for such contract, subject to necessary budget approvals.

Regional Network  
Management Committee:

---

David Rabbitt, Chair

Approved: May 10, 2024