

MEMORANDUM

DATE: SEPTEMBER 15, 2011 CN3750
CH3750

TO: CRA/LA BOARD OF COMMISSIONERS

FROM: CHRISTINE ESSEL, CHIEF EXECUTIVE OFFICER

STAFF: JENNY SCANLIN, REGIONAL ADMINISTRATOR
JAY VIRATA, REGIONAL ADMINISTRATOR
CURT GIBBS, SENIOR RESOURCE DEVELOPMENT OFFICER

SUBJECT: **GOLD LINE WIFI GRANT FUNDED DESIGN SERVICES.** Professional Services Contract with Xentrans, Inc. not to exceed \$113,000 to provide consulting services for the provision of public WiFi as an amenity on the Metro Gold Line.
Downtown and Eastside Regions (CD 1, 9, and 14)

RECOMMENDATION(S)

The CRA/LA acknowledges and understands that the Supreme Court in the case entitled California Redevelopment Association v. Matosantos stayed certain portions of Assembly Bill x1-26 and Assembly Bill x1-27. Given the Court's stay and the uncertain status of such legislation, although the CRA/LA is, and the City Council may be, approving certain actions as described herein, to the extent that such actions are stayed then the CRA/LA shall not execute agreements or take such actions, notwithstanding their approval hereof, until the Supreme Court has decided the case on the merits or the action is no longer stayed.

That the CRA/LA Board of Commissioners, subject to City Council approval, authorize the Chief Executive Officer (CEO) or designee to:

1. Recognize the Los Angeles County Metropolitan Transportation Authority ("Metro") grant funding of \$970,000 and City of Los Angeles Proposition C funding of \$243,000 and deposit said funds in the proposed FY2012 Citywide Non-Housing Budget and Work Program Public Improvement budget line Item (CN3750); and
2. Execute a professional services contract with Xentrans, Inc. ("Xentrans Contract") selected through a competitive process for consulting services not to exceed \$113,000 to prepare design specifications and a potential Request for Proposals (RFP) to provide public WiFi on the Gold Line.

SUMMARY

In 2007, CRA/LA submitted a grant application to the Los Angeles County Metropolitan Transportation Authority (Metro) to provide WiFi on the Gold Line to Pasadena and East Los Angeles. This was intended as a pilot project to reduce the number of cars coming into Downtown Los Angeles by improving the commuter passenger transit experience. Metro awarded \$970,000 to CRA/LA leveraging a City of Los Angeles match of \$243,000. To encourage more local residents to use the Gold Line Light Rail, they will have access to free

WiFi service in expanded outdoor public areas while waiting for transit, within the outdoor transit stations, and in train-cars as they travel.

The recommended action authorizes a \$113,000 professional services contract with Xentrans, Inc. for the design portion of the project to develop the specifications and requirements for the implementation RFP that would deploy public WiFi on the Metro Gold Line. Under the terms of the CRA/LA grant contract with Metro, Metro required that the design specifications be first reviewed by Metro, and that they reserved the sole right of whether the implementation RFP is released or not. Assuming the RFP is released, Xentrans would continue to provide consulting services during the RFP process, and would be precluded from bidding on the future implementation contract.

PREVIOUS ACTIONS

January 6, 2011 and March 9, 2011 – CRA/LA Board of Commissioners and City Council, respectively, authorized execution of Cooperation Agreements between CRA/LA and Los Angeles Bureau of Street Services (for federal funds to be received by the City of LA as per Metro Call for Project awards) and with Los Angeles Department of Transportation (for authorized Proposition C matching funds) that provide for grant funding to CRA/LA for the Gold Line WiFi project. (CF 11-0068)

January 18, 2007 and March 7, 2007 – CRA/LA Board of Commissioners and City Council, respectively, authorized execution of grant agreements with Metro as a result of being awarded Metro 2007 Call grant funds. (CF 07-0201)

DISCUSSION & BACKGROUND

Location

The Gold Line WiFi design-related project if implemented would provide a passenger amenity from Downtown Los Angeles to Pasadena and East Los Angeles which includes Metro transit stops in CRA/LA Redevelopment Project areas of Chinatown (Chinatown Station plus adjacent Union Station), Little Tokyo (Little Tokyo/Arts District Station), and Adelante Eastside (Pico/Aliso, Mariachi Plaza, Soto and adjacent Indiana Station).

Contractor

Xentrans, selected through a competitive process, is a professional services firm based in Northern California with a focus on consulting for wireless services for mass transit and public safety projects.

Selection Process

In 2007, CRA/LA received authorization from City Council to submit a grant application for the Gold Line WiFi project along with the use of a City of Los Angeles Proposition C 20% match for the 2007 Metro Call for Projects. City Council and the CRA/LA Board of Commissioners also authorized the execution of a Letter of Agreement (LOA) with Metro for the Project. The LOA was executed by CRA/LA and Metro in July 2009 and authorization was received from Caltrans in August 2010 to issue an RFP for the Project.

CRA/LA staff pursued a variety of pre-solicitation methods prior to the release of the RFP in an effort to maximize outreach activities and identify qualified wireless consultants to develop the specifications and RFP for the Gold Line WiFi project. These activities included the following:

- Pre-solicitation notices regarding the CRA/LA's intent to issue the RFP were published in three newspapers in the Los Angeles area including the Chinese Daily News, Los Angeles Sentinel and La Opinion.
- Pre-solicitation notices were mailed to 306 firms listed in the CRA/LA's Business Directory.
- Pre-solicitation notices were mailed to 223 non-profit and minority/professional business organizations to further expand the CRA/LA's outreach. The non-profit and minority business organization provided additional assistance in disseminating the pre-solicitation notices to their members.
- Pre-solicitation notices were also mailed to 159 disadvantage/minority/professional business organizations obtained from Caltrans to further expand the CRA/LA outreach.
- The RFP was posted on the CRA/LA website and on City of Los Angeles' Business Area Virtual Network website.

In December 2010, CRA/LA Contracts Department advertised the Gold Line WiFi project RFP in local newspapers and on the Internet and posted the RFP on the CRA/LA and City of Los Angeles websites. The RFP was also promoted on Muniwireless.com, the leading public sector website devoted to wireless deployments and applications. Seven firms submitted proposals, and three of the proposal teams were interviewed by staff from CRA/LA and Metro.

Staff recommended the Xentrans, Inc. team to perform the Gold Line WiFi design services. Xentrans recently completed a consulting assignment with the Santa Clara Valley Transportation Authority on a similar project involving Internet connectivity on Light Rail trains. The firm was also recently approved by Amtrak to be part of their professional services team to provide Internet access on Amtrak trains in the US southwestern region. EIGER TechSystems, Inc., a subconsultant to Xentrans, has previously provided services to Metro for "Intelligent Transportation Services."

Description and Project Context

The purpose of these actions is to prepare the specifications and the RFP for future release of providing public WiFi on the Gold Line as an amenity and CleanTech demonstration project showcasing new technology and mobile applications. It is anticipated that a major mobile telecommunication carrier (such as Verizon or ATT) will be interested in bidding on the future Gold Line WiFi implementation RFP outright or in partnership with telecommunication integrators to relieve stress on their 3G/4G networks.

The provision of public WiFi access on transit is a very new industry and is just being considered by transit agencies. Public WiFi service at Union Station trackside for the Gold Line would be designed in coordination with Amtrak, who has a plan to provide such service throughout its system. The City of Los Angeles and the Mayor's Office support the Gold Line WiFi pilot project, as it is referenced and consistent with the City of Los Angeles Broadband Plan, and was included in the grant application submitted by the City of Los Angeles and Metro to Google for implementation of ultra high speed broadband networks leveraging fiber resources of the City of Los Angeles and Metro.

Project History

The idea for the CRA/LA and the City of Los Angeles to promote and provide for public WiFi on Metro trains and as a pilot on the Gold Line was in the City of Angeles Blue Ribbon Committee Report on Broadband/WiFi in 2005, resulting in the submission of the CRA/LA grant application in 2007. Metro conditioned its award of the grant on the preparation and submittal of a feasibility study by CRA/LA for review by Metro Senior Management. CRA/LA through a competitive process retained Senza Fili Consulting to prepare the formal report which was

submitted to Metro in December 2008 demonstrating the feasibility of the project and resulting in the execution of the Letter of Agreement between CRA/LA and Metro in July 2009.

CRA/LA solicited proposals to secure a Gold Line WiFi design consultant and received seven proposals. In addition to CRA/LA staff evaluating the proposals, Metro provided two reviewers. From the seven proposals received, three teams were selected to be interviewed, and the firm of Xentrans, Inc. (and subconsultant EIGER Techsystems, Inc.) was selected for this contract. The proposed contract with Xentrans will be comprised of three phases. After the completion of the first two phases (Needs Analysis and RFP Development), Metro will review the documentation and milestone reports, and make a decision as to whether to release the Gold Line WiFi Pilot Project Implementation RFP. If authorized to proceed with the release of the RFP, Xentrans would complete Phase Three of their services (RFP Finalization and Proposal Evaluation). The future RFP would make available approximately \$1 million in remaining Metro Congestion Management Air Quality (CMAQ) and City of Los Angeles Proposition C funds for the installation and operation of the Project for a two year period, and approximately \$100,000 for future CRA/LA project management and technical assistance as shown in the following budget summary:

Xentrans Design Contract	\$113,000
Task 1 Needs Analysis (\$48,000)	
Task 2 RFP Development (\$35,000)	
Task 3 RFP Finalization and Issuance (\$30,000)	
Future Implementation Contract	\$1,000,000
Future Project Management Services	<u>\$100,000</u>
Total	\$1,213,000

Based upon the analysis and needs of Chinatown, Little Tokyo/Arts District, and Mariachi Plaza area, a determination will be made as to how such areas might also benefit from the Metro Gold Line WiFi deployment or other steps that the respective communities could take to leverage other resources for deployment.

Community Benefits

The underlying grant program used by Metro in the Call for Projects Transportation Demand Management (TDM) category to award the Gold Line WiFi grant are CMAQ funds. The purpose of the CRA/LA's role in the Gold Line WiFi pilot project is to increase public transit usage, and to decrease the number of cars that come into downtown Los Angeles, thereby achieving reductions in emissions and greenhouse gases. During the implementation phase, there is a requirement for an annual evaluation under the terms of the Metro grant award, so that increased transit usage can be calculated to determine carbon reductions and other air quality benefits.

The provision of public WiFi on Metro trains also provides a public service to those needing access to the Internet where it is not available at home or work. Future deployment of Metro Gold Line WiFi will also provide another opportunity to leverage the CRA/LA and Metro investment on the ExperienceLA web portal project, as that content will also be made readily available from the future entry page of a Metro Gold Line WiFi deployment. Initial deployments of free WiFi on public transit trains have seen an increase in ridership and revenue. There is also a potential opportunity to leverage the Metro investment for expanded public WiFi coverage in Chinatown, Little Tokyo/Arts District, and Mariachi Plaza.

SOURCE OF FUNDS

CMAQ (\$90,400 of the \$970,000 Metro Call Federal Funds programmed through Caltrans), City of Los Angeles Proposition C (\$22,600 of the \$243,000)

PROGRAM AND BUDGET IMPACT

The recommended action will recognize funds into the proposed FY2012 Budget and Work Program pending City Council action, relating to the Citywide Non Housing Project budget line Public Improvements (CN3750). CRA/LA staff costs will be recorded in CRA/LA work objective CH3750.

There are no CRA/LA funds required for these actions. There is no impact on the City's General Fund.

ENVIRONMENTAL REVIEW

The recommended actions do not constitute a "Project" as defined by the California Environmental Quality Act (CEQA).

AUTHORITY GRANTED TO CEO OR DESIGNEE

If the Contract is approved, the CRA/LA Chief Executive Officer or designee would be authorized to take such actions as may be necessary to carry out the Contract, including, but not limited to, executing the Contract, and taking the following actions related to the Xentrans Contract: (1) exercising the option to extend the initial one-year term of the contract by up to two additional years for a total not to exceed three years; and (2) approving revisions to the Project Budget, so long as the changes do not increase the total amount of the contract, subject to the provisions of the Oversight Ordinance.

Christine Essel
Chief Executive Officer

By:

Dalila Sotelo, Deputy Chief Executive Officer

There is no conflict of interest known to me which exists with regard to any CRA/LA officer or employee concerning this action.