


RIVERSIDE TRANSIT AGENCY
1825 Third St.
Riverside, CA 92507

April 26, 2007

TO: BOARD OF DIRECTORS
THRU: Larry Rubio, Chief Executive Officer
FROM:  Vince Rouzaud, Chief Procurement and Logistics Officer
SUBJECT: Authorization to Award Agreement No. 7-005 to Transit Marketing Group (TransMark) for the Purchase and Installation of an On-Board Video Surveillance System (SmartDrive) on 71 Dial-A-Ride Vehicles

Summary: In October of 2005, MV Transit and the Agency agreed on a settlement amount of one million dollars (MV Settlement). In November of 2005, the Board approved staff recommendations for use of these funds on a partial list of projects that were, as directed by the Board, designed to benefit those passengers that were directly affected by the performance standards of the contract. An on-board video surveillance system for dial-a-ride vehicles was one of the approved items on that project list.

The Agency currently has sixty-four (64) dedicated vehicles providing service to seniors and persons with disabilities. The vehicles are operated by Southland Transit under contract to the Agency. Staff is requesting authorization to award a contract to TransMark for the purchase and installation of an on-board video surveillance system (SmartDrive) for those sixty-four (64) vehicles plus seven (7) expansion vehicles.

The SmartDrive system is comprised of two cameras mounted on the windshield and captures video and audio inside and outside the vehicle. Forces such as hard braking, swerving, collision, etc., cause the recorder to save audio and video footage – the critical seconds immediately before and after a triggered event. A built-in wireless modem automatically uploads data and video to a server which allows staff the ability to review video via the internet, 24-hours a day; seven days a week. Smartdrive also provides vehicle speed monitoring in order to identify and eliminate behaviors that are known to increase the likelihood of a collision.

In January, staff issued a competitive Request for Proposal (RFP) to nine (9) prospective vendors. In addition, a public notice of the RFP was published in a local newspaper of general circulation and a notice was posted on the Agency's website with a copy of the procurement document.

Three proposal submittals were received. The firms that submitted proposals were:

- Drive Cam \$247,970.46
- TransMark \$173,904.00
- DDR \$457,204.00

The three proposals were reviewed by an evaluation committee representing staff from Contract Operations, Maintenance, Information Technology and Purchasing. Ratings were based upon independent staff assessments for each of the evaluation criteria listed in the RFP, which included but was not limited to: system functionality, qualifications of the firm, staffing and project organization, work plan/quality of service, experience, etc.

Overall, the committee determined TransMark submitted the proposal with the most complete understanding of the Agency's needs, and that their proposed project team and work plan represented the best value to the Agency.

Fiscal Impact:

Funding of \$350,000 was budgeted from the MV settlement for a video surveillance system for dial-a-ride vehicles.

Committee Recommendation:

This item was discussed at the Board Budget and Administration Committee meeting of April 4, 2007. The Committee members unanimously approved recommending this item to the full Board of Directors for their consideration.

Recommendation:

Authorize staff to award a contract to TransMark for the purchase and installation of an on-board video surveillance system in seventy-one (71) vehicles at a cost not-to-exceed \$173,904.