

## **EXHIBIT 3 - EVALUATION CRITERIA**

### **METRO PHOTO ENFORCEMENT PROGRAM**

#### **1.0 BASIS FOR CONTRACT AWARD**

##### **Minimum Qualifications Requirements**

The technical proposals will be evaluated by using the Minimum Qualifications Requirements criteria as shown below. The Minimum Qualifications Requirements will be evaluated on a Pass/Fail basis. A fail score on the Minimum Qualifications Requirements shall render the proposal unacceptable and it will be eliminated from further consideration. Only those Proposers that meet all the Minimum Qualifications Requirements will have passed the Pass/Fail criteria and will be evaluated further on the weighted criteria described herein. This evaluation may, at Metro's discretion, be augmented by verbal or written requests for clarification, or additional information as necessary to determine whether the minimum technical requirement can be met.

Metro intends to award one contract on a Firm Fixed Price basis. The Proposal Evaluation Team (PET) will select the Proposer whose proposal is judged most advantageous and of greatest benefit to Metro. The PET's award decision will be based on an integrated assessment that considers the relative merit of proposals based on the requirements contained in the solicitation and the evaluation factors described herein.

Metro intends to award a contract as a result of this competition. However, Metro reserves the right to award no contract at all, depending on the quality of the proposal submitted, availability of funds, and stability of requirements.

#### **2.0 BEST AND FINAL OFFERS (BAFO)**

If Metro establishes a competitive range and holds negotiations with those remaining Proposers, a BAFO may be requested from each Proposer. When the Metro Contracting Officer concludes the negotiations phase, he or she may issue a Call for BAFO's to all Proposers in the competitive range. Specific submission instructions for the BAFOs will be contained in the Call for BAFO's.

#### **3.0 EVALUATION FACTORS**

Proposers must first meet the Minimum Qualifications Requirements as stated in 1.0 of the Evaluation Criteria. Those Proposers that meet the Minimum Qualifications Requirements will continue in the evaluation process and will be evaluated against the evaluation criteria detailed herein. The technical factors in the non-cost area, when combined, are significantly more important than cost or price.

As part of the evaluation, Metro will also perform a proposal risk assessment, which will consider any inherent risk in the Proposer's proposal that may adversely impact schedule, cost, and performance.

Proposals that are unrealistic in terms of technical or service commitments, or are unrealistically high or low in terms of cost, may reflect a lack of technical competence, or indicate a failure to comprehend the scope of work and risks of the proposed work. These factors may be grounds

for rejection. Therefore, the initial offer should represent the most favorable terms, cost and technical approach.

**A. Minimum Qualifications Requirements (Prime)**

**(Pass-Fail)**

Prime firm shall demonstrate how it meets the following:

1. Proposing firm shall have minimum of two (2) years' experience specific to Rail Road Photo Enforcement at gated crossings.
2. Proposing firm shall have minimum of five (5) years of general Photo Enforcement experience.
3. Proposing firm shall have experience in operating a red light photo enforcement system in California and be familiar with all applicable state laws and regulations. Provide a synopsis of applicable laws/regulations and how the firm will comply.
4. Proposing firm shall have a local office in the Los Angeles County area or agree to establish a local office within 60 days of Notice of Award.

**B. Proposal Scoring for Proposer's who pass the Minimum Qualifications Requirements. Proposer shall demonstrate (in a narrative and/or with supporting documentation) how it meets or exceeds the following:**

1. Firm (Prime) Experience 20 POINTS
  - a. Number of years in business
  - b. Number of Photo Enforcement Contracts with other Jurisdictions
  - c. Does Firm have any experience in taking over other Vendors' Contracts and/or replacing their Systems with their own Photo Enforcement System? How long did the process take?
  - d. At least three (3) references for the firm.
2. Personnel Experience 20 POINTS
  - a. Metro must have a highly qualified Los Angeles-based Project Manager, with a minimum of five years Photo Enforcement management experience, assigned to this project and operating out of a local Los Angeles office. Provide a resume.
  - b. Metro must have highly qualified Field Service Technicians (FSTs) with a minimum of two years' experience and operating out of a local Los Angeles office. The FSTs will be assigned to service the Cameras as stipulated in the SOW.
  - c. Metro must have a highly qualified Expert Witnesses with a minimum of five years' experience relative to Photo Enforcement in California ready to testify immediately on behalf of Metro when asked to do so by the Los Angeles Sheriff Department on cases related to Photo Enforcement.
3. Work Plan and Project Master Schedule 20 POINTS

- a. Proposer's Work Plan and Project Master Schedule shall be detailed and comprehensive defining how it will effectively manage and complete all work tasks required Metro's Photo Enforcement locations.
- b. All major and minor work tasks for construction and installation are clearly outlined
- c. The Project Master Schedule is in Microsoft Project or similar format
- d. The Excel Spreadsheet provides detailed schedules for design, approvals, permits, construction and testing for each location.

4. DBE CONTRACTING OUTREACH AND MENTOR PROTEGE APPROACH 4 POINTS

- a. Provide your approach, plan, creativity, innovative, and demonstrated commitment to maximize small business subcontracting opportunities through the **Disadvantaged Business Enterprise (DBE)** goals and including development of a Mentor Protégé Program.
- b. Proposers are to explain in an executive summary of the **DBE COMP** how they intend to pursue subcontracting design and implement initiatives, processes and procedures for outreach, prompt and expedited payment for **DBE's**, technical assistance initiatives, implement mentor protégé development plan, create opportunities for joint venturing, teaming and partnering with **DBE's** firms in the ordinary course of its business/teaming strategy to exceed the stated design and construction goals. Metro is interested in hearing creative strategies and innovative non-traditional approaches to include **DBE's** in all phases of subcontracting. Proposer shall include an assessment of its outreach event held as part of the solicitation process actions taken to follow-up with **DBE's** during the solicitation process. Proposers should also demonstrate through subcontracting efforts that they understand LACMTA's commitment to LACMTA's **DBE's** policies and programs as part of their proposal submission as outlined within the RFQ documents.

5. Price (Inclusive of Buy and Lease Scenarios, and Option (appendices A- D) 36 POINTS

Scoring for price shall use the following formula:

$$\frac{\text{8 Yr Total cost of Lowest Priced Proposal Received}}{\text{8 Y Total cost of Proposal Being Reviewed}} \times 36$$