

# Agenda Report

**TO:** CITY COUNCIL

**DATE:** April 20, 1998

**FROM:** City Manager

**SUBJECT:** Authorize City Manager to Execute the Contract for the *Comprehensive Transit Restructuring Needs Analysis* between the City and Transportation Management and Design.

## **RECOMMENDATION:**

It is recommended that the City Council authorize the City Manager to execute a contract with Transportation Management and Design for the development of a vision of a city-wide public transit network that best serves the residents, visitors, employees and employers of the City of Pasadena in an amount not to exceed \$100,000.

## **BACKGROUND:**

At their September 22, 1997 meeting, City Council acted to approve staff and the city's Transportation Advisory Commission (TAC) recommendation for the preparation and issuance of a Request For Proposal (RFP) to select a consultant(s) to develop and establish a Comprehensive Transportation Needs Analysis for the City, setting aside \$100,000 for the completed study.

TAC's Transit Subcommittee, consisting of Commissioners Guerrero, Perez and Chair Worrell, assisted staff in the preparation of the RFP which was released and sent to 45 firms and/or individuals on January 28, 1998. Due to the complexities of the RFP, a mandatory pre-proposal meeting was held on February 10, 1998, which allowed staff to communicate the City's desire to have proposers submit a "visionary, creative" proposal rather than standard boilerplate, technical proposals. Firms not attending this meeting were precluded from submitting a proposal. Nine firms were represented at this mandatory pre-proposal meeting ( Gannett Fleming, Transportation Management Services, Crain and Assoc., A.M.M.A., Korve Engineering, Parsons/Barton Aschman, Transportation Management and Design, Transportation Consulting Services and Nelson/Nygaard).

Proposals were due March 5, 1998. Responses were received from 3 companies: Crain and Associates(Crain), Transportation Management and Design (TMD) and Parsons/Barton Aschman (PBA). The City's Transportation Administrator and Transportation Services Manager reviewed the three proposals to determine compliance with the RFP requirements. All three were deemed responsive.

Copies of the three proposals were then distributed to the evaluation panel, consisting of the Transportation Administrator and three TAC Transit Subcommittee members for evaluation and scoring. Scores for each proposal were based upon **Organization Qualifications and Experience (5%)**; **Demand Determination (15%)** - methods and procedures for collecting data to establish existing and unmet needs for intra-city and inter-city; **Demand Analysis (15%)** - methodology for analysis of demand determination data; **System Design (30%)** - design and,

standards and criteria to be used for a comprehensive public transit network; **Implementation Plan (15%)** - transition plan to get the City from where it is to the final system design, including a financial plan; **Schedule for Work Completion (10%)** - timeline for completion of the final work product; **Cost (5%)** and **Local Business(5%)**. These criteria were developed with the intent of focusing more on the product to be produced rather than qualifications of the firm or cost of the product, as staff presumed firms proposing would be equally qualified and specified the budget amount of \$100,000 in the RFP.

The evaluation panel scored the three proposals individually then combined the four scores and divided by four to come up with the weighted score, rounded up to the nearest whole, as follows:

	<u>TMD</u>	<u>PBA</u>	<u>CRAIN</u>
<b>Organization Qualifications and Experience (5%)</b>	<b>5</b>	<b>5</b>	<b>4</b>
<b>Demand Determination (15%)</b>	<b>15</b>	<b>9</b>	<b>6</b>
<b>Demand Analysis (15%)</b>	<b>13</b>	<b>11</b>	<b>6</b>
<b>System Design (30%)</b>	<b>25</b>	<b>21</b>	<b>11</b>
<b>Implementation Plan (15%)</b>	<b>11</b>	<b>11</b>	<b>5</b>
<b>Schedule for Work Completion (10%)</b>	<b>9</b>	<b>9</b>	<b>6</b>
<b>Cost (5%)</b>	<b>5</b>	<b>5</b>	<b>5</b>
<b>Local Business(5%)</b>	<b>2</b>	<b>5</b>	<b>2</b>
<b>TOTAL</b>	<b>85</b>	<b>76</b>	<b>45</b>

Each proposer submitted their costs in separately sealed envelopes, opened after the evaluation committee had scored and ranked the other criteria. Costs for the three proposals were within \$25.00 of each other with Crain at \$99,947, PBA at \$99,954 and TMD at \$99,972. Therefore, staff awarded the full 5% to each proposer, as the difference was minimal and all were within the budgeted amount.

Each of the three proposers had Local Business participation. PBA received the full 5% as they are Pasadena based, while TMD and Crain received 2% for utilizing Pasadena-based subcontractors for a significant portion of the proposal work. All proposers also completed and submitted the required Affirmative Action forms.

The evaluation panel commented that, while all proposers offered some innovative ideas, the TMD proposal was much more comprehensive in its approach. The TMD proposal also had a significant public participation process, calling for one-on-one interviews with elected officials, TAC members and staff, four interactive workshops with community stakeholders, twelve focus groups with specific community market segments and four open general public forums located throughout the City. In addition, TMD will comply with the RFP requirements of six presentations, as necessary, before the TAC and or City Council. TMD will complete their analysis and plan development and submit a final report to the City by December 1, 1998.

At their April 3, 1998 meeting, TAC supported the evaluation panel's recommendation to enter into a contract with TMD.

**FISCAL IMPACT:**

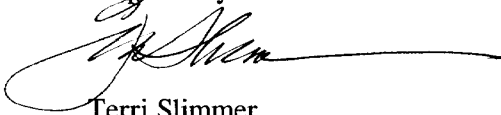
Sufficient funds for this Services Contract exist in the FY 1998 Proposition A Administration budget account # 208-763310.

Respectfully submitted by:



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Prepared by:



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Approved by:



David Grosse  
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