

**Board Report**

File #: 2015-1156, **File Type:** Contract

Agenda Number: 24.

**PLANNING AND PROGRAMMING COMMITTEE
SEPTEMBER 16, 2015**

SUBJECT: SUPPORTIVE TRANSIT PARKING PROGRAM MASTER PLAN

ACTION: AWARD CONTRACT

RECOMMENDATION

AUTHORIZING the Chief Executive Officer to award a twelve-month firm fixed price Contract No. PS3362300 (RFP No. PS114943046R) to Walker Parking Consultants in the amount of \$619,589, for the **Supportive Transit Parking Program Master Plan Study**.

ISSUE

In January 2015, staff informed the Board that the Parking Management Unit would be issuing a Request for Proposals (RFP) for the development of a comprehensive Supportive Transit Parking Program (STPP) Master Plan Study. Upon approval by the Board, staff will execute the contract and begin the master plan study.

DISCUSSION

The comprehensive STPP Master Plan Study will address issues related to Metro's parking program at various levels, including: (1) recommend an approach to a pricing system; (2) create a model for determining parking demand at various stations; (3) identify capital and technology projects, facility upgrades, and potential shared uses to increase customer satisfaction with and ease of using Metro's parking system; (4) identify operational needs for each facility; and (5) develop a short and long term strategic plan for current and new parking facilities.

The objectives of the STPP include: (1) perform a comprehensive assessment of the existing program and parking facilities and provide recommendations; (2) develop alternatives that set the framework for the management of Metro's parking resources; (3) identify technology implementation opportunities; (4) recommend Metro's Parking Strategic Implementation Plan (a 5 to 10-year program); (5) evaluate current parking policies, enforcement performance; and (6) develop an STPP Master Plan for Board adoption. Staff anticipates the study will take approximately 12 months.

DETERMINATION OF SAFETY IMPACT

Approval of this item will have no safety impact. However, once implemented, the recommendations

in the STPP Master Plan Study can improve the safety for transit patrons parking at Metro parking facilities.

FINANCIAL IMPACT

The FY16 budget includes \$650,000 in Cost Center 3046, Countywide Planning & Development under Project 308001, Account number 50316 Supportive Transit Parking Program Master Plan Study, Professional and Technology Services. The source of funds for this project is Park & Ride revenues and Prop A and C Admin., which are not eligible for bus/rail operating and capital expenses. The study is expected to be completed by Fall 2016.

ALTERNATIVES CONSIDERED

The Board may decide not to pursue the STPP Master Plan Study at all. This is not recommended as a number of activities included in the master planning process would nonetheless need to move forward as Metro's parking facilities are reaching capacity to properly serve the volume of transit riders utilizing Metro's parking facilities. Absent a master plan, near and longer term parking decisions would continue to be made without knowledge of the impact these decisions will have on the long term health of the parking program and its contribution toward enhanced mobility. Furthermore, many of the issues to be addressed in the STPP are issues that are regularly raised by transit riders and the Board of Directors, and the STPP offers a comprehensive approach to identifying short and long term solutions.

NEXT STEPS

Upon approval by the Board, staff will execute the contract and begin the master plan study. Staff will report back to the Board for the adoption of a recommended management alternative in May 2016, Strategic Implementation Plan in July 2016 and the completed STPP Master Plan Study in September 2016.

ATTACHMENTS

Attachment A - Procurement Summary

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Phillip A. Washington
Chief Executive Officer

PROCUREMENT SUMMARY

SUPPORTIVE TRANSIT PARKING PROGRAM (STPP) MASTER PLAN

1.	Contract Number: PS3362300 (RFP No. PS1149413046R)	
2.	Recommended Vendor: Walker Parking Consultants	
3.	Type of Procurement (check one): <input type="checkbox"/> IFB <input checked="" type="checkbox"/> RFP <input type="checkbox"/> RFP-A&E <input type="checkbox"/> Non-Competitive <input type="checkbox"/> Modification <input type="checkbox"/> Task Order	
4.	Procurement Dates:	
	A. Issued: May 19, 2015	
	B. Advertised/Publicized: May 16, 2015	
	C. Pre-proposal/Pre-Bid Conference: June 2, 2015	
	D. Proposals/Bids Due: June 22, 2015	
	E. Pre-Qualification Completed: July 2, 2015	
	F. Conflict of Interest Form Submitted to Ethics: August 5, 2015	
	G. Protest Period End Date: September 23, 2015	
5.	Solicitations Picked up/Downloaded: 50	Bids/Proposals Received: 4
6.	Contract Administrator: W. T. (Ted) Sparkuhl	Telephone Number: 213-922-7399
7.	Project Manager: Adelaida Felix	Telephone Number: 213-922-4333

A. Procurement Background

This Board Action is to approve Contract No. PS3362300 (RFP No. PS1149443046R) to develop a comprehensive Supportive Transit Parking Program (STPP) Master Plan Study to include transit parking at current and future Metro Rail lines and the Orange and Silver Line Bus Rapid Transit Stations.

The Request for Proposal (RFP) issued in accordance with Metro's Acquisition Policy and Procedure Manual and the contract type is firm fixed-price. This RFP was issued with a Small Business Enterprises/Disadvantaged Veteran Business Enterprise (SBE/DVBE) goal of 10% of the total contract price; 7% Small Business Enterprise (SBE) and 3% Disabled Veteran Business Enterprise (DVBE).

One amendment was issued during the solicitation phase of this RFP:

- Amendment No. 1, issued June 4, 2015, provided copies of the pre-proposal sign-in sheets, and the planholders list.

A pre-proposal conference was held on June 2, 2015, attended by ten participants representing nine companies. No questions were received from the pre-proposal attendees or planholders.

A total of four proposals were received on June 22, 2015.

B. Evaluation of Proposals/Bids

A Proposal Evaluation Team (PET) consisting of staff from Metro's Parking Management Unit and the City of Beverly Hills was convened and conducted a comprehensive technical evaluation of the proposals received.

The proposals were evaluated based on the following evaluation criteria and weights:

1. Firm's Qualifications	15%
2. Project Manager and Key Staff Qualifications	30%
3. Effective Scheduling/Cost Management Plan	20%
4. Cost Proposal	20%
5. Partnering with Small Business	15%

The evaluation criteria are appropriate and consistent with criteria developed for similar professional services procurements. Several factors were considered when developing these weights, giving the greatest importance to the project manager and key staff qualifications.

All proposals were determined to be within the competitive range and are listed below in alphabetical order:

1. Kimley-Horn Associates, Inc.
2. KOA Corporation
3. LVR International
4. Walker Parking Consultants

On June 25, 2015, proposals were distributed to the PET. From June 25 to August 3, 2015, the PET evaluated all proposals. On July 20, 2015, the PET conducted interviews with three of the four firms. LVR International was invited but declined to participate in the interview process. The firms' project managers and key team members had an opportunity to present each team's qualifications and respond to the PET's questions. In general, each team's presentation addressed the requirements of the RFP, perceived project issues, commitment to schedule and the project manager's experience in managing similar programs to that being required by Metro.

On August 5, 2015, the PET met for final deliberation to complete the final scoring of the four proposers. The final scoring, after interviews, determined Walker Parking Consultants to be the highest ranked most qualified firm.

Qualifications Summary of Recommended Firm:

Walker Parking Consultants (WPC), headquartered in Elgin, Illinois, is a global consulting and design firm providing solutions for a wide range of parking and transportation issues. WPC maintains an office located in downtown Los Angeles. WPC has significant experience in the Los Angeles County area and throughout the state of California. WPC's proposal demonstrated a comprehensive understanding of the extensive parking expertise and experience required for this project.

Following is a summary of the PET scores:

	FIRM	Average Score	Factor Weight	Weighted Average Score	Rank
1	Walker Parking Consultants				
2	Firm's Qualifications	95.33	15.00%	14.29	
3	Project Manager & Key Staff Qualifications	96.00	30.00%	28.80	
4	Effective Scheduling/Cost Management	83.34	20.00%	18.00	
5	Cost Proposal	83.00	20.00%	18.00	
6	Partnering with Small Business	66.68	15.00%	10.00	
7	Total		100.00%	89.09	1
8	Kimley-Horn Associates, Inc.				
9	Firm's Qualifications	86.33	15.00%	12.95	
10	Project Manager & Key Staff Qualifications	83.33	30.00%	25.00	
11	Effective Scheduling/Cost Management	83.67	20.00%	16.74	
12	Cost Proposal	100.00	20.00%	20.00	
13	Partnering with Small Business	66.68	15.00%	10.00	
14	Total		100.00%	84.69	2
15	LVR International				
16	Firm's Qualifications	71.67	15.00%	10.75	
17	Project Manager & Key Staff Qualifications	76.67	30.00%	23.00	
18	Effective Scheduling/Cost Management	83.33	20.00%	16.67	
19	Cost Proposal	89.60	20.00%	17.92	
20	Partnering with Small Business	100.00	15.00%	15.00	
21	Total		100.00%	83.34	3
22	KOA Corporation				
23	Firm's Qualifications	73.00	15.00%	10.95	
24	Project Manager & Key Staff	69.33	30.00%	20.80	

	Qualifications				
25	Effective Scheduling/Cost Management	75.33	20.00%	15.07	
26	Cost Proposal	90.00	20.00%	18.00	
27	Partnering with Small Business	66.68	15.00%	10.00	
28	Total		100.00%	74.82	4

C. Cost/Price Analysis

The recommended price was determined to be fair and reasonable based upon an independent cost estimate, cost analysis, technical evaluation, and fact finding.

Proposer Name	Proposal Amount	Metro ICE	Negotiated Amount
Walker Parking Consultants	\$619,589	\$649,751	\$619,589

D. Background on Recommended Contractor

Founded in 1965, WPC has over 250 employees and provides innovative solutions for a wide range of parking and transportation issues. WPC's consulting group consists of planners and consultants. WPC maintains a Los Angeles office where it has provided parking consulting services for North County Transit District, City of Santa Monica, City of Arcadia, City of Sunnyvale, City of Napa and others. The proposed Project Manager has numerous years of experience in the area of parking.

Overall, key staff has more than 75 years of experience providing professional parking engineering and planning services. The WPC team has significant working experience with relevant stakeholders and has performed satisfactorily on past Metro projects.

E. Small Business Participation

The Diversity and Economic Opportunity Department (DEOD) established a Small Business participation goal of 10% of the total price for this procurement, 7% Small Business Enterprise (SBE) and 3% Disabled Veteran Business Enterprise (DVBE) were components of the goal. Walker Parking Consultants exceeded the goal by making a 14.10% SBE commitment and a 3.23% DVBE commitment.

SMALL BUSINESS Goal	7% SBE and 3% DVBE	SMALL BUSINESS Commitment	14.10% SBE and 3.23% DVBE
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SBE Subcontractors	% Committed
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1.	Arellano Associates	10.77%
2.	AVS Consulting	3.33%
	Total SBE Commitment	14.10%

	DVBE Subcontractors	% Committed
1.	Steven T. Kuykendall Associates	3.23%
	Total DVBE Commitment	3.23%

F. All Subcontractors Included with Recommended Contractor’s Proposal

	Subcontractor	SBE/DVBE	Services Provided
1.	Arellano Associates	SBE	Public Outreach
2.	AVS Consulting	SBE	Community Outreach
3.	Steven T. Kuykendall & Associates.	DVBE	Outreach

G. Living Wage and Service Contract Worker Retention Policy Applicability

The Living Wage and Service Contract Worker Retention Policy is not applicable to this contract.

H. Prevailing Wage Applicability

Prevailing wage is not applicable to this contract.