



Board Report

File #: 2018-0470, File Type: Contract

Agenda Number: 13.

PLANNING AND PROGRAMMING COMMITTEE OCTOBER 17, 2018

SUBJECT: BUS RAPID TRANSIT VISION AND PRINCIPLES STUDY

ACTION: APPROVE RECOMMENDATIONS

RECOMMENDATION

AUTHORIZE the Chief Executive Officer (CEO) to:

- A. AWARD AND EXECUTE a 28-month firm fixed price Contract No. PS53553000 to Sutra Research and Analytics, in the amount of \$1,210,607 to complete the Bus Rapid Transit (BRT) Vision and Principles Study, with an optional task to analyze candidate corridors in the amount of \$611,185, for a total contract amount of \$1,821,792, subject to resolution of protest(s), if any; and
- B. APPROVE Contract Modification Authority (CMA) specific to Contract No. PS53553000 in the amount of \$273,269 to account for the complexity of the countywide effort and anticipated level of coordination.

ISSUE

The Measure M Expenditure Plan includes funding for specific BRT projects as well as \$50 million in each of the first three decades and \$100 million in each of the fourth and fifth decades for the Countywide BRT Program. The BRT Vision and Principles Study seeks to establish and build consensus on a clear vision, goals and objectives for the BRT system and develop guidance on the design of the BRT network. It will also facilitate the identification and prioritization of future BRT candidate corridors including a first decade "Phase I" Measure M BRT project, which has an expected opening date of FY 2022-24. Phase I is included in the Board-adopted 28 x 2028 project list. The Measure M Master Guidelines (Section XVIII) call for this study, which will be coordinated with two parallel Metro studies: the NextGen Bus Study and the update of the Long Range Transportation Plan (LRTP). An optional task for preliminary analysis of candidate BRT corridors may be authorized at the discretion of Metro.

Board approval of this professional services contract is needed in order to proceed with the work and support the implementation of the BRT projects in the Measure M Expenditure Plan.

BACKGROUND

The Measure M Expenditure Plan included previously identified specific BRT projects as well as

funding for the Countywide BRT program to build additional BRT projects. In June 2017, the Board adopted the Measure M Master Guidelines, which identified a future BRT study that would establish:

- metrics for BRT system performance;
- standard design guidelines/criteria; and
- proposed sequencing or prioritization of BRT projects.

DISCUSSION

Funding

Measure M allocates \$50 million in each of the first three decades and \$100 million in each of the fourth and fifth decades for the Countywide BRT Program. The Measure M Expenditure Plan identifies an anticipated opening date for Phase 1 of the Countywide BRT Projects as FY 2022-24. BRT typically costs about one-tenth of the capital cost of a rail line.

Planned Outreach Efforts

Community and stakeholder engagement related to this study will provide valuable feedback and will further inform and define numerous aspects of the Countywide BRT program, including but not limited to, the overall vision, goals and objectives of the program, BRT standards, key performance indicators and the identification and prioritization of future candidate corridors. Outreach will involve public outreach meetings and extensive coordination efforts with municipal transit providers, local jurisdictions, and other stakeholders. Community engagement for this study will be closely coordinated with the NextGen Bus Study and integrated into the LRTP Update. Professional services in support of outreach will be procured from the Board-approved Communications Bench.

Consistency with Metro's Equity Platform Framework

This study is consistent with Metro's recently-adopted Equity Platform Framework as equity will be a guiding theme in seeking to establish a clear vision, design guidance, and implementation priorities for the BRT network. Equity will be considered and incorporated at the forefront of this effort as the BRT Vision and Principles Study will identify opportunities to solve to mobility challenges by providing a high quality transit alternative including to low-income, minority and transit-dependent communities throughout the County. Additionally, Metro staff will look to Metro's Equity Platform Framework to inform the robust community engagement in support of this study effort.

DETERMINATION OF SAFETY IMPACT

This action will not have any impact on the safety of our customers and/or employees because this project is in the planning phase.

FINANCIAL IMPACT

The FY 2019 budget includes \$1,502,516 for Professional Services in Cost Center 4220 (Long Range Transportation Plan Team 1), Project 405403 (Countywide BRT Program). Since this is a multi-year program, the Cost Center Manager and Chief Planning Officer will be responsible for budgeting in future years.

Impact to Budget

The source of funds is local Prop A, C & TDA Admin funds. These funds are not eligible for bus and/or rail operating and capital expenses.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

The recommendation directly supports the implementation of the Strategic Plan by helping to create a robust BRT network as part of a world-class bus system that is reliable, convenient, and attractive to more users for more trips. Specifically, this study will support the realization of Goal #1 in the Vision 2028 Strategic Plan, which is to provide high-quality mobility options that enable people to spend less time traveling. To facilitate the realization of this goal, the Strategic Plan identifies the conversion of strategic Metro Rapid corridors to BRT and the expansion of the BRT program along major arterials and highways throughout the county. The Strategic Plan refers to the BRT Vision and Principles Study as a resource to support the implementation of BRT corridors.

ALTERNATIVES CONSIDERED

The Board could choose not to award Contract No. PS53553000. This is not recommended as it may delay the development of BRT guidelines and standards to assist with the ongoing BRT projects and delay the Measure M groundbreaking date of FY2022-24 for the first decade Countywide BRT program project.

NEXT STEPS

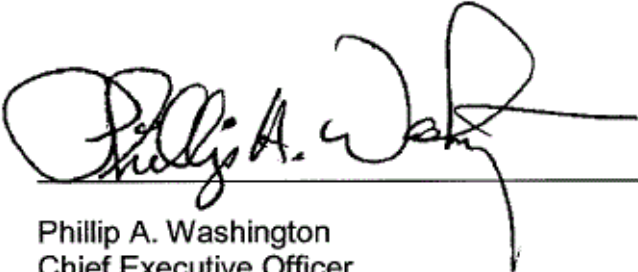
Upon Board approval, staff will execute Contract No. PS53553000 with Sutra Research and Analytics and initiate work.

ATTACHMENTS

Attachment A - Procurement Summary
Attachment B - DEOD Summary

Prepared by: Lauren Cencic, Sr. Director, Countywide Planning & Development, (213) 922-7417
Mark Yamarone, DEO, Countywide Planning & Development, (213) 418-3452
Kalieh Honish, EO, Countywide Planning & Development, (213) 922-7109
Manjeet Ranu, SEO, Countywide Planning & Development, (213) 418-3157

Reviewed by: Therese W. McMillan, Chief Planning Officer, (213) 922-7077
Debra Avila, Chief Vendor/Contract Management Officer, (213) 418-3051



Phillip A. Washington
Chief Executive Officer

PROCUREMENT SUMMARY

BUS RAPID TRANSIT (BRT) VISION AND PRINCIPLES STUDY/PS53553000

1.	Contract Number: PS53553000	
2.	Recommended Vendor: Sutra Research and Analytics	
3.	Type of Procurement (check one): <input checked="" type="checkbox"/> FB <input type="checkbox"/> RFP <input type="checkbox"/> RFP.A&E Non-Competitive <input type="checkbox"/> Modification <input type="checkbox"/> Task Order	
4.	Procurement Dates:	
	A. Issued: May 10, 2018	
	B. Advertised/Publicized: May 10, 2018	
	C. Pre-Proposal Conference: May 22, 2018	
	D. Proposals Due: June 20, 2018	
	E. Pre-Qualification Completed: Pending	
	F. Conflict of Interest Form Submitted to Ethics: September 19, 2018	
	G. Protest Period End Date: October 19, 2018	
5.	Solicitations Picked up/Downloaded: 76	Bids/Proposals Received: 5
6.	Contract Administrator: Adrian Luesang	Telephone Number: (213) 418-3333
7.	Project Manager: Lauren Cencic	Telephone Number: (213) 922-7417

A. Procurement Background

This Board Action is to approve Contract No. PS53553000 issued in support of the Bus Rapid Transit (BRT) Vision and Principles Study. Board approval of contract awards are subject to resolution of any properly submitted protest.

The Request for Proposals (RFP) was issued in accordance with Metro's Acquisition Policy and the contract type is firm fixed price. The RFP was issued with as a race neutral Small Business Enterprise Set-Aside project.

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

- Amendment No. 1, issued on June 7, 2018, extended the RFP due date to June 20, 2018.

A pre-proposal conference was held on May 22, 2018 that was attended by 40 participants representing 37 firms. There were 35 questions and responses released prior to the proposal due date.

A total of 76 firms downloaded the RFP and were included in the planholder's list. A total of five proposals were received on June 20, 2018.

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro's Countywide Planning and Development Mobility Corridors Department and Systemwide Design, as well as staff from Foothill Transit and Los Angeles Department of Transportation was convened and conducted a comprehensive technical evaluation of the proposals received.

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

- Experience and Quality of the Team 20 percent
- Experience and Qualifications of the Proposed Personnel 25 percent
- Effectiveness of Management Plan 10 percent
- Work Plan/Project Approach 25 percent
- Cost/Price Effectiveness 20 percent

The evaluation criteria are appropriate and consistent with criteria developed for other, similar professional services. Several factors were considered when developing these weights, giving the greatest importance to Experience and Qualifications of the Proposed Personnel and Work Plan/ Project Approach.

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

1. Canete Medina Consulting Group
2. CHS Consulting Group
3. Connetics Transportation Group
4. Sutra Research and Analytics
5. Transportation Management & Design, Inc.

The PET independently evaluated and scored the technical proposals during the period of June 21, 2018 through July 9, 2018.

The PET conducted oral presentations for all firms during the week of July 25, 2018. The firms had an opportunity to highlight technical challenges to this project and present innovative solutions. Each firm also presented their core management team with BRT related experience, vision development and integration, specific steps to ensure content continuity, robust quality assurance and quality control, use of existing data sources to create informed objectives and standards to advance LA County core values for BRT. Each team was also asked about their techniques to coordinate with internal and external community stakeholders.

The final scoring, after the oral presentations, determined Sutra Research and Analytics to be the highest qualified firm.

Qualifications Summary of Firms within the Competitive Range:

Sutra Research and Analytics (Sutra)

Sutra is a team with extensive experience in transit projects as well as strategic planning, visioning efforts and consensus building. Sutra demonstrates an understanding of BRT projects based on real-world applications of BRT enhancements and brings significant hands-on experience to both BRT planning and visioning efforts. Sutra is in a mentor-mentee relationship with the IBI Group who serves as a key subcontractor on this project. IBI brings extensive experience in BRT and transit planning, Transit Oriented Communities (TOC), urban design and first/last mile planning.

Additional subcontractors include Resource Systems Group, Inc. bringing extensive experience in travel demand modeling and market research, BAE Urban Economics, Inc. who provide well rounded hands on experience to economic development, TOC, community revitalization and public benefits and InfraStrategies, LLC who provide infrastructure finance to support project development and delivery. Sutra's work with Los Angeles BRT and San Diego BRT, transit, para-transit projects convey noteworthy knowledge to this project. Sutra and respective subcontractors provided evidence of strong technical skills, and an idealistic approach to the statement of work by demonstrating a thorough understanding of how tasks relate to one another to form a comprehensive BRT vision/program.

Sutra demonstrated a well thought out approach to how BRT visioning efforts in the early tasks would correlate with later tasks and be strategically carried throughout the project. Their approach to Quality Assurance and control included measures to ensure that the deliverables for all tasks are closely aligned with the vision, goals and objectives of the Countywide BRT program.

Transportation Management and Design, Inc (TMD)

TMD is a comprehensive transit consulting firm providing innovative and achievable solutions to transit agencies since 1988. TMD reflects their industry experience in transit system redevelopment; service evaluation, planning and design; facility planning; GIS mapping and visual communications. While the proposed team, as a whole, has experience with Metro and the programs included in the statement of work for this solicitation, TMD's work plan and project approach did not clearly delineate on the approach the project team would achieve to integrating a vision through subsequent tasks.

Connetics Transportation Group (CTG)

CTG provides planning services to public transit, local and state transportation agencies across the country. Their travel demand and data analytics assignments

utilize commercial modeling software packages, to process and analyze transportation travel data. While the proposed team has experience in transit service planning and travel demand modeling, they did not clearly demonstrate experience in handling multi-dimensional projects.

CHS Consulting Group (CHS)

CHS provides multimodal transportation planning and engineering services, transit planning, operations and design, traffic operations and microsimulations, traffic signal design and design-build projects with a focus on complex urban transportation systems. While the proposed team has experience in multimodal transportation planning, their experience in developing strategic transportation planning and visioning documents to deliver innovative and resilient solutions were not clearly presented. CHS network approach to transit planning was not clear on how data will be used to inform BRT recommendations.

Canete Medina Consulting Group

Canete Medina Consulting Group provides supply chain network optimization, market research, transit planning and geographic information systems development. While the proposed team has experience in transit planning, and was technically astute when it came to innovation and creativity, it was difficult to determine who the task leads were based on their team structure in their management plan.

Following is a summary of the PET evaluation scores:

1	Firm	Weighted Average Score	Factor Weight	Average Score	Rank
2	Sutra Research and Analytics				
3	Experience and Qualifications of the Team	74.80	20.00%	14.96	
4	Experience and Qualifications of the Proposed Personnel	70.40	25.00%	17.60	
5	Effectiveness of Management Plan	67.00	10.00%	6.70	
6	Work Plan/Project Approach	77.04	25.00%	19.26	
7	Cost/Price Effectiveness	100.00	20.00%	20.00	
8	Total		100.00%	78.52	1
9	Transportation Management & Design, Inc.				
10	Experience and Qualifications of the Team	74.00	20.00%	14.80	
11	Experience and Qualifications of the Proposed Personnel	72.36	25.00%	18.09	
12	Effectiveness of Management Plan	73.00	10.00%	7.30	

13	Work Plan/Project Approach	69.04	25.00%	17.26	
14	Cost/Price Effectiveness	96.20	20.00%	19.24	
15	Total		100.00%	76.69	2
16	Connetics Transportation Group				
17	Experience and Qualifications of the Team	70.40	20.00%	14.08	
18	Experience and Qualifications of the Proposed Personnel	69.04	25.00%	17.26	
19	Effectiveness of Management Plan	74.00	10.00%	7.40	
20	Work Plan/Project Approach	70.40	25.00%	17.60	
21	Cost/Price Effectiveness	74.40	20.00%	14.88	
22	Total		100.00%	71.22	3
23	CHS Consulting Group				
24	Experience and Qualifications of the Team	71.20	20.00%	14.24	
25	Experience and Qualifications of the Proposed Personnel	66.40	25.00%	16.60	
26	Effectiveness of Management Plan	66.50	10.00%	6.65	
27	Work Plan/Project Approach	71.04	25.00%	17.76	
28	Cost/Price Effectiveness	72.55	20.00%	14.51	
29	Total		100.00%	69.76	4
30	Canete Medina Consulting Group				
31	Experience and Qualifications of the Team	60.40	20.00%	12.08	
32	Experience and Qualifications of the Proposed Personnel	61.08	25.00%	15.27	
33	Effectiveness of Management Plan	65.50	10.00%	6.55	
34	Work Plan/Project Approach	67.72	25.00%	16.93	
35	Cost/Price Effectiveness	78.45	20.00%	15.69	
36	Total		100.00%	66.52	5

C. Price Analysis

The recommended price of \$1,821,792 has been determined to be fair and reasonable based upon a price analysis, technical analysis, fact finding, and negotiations.

Proposer Name	Proposal Amount	Metro ICE	Negotiated Amount
Sutra Research and Analytics	\$1,913,909	\$1,973,600	\$1,821,792
Transportation Management and Design, Inc (TMD)	\$1,989,085	\$1,973,600	N/A
Canete Medina Consulting Group	\$2,439,244	\$1,973,600	N/A
Connetics Transportation Group (CTG)	\$2,571,736	\$1,973,600	N/A
CHS Consulting Group	\$2,637,648	\$1,973,600	N/A

D. Background on Recommended Contractor

The recommended firm, Sutra Research and Analytics (Sutra), identifies and relates with the challenges that the Los Angeles region faces in developing a transit system that allows people access to viable transportation alternatives, such as BRT. Sutra's team has worked with Metro in BRT planning and implementation, conducting surveys, developing ridership models and developing financing alternatives. Sutra's team has worked on several projects including: SANDAG Transit Signal Priority Guidebook, SANDAG BRT Transit Only Lane Pilot Project, SANDAG South Bay Bus Rapid Transit One-Way Transit-way, Long Beach Transit Mobile Gateway Router Project, SANDAG Mid-City BRT Project, Hillcrest Community Collaborative, Transform Hillcrest Initiative, BRT-Oriented Land Development and Forecasting BRT Ridership. In all of these projects, Sutra's team blends design concepts with practical application, stakeholder and community engagement, and innovation.

The proposed Project Manager has 26 years of experience in BRT conceptual design, system-based BRT improvements, and visionary consensus building. In addition, the proposed Project Manager has 22 years of experience in BRT operations, planning, stakeholder community engagement, and urban planning.

Sutra has partnered with four subconsultants for this project. IBI Group will provide BRT planning and design services. Resource Systems Group, Inc. will provide modeling and ridership services. BAE Urban Economics will provide benefit/cost analysis services. InfraStrategies LLC will provide funding and benefit/cost analysis services.

DEOD SUMMARY

BUS RAPID TRANSIT (BRT) VISION AND PRINCIPLES STUDY/PS53553000**A. Small Business Participation**

Pursuant to Metro's Board-approved policy, competitive acquisitions with three or more Small Business Enterprise (SBE) certified firms within the specified North American Industry Classification System (NAICS) as identified for the project scope shall constitute Small Business Set-Aside procurement. Accordingly, the Contract Administrator advanced the solicitation, including posting the solicitation on Metro's website, advertising, and notifying certified small businesses as identified by NAICS code(s) that this solicitation was open to **SBE Certified Small Businesses Only**.

Sutra Research, an SBE Prime, is performing 34.27% of the work with its own workforce and made a total SBE commitment of 36.78%. The prime also listed one SBE firm, BAE Urban Economics, and three non-SBE firms, IBI Group, InfraStrategies, LLC, and Resource Systems Group as subcontractors on this project.

SMALL BUSINESS SET-ASIDE

	SBE Prime Contractor	SBE % Committed
1.	Sutra Research (Prime)	34.27%
2.	BAE Urban Economics	2.51%
	Total Commitment	36.78%

B. Living Wage and Service Contract Worker Retention Policy Applicability

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

C. Prevailing Wage Applicability

Prevailing wage is not applicable to this Contract.

D. Project Labor Agreement/Construction Careers Policy

Project Labor Agreement/Construction Careers Policy is not applicable to this Contract. PLA/CCP is applicable only to construction contracts that have a contract value in excess of \$2.5 million.

Los Angeles County Metropolitan Transportation Authority



Bus Rapid Transit Vision and Principles Study

Planning and Programming Committee

October 17, 2018

Legistar File 2018-0470, Item 13



Metro

Recommendation

- AWARD and EXECUTE contract with Sutra Research and Analytics to complete the Bus Rapid Transit (BRT) Vision and Principles Study
 - 28-month firm fixed price contract
 - \$1,821,792 including an optional task to analyze candidate corridors

- APPROVE contract modification authority
 - in the amount of \$273,269

Background

- Measure M Expenditure Plan funds specific BRT projects and a Countywide BRT program over five decades
- For a systematic approach, BRT standards and design criteria needed to develop the future BRT network
- Need to identify Countywide BRT project “Phase I” (expected opening FY 2022-24)
- Support Agency Goals
 - Vision 2028
 - Equity Platform



Overview of Study

- Develop BRT vision, goals and objectives for the development of the future network
- Define BRT system standards, design criteria and key performance indicators
- Prioritize corridors based on need within design criteria and other system constraints
- Coordinate with other Metro efforts, including LRTP and NextGen

Goals of Study



- Build consensus on the design and requirements of the BRT network
- Provide the foundation for the assignment of Countywide BRT program funds
- Promote resiliency, innovation and equity for high quality BRT

Community/Stakeholder Engagement



- Engage partner transit providers, local jurisdictions and other stakeholders
- Coordinate engagement with NextGen and LRTP
- Procure outreach contract support through Communications Bench
- Incorporate feedback into goals and design criteria

Next Steps/Project Schedule

- Fall 2018 – Project kick-off and coordination
- Winter/Spring 2019 – Initiate stakeholder and community outreach (ongoing)
- Fall 2019 – Identify potential corridors to inform future BRT network
- Spring 2020 – Develop BRT Design Manual
- Spring 2020 – Initiate optional task to analyze candidate corridors, if appropriate, or procure resources needed to refine corridor list