

PROCUREMENT SUMMARY

CONGESTION PRICING FEASIBILITY STUDY COMMUNICATIONS AND PUBLIC ENGAGEMENT SERVICES/PS62791000

1.	Contract Number: PS62791000	
2.	Recommended Vendor: Guidehouse LLP	
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: 5/6/2019	
	B. Advertised/Publicized: 5/6/2019	
	C. Pre-Proposal Conference: 5/14/2019	
	D. Proposals Due: 7/3/2019	
	E. Pre-Qualification Completed: 8/19/2019	
	F. Conflict of Interest Form Submitted to Ethics: 8/21/2019	
	G. Protest Period End Date: 9/23/2019	
5.	Solicitations Picked up/Downloaded: 84	Bids/Proposals Received: 3
6.	Contract Administrator: Ana Rodriguez	Telephone Number: (213) 922-1076
7.	Project Manager: Tham Nguyen	Telephone Number: (213) 922-2606

A. Procurement Background

This Board Action is to approve Contract No. PS62791000 in support of engaging stakeholders and the public to help solve the traffic problems in Los Angeles County and develop support for a pilot program. Board approval of contract award is subject to the resolution of any properly submitted protest.

Request for Proposals (RFP) No. PS62791 was issued in accordance with Metro's Acquisition Policy and the contract type is a firm fixed price.

Three amendments were issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on May 30, 2019 extended the proposal due date;
- Amendment No. 2, issued on June 19, 2019 corrected a text error on Exhibit 3, Evaluation Criteria, and updated the RFP Dates table.;
- Amendment No. 3, issued on June 20, 2019 updated the RFP Dates table;

A pre-proposal conference was held on May 14, 2019 and was attended by 24 participants representing 20 firms. There were 20 questions submitted and responses were released prior to the proposal due date.

A total of 84 firms downloaded the RFP and were included on the plan holders list. A total of three proposals were received by the due date of July 3, 2019.

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro's Office of Extraordinary Innovation, Communications Department, Marketing Department, and the Southern California Association of Governments (SCAG) was convened and conducted a comprehensive technical evaluation of the proposals received.

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

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|---|------------|
| • Understanding of the Scope of Services and Approach | 40 percent |
| • Experience of Team Members | 35 percent |
| • Effectiveness of Project Management Plan | 15 percent |
| • Cost Proposal | 10 percent |

Several factors were considered when developing these weights, giving the greatest importance to the Understanding of the Scope of Services and Approach.

The PET began its independent evaluation of the proposals on July 3, 2019.

On July 30 and 31, 2019 the PET interviewed the three firms that submitted proposals. The firms were requested to focus their presentation on how they would present the various pricing concepts to the public in a clear way, how they would approach developing key messages that will be used to engage the public, and how they would overcome opposition encountered on a pilot program. In addition, the proposing teams responded to the questions from the PET regarding their understanding of various aspects of the project and any key concerns and how they would address those concerns.

At the conclusion of interviews, one firm was determined to be outside the competitive range and the remaining two firms that were determined to be in the competitive range are listed below in alphabetical order:

- Dakota Communications
- Guidehouse LLP (formerly PricewaterhouseCoopers Public Sector LLP)

The PET finalized their scores on July 31, 2019. The final scoring determined Guidehouse LLP to be the highest ranked firm.

Qualifications Summary of Firms within the Competitive Range:

GUIDEHOUSE LLP

Guidehouse LLP (formerly PricewaterhouseCoopers Public Sector LLP) is a professional services firm with over 20 offices across the United States. Guidehouse assembled a team that includes two subcontractors, JKH Consulting and Integrity PR, to supplement their in-house resources on this project. The Guidehouse team brings a broad range of experience to this project and they and their subcontractors have specific, relevant experience with congestion pricing, communications, public engagement, and are familiar with the local and regional context of Los Angeles County. Guidehouse's SBE subcontractor, JKH Consulting, brings in the experience of Jamarah Hayner, who has worked in New York City on congestion pricing initiatives and has experience with the Los Angeles community through her firm's work on the Crenshaw/LAX Transit Corridor, and the Los Angeles World Airports People Mover project among others. The Guidehouse team also has experience on projects such as the Transportation Electrification Partnership, and the City of Los Angeles' Sustainable City Plan.

The Guidehouse proposal and interview demonstrated a thorough knowledge of the issues that are associated with communicating the concept of congestion pricing to the public and stakeholders and proposed a clear and thorough plan for accomplishing the Scope of Services. During the interview, Guidehouse and their team demonstrated that they had a strong understanding of the local and regional political landscape and that they were capable of navigating the challenges that may arise during the study. Additionally, the proposal included creative and innovative ideas for public engagement.

DAKOTA COMMUNICATIONS

Dakota Communications has been in business for over 22 years and assembled a team of subcontractors that includes firms that have experience working with Metro on other engagement initiatives such as the Metro Measure R Public Projects Outreach, WIN-LA Communications & Outreach, the SCAG Cordon Pricing Outreach and Communications Program, Metro's NextGen Bus Study, I-105 ExpressLanes, and I-605/I-5 Corridors and Performance Measures.

The following table summarizes the final scores.

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Guidehouse LLP				
3	Understanding of the Scope of Services and Approach	89.06	40.00%	35.62	
4	Experience of Team Members	72.50	35.00%	25.38	
5	Effectiveness of Project Management Plan	78.33	15.00%	11.75	
6	Cost Proposal	100.00	10.00%	10.00	
7	Total		100.00%	82.75	1
8	Dakota Communications				
9	Understanding of the Scope of Services and Approach	43.75	40.00%	17.50	
10	Experience of Team Members	54.29	35.00%	19.00	
11	Effectiveness of Project Management Plan	55.83	15.00%	8.37	
12	Cost Proposal	64.96	10.00%	6.50	
13	Total		100.00%	51.37	2

C. Cost/Price Analysis

The recommended price has been determined to be fair and reasonable based upon adequate price competition, independent cost estimate, price analysis, technical evaluation, fact finding, and negotiations.

	Proposer Name	Proposal Amount	Metro ICE	Negotiated amount
1.	Guidehouse LLP	\$2,711,535	\$4,007,667	\$2,489,140
2.	Dakota Communications	\$4,174,165		

D. Background on Recommended Contractor

Guidehouse LLP (formerly known as PricewaterhouseCoopers Public Sector LLP) is a professional services firm that specializes in providing services across a variety of industries such as Defense, Financial, Health, International Development and Diplomacy, Science and Infrastructure, National Security, and State & Local Government. Their proposal and their proposed team demonstrated their strong understanding of the project and presented an actionable plan to meet Metro’s objectives while committing to remain flexible as the study goes on.