

## PROCUREMENT SUMMARY

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

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

<b>1</b>	<b>Firm</b>	<b>Weighted Average Score</b>	<b>Factor Weight</b>	<b>Average Score</b>	<b>Rank</b>
<b>2</b>	<b>Sutra Research and Analytics</b>				
<b>3</b>	Experience and Qualifications of the Team	74.80	20.00%	14.96	
<b>4</b>	Experience and Qualifications of the Proposed Personnel	70.40	25.00%	17.60	
<b>5</b>	Effectiveness of Management Plan	67.00	10.00%	6.70	
<b>6</b>	Work Plan/Project Approach	77.04	25.00%	19.26	
<b>7</b>	Cost/Price Effectiveness	100.00	20.00%	20.00	
<b>8</b>	<b>Total</b>		<b>100.00%</b>	<b>78.52</b>	<b>1</b>
<b>9</b>	<b>Transportation Management &amp; Design, Inc.</b>				
<b>10</b>	Experience and Qualifications of the Team	74.00	20.00%	14.80	
<b>11</b>	Experience and Qualifications of the Proposed Personnel	72.36	25.00%	18.09	
<b>12</b>	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	<b>Total</b>		<b>100.00%</b>	<b>76.69</b>	<b>2</b>
16	<b>Connetics Transportation Group</b>				
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	<b>Total</b>		<b>100.00%</b>	<b>71.22</b>	<b>3</b>
23	<b>CHS Consulting Group</b>				
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	<b>Total</b>		<b>100.00%</b>	<b>69.76</b>	<b>4</b>
30	<b>Canete Medina Consulting Group</b>				
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	<b>Total</b>		<b>100.00%</b>	<b>66.52</b>	<b>5</b>

### **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.

<b>Proposer Name</b>	<b>Proposal Amount</b>	<b>Metro ICE</b>	<b>Negotiated Amount</b>
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.