

PROCUREMENT SUMMARY

TDM MASTER PLAN AND PROGRAMS/PS88917000

1.	Contract Number: PS88917000	
2.	Recommended Vendor: UrbanTrans Consultants, Inc.	
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 3, 2022	
	B. Advertised/Publicized: May 3, 2022	
	C. Pre-Proposal Conference: May 12, 2022	
	D. Proposals Due: June 1, 2022	
	E. Pre-Qualification Completed: July 26, 2022	
	F. Conflict of Interest Form Submitted to Ethics: June 14, 2022	
	G. Protest Period End Date: October 25, 2022	
5.	Solicitations Picked up/Downloaded: 80	Bids/Proposals Received: 2
6.	Contract Administrator: Yamil Ramirez Roman	Telephone Number: (213) 922-1064
7.	Project Manager: Aaron Voorhees	Telephone Number: (213) 922-5657

A. Procurement Background

This Board Action is to approve Contract No. PS88917000 for Transportation Demand Management (TDM) Master Plan and Programs to assist Metro in developing and implementing an informational campaign. The services will focus on gathering information about TDM industry best practices and behavior change theory regarding transportation decisions that lead to increased utilization of non-drive alone modes including telecommuting, vanpooling, carpooling, bicycling, walking, and taking public transit. Board approval of contract awards are subject to resolution of any properly submitted protest(s).

The RFP was issued in accordance with Metro's Acquisition Policy and the contract type is firm fixed price. This RFP was issued under the Small Business Set-Aside Program and was open to Metro Certified Small Businesses only.

One (1) amendment was issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on May 18, 2022, revised the critical dates, and extended the proposal due date to June 8, 2022.

A virtual pre-proposal meeting was held on May 12, 2022, and was attended by 12 participants representing 10 companies. There were 18 questions asked and responses were released prior to the proposal due date.

A total of 80 firms downloaded the RFP and were included in the plan holders list. A total of two proposals were received on June 8, 2022 from the following firms:

1. McCormick-Busse, Inc. (DBA MBI Media)
2. UrbanTrans Consultants, Inc.

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro's Countywide Planning & Development, Shared Mobility & TDM Policy, and Real Estate Property Management departments 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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|---|-----|
| • Experience of Team Members | 25% |
| • Understanding of the Scope of Services and Approach | 25% |
| • Effectiveness of Project Management Plan | 30% |
| • Cost Proposal | 20% |

The evaluation criteria are appropriate and consistent with criteria developed for other, similar TDM advisor services procurements. Several factors were considered when developing these weights, giving the greatest importance to Effectiveness of Project Management Plan.

During the period of June 14, 2022 to June 21, 2022 the PET independently evaluated and scored the technical proposals. Both firms were determined to be within the competitive range. The PET determined that oral presentations were not needed and on June 22, 2022, UrbanTrans Consultants, Inc. was determined to be the highest ranked proposer.

Qualifications Summary of Firms within the Competitive Range:

UrbanTrans Consultants, Inc.

UrbanTrans Consultants, Inc. (UTC) specializes in TDM and works on plans, policies, and programs that integrate TDM into shared use mobility strategy and implementation, active transportation, and the larger multimodal transportation network. UTC's proposal demonstrated the team has experience working with national Metropolitan Planning Organizations and working with large scale events such as the 2015 Toronto Pan American Games and 2015 Parapan American Games.

UTC demonstrated experience in dealing with complex projects similar in nature to the tasks on this project's scope of services. UTC also demonstrated a solid understanding of the deliverables and expectations that Metro is looking for in this project.

UTC's proposal showcased a diverse team of professionals addressing each varying aspect of the project deliverables, from communication to technology implementation. The proposal also clearly showed how the work will be allocated to staff and distributed amongst the most appropriate and qualified staff for the task.

McCormick-Busse, Inc. (DBA MBI Media)

McCormick-Busse, Inc. (MBI) is a strategic communications firm, with more than 32 years of experience, is headquartered in Covina, CA. MBI is a strategic communication, community relations, and marketing firm with experience in the transportation industry, as well as the public sector.

MBI demonstrated knowledge and experience working on an international level with the London 2012 games and the Mobility Concept Plan for LA28. MBI's proposal also laid out plans for mitigating risk related to costs, quality, scheduling, and document management.

MBI assembled a small team with direct experience in the core competency areas required for this project. However, MBI's project manager did not demonstrate relevant experience in TDM projects and there was no clear availability of technical experts in the field of TDM Planning identified in their proposal.

A summary of the PET scores is provided below:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	UrbanTrans Consultants, Inc.				
3	Experience of Team Members	84.00	25.00%	21.00	
4	Understanding of the Scope of Services and Approach	85.32	25.00%	21.33	
5	Effectiveness of Project Management Plan	80.00	30.00%	24.00	
6	Cost Proposal	100.00	20.00%	20.00	
7	Total		100.00%	86.33	1
8	McCormick-Busse, Inc.				
9	Experience of Team Members	73.32	25.00%	18.33	
10	Understanding of the Scope of Services and Approach	70.68	25.00%	17.67	
11	Effectiveness of Project Management Plan	67.23	30.00%	20.17	
12	Cost Proposal	33.90	20.00%	6.78	
13	Total		100.00%	62.95	2

C. Cost Analysis

The recommended cost has been determined to be fair and reasonable based upon an independent cost estimate (ICE), technical analysis, cost analysis, and negotiations. Staff successfully negotiated a savings of \$13,597.00.

	Proposer Name	Proposal Amount	Metro ICE	Negotiated Amount
1.	UrbanTrans Consultants	\$1,477,177.38	\$1,000,000.00	\$1,463,580.37
2.	McCormick-Busse, Inc.	\$4,359,609.54		

Due to the unique attributes of the project, Metro underestimated the level of effort that such a program would require. The variance between the ICE and the final negotiated cost is an inadvertent underestimation of the labor hours required for the following tasks: TDM Long Range Transportation Plan (LRTP), Market Report, Education and Outreach Strategy, Software Maintenance, and KPI Evaluation. The ICE was not reflective of the innovative approach to the work proposed by UTC. Additionally, the higher cost reflects the rapid inflation caused by the COVID-19 Pandemic that has resulted in a rise of labor and material costs for most services.

D. Background on Recommended Contractor

The recommended firm, UrbanTrans Consultants, Inc., headquartered in Denver, CO with a local office in El Segundo, CA, has been in business over 20 years and provides services in TDM planning, engagement, marketing, and implementation. UTC is a woman-owned Metro certified SBE/DBE firm with experience in preparing regional TDM plans and partnering with regional agencies to implement TDM strategies and campaigns for measurable behavior change.

The proposed team is comprised of staff from UTC and four subcontractors. The prime and subcontractors provide balanced knowledge and experience in the transit and public sector.