

LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY

Congestion Relief Pricing Feasibility Study

Executive Management Committee
Item 43



BACKGROUND - TRANSFORMATIONAL INITIATIVE

June 28, 2018 – Metro Board approved:

- Metro Vision 2028 Strategic Plan – Initiative 1.3: Test and implement pricing strategies to reduce traffic congestion

February 28, 2019 - Metro Board approved:

- Conducting feasibility study to pilot congestion pricing
- Motion 32.3 (Congestion Pricing) by Directors Garcetti, Kuehl, Butts, Solis, and Hahn

April 25, 2019 – Metro Board approved:

- Next steps for feasibility study, including release of RFPs in May 2019

PROCUREMENT OVERVIEW

2 Requests for Proposals issued on May 6, 2019:

- Technical services
- Communications and public engagement

Proposal Evaluation Team:

- Technical: Representatives from Metro Congestion Reduction, Office of Extraordinary Innovation (OEI), Operations, and Communications; SCAG
- Communications: OEI, Communications, SCAG

Evaluation Criteria	Weights
Understanding of the Scope of Services and Approach	40%
Experience of Team Members	35%
Effectiveness of Project Management Plan	15%
Cost Proposal	10%

PROCUREMENT SUMMARY

	Technical	Communications
# of Proposals	7	3
Small Business Goal	10% SBE 3% DVBE	11% SBE 3% DVBE
Small Business Commitment	10.11% SBE 3.06% DVBE	19.80% SBE 5.73% DVBE
Recommended Contractor	Prime: WSP USA, Inc. Subs: AECOM, ECONorthwest, Ohana Vets, Primus, System Metrics Group, VICUS, Transform	Prime: Guidehouse LLP (formerly Pricewaterhouse- Coopers Public Sector, LLP) Subs: JKH Consulting, Integrity Public Relations Inc
Negotiated Amount	\$3,085,929	\$2,489,140

PROJECT MILESTONE

Development (Ongoing Feedback)

- Advisory Panels
- Research
- Equity Strategy
- Communications & Engagement Strategy Part 1
- Location Assessment
- Transit & Multimodal Improvements
- Technology Requirements
- Legislative & Institutional Requirements
- Financial Plan
- Implementation Plan

18 - 24 months

Implementation (Board Authorization)

- Pilot Go/No Go Decision
- Award Contract for Pilot System Design
- Communications & Engagement Strategy Part 2

Beyond 24 months

RECAP OF RECOMMENDED ACTIONS

Authorize CEO to:

- A. AWARD a 24-month, firm fixed price Contract No. PS62790000 to WSP USA, Inc., in the amount of \$3,085,929 for the Congestion Pricing Feasibility Study Technical Services, subject to resolution of protest(s), if any; and
- B. AWARD a 24-month, firm fixed price Contract No. PS62791000 to Guidehouse LLP, in the amount of \$2,489,140, inclusive of one 18-month option, for the Congestion Pricing Feasibility Study Communications and Public Engagement Services, subject to resolution of protest(s), if any.