

## PROCUREMENT SUMMARY

### WEST SANTA ANA BRANCH TRANSIT CORRIDOR COMMUNITY OUTREACH PS2492300

|    |   |  |
|----|---|--|
| 1. | <b>Contract Number:</b> PS2492300   |  |
| 2. | <b>Recommended Vendor:</b> Arellano Associates, LLC   |  |
| 3. | <b>Type of Procurement (check one):</b> <input type="checkbox"/> IFB <input checked="" type="checkbox"/> RFP <input type="checkbox"/> RFP-A&E<br><input type="checkbox"/> Non-Competitive <input type="checkbox"/> Modification <input type="checkbox"/> Task Order |  |
| 4. | <b>Procurement Dates:</b>   |  |
|    | <b>A. Issued:</b> February 5, 2016  |  |
|    | <b>B. Advertised/Publicized:</b> February 4, 2016   |  |
|    | <b>C. Pre-Proposal/Pre-Bid Conference:</b> February 18, 2016  |  |
|    | <b>D. Proposals/Bids Due:</b> March 7, 2016   |  |
|    | <b>E. Pre-Qualification Completed:</b> June 20, 2016  |  |
|    | <b>F. Conflict of Interest Form Submitted to Ethics:</b> March 7, 2016  |  |
|    | <b>G. Protest Period End Date:</b> September 21, 2016   |  |
| 5. | <b>Solicitations Picked up/Downloaded:</b><br><br>45  | <b>Bids/Proposals Received:</b><br><br>4   |
| 6. | <b>Contract Administrator:</b><br>Lily Lopez  | <b>Telephone Number:</b><br>(213) 922-4639 |
| 7. | <b>Project Manager:</b><br>Fanny Pan  | <b>Telephone Number:</b><br>(213) 922-3070 |

#### **A. Procurement Background**

This Board Action is to approve Contract No. PS2492300 issued in support of the West Santa Ana Branch (WSAB) Transit Corridor Project to provide outreach to facilitate and implement a Community Participation Program for the environmental analysis and documentation.

This acquisition is predicated on one of two scenarios that will take place after the vote for Measure M is tallied on November 8, 2016. Scenario 1 (inclusive of two options) is based on Measure M passing and will enable Metro to seek FTA approval to complete the Environmental Impact Statement (EIS) pursuant to National Environmental Policy Act (NEPA) requirements concurrently with the Environmental Impact Report (EIR). Scenario 2 (inclusive of three options) is based on Measure M not passing, which will require, should Metro choose as an alternative, pursuing completion of the EIS as an option; after completion of the EIR per California Environmental Quality Act (CEQA) requirements. The RFP requested firms to provide pricing for each scenario.

In summary, the difference between Scenario 1 and 2 is that the EIS will be performed either concurrently with the EIR (Scenario 1 inclusive of two options), or sequentially, after the completion of the EIR (Scenario 2 inclusive of three options).

Scenario 2 (\$861,067) is a higher cost than Scenario 1 (\$646,035). Should ballot Measure M pass, the price of this acquisition will automatically revert to the lower cost of Scenario 1.

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

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

- Amendment No. 1, issued on February 25, 2016, provided responses to questions received and the pre-proposal conference related documents; and
- Amendment No. 2, issued on February 29, 2016, provided responses to questions received.

A pre-proposal conference was held on February 18, 2016, attended by 10 participants representing seven companies. There were seven questions asked and responses were released prior to the proposal due date.

A total of 45 firms downloaded the RFP and were included in the planholders' list. A total of four proposals were received on March 7, 2016.

## **B. Evaluation of Proposals**

The Proposal Evaluation Team (PET) consisting of staff from Metro's Community Relations and Planning departments and Southern California Association of Governments 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 of Team Skills   | 30 percent |
| • Experience and Capabilities of Key Personnel on the Contractor's Team   | 25 percent |
| • Understanding of Work and Appropriateness of Approach for Implementation and Effectiveness of Management Plan | 25 percent |
| • Cost Proposal   | 20 percent |

The evaluation criteria are appropriate and consistent with criteria developed for other, similar procurements for professional services. Several factors were considered when developing these weights, giving the greatest importance to experience of team skills.

The Diversity & Economic Opportunity Department (DEOD) reviewed the firms that submitted proposals in order to confirm their Metro Small Business Enterprise (SBE) certification status. All four proposals received were deemed eligible Metro SBE certified firms and are listed below in alphabetical order:

1. Arellano Associates, LLC (Arellano)
2. MBI Media
3. Saucedo Group
4. The Sierra Group

During the week of April 11, 2016, the PET completed its independent evaluation of the four proposals. The PET determined that two proposers were outside the competitive range and were not included for further consideration. The proposals did not demonstrate thorough understanding of the project, scenarios and options were not addressed, did not thoroughly address all statement of work requirements or demonstrate having the required experience on projects similar in scale.

The remaining two proposers determined to be within the competitive range are listed below in alphabetical order:

1. Arellano
2. The Sierra Group

On May 2, 2016, oral presentations were held with both firms within the competitive range. The project manager and key team members from each firm were invited to present their firm's respective qualifications and respond to the PET's questions. At the conclusion of the oral presentations, Arellano was determined to be the highest rated proposer for each Scenario.

### **Qualifications Summary of Firms Within the Competitive Range:**

#### **ARELLANO**

Arellano is a Metro-certified SBE firm with demonstrated outreach experience, including multiple Gateway Cities project. The firm also has outreach experience in EIR/S, Bicycle Master Plan, Capital Improvement Program, Feasibility Study, etc. Additionally, the firm has an understanding of Los Angeles County's diverse and multilingual stakeholders and transportation issues and demonstrated how the team would effectively coordinate with Metro, County of Los Angeles cities, elected offices, local residents and businesses and thoroughly explained how each scenario and options would be executed successfully.

#### **THE SIERRA GROUP**

The Sierra Group is a Metro-certified SBE firm with demonstrated outreach experience, including Metro projects, I-710 EIR/EIS (as a subcontractor), Purple Line EIR/EIS (as a subcontractor), and East San Fernando Valley. The firm has

experience with the environmental review process, outreach approaches, and project area and a good understanding of the diversity and outreach strategies needed for WSAB communities. The firm lacked a thorough understanding of the project, and the scenarios and options were not addressed in detail.

A summary of the PET scores for each scenario is provided below:

**Scenario 1 - Passage of Sales Tax Initiative**

| <b>1</b>  | <b>Firm</b>   | <b>Average Score</b> | <b>Factor Weight</b> | <b>Weighted Average Score</b> | <b>Rank</b> |
|-----------|---|----------------------|----------------------|-------------------------------|-------------|
| <b>2</b>  | <b>Arellano</b>   |                      |                      |                               |             |
| <b>3</b>  | Experience of Team Skills   | 90.00                | 30.00%               | 27.00                         |             |
| <b>4</b>  | Experience and Capabilities of Key Personnel on the Contractor's Team   | 80.28                | 25.00%               | 20.07                         |             |
| <b>5</b>  | Understanding of Work and Appropriateness of Approach for Implementation and Effectiveness Of Management Plan | 85.96                | 25.00%               | 21.49                         |             |
| <b>6</b>  | Cost Proposal   | 90.00                | 20.00%               | 18.00                         |             |
| <b>7</b>  | <b>Total</b>  |                      | <b>100.00%</b>       | <b>86.56</b>                  | <b>1</b>    |
| <b>8</b>  | <b>The Sierra Group</b>   |                      |                      |                               |             |
| <b>9</b>  | Experience of Team Skills   | 76.80                | 30.00%               | 23.04                         |             |
| <b>10</b> | Experience and Capabilities of Key Personnel on the Contractor's Team   | 76.36                | 25.00%               | 19.09                         |             |
| <b>11</b> | Understanding of Work and Appropriateness of Approach for Implementation and Effectiveness Of Management Plan | 70.32                | 25.00%               | 17.58                         |             |
| <b>12</b> | Cost Proposal   | 100.00               | 20.00%               | 20.00                         |             |
| <b>13</b> | <b>Total</b>  |                      | <b>100.00%</b>       | <b>79.71</b>                  | <b>2</b>    |

## Scenario 2 - No Sales Tax Initiative

| 1  | Firm  | Average Score | Factor Weight  | Weighted Average Score | Rank     |
|----|---|---------------|----------------|------------------------|----------|
| 2  | <b>Arellano</b>   |               |                |                        |          |
| 3  | Experience of Team Skills   | 90.00         | 30.00%         | 27.00                  |          |
| 4  | Experience and Capabilities of Key Personnel on the Contractor's Team   | 80.28         | 25.00%         | 20.07                  |          |
| 5  | Understanding of Work and Appropriateness of Approach for Implementation and Effectiveness Of Management Plan | 85.96         | 25.00%         | 21.49                  |          |
| 6  | Cost Proposal   | 80.00         | 20.00%         | 16.00                  |          |
| 7  | <b>Total</b>  |               | <b>100.00%</b> | <b>84.56</b>           | <b>1</b> |
| 8  | <b>The Sierra Group</b>   |               |                |                        |          |
| 9  | Experience of Team Skills   | 76.80         | 30.00%         | 23.04                  |          |
| 10 | Experience and Capabilities of Key Personnel on the Contractor's Team   | 76.36         | 25.00%         | 19.09                  |          |
| 11 | Understanding of Work and Appropriateness of Approach for Implementation and Effectiveness Of Management Plan | 70.32         | 25.00%         | 17.58                  |          |
| 12 | Cost Proposal   | 100.00        | 20.00%         | 20.00                  |          |
| 13 | <b>Total</b>  |               | <b>100.00%</b> | <b>79.71</b>           | <b>2</b> |

### C. Cost Analysis

The recommended price for both scenarios has been determined to be fair and reasonable based upon Metro's Management and Audit Services Department audit findings, an independent cost estimate (ICE), a technical analysis, a cost analysis, fact finding, and negotiations. The negotiated amounts are a result of scope of work and level of effort clarifications.

The ICE included a higher range for labor and overhead rates. Metro staff successfully negotiated a cost savings of \$272,513 for Scenario 1 and \$305,351 for Scenario 2.

### Scenario 1 - Passage of Sales Tax Initiative

|    | Proposer Name    | Proposal Amount | Metro ICE | Negotiated Amount |
|----|------------------|-----------------|-----------|-------------------|
| 1. | Arellano         | \$918,548       | \$980,785 | \$646,035         |
| 2. | The Sierra Group | \$834,178       | \$980,785 | N/A               |

**Scenario 2 - No Sales Tax Initiative**

|    | <b>Proposer Name</b> | <b>Proposal Amount</b> | <b>Metro ICE</b> | <b>Negotiated Amount</b> |
|----|----------------------|------------------------|------------------|--------------------------|
| 1. | Arellano             | \$1,166,418            | \$1,475,561.40   | \$861,067                |
| 2. | The Sierra Group     | \$957,552              | \$1,475,561.40   | N/A                      |

**D. Background on Recommended Contractor**

The recommended firm, Arellano, located in Chino Hills, California, has been in business since 1994. Arellano specializes in public outreach and communications that focuses on public infrastructure, transportation, and community planning programs throughout Southern California. Arellano is a certified Metro SBE, Minority-owned (MBE), Woman-owned (WBE) and Disadvantaged Business Enterprise (DBE). Arellano has experience working with similar projects and has performed satisfactorily on several Metro projects.