

PROCUREMENT SUMMARY

SYSTEMWIDE BUS NETWORK RESTRUCTURING PLAN/PS4010-3041-F-XX

1.	Contract Number: PS4010-3041-F-XX Task Order No. PS878320003041	
2.	Recommended Vendor: Cambridge Systematics, Inc.	
3.	Type of Procurement (check one): <input type="checkbox"/> IFB <input type="checkbox"/> RFP <input type="checkbox"/> RFP-A&E <input type="checkbox"/> Non-Competitive <input type="checkbox"/> Modification <input checked="" type="checkbox"/> Task Order	
4.	Procurement Dates:	
	A. Issued: 6/23/2017 to Discipline 1 (Transportation Planning) of the Countywide Planning Bench	
	B. Advertised/Publicized: N/A	
	C. Pre-Proposal Conference: 7/7/2017	
	D. Proposals Due: 7/24/2017	
	E. Pre-Qualification Completed: 9/5/2017	
	F. Conflict of Interest Form Submitted to Ethics: 9/1/2017	
	G. Protest Period End Date: 11/20/2017	
5.	Solicitations Picked up/Downloaded: 17	Bids/Proposals Received: 2
6.	Contract Administrator: Ana Rodriguez	Telephone Number: (213) 922-1076
7.	Project Manager: Conan Cheung	Telephone Number: (213) 418-3034

A. Procurement Background

This Board Action is to approve Task Order No. PS878320003041 issued under the Countywide Planning Bench Contract No. PS4010-3041-F-XX in support of restructuring Metro's existing bus network to meet the needs of existing and future patrons and increasing transit ridership. Board approval of contract awards are subject to resolution of any properly submitted protest.

In September 2013, Metro's Board of Directors approved the award of 63 contracts under the Countywide Planning Bench (Bench) comprised of 17 disciplines for a period of three years with two one-year options for professional services not-to-exceed a cumulative amount of \$30,000,000.

Task Order RFP No. PS43739-3041 was issued on June 23, 2017, in accordance with Metro's Acquisition Policy, to all members of Discipline 1 – Transportation Planning of the Bench and the contract type is a firm fixed price.

One amendment was issued during the solicitation phase of this Task Order RFP:

- Amendment No. 1, issued on June 27, 2017, clarified the pre-proposal conference date.

A pre-proposal conference was held on July 7, 2017 and was attended by ten participants representing nine firms. There were five questions submitted and responses were released prior to the proposal due date.

A total of two proposals were received on July 24, 2017.

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro departments including the Service Development, Scheduling and Analysis Department, Countywide Planning and Development Department, the Office of Extraordinary Innovation, the Community Relations Department, the Transportation Planning Department, and the Service Operations Department 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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|---|------------|
| • Work Plan/Project Approach | 35 percent |
| • Experience and Qualifications of the Proposed Personnel | 20 percent |
| • Experience and Qualifications of the Consulting Team | 20 percent |
| • Cost/Price Effectiveness | 15 percent |
| • Small Business Preference | 10 percent |

The evaluation criteria are appropriate and consistent with criteria developed for other, similar Task Order RFPs for professional services. Several factors were considered when developing these weights, giving the greatest importance to the Work Plan/Project Approach.

Both proposals received were determined to be within the competitive range and are listed below in alphabetical order:

1. Cambridge Systematics, Inc.
2. Fehr and Peers, Inc.

From July 25, 2017 through August 9, 2017, the PET conducted its independent evaluation of the proposals received. On August 9, 2017, the PET conducted interviews with both firms. The firms' project managers and key team members had an opportunity to present each team's qualifications and respond to the evaluation committee's questions. In general, each team's presentation addressed the requirements of the RFP, specifically their work plan, project approach, and their experience. The teams responded to the questions from the PET that pertained to their market research methodology, their information transference to key stakeholders and other consultants, and their proposed approach to determining service concepts from the market segmentation analysis.

Qualifications Summary of Firms within the Competitive Range:

Cambridge Systematics, Inc.

Cambridge Systematics is an established transportation consulting firm that has extensive public sector experience having worked with a vast number of federal, state, and local agencies throughout the country and internationally. Services provided include modeling and analytics, policy, planning and implementation and technology solutions in the form of software to specifically address issues of transit, planning, modeling, asset management, and mobility.

Cambridge Systematics provided a detailed and thorough response to the Task Order RFP that demonstrated their significant understanding of travel patterns, market segmentation analysis, route planning, service evaluation, forecasting and operations efficiencies. The market segmentation methodology was described in great detail and presented a balanced emphasis on understanding the general service characteristics needed for the core network as well as allowing for specific niche market needs for demand based service planning. Cambridge Systematics also put together a team that has experience completing other similar comprehensive operations analyses for large metropolitan areas across the United States. Cambridge Systematics has four subconsultants, Transportation Management & Design Inc. (TMD), HDR Engineering, Inc., Here Design Studio, and Conifer Research LLC, that will lead or supplement tasks according to their discipline expertise.

During their interview, Cambridge Systematics further exhibited their team's knowledge of transit market research, multimodal system evaluation and forecasting as well as expanded on their approach. The proposed existing service evaluation is robust and TMD will use their proprietary Service Analysis System (SAS) program for analysis of ridership and operating performance at various geographic and temporal levels that will be of great value in the restructuring effort. Cambridge and their team also specifically addressed micro-transit and alternative service concepts in their presentation expanding on the information provided in their proposal and demonstrated some potential interactions between the traditional and emerging public transportation possibilities.

Fehr and Peers, Inc.

Based out of Walnut Creek, CA, Fehr and Peers is a transportation consulting firm which specializes in providing transportation planning and engineering services. Fehr and Peers' services include land use and transportation studies, travel behavior and forecasting, bicycle and pedestrian planning and many others. Fehr and Peers' proposal demonstrated an understanding of the importance of public engagement; however, their proposed service evaluation did not go into sufficient depth to gain an understanding of the different factors affecting ridership. Also, their market research approach seemed to heavily rely on work being conducted through a different study,

namely the Ridership Growth Action Plan and there was not a significant identifiable link between the findings of the market segmentation analysis and the development of the service concepts and design guidelines. Furthermore, their service concept methodology seemed to assume a single concept solution which does not account for alternative service delivery methods named in the RFP such as micro-transit and flex route alternatives. Fehr and Peers was given the opportunity to address this issue at the interview; however, their responses seemed to indicate that other service concepts would not be prominently considered in their restructuring plans.

Following is a summary of the PET evaluation scores:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Cambridge Systematics, Inc.				
3	Work Plan/Project Approach	77.73	35.00%	27.21	
4	Experience and Qualifications of the Proposed Personnel	83.62	20.00%	16.72	
5	Experience and Qualifications of the Consulting Team	80.81	20.00%	16.16	
6	Cost/Price Effectiveness	100.00	15.00%	15.00	
7	Small Business Preference	50.00	10.00%	5.00	
8	Total		100.00%	80.09	1
9	Fehr and Peers, Inc.				
10	Work Plan/Project Approach	68.34	35.00%	23.92	
11	Experience and Qualifications of the Proposed Personnel	76.68	20.00%	15.34	
12	Experience and Qualifications of the Consulting Team	73.03	20.00%	14.61	
13	Cost/Price Effectiveness	78.07	15.00%	11.71	
14	Small Business Preference	50.00	10.00%	5.00	
15	Total		100.00%	70.58	2

C. Price Analysis

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

	Proposer Name	Proposal Amount	Metro ICE	Negotiated Amount
1.	Cambridge Systematics, Inc.	\$1,398,085	\$1,262,427	\$1,295,762
2.	Fehr and Peers, Inc.	\$1,798,852		

D. Background on Recommended Contractor

The recommended firm, Cambridge Systematics, Inc., was founded in 1972 in Massachusetts and specializes in applying systematic analysis to problems of transportation, the environment, urban development, and regional planning. Cambridge has locations in nine different states, including two locations in California, and has expanded to service international clients as well. Similar past projects for Cambridge and their team include the Chicago Regional Transportation Authority Market Analysis Study, the Santa Clara Valley Transportation Authority Metropolitan Comprehensive Operational Analysis, and the Nashville Metropolitan Transit Authority Comprehensive Operations Analysis. Cambridge has a history of working with Metro, on projects such as the Long Range Transportation Plan, and the Metro Mobility Matrix assessments for the San Gabriel Valley, North County, and South Bay Cities.