



Board Report

File #: 2019-0649, File Type: Contract

Agenda Number: 43.

EXECUTIVE MANAGEMENT COMMITTEE SEPTEMBER 19, 2019

SUBJECT: CONGESTION PRICING FEASIBILITY STUDY

ACTION: AWARD CONTRACTS

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to:

- A. AWARD a twenty-four 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 twenty-four month, firm fixed price Contract No. PS62791000 to Guidehouse LLP, in the amount of \$1,919,300, with an 18-month option in the amount of \$569,840, for a total contract value of \$2,489,140, for the Congestion Pricing Feasibility Study Communications and Public Engagement Services, subject to resolution of protest(s), if any.

ISSUE/BACKGROUND

On February 28, 2019, the Board approved strategies to pursue the Transformational Initiatives that are central to “The Re-Imagining of LA County,” which includes a Congestion Pricing Feasibility Study (Study). These Transformational Initiatives address the widely shared desire to greatly reduce congestion, improve mobility and air quality, improve equity, and ultimately provide a more sustainable and resilient LA County for all.

Concurrently, the Board passed Motion 32.3 to direct staff to ensure the Study fully addresses and incorporates the parameters identified in the January 2019 Motions 43.1 (Butts) and 43.2 (Solis, Garcetti, Dupont-Walker, Butts, Hahn), which include, but are not limited to, a detailed implementation timeline, cost estimates, sources of funding, and an equity strategy execution plan.

In April 2019, the Board approved the next steps for the Study, which included the following:

- May 2019: Staff will issue Requests for Proposals for 1) Technical Services and 2) Communications Plan and Public Engagement Services.
- Summer 2019: Seek Board authorization to award contracts.
- Ongoing: Staff will conduct ongoing dialogue with the Board at key milestones during the

project development process.

DISCUSSION

On May 6, 2019, Metro issued two Requests for Proposals (RFP) to procure services from qualified firms for 1) Technical Services and 2) Communications and Public Engagement Services to fulfill the scope of services for a Congestion Pricing Feasibility Study.

The objectives of the Study included the following:

- To investigate the feasibility and framework for testing and implementing pricing strategies to reduce traffic congestion and to dramatically improve equity, mobility, and environmental outcomes
- To extensively, comprehensively, and genuinely engage stakeholders and the public in this Study process to help solve the traffic problems in Los Angeles County and develop widespread support for a pilot program
- To identify location(s) for a pilot program and establish an implementation plan.

Technical Services

The awarded contract team for technical services will be responsible for the delivery of the following tasks:

- Task 1: Project Administration, Management, and Coordination
- Task 2: Support Stakeholder and Public Engagement
- Task 3: Conduct Literature Review and Best Practices Research
- Task 4: Develop Equity Strategy
- Task 5: Assess Transportation System and Define Congestion Pricing Alternatives
- Task 6: Develop Technical and Policy Framework for Evaluation and Conduct Performance Evaluation of Congestion Pricing Alternatives
- Task 7: Define Technology Requirements
- Task 8: Define Complementary Multimodal Mobility Services and Improvements
- Task 9: Assess Institutional and Legislative Requirements for Implementation
- Task 10: Develop Investment and Financial Plan
- Task 11: Develop Implementation Plan

Public Engagement and Communications

The awarded contract team for communications and public engagement services will be responsible for the delivery of the following tasks:

- Task 1: Project Administration, Management, and Coordination
- Task 2: Conduct Stakeholder and Public Engagement, Outreach, and Market Research
- Task 3: General Support

DETERMINATION OF SAFETY IMPACT

Staff does not anticipate any safety impacts related to award of the Contracts or the fulfillment of the scope of services.

FINANCIAL IMPACT

Funding for these contracts is included in the FY20 budget in Project 100002, Cost center 2031 and Account 50316. As these are multi-year contracts, the project manager and Chief Innovation Officer will be responsible for budgeting these costs in future years.

Impact to Budget

The source of funds for this project will be local operating funds including sales tax funds Prop A, C, and TDA Admin. There is no impact to existing federal funding. These funds are eligible for bus and rail operations.

ALTERNATIVES CONSIDERED

The Board may decide not to authorize the execution of these Contracts. This alternative is not recommended as the Board approved staff to issue Requests for Proposals for Technical Services and Communications Plan and Public Engagement Services in April of 2019.

Additionally, the Congestion Pricing Feasibility Study is an initiative identified in the approved Transformational Initiatives that are central to “The Re-Imagining of LA County” as well as the Board approved Metro Vision 2028 Strategic Plan.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

The proposed actions are fully consistent with Initiative 1.3 of the Metro Vision 2028 Plan to test and implement pricing strategies to reduce traffic congestion.

NEXT STEPS

Upon Board approval, staff will execute Contract No. PS62790000 with WSP USA, Inc. for the Congestion Pricing Feasibility Study Technical Services, and Contract No. PS62791000 with Guidehouse LLP (formerly PricewaterhouseCoopers Public Sector, LLP) for the Congestion Pricing Feasibility Study Communications and Public Engagement Services, effective September 30, 2019.

During the performance of these contracts, Staff will conduct ongoing dialogue with the Board at key milestones during the project development process. Key project milestones include, but are not limited to, the following:

- Review of Stakeholder Advisory Panel, which will consist of Policy Advisory Council members and supplemented with experts in road usage charging, mobility pricing, and equity.
- Summary of findings and best practices from literature review and best practices research
- Development of Equity Strategy
- Summary of stakeholder/public engagement during each round of outreach
- Summary of findings from initial screening to narrow down potential pilot locations to

- implement a pricing program/transit improvement package
- Summary of findings from detailed assessments of potential pilot locations
- Initial concepts for complementary multimodal mobility services and improvements that would be necessary prior to pilot pricing program implementation
- Summary of findings for legislative and institutional requirements for implementing a pricing program
- Development of Investment and Financial Plan
- Development of Implementation Plan

At the completion of the 24-month Study, the following milestones will require Board authorization to proceed:

- Go/No Go decision to implement congestion pricing pilot in a specific area or area(s)
- Award a separate contract for system engineering for congestion pricing pilot
- Exercise the Option on Contract No. PS62791000 for the Congestion Pricing Feasibility Study Communications and Public Engagement Services contract.

ATTACHMENTS

Attachment A-1 - Procurement Summary (PS62790000)

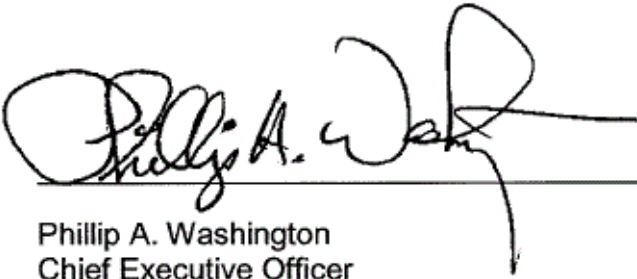
Attachment A-2 - Procurement Summary (PS62791000)

Attachment B-1 - DEOD Summary (PS62790000)

Attachment B-2 - DEOD Summary (PS62791000)

Prepared by: Tham Nguyen, Senior Director,
Office of Extraordinary Innovation, (213) 922-2606
Emma Huang, Principal Transportation Planner,
Office of Extraordinary Innovation, (213) 922-5445

Reviewed by: Joshua L. Schank, Chief Innovation Officer, (213) 418-3345
Debra Avila, Chief Vendor/Contract Management Officer,
(213) 418-3051



Phillip A. Washington
Chief Executive Officer