MEMO

DATE: June 7, 2007

TO: Administration Committee and
Regional Council

FROM: Wayne Moore, Chief Financial Officer, (213) 236-1804, moore@scag.ca.gov

SUBJECT: Contracts and Purchase Orders between $5,000 - $250,000

RECOMMENDED ACTION:

Information Only

BACKGROUND:

SCAG executed the following Contract(s) between $5,000 and $250,000

- Kuzmyak Transportation Consultant, LLC & Center for Neighborhood Technology (demonstration of how the Regional Blueprint Planning Grant will be used to plan for the region's 20-year housing and employment needs) — $210,640
- University of California, Los Angeles (UCLA) (Estimating the infill potential of industrially designated land in unincorporated LA County that fall within the Compass 2% Strategy defined centers and corridors) — $79,000
- Center for Continuing study of California Economy (CCSCE) (Review the framework, procedure, and methodology that SCAG used to develop policy forecasts.) — $74,964

SCAG executed the following Purchase Order(s) between $5,000 and $250,000

- Info USA Marketing, Inc. – Attachment (Employment Database) — $57,350
- SAS Institute, Inc. (Annual Software Renewal) — $13,033
- Dell Marketing (Backup Server) — $10,633
- Ametron Audio/Video Inc. (Audio/Video Equipment for Riverside Office) — $10,469
- Dell Marketing (Windows Server & Windows/Office patches) — $10,228
- Millennium Biltmore Hotel (General Assembly) — $8,000

- Aquent, Inc. $7,500
  (Agency Temp – Graphics)
- Extti Incorporated $7,500
  (Executive Managerial Coaching Consultant)
- Consiliant Technologies, Inc. $5,069
  (Hardware for Storage Area Network)
- Ontario Convention Center $3,000
  (Deposit for August 2007 Earthquake Conference)
- John Husing $2,500
  (Facilitate RC Retreat)
- La Jolla Institute $2,500
  (Develop/conduct survey to aid RC)
- Ontario Chamber of Commerce $2,500
  (2007 Aviation Summit Sponsorship)
- FedEx $1,500
  (Mail/Courier Services)

FISCAL IMPACT:

None. Funding is available.

Reviewed by: Leyton M Morgan
Division Manager

Reviewed by:
Chief Financial Officer

CONSULTANT CONTRACT

Consultant: Kuzmyak Transportation Consultant, LLC (KTC)
Center for Neighborhood Technology (CNT)

Scope: The project will demonstrate how the Regional Blueprint Planning grant will be used to plan for the region's 20 year housing and employment needs as they relate to the regional transportation plan and improving mobility. Due to multiple and different skill sets within the project, SCAG has divided tasks between the two consultants. Kuzmyak Transportation Consultant will evaluate transportation scenarios of compass Blueprint benefits related to alternative growth and housing distributions as it relates to the study. The results of this task will then be used to analyze regional transportation plan growth scenarios and transportation modeling assumptions related to the Blueprint Strategy. KTC will then identify changes in emission levels and mobility associated with shifts in development patterns and urban form between Compass 2% critical growth opportunity areas and other places, making recommendations on transportation and land use benefits and assumptions.

Based on these findings, the Center for Neighborhood Technology will then prepare findings and recommendations for a marketing strategy and implementation plan to promote development in areas along the transportation network that have low Transportation and Housing affordability cost index levels. The results of these findings will aid in the development of place based SCAG region transportation and housing affordability cost index. CNT will then present a report of Compass Blueprint Performance Indicators and Community Toolbox, along with six Compass Blueprint Model Case studies showcasing land use support for transit oriented or mixed use development.

Contract Amount:

Total not to exceed	**$210,640**
Center for Neighborhood Technology	**$98,881**
J. Richard Kuzmyak	**$111,759**

February 26, 2007 through September 30, 2007

Work Element:

06-290.SCGC3.2	$111,759	Funding Source: California Blueprint Grant
06-290.SCGC4	$95,881	Funding Source: California Blueprint Grant

Request for Proposal: SCAG staff notified 327 firms of the release of RFP No. 07-043. The RFP was also advertised on Lawley Publications' website, the Planning Magazine's website, and posted on SCAG's bid

management system. A total of 38 firms downloaded the RFP. The following two proposals were received in response to the solicitation:

Center for Neighborhood Tech. (Proposal Amount $208,774)	$98,881
J. Richard Kuzmyak (Proposal Amount $208,823)	$111,759

SCAG staff split the contract award in order to fit the best team with the specific work tasks that were best suited to the team. Both teams concurred with our approach.

Selection Process:

The Proposal Review Committee (PRC) evaluated both proposals in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. Interviews were held with both offerors.

The PRC was comprised of the following individuals:

Joe Carreras, SCAG, Blueprint Grant Project Manager
Guoxiong Huang, SCAG Modeling
Ty Schuiling, Director of Planning & Programming, SANBAG
DiAnna Watson, Caltrans-D7
Frank Wen, SCAG, Growth Forecasting

Basis for Selection:

Because this project requires multiple and different skill sets, the PRC has recommended unanimously that the award be split project tasks between the Kuzmyak consultant team and the CNT team. During the selection process, KTC proposed using the pre-processing method, such as 3D design with a walk opportunity index, which will provide a detailed analysis of preferred growth scenarios. Moreover, KTC gave proposals that help to accommodate the SCAG transportation model. KTC is willing and able to meet the highly demanding requirements of this project within a very limited budget.

The CNT team had relatively less technical staff to conduct the first few tasks of the project. However, the CNT team has originality, which indicates that that team will produce insightful results for its tasks. Moreover, it has proposed an advisory committee to address various issues within the project scope, which will result in a more thorough approach to the study. Overall, CNT is well-organized and able to meet the time and budget requirements of this project.

CONSULTANT CONTRACT

Consultant: University of California, Los Angeles (UCLA)

Scope: With the rapid growth of real estate development throughout the region, Los Angeles County is seeking studies that identify properties for infill development and evaluate the consequences of these new investments. Los Angeles County understands that by channeling real estate investment towards infill sites, sprawl can be better managed. Moreover, encouraging new development within and near to population centers can provide a wide range of economic, environmental, and other social benefits.

The project focuses on estimating the infill potential of industrially designated land in unincorporated Los Angeles County that fall within the Compass 2% Strategy-defined Centers and Corridors. When planned correctly, industrially designated land can potentially offer many opportunities for mixed-use housing (which is currently prohibited). Recent reports issued by the Los Angeles County Economic Development Corporation also support mixed-use residential and light industrial developments as a way of revitalizing obsolete industrial areas in Los Angeles County.

Contract Amount:

Total not to exceed	**$79,000**
University of California, Los Angeles	$79,000

Notice to Proceed through December 31, 2007

Work Element: 07-065.LACC1 $79,000 Funding Source: Consolidated Planning Grant – FTA

Request for Proposal: SCAG staff notified 340 firms of the release of RFP No. 07-051. The RFP was also advertised on Lawley Publications' website, the Planning Magazine's website, and posted on SCAG's bid management system. A total of 41 firms downloaded the RFP. The following two proposals were received in response to the solicitation:

University of California, Los Angeles	$79,000
Solimar Research Group, Inc.	$79,003

Selection Process: The Proposal Review Committee (PRC) evaluated both proposals in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. Interviews were held with both offerors.

The PRC was comprised of the following individuals:

Joe Carreras, Program Manager II, SCAG
Charles Lau, Associate Transportation Planner, Caltrans
Julie Moore, Supervising Regional Planner, LA County Department of Regional Planning

Basis for Selection:

The PRC recommends the University of California, Los Angeles for the contract award because their technical and conceptual approach prevailed over Solimar Research Group's approach. Their wealth of experience in completing similar projects, their in-depth knowledge of the LA County issues and surrounding areas, as well as their creative, innovative and comprehensive approach to the project qualifies them as the best team to develop Phase II of the LA County Urban Infill Estimation Project.

The PRC was impressed with the integration of GIS and Economic analysis in the UCLA proposal. This integration will aid in land use and transportation impact analysis. The PRC was also impressed with the UCLA's transit node analysis, Infill and Economic Strategy Evaluation features and Land Use Opportunity Tracking System (LOTS) GIS portal, which are unique tools that will be used to identify and screen candidate infill parcels and transportation/ infrastructure requirements.

CONSULTANT CONTRACT

Consultant: Center for Continuing Study of California Economy (CCSCE)

Scope: **Background**

The consultant will evaluate and assess the underlying policy implications in areas such as economic development, education and labor force training, etc., of the "baseline or technical forecasts" of the 2007 Integrated Growth Forecasts at the regional/county level. In addition, the consultant will also review the framework, procedure, and methodology that SCAG used to develop the policy forecasts.

Additionally, the consultant will also be requested to develop and recommend the "best practice" policy forecast framework through survey of MPOs, such that the current or future round of Integrated Growth Forecasts will be consistent with underlined demographics/structure change of the economy and policy implications, the updated assumptions of regional growth policies and strategies, including economic growth initiatives, compass blueprint, goods movement strategy, etc.

Contract Amount:

Total not to exceed	**$74,964**
Center for Continuing Study of California Economy	$74,964

Contract Period: March, 2007 through June 30, 2007

Work Element: **06-055.SCGC2** $75,000 Funding Sources: Consolidated Planning Grant – FHWA & FTA

Request for Proposal: SCAG staff notified 152 pre-qualified firms of the release of RFP No. 07-044. The RFP was posted on The Urban Transportation Monitor's website (Lawleypublications.com), American Planning Association's website, and SCAG's bid management system. A total of 24 firms downloaded the RFP. The following two proposals were received in response to the solicitation:

Center for Continuing Study of California Economy (CCSCE) (2 subcontractors)	$74,964
Urban Information Associates, Inc. (3 subcontractors)	$75,000

Selection Process: The Proposal Review Committee (PRC) evaluated both proposals in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. Interviews were held with both offerors.

The PRC was comprised of the following individuals:

Frank Wen, Program Manager, SCAG
His-Hwa Hu, Modeling Analyst, SCAG
Tony Van Haagen, Research Program Specialist, Caltrans Dist. 7

Basis for Selection: The PRC committee recommends Center for Continuing Study of California Economy (CCSCE) for the contract award because of the firm's extensive experience involving all major MPOs throughout California, great familiarity with SCAG growth forecasting practices and regional issues, and its innovative/creative approaches to fulfill the requirements of the project.

Specifically, related to Task 1:

- CCSCE has prepared the regional projections for (Sacramento Area Council of Governments (SACOG) and participated in analyzing the policy links between the SACOG projections and the regional economy.
- CCSCE has assisted SCAG in developing regional demographic and economic growth forecasts for more than 25 years. The current SCAG forecasting model and framework is derived and based on the methodology originally developed by CCSCE.
- CCSCE has published more than 25 years the demographic and economic growth forecasts for all major regions in California.
- Dr. Dwell Myers of the USC is the authority in brining attention to second generation immigrants and their impacts on various regional planning issues.

Specifically, related to Tasks 2 and 3:

- The principal of the CCSCE, Dr. Steven Levy, has actively participated in discussions/dialogues throughout California regarding the demographic and economy changes and their implications/impacts on long term planning issues such as housing, infrastructure, and workforce, etc.
- Dr. Levy is also one of the most requested economists by California media and among national media regarding issues of California economy.
- Dr. Levy also participated in the ongoing discussions over the past two years sponsored by the California Housing and Community Development Department (HCD) and Department of Transportation (Caltrans) toward the goal of developing a common regional projection methodology. Dr. Levy prepared a methodological framework for the HCD committee of MPO representatives.

Specifically, related to Task 4:

- Dr. Levy was one of the invited panel members to SGAG's May 2006 Growth Forecast Panel of Experts. Many policy issues/insights underlined the growth projections were initiated by him.

The most valuable portions of CCSCE's proposal are its creative/innovative approaches to help SCAG to accomplish the objectives. Two examples:

- CCSCE proposed to develop a "Story" link the forecasts with people and economy, not just focus on housing.
- Dr. Levy also suggested developing a marketing/public communication strategy through speech/power point transform growth discussion from density/congestion/goods movement to the economy.

Finally, CCSCE is willing, ready, and able to meet the highly demanding requirements of this project within a very tight schedule.

PURCHASE ORDER

Vendor: InfoUSA

Scope: The objective of this project is to acquire employment information which will be utilized in the development of employment estimates and forecasts for small areas (e.g. census tracts, transportation analysis zones). The information acquired through this process will also be used as an input into the Integrated Land Use Model. This model will provide a framework for improving land use forecasting methods and create an interaction and feedback between the travel demand model and land use forecasting methodology. The data will also be used as an input to the travel demand model which folds into the Regional Transportation Plan.

The purpose of this project is to acquire a database of all employment locations within the six county region. The information collected includes physical location, number of employees, industry, square footage of the properties, when firm founded and sales at each location.

Purchase Order Amount:

Total not to exceed ($52,979 + $4,371 sales tax)	**$57,350**
InfoUSA Marketing	$52,979

Contract Period: April 26, 2006 through June 30, 2008

Work Element: 07-040.SCGS9 $57,350 Funding Sources: Consolidated Planning Grant – FHWA

Request for Proposal: SCAG staff notified 193 firms of the release of RFP No. 07-077. The RFP was also posted on SCAG's bid management system. A total of 22 firms downloaded the RFP. The following three proposals were received in response to the solicitation:

InfoUSA	$52,979
Marketing Information Specialist, Inc (Experian Data)	$56,600
Marketing Information Specialist, Inc (Dun & Bradstreet Data)	$56,741

Selection Process: The Proposal Review Committee (PRC) evaluated all three proposals in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations.

The PRC was comprised of the following individuals:

Mike Dean, GIS Manager, Caltrans Dist. 7
Wesley Hong, Senior Planner, SCAG
Rongsheng Luo, Senior System Analyst, SCAG
Javier Minjares, Senior Planner, SCAG
Dimitris Poulakidas, Program Manager, SCAG

Basis for Selection: In addition to being the lowest price proposer, the PRC recommends InfoUSA for the purchase order award because of the firm's ability to fulfill each of the data element requirements of the project. InfoUSA is willing and able to meet every requirement of this project within the limited budget. They are committed to performing and documenting the required database elements by June 30, 2007. They will provide to SCAG a complete database for calendar year 2006. In addition, they will provide at no additional cost information on all new businesses that have been established within the SCAG region in 2007.

InfoUSA is a leading provider of employment data and has provided similar data for SCAG in the past and is very knowledgeable about key employment issues facing the region. They have performed state-of-the-art employment data collection since the early 1990s. They were also the only proposer that was able to provide SCAG with information on the square footage of the businesses within the SCAG region. The information about the physical size of these businesses is extremely important input to the Integrated Land Use Model implementation. InfoUSA is also recommended because of their knowledge of the subject matter and their proven experience. As one of only a handful of data providers that collects or has access to employment data they have demonstrated the ability to provide high quality and more importantly accurate information.