MEMO

DATE: February 7, 2008

TO: Administration Committee and Regional Council

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

SUBJECT: Amendment, 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

Vendor	Contract Purpose	PO Amount
Bay Area Economics	Consultant will analyze and describe housing, mixed use, Blueprint oriented development and commute solutions for workers in the four Westside cities	$147,190

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

Vendor	PO Purpose	PO Amount
Tele Atlas No America	Annual license renewal street centerline	$47,800
Gladstein, Neandross & Asso.	Sponsorship of FFCA 2008 Conf.	$25,000
Regents of University of Calif.	Purchase of survey data	$24,140
UCLA Extension Public Policy	Sponsorship of Public Policy Symposium	$10,000
Data Processing Air Corp.	Maintenance agreement for computer room air conditioner	$5,541
Daily Journal Corp.	Publication of public notice RTP Draft	$5,101

FISCAL IMPACT:

None. Funding is available.

Reviewed by: Clayton G. Morgan
Division Manager

Reviewed by:
Chief Financial Officer

SOUTHERN CALIFORNIA ASSOCIATION of GOVERNMENTS

CONSULTANT CONTRACT

Consultant: Bay Area Economics

Scope: The Westside Cities Workforce Housing Study is intended to be an in-depth analysis of issues and potential solutions to the challenge of housing workers near their place of work. Shortening commute distances and encouraging transit ridership bring numerous benefits to the region, including reduced vehicle miles traveled (VMT), reduced air pollution and greenhouse gas emissions, and reduced traffic congestion. For individual households, living near one's place of work can also increase time for non-commute activities, and reduce household expenses.

The focus of the study will be on analyzing and describing housing, mixed use, Blueprint oriented development and commute solutions for workers in the four Westside cities, especially those workers that earn between 60 and 120 percent of Area Median Income (AMI). Very low income households (up to 60 percent of AMI) served by affordable rental housing programs will also be described for analytical purposes, but will not be the focus of research.

The study will involve data collection and analysis that will compile a complete profile of workforce households using various indicators including income distribution, occupation, and location by place of work and place of residence. The analysis will also include a review of all related background materials and studies including SCAG Compass 2% Area maps, prior housing summit presentations, and TOD strategies.

Using these findings, the Consultant will prepare up to five case studies of workforce housing initiatives in the Los Angeles region as well as throughout the nation. The case studies will be selected to highlight program initiatives, such as buyer assistance, and new unit production through partnerships. The Consultant will then prepare a profile these case studies in a draft memorandum and outline their outcomes and strategies. In addition to the case studies, the Consultant will recruit and facilitate two focus groups of area large employers and housing developers to gather further examine workforce housing strategies.

The Consultant will then identify development constraints and feasibility implications of the various strategies studied and discussed. To illustrate the financial challenges to develop workforce housing, the Consultant will develop up to five prototype housing project examples and prepare a sensitivity analysis for comparison among the four cities.

The Consultant will also provide an inventory of incentives and potential funding sources to meet the direct needs of large employers. This task will also include a discussion of existing workforce housing investment funds and other funding sources and strategies. They will also develop a detailed set of implementation strategy options customized each of the Westside Cities that will be organized according to special topics arising from research such as replicable strategies and reducing VMT. These findings along with strategy analysis and implementation options will be discussed in a final report and presentation.

Contract Amount:

Total not to exceed	**$147,190**
Bay Area Economics (prime)	$109,002
Goldfarb & Lipman LLP (subcontractor)	$38,188

Contract Period: January 4, 2008 through January 4, 2009

Work Element:

08-065.WSTC1	$80,954	Funding Sources: Consolidated Planning Grant – FTA & In-Kind
08-065.WSTC1	$66,236	Funding Source: Consolidated Planning Grant – subject to approval of SCAG's FY 08-09 budget

Request for Proposal: SCAG staff notified 472 firms of the release of RFP No. 08-006. 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 24 firms downloaded the RFP. The following two proposals were received in response to the solicitation:

Bay Area Economics (1 subcontractor)	$147,190
Solimar Research Group (4 subcontractors)	$148,462

Selection Process: The Proposal Review Committee (PRC) evaluated the two 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:

Ma'Ayn Johnson, Associate Regional Planner, SCAG
Liz Bar-El, Senior Planner, City of Santa Monica
Peter Noonan, Associate Planner, City of Beverly Hills
Francie Stefan, Senior Planner, City of West Hollywood
Joe Mendevil, Associate Planner, City of Culver City
Wilford Melton, Chief, Community Based Planning Branch, Caltrans

Basis for Selection: The PRC committee recommends Bay Area Economics for the contract award because of the firm's qualifications to fulfill the requirements of the project. Bay Area Economics is willing and able to meet the highly demanding requirements of this project within a very limited budget. They are committed to collecting the appropriate data and analyzing potential strategies as outlined in the scope of work. They will be able to do this since they have expertise in affordable and workforce housing economics and sustainable communities. Their survey approach of area large employers will create a replicable model of involvement and engagement with employers on crucial workforce housing issues.

Bay Area Economics has had significant experience with regional housing and economic development in the past and is very knowledgeable about key workforce housing issues facing the subregion. They have performed numerous studies that covered key issues such as transit-oriented development, inclusionary zoning, and affordable housing for a large number of municipalities, particularly the City of San Francisco, the City of San Jose, and the County of Santa Barbara. They have also won many awards for excellence for their projects from the American Planning Association of the Congress for New Urbanism. They are qualified to fulfill the overall objective of this study, which is to effectively define the issues, constraints, and opportunities for workforce housing in the Westside Cities subregion.