REPORT

DATE: June 7, 2007

TO: Administration Committee and Regional Council

FROM: Leyton Morgan , Manager of Contracts

SUBJECT: Contracts Over $250,000

EXECUTIVE DIRECTOR'S APPROVAL:

RECOMMENDED ACTION:

Approve

BACKGROUND:

- The Planning Center (Identification of 6-8 Compass Blueprint Demo. Projects, and specific development and re-development opportunities with each test city) — $268,349
- Iteris, Inc, dba Meyer Mohaddes Associates (Study and evaluate the adequacy of existing freeway system and streets serving all modes of transportation including transit in Downtown LA) — $267,030

FISCAL IMPACT:

The cost associated with The Planning Center contract are captured in Work Element Number 07-065.SCGC3. The costs associated with the Iteris contract are captured in Work Element Number 06-060.SCGC1.

Reviewed by: Leyton W. Morgan
Division Manager

Reviewed by:
Chief Financial Officer

SOUTHERN CALIFORNIA ASSOCIATION of GOVERNMENTS

CONSULTANT CONTRACT

Consultant: The Planning Center

Scope: As it matures, the San Gabriel Valley is facing significant challenges related to jobs/housing imbalances, traffic congestion and land use patterns that often constrain the general livability of the local cities. Recent growth visioning efforts in the subregion, ongoing redevelopment projects and plans, and an interest among local governments in linking transportation and land use planning have laid the groundwork for implementation of the Compass Blueprint Growth Vision and 2% Strategy. Transit resources including the Metrolink San Bernardino and Riverside lines, the Metro Gold Line and the potential Gold Line phase II extension will be keys to supporting redevelopment and redevelopment will support new investments in transit.

The consultant will identify six to eight (6-8) Compass Blueprint Demonstration Project cities in the San Gabriel Valley and specific development and redevelopment opportunities within each city, create site-specific growth visions and (re)development plans to capitalize on these opportunities, and offer detailed implementation strategies and supporting materials for each Demonstration Project. Work will focus on mixed-use redevelopment and infill near existing and potential transit facilities and may lead to city General Plan changes consistent with Compass Blueprint and other regional plans. Implementation strategies will describe specific institutional and financial mechanisms to incentivize investment in these areas and to move forward with transit-supporting and pedestrian-friendly development consistent with the principles in the regional Compass Blueprint.

1. The Planning Center shall review local planning and development documents, review the status of recently developed or planned projects and studies in the project area for consistency with the Compass Blueprint Strategy. The due diligence may also consist of interviews with key planning staff, elected officials, and stakeholders and/or GIS screening analysis.

2. Opportunity Sites Report - After input is gathered from both the kickoff meeting and due diligence, The Planning Center shall draft a written report identifying six to eight demonstration project cities and specific strategic opportunity areas for (re)development and planning studies consistent with the principles of Compass Blueprint.

3. Develop City Specific Work Programs
Potential demonstration projects shall be examined for feasibility, the level of implementation required following the completion of the demonstration project, and the level of effort required by the

consultant team. Work programs shall include scopes of work, schedules, budgets and teaming responsibilities.

4. Work Products and Final Reporting

The consultant team shall complete the tasks identified in the city-specific demonstration project scopes of work developed under Task 2 for each of the selected cities. The demonstration projects identified as part of Tasks 1 and 2 may facilitate many approaches. For example, broader, multi-jurisdictional corridor planning opportunities may arise (outside of the Gold Line efforts). Alternatively, individual jurisdictions may seek specific, targeted services for a variety of relatively unrelated projects within their boundaries (three applications have already been submitted to SCAG that reflect this approach). A combination of these and other approaches may also be possible. The consultant team shall, depending on the requirements of the city-specific scopes, provide planning services including, but not limited to:

- Stakeholder Outreach and Involvement: Planning, coordination and execution of community outreach and workshops/charettes, including all aspects of stakeholder outreach and involvement; workshop notice, site logistics, outreach execution, documentation, and follow-up.
- Scenario Planning/Growth Visioning: Based on outreach efforts and other relevant information performed in Task 1 or as part of this task, the consultant may be required to quickly generate a variety of growth and development scenarios consistent with the Compass Blueprint principles for the demonstration project areas.
- Conceptual Land Use Plans: Based upon the analysis conducted and visions generated as part of the scenario planning, the consultant team may be required to develop a conceptual land use plan for each demonstration project that includes, but is not limited to, identification of appropriate types of land uses, densities and scales of development, site-specific opportunities to recycle vacant or underutilized buildings and sites, potential transportation alternatives, and economic development opportunities.
- Implementation Strategies and Marketing Materials: The consultant Team shall work with the representatives of each demonstration project to determine the most effective tools for marketing and implementing the proposed actions within the scope of work. Implementation action plans shall be designed to assist the affected local governments in developing public support for the visions in the respective areas and shall support actions to incorporate the visions into local general plans.

Contract Amount:	**Total not to exceed**	**$268,349**
	The Planning Center (prime)	$95,349
	Susan DeSantis (subcontractor)	$24,500
	IBI Group (subcontractor)	$30,500
	Arellano Associates	$38,500
	Gonzalez Goodale	$11,500
	LAEDC	$24,500
	Solimar	$43,500

Contract Period: June 7, 2007 through June 7, 2008

Work Element: 07-065.SCGC3 $268,349 Funding Sources: Consolidated Planning Grant – FTA & TDA

Request for Proposal: SCAG staff notified 421 firms of the release of RFP No. 07-065. 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 45 firms downloaded the RFP. The following two proposals were received in response to the solicitation:

Moule & Polyzoides (3 subcontractors)	$274,211
The Planning Center (6 subcontractors)	$274,990

Pre-Award Audit Reduced price from $274,990 to $268,349

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:

Peter Brandenburg, Senior Regional Planner, SCAG
Mark Butala, Program Manager, SCAG
Mark Gallatin, City Planner, City of San Gabriel
Larry Onaga, Assistant Director of Communication Development, City of Azusa
Linda Taira, Branch Chief – Corridor Studies, Caltrans Dist. 7
Minh Thai, Planning Services Manager, City of El Monte

Basis for Selection: The PRC recommends The Planning Center for the contract award because of the firm's qualifications to fulfill the requirements of the project. The firm has extensive successful experience with other Compass implementation projects and land use and transportation planning integration projects in the San Gabriel Valley. This experience with other Compass projects and in the San Gabriel

Valley cities was not demonstrated by the other respondent firm. The Planning Center's established contacts with local government and other stakeholders in the valley will greatly help them identify demonstration project sites and complete demonstration projects in a timely manner. Furthermore, the Planning Center proposed an approach that will allow their consultant team to break into separate project teams and to work on multiple demonstration projects simultaneously. This will be important for finishing the scope of this contract in the time allotted. The other respondent proposed a smaller less flexible team, prompting questions of whether they could finish the work in the time allotted.

The Planning Center has assembled a qualified and experienced team of sub-consultants, with experience in Compass Blueprint projects that can provide the full range of planning services to local governments in the San Gabriel Valley. Gonzalez|Goodale shall support The Planning Center's planning and design services. IBI Group (IBI) shall provide direction on circulation and transit planning. The Los Angeles County Economic Development Corporation (LAEDC) and Solimar Research Group (Solimar) shall lead redevelopment planning and economic analysis efforts. Arellano Associates (AA) shall be responsible for consensus building and marketing, while Susan DeSantis Consulting shall provide insight into local and regional governance.

CONSULTANT CONTRACT

Consultant: Iteris, Inc (dba Meyer, Mohaddes and Associates)

Scope: The proposed project will study and evaluate the adequacy of the existing freeway system and streets serving all modes of transportation including transit in Downtown Los Angeles. This is in light of shifts in regional traffic patterns, increasing number of trucks, transit vehicles, interchange congestion, and changes in Downtown land uses, specifically new high density residential communities, and major activity centers, such as the Staples Center, the Cathedral of Our Lady of the Angels, and the Walt Disney Concert Hall.

The study will identify measures that should improve surface streets including freeway access to and from major attractions in and around downtown; alleviate congestion at major arterial intersections and freeway-to-freeway interchanges; improve freeway ingress/egress by relocating or reconfiguring freeway ramps at City street intersections.

Public outreach will also be conducted to reach consensus among elected officials, transit officials, affected public agencies and key stakeholder groups in the community about the measures to improve freeway capacity, operations, and access.

Contract Amount:

Total not to exceed	**$267,030**
Meyer, Mohaddes Associates (prime)	$170,197
Banerjee & Associates (subcontractor)	$ 50,000
Nolan Consulting (subcontractor)	$ 36,833
Wiltec (subcontractor)	$ 10,000

The result of the pre-award audit reduced the cost from $299,959

Contract Period: July 1, 2007 through December 31, 2008

Work Element: 06-060.SCGC1 $267,030 Funding Source: State Planning and Research (SPR)

Request for Proposal: SCAG staff notified 417 pre-qualified firms of the release of RFP No. 07-070. 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 58 firms downloaded the RFP. The following two proposals were received in response to the solicitation:

Fehr & Peer Associates, Inc. (3 subcontractors)	$299,755
Meyer, Mohaddes Associates (3 subcontractors)	$299,959

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:

Irwin Chodash, Transportation Engineer, City of Los Angeles
Ken Husting, Principal Transportation Engineer, City of Los Angeles
Shawn Kuk, Associate Planner, SCAG
David Sosa, Chief, Regional Transportation Branch, Caltrans, Dist. 7

Basis for Selection: The PRC committee recommends Meyer, Mohaddes Associates (MMA) for the contract award because of the firm's qualifications to fulfill the requirements of the project, the results of the proposal submitted, and its performance during the interview process. All the tasks were clearly described in the response and the response was focused on the project objectives.

Meyer, Mohaddes Associates and their subcontractors have significant experience in the downtown area, and their relationship with stakeholders and agencies were also favorable.

During the interview, Meyer, Mohaddes Associates indicated strong capability to perform traffic model simulations of the project area. The Downtown Los Angeles Transportation System Study is to serve as a follow up to the Downtown Los Angeles Circulation Study. Through the interview process it was clear that the firm played a significant role in bringing the Downtown Los Angeles Circulation Study to its present phase which would afford them critical insight in performing the tasks included in the scope of work for this project.

The familiarity that the team members have with various aspects of the study (program/alternatives development, political dynamics, local agency programs, and personnel) gives them a competitive edge toward meeting the needs of this project.

Also, there was a well thought-out balance between public outreach and technical analysis reflected in the scope of work. Meyer, Mohaddes Associates proposed an ambitious but realistic schedule for project completion, well within the eighteen month duration.