

**Metropolitan Transportation Commission
Operations Committee**

July 8, 2022

Agenda Item 4i

**Contract – Regional Wayfinding Project: Design, Implementation, & Operations Planning
– Applied Wayfinding, Inc. (\$6,000,000)**

Subject:

Approval of a contract with Applied Wayfinding, Inc. for the development of a harmonized mapping and wayfinding system for the Bay Area in an amount not to exceed \$6,000,000.

Background:

The Blue Ribbon Transit Recovery Task Force (Task Force) has recommended that MTC implement regionally harmonized mapping and wayfinding, including subregional pilots, as key action items in the Task Force’s Transformative Action Plan. The goal of this project is to develop and implement fully harmonized wayfinding, mapping, and transit information throughout the Bay Area in all transit environments, while also providing guidance for pedestrian wayfinding and first/last mile opportunities extending from transit areas. Under the proposed contract, the consultant will:

1. Develop system design and implementation standards;
2. Coordinate and collaborate with a separate third-party consultant responsible for development of a digital mapping services platform;
3. Assist in public and stakeholder consensus building and buy-in for the project; and
4. Oversee initial prototyping and subregional pilot implementations, including development of operations and maintenance plans, and evaluating the project for success.

Procurement Process:

In March 2022, staff released a Request for Proposal (RFP) to hire a consultant to develop a harmonized mapping and wayfinding system for the Bay Area. The deadline to submit proposals closed on April 18, 2022. Two firms, Applied Wayfinding, Inc. and City ID submitted proposals. A panel comprised of MTC/ABAG, BART and SFMTA staff evaluated the proposals based on 1) each firm’s qualifications, 2) approach to the project, 3) cost-effectiveness, and 4) presentation. Additional input was provided by technical advisers representing related MTC/ABAG programs, regional wayfinding pilot stakeholders, and transit agencies. The evaluation panel and advisers found both firms to be highly qualified, and discussions were held

with both in mid-May. The firms were then requested to submit a Best and Final Offer (BAFO). Based on the original proposals, discussions, and BAFO, the evaluation panel selected Applied Wayfinding, Inc.

Applied Wayfinding, Inc.'s proposal articulated a thoughtful and nuanced approach to multi-stakeholder and public outreach, was cost-effective, and demonstrated strong communications skills. Importantly, their work as the lead contractor on a project very similar in scope and scale for Toronto Metrolinx has given Applied Wayfinding, Inc. strong experience in this field.

The table below provides the final ranking based upon the panel evaluation process:

Ranking	Consultant
1	Applied Wayfinding, Inc.
2	City ID

Issues:

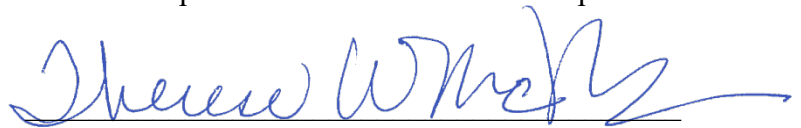
Regional deployment and long-term operations and maintenance will require a dedicated funding source and increased staffing commitment by MTC. MTC's role overseeing the system and agency cost-sharing will need to be considered.

Recommendation:

Staff recommends that the Operations Committee authorize the Executive Director or designee to negotiate and enter into a contract with Applied Wayfinding, Inc. in an amount not to exceed \$6,000,000 to develop a harmonized mapping and wayfinding system for the Bay Area.

Attachments:

- Attachment A: Disadvantaged Business Enterprise and Small Business Enterprise Status



Therese W. McMillan

Attachment A

Disadvantaged Business Enterprise and Small Business Enterprise Status

	Firm Name	Role on Project	DBE* Yes / No	If DBE Yes, List #	SBE** Yes / No	If SBE Yes, List #
Prime Contractor	Applied Wayfinding, Inc.	Project Lead	No		No	
Subcontractor	Nelson Nygaard		No		No	
Subcontractor	Reflex Design Collective	Stakeholder engagement outreach and testing	Yes	46293	No	
Subcontractor	TransSIGHT	Technology systems delivery/advisory	Yes	42484	No	
Subcontractor	lowercase productions		No		No	

*Denotes certification by the California Unified Certification Program (CUCP).

**Denotes certification by the State of California.

Request for Committee Approval

Summary of Proposed Contract

Work Item No.: 1239

Consultant: Applied Wayfinding, Inc.
Oakland, Ca

Work Project Title: The Regional Wayfinding Project

Purpose of Project: Regional mapping and wayfinding system

Brief Scope of Work: Develop design standards, implement a prototype hub and subregional pilots, and develop plans and implementation guidance for a regional wayfinding, mapping, and transit information system.

Project Cost Not to Exceed: \$6,000,000

Funding Source: State Transit Assistance (STA), Regional Measure 2 (RM-2), One Bay Area Grant (OBAG), and Federal Transit Administration (FTA) funds.

Fiscal Impact: STA, RM-2, and OBAG funds are included in MTC FY 2022-23 budget. Work performed under this contract will require additional funding in future years.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract with Applied Wayfinding, Inc. to develop the regional mapping and wayfinding system described above and in the Operations Committee Summary Sheet dated July 8, 2022 and that the Chief Financial Officer is authorized to set aside \$6,000,000 for such contract.

Operations Committee:

Carol Dutra-Vernaci, Chair

Approved: July 8, 2022