



METROPOLITAN  
TRANSPORTATION  
COMMISSION

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## *Memorandum*

TO: Administration Committee

DATE: March 2, 2016

FR: Executive Director

WI: 1122

RE: Contract – Travel Model Demand Development: Resource Systems Group (\$205,000)

This memorandum requests the Committee's approval to enter into a contract in an amount not to exceed \$205,000 with Resource Systems Group to continue to develop and improve MTC's travel demand modeling tools. This work is anticipated to commence on or before April 1, 2016 and to be complete by June 30, 2018.

### **Background**

MTC maintains an analytical planning tool commonly referred to as a "travel model." This tool assists MTC in estimating the response of travelers to transportation projects and policies, as well as quantifying the cumulative impact of these individual traveler decisions on the Bay Area's infrastructure and environment. The purpose of the requested contract is to continue to update the representation of demand in the model such that it reflects behavior captured in recent surveys of traveler behavior, including the California Household Travel Survey, various Census Bureau surveys, and operator-specific surveys of public transit riders. These improvements will incorporate new data sets and high-resolution representations of supply and, in so doing, allow for more accurate predictions of traveler responses to infrastructure and policy changes.

On November 10, 2015, MTC issued a Request for Proposals (RFP) for firms to provide consulting assistance in the above-mentioned effort. MTC received two proposals, which were reviewed by an evaluation committee of MTC, Santa Clara Valley Transportation Authority (VTA), and San Francisco County Transportation Authority (SFCTA) staff. The evaluation criteria included the team's experience and expertise, project approach, cost effectiveness, cost, and writing ability.

WSP|Parsons Brinckerhoff (Oakland, CA) and Resource Systems Group (San Diego, CA) submitted proposals. Neither firm proposed with a small or disadvantaged business enterprise. The evaluation committee unanimously recommended the Resource Systems Group team based primarily on the firm's experience and expertise, as well as WSP|Parsons Brinckerhoff's inability to retain and attract staff, which has led to performance problems in recent MTC projects. Both firms presented well written, sound approaches to completing the project in a cost effective manner.

The number of labor hours for the tasks identified in the RFP and the total cost per hour of each proposal is as follows:

Consultant	Hours	Rate per Hour	Total
WSP Parsons Brinckerhoff	2,064	\$157	\$325,000
Resource Systems Group	1,470	\$188	\$277,000

Please note that the estimates from both firms exceed MTC's current FY2015-16 allocation of \$205,000; the scope will be adjusted to align with the budgeted amount and additional funds requested next fiscal year to complete the full scope of work.

**Recommendation**

Staff recommends this Committee authorize the Executive Director or his designated representative to negotiate and enter into a contract in an amount not to exceed \$205,000 with Resource Systems Group to assist in the development of an improved representation of demand for the MTC travel model.



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Steve Heminger

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## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Consultant Contract

Work Item No.: 1122

Consultant: Resource Systems Group (San Diego, CA)

Work Project Title: Travel Model Demand Development

Purpose of Project: Improve the representation of demand in the MTC travel model

Brief Scope of Work: Work with MTC to improve and update the representation of demand (i.e., travel-related choices) within the MTC travel model. This work will incorporate new data sets and high-resolution representations of supply.

Project Cost Not to Exceed: \$205,000

Funding Source: General Fund

Fiscal Impact: Funds are available in the FY 2015-16 agency budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract with Resource Systems Group for the Travel Model Demand Development Project as described above and in the Executive Director's memorandum dated March 2, 2016, and the Chief Financial Officer is directed to set aside funds in the amount of \$205,000 for such contract.

Administration Committee: \_\_\_\_\_  
Adrienne J. Tissier, Chair

Approved: March 9, 2016