



METROPOLITAN  
TRANSPORTATION  
COMMISSION

Bay Area Metro Center  
375 Beale Street  
San Francisco, CA 94105  
TEL 415.778.6700  
WEB www.mtc.ca.gov

## *Memorandum*

TO: Administration Committee  
FR: Deputy Executive Director, Policy  
RE: Contract – Improving Goods Movement Efficiency and Competitiveness in the Northern California Mega-Region Study: The Tioga Group, Inc. (\$450,000)

DATE: September 7, 2016  
WI: 1124

This memorandum requests Committee approval to negotiate and enter into a contract with The Tioga Group, Inc., in an amount not to exceed \$450,000, to provide consulting services for the Improving Goods Movement Efficiency and Competitiveness in the Northern California Mega-Region (Mega-Region Goods Movement) Study.

### **Background**

On July 25, 2016, MTC released a Request for Proposals for the Mega-Region Goods Movement Study, seeking a consultant team with experience and expertise in freight transportation planning, economic cluster and occupational analysis, and stakeholder outreach, with an emphasis on engaging local businesses and employers.

MTC will administer the consultant contract but the study will be conducted in partnership with the Sacramento Area Council of Governments (SACOG), the San Joaquin Council of Governments (SJCOG) and Caltrans. This study is being funded in part through a planning grant from Caltrans (\$300,000) and matching funds from MTC (\$60,000), SACOG (\$30,000) and SJCOG (\$60,000).

### **Project Overview**

The Northern California mega-region is a vast geographic area that includes nine counties and 101 cities in the Bay Area, six counties and 22 cities in the Sacramento area, and seven cities in San Joaquin County. It is connected through a network of highways, railroads and marine terminals, which forms the backbone of its goods movement infrastructure. In 2012, goods worth almost \$1 trillion originated in or passed through its ports, warehouses, industrial districts and rail yards. That number is projected to grow to \$2.6 trillion by 2040. Over 1.7 million people are employed in goods movement-dependent industries in the mega-region.

Maintaining an effective and efficient goods movement system that can meet not just current but also future needs is therefore critical to maintaining the economic diversity and competitiveness of the mega-regional economy, improving safety and quality of life in local communities, and ensuring quality jobs for working families.

The study will identify and define Northern California's vast goods movement economic cluster, high-priority transportation infrastructure needs, potential operational improvements to goods movement, and workforce and occupational training needs for the sector. It is anticipated that the study will be completed by June 2018.

### Consultant Selection Process

The RFP was released on July 25 and a proposer's conference was held on August 2. On August 12, MTC received two proposals in response to the RFP, both of which were assessed to meet the minimum qualifications and submittal requirements. A five-member evaluation committee (committee) composed of staff from MTC, SJCOG and Caltrans evaluated the proposals and conducted interviews with the Cambridge Systematics team on August 18 and The Tioga Group, Inc. team on August 23, 2016.

<i>Firms that Submitted a Proposal</i>	<i>Firm Location</i>	<i>Proposal Budget</i>
The Tioga Group, Inc.	Moraga, CA	\$449,507.02
Cambridge Systematics, Inc.	Oakland, CA	\$426,409.78

The committee used the following five evaluation factors to score each proposal:

- a. Individual and team expertise and experience – 25 points;
- b. Understanding of the project and approach to implementing the scope of work – 25 points;
- c. Cost proposal – 20 points;
- d. Cost effectiveness of the proposal – 15 points; and
- e. Written and oral communication – 15 points.

The two consultant teams and their average scores from the evaluation are listed below.

1. The Tioga Group, Inc. 87.70 points
2. Cambridge Systematics 84.75 points

While both teams demonstrated strong experience and expertise with regional goods movement work, an understanding of project goals and research needs, and their ability to complete the work plan within the required timeframe and budget, The Tioga Group, Inc., distinguished itself through a more compelling written proposal. The evaluation panel therefore recommends the selection of The Tioga Group, Inc., for this project. Attachment A includes a summary of The Tioga Group, Inc.'s, and its project team's small business and disadvantaged business enterprise status.

### Recommendation

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a contract with The Tioga Group, Inc., in an amount not to exceed \$450,000 to provide consulting services for the Improving Goods Movement Efficiency and Competitiveness in the Northern California Mega-Region Study.

  
Alix A. Bockelman

AB:vs/mm  
Attachments

**Attachment A**

	Firm Name	Role on Project	DBE* Firm			SBE** Firm		
			Yes	If Yes, List #	No	Yes	If Yes, List #	No
Prime Contractor	The Tioga Group, Inc.	Project Lead			X			X
Subcontractor	Resource Systems Group, Inc.	Transportation Planning and Cluster Analysis			X			X
	Economic & Planning Systems, Inc.	Goods Movement Cluster and Land Use Analysis			X			X
	Economic Development Research Group, Inc.	Trade, Supply Chain, and Workforce Analysis			X			X
	VRPA Technologies, Inc.	Transportation Planning and Outreach	X	12213		X	23973	

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

\*\*Denotes certification by the State of California.

REQUEST FOR COMMITTEE APPROVAL  
Summary of Proposed Consultant Contract

Work Item No.: 1124

Consultant: The Tioga Group, Inc., Moraga, CA

Work Project Title: Northern California Mega-Region Goods Movement Study

Purpose of Project: Develop a mega-region plan in partnership with the Sacramento and San Joaquin regions to identify high-priority needs for transportation infrastructure investments, operational efficiencies, and workforce and occupational training.

Brief Scope of Work: Task order-based assistance in areas that include writing text and producing display boards and other materials for upcoming public open houses for Plan Bay Area 2040; and other communications assistance such as with the Plan Bay Area website, fact sheets, presentations, customizable tool kits, and online tools.

Project Cost Not to Exceed: \$450,000

Funding Source: Caltrans Planning Grant (\$300,000), SACOG (\$30,000), SJCOG (\$60,000) and MTC (\$60,000)

Fiscal Impact: \$225,000 is included in the MTC FY 2016-17 budget and \$225,000 is subject to inclusion in the MTC FY 2017-18 budget.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract with The Tioga Group, Inc., to provide consulting services for the Improving Goods Movement Efficiency and Competitiveness in the Northern California Mega-Region Study as described above and in the Executive Director's September 7, 2016 memorandum and the Chief Financial Officer is directed to set aside \$450,000 for such contract, with funding for future years subject to inclusion in the agency budget.

Administration Committee:

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Adrienne Tissier, Chair

Approved: Date: September 14, 2016