

**Metropolitan Transportation Commission
Operations Committee**

December 11, 2020

Agenda Item 4d

**Contract Amendment – Business Case for the Regional Transit Mapping and Wayfinding Project:
Steer Davies & Gleave Inc. (\$70,000)**

Subject: Request for approval a contract amendment for Steer Davies & Gleave Inc. (Steer) for the development of a business case for the Regional Transit Mapping and Wayfinding Project (\$70,000).

Background: In January 2017, staff presented the Regional Transit Mapping Project concept to the Administration Committee. This project focuses on standardizing and harmonizing regional mapping through a common map language and iconography, a digital mapping platform, and standard products and branding. In June 2017, after a competitive procurement, the Administration Committee approved a pre-qualified bench of consultants to provide On-Call Design Services to support various agency projects in the following design service categories: a) Print; b) Digital; c) Website; d) Mapping; and e) Wayfinding.

Phase I of the project began in July 2017 and culminated in the design and development of a prototype regional transit map. During Phase II of the project approved by the Operations Committee in January 2019, City ID LLC is designing and testing a regional transit map network brand and prototype suite of maps, aiming to make it easier for travelers to navigate and explore the Bay Area using public transit and connecting services. However, to ultimately achieve the adoption of a regional harmonization program into agency operational practices, there is a need to consider the business case for different levels of regional harmonization, working in parallel with the Phase II design tasks performed by City ID, and in collaboration with transit agencies and key cities.

On December 20, 2019, MTC issued a Mini-Request for Proposal (RFP) to all firms on the On-Call Design Services bench for consultant assistance in the developing a business case. These proposals were evaluated by a panel of representatives from MTC. The evaluation criteria included: 1) Qualifications and Team Experience: 30%; 2) Approach to completing the Project: 25%; 3) Cost: 20%; 4) Cost Effectiveness: 15%; and 5) Presentation 10%. After a thorough review of three proposals, the evaluation panel unanimously recommended the selection of Steer. Steer proposed a project budget of \$189,221.52, however staff recommended a budget of \$200,000 to support additional as-needed project tasks and in-state travel costs. The budgets for each proposal are shown in the table below.

Firm	Location	Proposal Budget
Steer Davies & Gleave Inc.	Los Angeles, CA	\$189,221.52
lowercase productions	San Francisco, CA	\$195,374.50
DCR Design LLC	San Luis Obispo, CA	\$195,727.00

Steer was selected due to their extensive experience with relevant, related projects, including business cases for Metrolinx and the City of Toronto; their depth of understanding of the project; their thoughtful methodology for implementing the project; the expertise and experience of their key staff; and their overall approach and cost-effectiveness.


On February 19, 2020, Steer was engaged under Executive Authority for a contract of \$200,000 that expires on June 30, 2020. Steer is neither a DBE nor an SBE firm.

This contract amendment is needed given the implementation of shelter in place in March and project delays associated with the Covid-19 pandemic; the resulting changing transit environment and need for evolving implementation options; and to enable Steer to assist in the development of pilot projects, as warranted.

Issues: None

Recommendation: Staff recommends approval of a contract amendment with Steer Davies & Gleave Inc. in an amount not to exceed \$70,000.

Attachments: None



Therese W. McMillan

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.: 1161

Consultant: Steer Davies & Gleave Inc.
Los Angeles, CA

Work Project Title: Business Case for the Regional Transit Mapping and Wayfinding Project

Purpose of Project: Development of a Business Case for the Regional Transit Mapping and Wayfinding Project

Brief Scope of Work: Develop a Business Case that considers the strategic, economic and financial elements to convey the value and cost of implementing and operating the Regional Transit Mapping and Wayfinding Project.

Project Cost Not to Exceed: \$70,000 (this amendment)
Total Contract value including amendments before this amendment = \$200,000
Total contract amount with this amendment = \$270,000

Funding Source: Regional Measure 2 Marketing, STA

Fiscal Impact: Funds are included in the FY 2020-21 MTC agency budget.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with Steer Davies & Gleave Inc. for development of a Business Case for the Regional Transit Mapping and Wayfinding Project described above and in the Operations Committee Summary Sheet dated December 11, 2020 and that the Chief Financial Officer is authorized to set aside \$70,000 for such amendment.

Operations Committee: _____
Damon Connolly, Vice Chair

Approved: December 11, 2020