

Metropolitan Transportation Commission

February 26, 2025

Agenda Item 10b-25-0259

Contract – Transit Oriented Communities Policy (TOC) Technical Assistance: PlaceWorks, Inc. (\$1,600,000)

Subject:

A request that the Commission authorize the Executive Director or designee to negotiate and enter into a contract in an amount not to exceed \$1,600,000 with PlaceWorks, Inc. (PlaceWorks) to provide technical assistance for the Transit Oriented Communities (TOC) Policy.

Background:

In September 2022, MTC adopted the TOC Policy (MTC Resolution No. 4530) to support the region's transit investments by creating communities around transit stations and along transit corridors that not only enable transit ridership, but also are places where all Bay Area residents can live, work, and access services. The TOC Policy focuses on the core elements of land use density, affordable housing, parking management, and complete streets/ multimodal access to implement Plan Bay Area 2050 strategies. The TOC Policy applies to the half-mile area around existing and planned fixed-guideway transit stops and stations (i.e., regional rail, commuter rail, light-rail transit, bus rapid transit, and ferries).

Since the TOC Policy was adopted, staff have developed Administrative Guidance to clarify policy requirements and instruct local governments on how to submit compliance documentation. Staff have also conducted extensive ongoing stakeholder engagement featuring over 200 meetings with local government staff, practitioners, advocates, and policy experts. This engagement included over 120 1-on-1 meetings with local staff to gather feedback on the Administrative Guidance, socialize understanding of policy requirements, and problem-solve application of the policy across the wide range of community contexts in the Bay Area. Staff published the final Administrative Guidance in September 2024. To assist jurisdictions with understanding their existing compliance status and to aid in their path to full compliance with the requirements of the TOC Policy, MTC initiated a procurement process to select a consultant or consultant team to provide direct support and resources to jurisdictions with TOC areas.

Procurement Process

On December 3, 2024, MTC issued a Request for Proposals (RFP) to hire a consultant or consultant team to conduct the Technical Assistance for Transit-Oriented Communities (TOC) Policy Program for the period from March 1, 2025 through June 30, 2027, with the option to extend for up to two (2) additional years. The RFP was posted on MTC's website and shared with interested individuals and firms via MTC's Bonfire Portal. The RFP materials were downloaded by 123 document takers.

Staff hosted a non-mandatory pre-submittal conference on December 17, 2024, via Zoom, providing firms the opportunity to ask questions about the project and procurement process. The conference was attended by 59 individuals representing 46 different firms.

On January 7, 2025, MTC received three (3) qualified proposals, including submissions led by:

- PlaceWorks, Inc.
- Dyett & Bhatia, Urban and Regional Planners
- Urban Planning Partners, Inc.

All three proposals included subconsultant support. An evaluation panel, consisting of three (3) MTC staff members, reviewed the submittals based on the following evaluation criteria:

1. Qualifications and Relevant Experience in All Four TOC Policy Components (30%)
2. Workplan and Approach and Availability of Key Personnel (25%)
3. Cost Effectiveness (30%)
4. Presentation (5%)
5. Past Performance (10%)

Based on the evaluation panel's review and interview of all three teams, PlaceWorks received the highest total score. The proposal demonstrated a highly qualified team with significant expertise, a clear understanding of the project, and effective solutions to potential challenges anticipated. Therefore, the panel recommends PlaceWorks for this project.

Attachment A identifies the Disadvantaged Business Enterprise (DBE) and Small Business Enterprise (SBE) status of the recommended consultant team.

Issues:

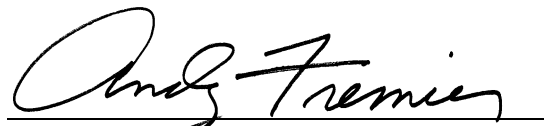
None identified.

Recommendations:

Staff recommends that the Commission authorize the Executive Director or designee to negotiate and enter into a contract in an amount not to exceed \$1,600,000 with PlaceWorks, Inc. for Transit Oriented Communities Policy Technical Assistance. This item is being brought directly to the Commission because the review of proposals was not completed in time for the February 12 Administration Committee meeting and the scope of work is time sensitive given that \$600,000 in REAP 2.0 funds must be spent by December 2025 and the purpose of the consultant team's work is to assist jurisdictions in meeting TOC Policy requirements by the early 2026 deadline associated with the OBAG 4 Program. Staff seek to commence work as expeditiously as possible to ensure timely support to local government partners.

Attachments:

- Attachment A – Disadvantaged Business Enterprise and Small Business Enterprise Status for PlaceWorks Team
- Request for Commission Approval – Summary of Proposed Contract



Andrew B. Premier

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	PlaceWorks, Inc.	Project Management, Density, Affordable Housing, Station Access and Circulation	No	N/A	No	N/A
Subconsultant	W-Trans	Parking Management Lead	Yes	26209	Yes	9829
Subconsultant	Ann Cheng Consulting	Strategy Planning related to Parking/TDM	Yes	50250	Yes	2021866
Subconsultant	Journey Mobility	Parking Policy Implementation	Yes	52397	Yes	52397
Subconsultant	Strategic Economics	Economic Feasibility Analysis	No	N/A	Yes	1791308
Subconsultant	Urban Math	Housing Project Feasibility and Housing Protection	No	N/A	Yes	2018065
Subconsultant	Kearstin Dischinger	TOC Policy Implementation	No	N/A	No	N/A
Subconsultant	Donald Shoup	Parking Policy Best Practices	No	N/A	No	N/A

Request for Commission Approval

Summary of Proposed Contract

Work Item No.:	1611
Agency:	PlaceWorks, Inc.
Work Project Title:	Transit Oriented Communities Policy (TOC) Technical Assistance
Purpose of Project:	To support jurisdictions with TOC station areas in understanding existing compliance conditions and provide resources while working towards full compliance with the TOC Policy requirements.
Brief Scope of Work:	Map existing compliance conditions and provide targeted resources for overall TOC compliance.
Project Cost Not to Exceed	\$1,600,000
Funding Source(s):	REAP 2.0 (\$600,000) SB1 (\$531,180) / TDA (\$68,820) MTC Exchange Funds (\$400,000)
Fiscal Impact	Funding is included in the FY 2024/25 agency budget.
Motion by Commission	That the Executive Director or designee is authorized to negotiate and enter into a cooperative agreement with PlaceWorks, Inc. for the purposes described above and that the Chief Financial Officer is authorized to set aside an amount not to exceed \$1,600,000 for such contract.

Metropolitan Transportation
Commission:

, Chair

Approved

February 26, 2025