

Metropolitan Transportation Commission Administration Committee

October 14, 2020

Agenda Item 2c - 20-1332

Contract – Transit-Oriented Development (TOD) Policy Update Services: Strategic Economics, Inc. (\$250,000)

Subject: A request for approval for a contract with Strategic Economics, Inc. in an amount not to exceed \$250,000 for policy and program evaluation and development services to assist with MTC’s TOD Policy Update.

Background: In May 2020, staff presented an information item to the Joint MTC Planning/ABAG Administrative Committee that discussed upcoming steps for updating the Resolution No. 3434 TOD Policy, including planned work scope, timeline, and stakeholder engagement. The current policy applies to MTC Resolution No. 3434 projects and sets minimum corridor-level thresholds for housing units (based on existing and planned land uses), with more capital-intensive transit modes requiring higher numbers of housing units. To incentivize the production of below-market-rate (BMR) housing in new station areas, these units received a 50 percent bonus toward achieving the threshold. The TOD Policy requires that these corridor-level thresholds are met before MTC allocates regional discretionary funds for project construction.

Key objectives of the TOD Policy update include:

- Exploring ways in which the update could operationalize the Plan Bay Area (PBA) 2050 regional growth framework by continuing to condition transportation funding on actions that increase housing densities near high frequency transit and/or increase transit service levels to better support densities consistent with PBA 2050;
- Determining whether the TOD Policy should also address job-generating commercial uses, such as office space, in addition to housing;
- Understanding recent best practices in equitable TOD that can be considered in the update and ensuring that the updated policy supports regional equity goals and objectives;
- Considering various sources of regional discretionary transportation funding and how they could be used to incentivize or require compliance with updated policy goals and objectives; and
- Developing a clear and consistent methodology for determining policy compliance and evaluating the success of the updated policy in accomplishing its stated goals and objectives.

On June 29, 2020, MTC issued a Request for Proposals (RFP) for consultant services for the TOD Policy update. The RFP was posted on MTC’s website and an e-mail advertising the opportunity was sent to 3,203 individuals and firms. The RFP materials were downloaded from MTC’s online procurement portal by 72 firms. On July 7, 2020, MTC hosted a virtual Proposers’ Conference which was attended by 18 firms.

MTC received three qualified proposals, led by Strategic Economics, Inc., Nelson\Nygaard Consulting Associates, Inc., and Raimi + Associates. Each of these firms' proposals was supported by a team of sub-consultants.

The proposals were evaluated by a panel of MTC staff and a representative from the Bay Area Rapid Transit District (BART). After evaluation of initial proposals, Strategic Economics, Inc. was invited to video conference discussions on August 26, 2020. Following these discussions, MTC issued a Request for Best and Final Offer (BAFO) to Strategic Economics, Inc. The final response from Strategic Economics, Inc. was received and reviewed by the panel on September 16, 2020.

After a thorough review of the proposal and BAFO, the evaluation panel recommended selection of Strategic Economics, Inc.. The BAFO submitted by Strategic Economics, Inc. received 96.94 points out of a maximum of 105 points available, including 5 evaluation preference points for meeting the Small Business Enterprise (SBE) Preference Pilot Program criteria.

Evaluation Criteria	Points	Strategic Economics
Qualifications and Experience	25	24.19
Understanding and Approach	30	27.75
Cost Effectiveness	30	28.75
Presentation	15	11.25
Subtotal	100	91.94
SBE Preference	5	5
Total	105	96.94

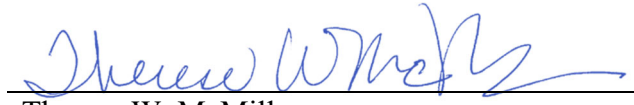
The evaluation panel is confident that the team led by Strategic Economics, Inc. will meet MTC's expectations for this important policy update. A number of identified strengths led to the panel's confidence in this recommendation, including the team's clear understanding of the project and desired outcomes; their familiarity with, and extensive previous work on, transit-oriented development policies and programs throughout the U.S. and the San Francisco Bay Area, including equitable TOD and transit-oriented communities; the proposed approach to stakeholder engagement; and the team's familiarity and experience with MTC's TOD Policy, Station Area Planning Program, and other related policies and programs.

Attachment A includes a summary of Strategic Economics, Inc. and its project team's small business and disadvantaged business enterprise status.

Issues: None.

Recommendation: Staff recommends that the Committee authorize the Executive Director or designee to negotiate and enter into a contract with Strategic Economics, Inc. in an amount not to exceed \$250,000 for policy and program evaluation and development services.

Attachments: Attachment A: Contractor DBE and SBE Status
Request for Committee Approval – Summary of Proposed Contract


Therese W. McMillan

Attachment A

Small Business and Disadvantaged Business Enterprise Status

			DBE* Firm			SBE** Firm		
	Firm Name	Role on Project	Yes	If Yes, List #	No	Yes	If Yes, List #	No
Prime Contractor	Strategic Economics, Inc.	Project Lead	X	33062		X	1791308	
Subcontractor	Community, Design + Architecture	Policy Context			X	X	20811	
Subcontractor	MZ Strategies	Best Practices and Case Studies			X			X
Subcontractor	Arup North America, Ltd.	TOD Policy Expert, Policy Context, Existing Conditions/ Policy Evaluation and Approach			X			X

*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.:	1517
Consultant:	Strategic Economics, Inc. Berkeley, CA
Work Project Title:	Transit-Oriented Development (TOD) Policy Update
Purpose of Project:	Conduct a comprehensive update of the Resolution No. 3434 TOD Policy adopted in 2005.
Brief Scope of Work:	Consultant will develop issues, goals, and objectives for the policy update; conduct a review of best practices and approaches; develop and assess policy alternatives; and develop the draft and final policy. Consultant will also work with MTC staff to engage with a variety of stakeholders, including the Joint MTC Planning and ABAG Administrative Committee, Bay Area Partnership Board, County Transportation Agency executive and planning directors, local jurisdictions, as well as transportation, housing, and community-based organizations.
Project Cost Not to Exceed:	\$250,000
Funding Source:	Senate Bill 1 with General Fund match
Fiscal Impact:	\$250,000 available in the FY 2020-21 adopted agency budget.
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract with Strategic Economics, Inc. for policy and program evaluation and development services as described above and in the Administration Committee Summary Sheet dated October 14, 2020.
Administration Committee:	<hr/> Federal D. Glover, Chair
Approved:	October 14, 2020