

**Metropolitan Transportation Commission  
Administration Committee**

**November 9, 2022**

**Agenda Item 2b**

**Contract – San Pablo Avenue Priority Development Area Specific Plan: Community  
Design + Architecture \$650,000**

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**Subject:**

A contract with Community Design + Architecture (CD+A) in an amount not to exceed \$650,000 for the San Pablo Avenue Priority Development Area Specific Plan.

**Background:**

The City of Berkeley San Pablo Avenue Priority Development Area Specific Plan was funded as part of the Priority Development Area Planning Grants & Technical Assistance Program (PDA Program). MTC awarded a grant to the City of Berkeley in the amount of \$750,000 in May 2021. The City of Berkeley chose to retain \$100,000 to cover staff costs for the planning process and requested that MTC administer the remainder of the funds to procure and manage a consultant on the City's behalf. The purpose of the San Pablo Avenue Specific Area Plan will be to define a community vision for the future of San Pablo Avenue and create a framework that addresses the majority of Plan Bay Area 2050 Strategies.

**Procurement Process:**

MTC issued a Mini-Request for Proposal (Mini-RFP) for the San Pablo Avenue Specific Plan on April 15, 2022, which included a Disadvantaged Business Enterprise (DBE) goal of 28%. The Mini-RFP was sent to firms that were pre-qualified for the 2021 Regional Planning Bench for Service Category 1: Comprehensive Planning. All eligible firms were notified by an email advertising the opportunity.

On April 20, 2022, MTC hosted a virtual Proposers' Conference to describe the project. The conference was attended by ten individuals representing nine different firms.

On the closing date of May 16, 2022, MTC received one qualified proposal from Community Design and Architecture, supported by a team of subconsultants many of whom were represented at the proposer's conference. The proposal was evaluated by a panel of City of Berkeley and MTC staff against the following evaluation criteria:

- Qualifications and Team Experience (30%)
- Understanding and preliminary approach to completing the Project (25%)
- Cost effectiveness, including hourly rates, reasonableness and appropriateness of preliminary task budget (15%)
- Presentation, as evidenced in the written proposal, and interviews, if held (10%)
- Price, cost proposal weighted relative to the lowest cost proposal received (20%).

After a thorough review of the proposal, the evaluation panel chose to interview Community Design and Architecture and their team of subconsultants. Following the interview, the evaluation panel elected to enter into discussions and request a Best and Final Offer (BAFO) from CD+A. After a thorough review of the BAFO, the evaluation panel is recommending an award to CD+A due to their strong understanding of the project and extensive qualifications and direct experience working on projects on San Pablo Avenue, planning in the City of Berkeley and planning for other PDAs throughout the region. The following chart reflects the panel's scoring of the proposal:

	<b>Total</b>	<b>Qualifications &amp; Experience</b>	<b>Approach</b>	<b>Cost Effectiveness</b>	<b>Presentation</b>	<b>Price</b>
<b>Supplier</b>	<b>100 pts</b>	<b>30 pts</b>	<b>25 pts</b>	<b>15 pts</b>	<b>10 pts</b>	<b>20 pts</b>
CD+A	92	28.20	22.40	12.80	8.60	20

The evaluation panel is confident that the CD+A team have the necessary skills and experience to deliver a specific plan for the San Pablo Avenue PDA.

CD+A's proposal included two DBE subcontractors with a total amount of 29.26% being subcontracted out to the DBE firms.

Attachment A includes a summary of CD+A and their subconsultants' small business and disadvantaged business enterprise status related to the work described in this memorandum.

**Funding:**

This project is funded through the OBAG Cycle 2 Surface Transportation Program Block Grant (STPBG) funds via the PDA Planning and Technical Assistance Program,

**Issues:**

None identified.

**Recommendations:**

Staff recommends that the Committee authorize the Executive Director or designee to negotiate and enter into contract with CD+A in an amount not to exceed \$650,000 for consultant services to develop a specific plan for the San Pablo Avenue PDA.

**Attachments:**

- Attachment A: Small Business and Disadvantaged Business Enterprise Status



Therese W. McMillan

**Disadvantaged Business Enterprise and Small Business Enterprise Status**

	<b>Firm Name</b>	<b>Role on Project</b>	<b>DBE* Yes / No</b>	<b>If DBE Yes, List #</b>	<b>SBE** Yes / No</b>	<b>If SBE Yes, List #</b>
Prime Contractor	Community Design + Architecture	Prime Urban Design and Planning	No		No	
Subcontractor	Urban Planning Partners	Planning, Outreach, CEQA Services	Yes	39685	Yes	2011818
Subcontractor	InterEthnica	Outreach and Communications	No		Yes	57042
Subcontractor	Aaron Welch Planning	Planning and Analysis	No		No	
Subcontractor	Street Level Advisors	Housing Analysis	No		No	
Subcontractor	Fehr and Peers	Transportation Planning	No		No	
Subcontractor	Diablo Engineering	Civil Engineer Services	Yes	42626	Yes	2005141

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

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

## Request for Committee Approval

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### Summary of Proposed Contract

Work Item No.: 1611

Consultant: Community Design + Architecture  
Oakland, California

Work Project Title: San Pablo Avenue PDA Specific Plan

Purpose of Project: To develop a San Pablo Avenue Specific Area Plan that will define a community vision for the future of San Pablo Avenue and create a framework that addresses the majority of Plan Bay Area 2050 Strategies.

Project Cost Not to Exceed: \$650,000

Funding Source: OBAG Cycle 2 Surface Transportation Program Block Grant (STPBG) funds

Fiscal Impact: \$650,000 is included in the FY 2021-22 MTC budget.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into contract with CD+A in an amount not to exceed \$650,000 for consultant services for delivering the San Pablo Avenue Specific Plan as described above and in the Administration Committee Summary Sheet dated November 9, 2022 and the Chief Financial Officer is authorized to set aside funds for such contract.

Administration Committee:

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Federal D. Glover, Chair

Approved: Date: November 9, 2022