

Metropolitan Transportation Commission
Operations Committee

April 14, 2023

Agenda Item 5a

Contract – Bay Area Commuter Benefits Program Operations: WSP USA Inc. (\$4,998,938)

Subject:

Approval of a three-year contract with WSP USA Inc. to manage Bay Area Commuter Benefits Program Operations, in an amount not to exceed \$4,998,938.

Background:

MTC partners with the Bay Area Air Quality Management District (Air District) to operate the Commuter Benefits Program (CBP), which aims to reduce greenhouse gas emissions and vehicle-miles-traveled from drive-alone commuting by requiring employers with 50 or more full-time employees in the Air District’s jurisdiction to offer commuter benefits to their covered employees. The program was authorized as a pilot under Senate Bill 1339 in fall 2012 and began operations in 2014. In 2017, Senate Bill 1128 authorized the Air District and MTC to continue the program on an ongoing basis. The program is the foundation for Plan Bay Areas 2050’s Implementation Strategy EN7 - Expand commute trip reduction programs at major employers and is a core strategy for meeting greenhouse gas emission reduction targets in the Plan.

Employers subject to the program are required to register via the program website, select a commuter benefit, and offer the benefit to their employees, as outlined in the Air District’s [Regulation 14, Rule 1](#). Over the years, MTC has focused on providing employer registration support, through consultant services, while the Air District has primarily been responsible for program enforcement. Consultant support is currently provided by WSP USA Inc. under a contract that expires June 30, 2023.

Based on eight years of operational experience, staff has identified a more robust employer database as a fundamental building block to both improve the program and lay the foundation for Plan Bay Area 2050’s Strategy EN7. The Operations Committee authorized contract services with Slalom, Inc. in January 2023, to implement a new database.

The scope for the new CBP operations contract contemplated in this Committee action is focused on bolstering employer registration by using the new database and enhanced purchased employer data and preparing the program for future enhancements as outlined in Plan Bay Area. MTC’s

operations consultant must identify employers subject to the requirement, contact them to inform them of the requirement and support their registration. This also provides an important opportunity for the consultant to engage with and inform employers about relevant, related programs and legislation (e.g., recent parking cash-out state legislation, Bay Wheels bikeshare program, Clipper BayPass program, Richmond San Rafael e-bike commuter program) that could work best for an employer's specific worksite(s). In addition, the new work scope includes dedicated strategic program planning, expanded levels of database management, data quality control efforts, employer contacts, and program evaluation; updated website content; and a new task for promotional strategies for the program.

Procurement Process:

MTC posted notice of the upcoming opportunity on the agency website on November 7, 2022, and issued the Request for Proposals (RFP) on December 22, 2022. The RFP was emailed to over 5,700 firms and individuals. MTC provided information about the RFP in the Business Outreach Committee Fall 2022 Newsletter and at the California Unified Certification Program Monthly Meeting in December 2022. MTC shared notices with the Center for Urban Transportation Research, which emailed information to its over 2,550 transportation demand management professionals in November and December 2022. MTC hosted a pre-submittal conference on January 5, 2023, with 26 individuals from 15 different firms in attendance. MTC received questions from several firms, to which MTC provided responses on its procurement website on January 12 and January 27, 2023. On February 1, 2023, MTC received one proposal from WSP USA Inc.

Evaluation Process:

A panel of five staff from MTC and the Air District evaluated the proposal, scoring based on the five evaluation criteria listed in the RFP: approach, team experience and past performance, resource allocation, cost, and communications. Based on its review, the panel assigned an overall score of 83 points out of 100 to the proposal.

The panel unanimously recommended awarding the contract to WSP USA Inc., determining that the team will be advantageous for MTC for the extensive experience and qualifications of the lead firm, key project staff, and subcontractors, on relevant transportation demand management

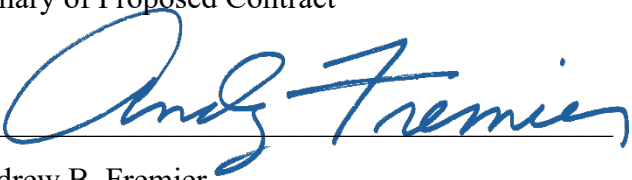
projects in the Bay Area, Southern California, and Washington, D.C.; the logical approach to accomplish the scope and program priorities, and the overall cost-effectiveness of the proposal. The WSP USA Inc. team's proposal exceeds the 22% Disadvantaged Business Enterprise goal for this procurement.

Recommendation:

Staff recommends that the Committee authorize the Executive Director or his designated representative to negotiate and enter into a contract with WSP USA Inc., to manage the Bay Area Commuter Benefits Program Operations for a three-year term in an amount not to exceed \$4,998,938, with an option to extend up to two additional years in increments of MTC's choosing, subject to MTC budgets for future fiscal years.

Attachments:

- Attachment A: Disadvantaged Business Enterprise and Small Business Enterprise Status
- Request for Committee Approval - Summary of Proposed Contract
- Attachment B: Presentation



Andrew B. Fremier

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	WSP USA, Inc.	Program oversight and delivery	No		No	
Subcontractor	Caribou Public Relations	Staff in-person outreach events supporting program promotion	Yes	41619	No	
Subcontractor	Four Square ITP	Commuter Benefits Program Evaluation deliverables and will provide support for the Program Planning	Yes	45368	No	
Subcontractor	Tracy Keough Consulting	Provide a promotional plan and strategies for the CBP and will support web content.	Yes	46764	No	
Subcontractor	Craft & Commerce	Support communications, outreach, design and message-development efforts.	No		No	

*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.: 1222

Consultant: WSP USA Inc.
San Francisco, CA

Work Project Title: Bay Area Commuter Benefits Program Operations

Purpose of Project: Requires employers with 50 or more full-time employees in the Air District's jurisdiction to offer commuter benefits to their employees.

Brief Scope of Work: Increase employer registration and annual updates using a robust database and enhanced purchased data.

Project Cost Not to Exceed: \$4,998,938

Funding Source: Congestion Mitigation and Air Quality (CMAQ)

Fiscal Impact: \$4,998,938 (\$2,031,473 available in the FY 22-23 agency budget and an additional \$2,967,465 available subject to approval of the agency budget amendment in April.)

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract with WSP USA Inc. for Bay Area Commuter Benefits Program Operations described above and in the Operations Committee Summary Sheet dated April 14, 2023 and that the Chief Financial Officer is authorized to set aside \$4,998,938 for such contract.

Operations Committee:

David Rabbitt, Chair

Approved: April 14, 2023