

**Metropolitan Transportation Commission
Operations Committee**

May 8, 2020

Agenda Item 4c

**Contract – Richmond-San Rafael Bridge Forward -
Electric-Bike Commute Program: Steer Davies & Gleave, Inc. (\$450,000)**

Subject: Contract to design and implement the Richmond-San Rafael Bridge Forward (RSR Forward) Electric-Bike (E-Bike) Commute Program.

Background: In March 2014, the Bay Area Toll Authority (BATA) began development of the I-580 Richmond-San Rafael Bridge (RSR Bridge) Access Improvement Project. The first phase of that project opened the Peak Period Use Lane (3rd Lane) in the eastbound direction of the bridge in April 2018. The second phase opened the Bicycle-Pedestrian Path on the RSR Bridge's upper deck adjacent to westbound traffic in November 2019.

In November 2018, the Commission approved approximately \$1.2 million in MTC Exchange funds for use in RSR Forward (MTC Resolution No. 3989). The RSR Forward initiative implements a range of improvements to improve toll plaza operations, increase person throughput, offer greater travel time savings for carpools and express buses using a managed lane, and support biking and walking for commute and recreational purposes. Key strategies include all electronic tolling/open road tolling, extension of the existing I-580 High-Occupancy Vehicle (HOV) lane from the toll plaza to Bayview Interchange, improved Golden Gate Transit express bus services, employer-focused transportation demand management (TDM), bicycle/pedestrian gap closures and e-bike strategies.

MTC has invested approximately \$150,000 of RSR Forward MTC Exchange funds in the RSR Rides Program. RSR Rides supports community-based organizations and bike retailers to lead rides on the RSR bridge. MTC partnered with these local entities to encourage bike commuting during peak periods. All rides will begin from within a quarter mile of a high frequency transit stop, include bike education and safety, and offer opportunities to try riding e-bikes. RSR Rides partners include Marin County Bicycle Coalition, Rich City Rides, The Pedaler Bike Shop, Mike's Bikes, Bike East Bay, and The New Wheel.

Through the RSR Forward E-Bike Commute Program, MTC is pursuing strategies that promote the use of e-bikes for commuting on the new bicycle/pedestrian path. E-bikes offer many benefits that make biking a more viable alternative for commutes across this corridor. For example, e-bikes can help riders navigate hilly terrain and windy conditions, go farther with less effort, and save money on tolls, gas and parking.

The RSR Forward E-Bike Commute Program will comprise strategies and incentives to target weekday commuters. These strategies may include accessible and attractive e-bike loan, lease, and ownership options to residents living in Richmond, San Rafael and other nearby communities where bike commutes across the RSR Bridge are viable. MTC will explore options for employer-based e-bike loan programs and for integrating bridge-specific trip-based subsidies, including, for example, for future e-bikeshare in Richmond and future Sonoma-

Marin Area Rail Transit (SMART) corridor e-bikeshare in San Rafael and Larkspur. MTC will also conduct outreach and structure these incentives and programs in ways that are equity-sensitive.

On November 19, 2019, MTC issued a Request for Proposal (RFP) to hire a consultant to design and implement an RSR E-Bike Commute Program for a period of two years with an option to extend up to an additional two years. On January 8, 2020, MTC received proposals from two firms: Kittelson & Associates, Inc. and Steer Davies & Gleave, Inc. A panel comprised of staff from MTC and the West Contra Costa Technical Advisory Committee (WCCTAC) reviewed the proposals and held discussions with each firm on January 28, 2020. A request for a Best and Final Offer was issued March 6, 2020, and the panel reevaluated the proposals based on qualifications and experience, approach, cost effectiveness, price, and presentation. Based upon this evaluation, staff recommends the selection of the Steer Davies & Gleave, Inc. team as the team's proposal outlined an approach that demonstrated a stronger understanding of the needs of the project. The firm's team has extensive experience planning and implementing TDM projects, which aligns with the RSR Forward mode-shift goals. The table below provides the final ranking based upon panel evaluations:

| Consultant | Ranking |
|---------------------------------|---------|
| 1) Steer Davies & Gleave, Inc. | 1 |
| 2) Kittelson & Associates, Inc. | 2 |


The proposed contract action would fund the initial two-year term of the contract. Attachment A includes a summary of Steer Davies & Gleave, Inc. and its subcontractors' small business enterprise (SBE) and disadvantaged business enterprise (DBE) status.

Funding was approved in the final FY 19-20 MTC Budget. This program is not essential to regulatory, statutory, or legal requirements and is not a critical sequential element of ongoing work. It is not dependent on any subsequent phases in FY 20-21.

Issues: None identified.

Recommendation: Staff recommends that the Operations Committee authorize the Executive Director or designee to negotiate and enter into a contract with Steer Davies & Gleave, Inc. in an amount not to exceed \$450,000 for the above-described work.

Attachments: Attachment A: Steer Davies & Gleave, Inc. and its Subcontractors' DBE / SBE Status


Therese W. McMillan

Prime Contractor

Subcontractor

| | | DBE* Firm | | | SBE** Firm | | |
|-----------------------------|------------------------------------------------|-----------|----------------|----|------------|----------------|----|
| Firm Name | Role on Project | Yes | If Yes, List # | No | Yes | If Yes, List # | No |
| Steer Davies & Gleave, Inc. | E-Bike Program Planning and Project Management | No | | No | | | No |
| Toole Design Group, LLC | E-Bike Program Planning & Outreach | No | | No | | | No |
| BikeHub | Program Implementation | Yes | 40458 | No | | | |
| Gaslamp Media | Website Development | 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

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|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Work Item No.: | 1238 |
| Consultant: | Steer Davies & Gleave, Inc. Los Angeles, CA |
| Work Project Title: | Richmond-San Rafael Bridge Forward: E-Bike Commute Program |
| Purpose of Project: | To develop and administer a program to encourage commuting across the Richmond-San Rafael Bridge using e-bikes. |
| Brief Scope of Work: | Develop and implement an e-bike commute program, including conducting outreach, coordinating e-bike suppliers, administering incentives, and evaluating performance. |
| Project Cost Not to Exceed: | \$450,000 |
| Funding Source: | STP/CMAQ (Project Management and Program Development), MTC Exchange Program (Program Implementation and Incentives) |
| Fiscal Impact: | Funding is included in the FY 2019-20 MTC Budget |
| Motion by Committee: | That the Executive Director or designee is authorized to negotiate and enter into a contract with Steer Davies & Gleave, Inc. to design and implement the Richmond-San Rafael Bridge E-Bike Commute Program as described above and in the Operations Committee Summary Sheet dated May 8, 2020 and that the Chief Financial Officer is authorized to set aside \$450,000 for such contract. |
| Operations Committee: | <hr/> Dave Cortese, Chair |
| Approved: | May 8, 2020 |