

Metropolitan Transportation Commission Administration Committee

May 13, 2020

Agenda Item 2f – 20-0424

Contract - PDA and OBAG Program Evaluation Services: Community Design + Architecture, Inc. (\$300,000)

Subject: A request for approval for a one-year contract with Community Design + Architecture, Inc. (CD+A) in an amount not to exceed \$300,000 for planning and program evaluation services, with an option to extend for up to two additional years.

Background: In October 2019, staff presented the proposed approach and work scope for a combined assessment of Priority Development Areas (PDAs) and the One Bay Area Grant program (OBAG) to better understand successes and challenges of PDA implementation and how best to support PDAs in the next cycle of OBAG (OBAG 3).

Key objectives of the project include:

- Advance our understanding of the planning, development and mobility outcomes in PDAs in the years following the adoption of Plan Bay Area.
- Assess the role transportation and planning investments have played in spurring housing production and influencing travel behavior in PDAs.
- Examine the framework of the OBAG funding program to identify opportunities to increase the program's effectiveness to support regional growth and mobility objectives.

On January 6, 2020, MTC issued a Request for Proposals (RFP) for consultant services for the combined PDA & OBAG program assessment. The RFP was posted on MTC's website and an e-mail advertising the opportunity was sent to 2,952 individuals and firms. The RFP materials were downloaded from MTC's online procurement portal by 38 firms. On January 16, 2020, MTC hosted a Proposers' Conference which was attended by 7 firms. MTC ultimately received only one proposal, led by CD+A, with Economic & Planning Systems (EPS) and Center for Neighborhood Technology (CNT) as sub-consultants.

CD+A's proposal was evaluated by a panel of MTC staff and a representative from Sonoma County Transportation Authority serving as a technical advisor. In-person discussions with the CD+A team were held on February 19, and following these discussions, MTC issued a Request for Best and Final Offer (BAFO). The final response from CD+A was received and reviewed by the panel on March 9.

After a thorough review of the proposal and BAFO, the evaluation panel recommended selection of CD+A. The BAFO submitted by CD+A received 92 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	CD+A
Qualifications and Experience	30	25.5
Understanding and Approach	30	27.5
Cost Effectiveness	15	11
Price	15	15
Presentation	10	8
Subtotal	100	87
SBE Preference	5	5
Total	105	92

The evaluation panel is confident that the team led by CD+A will meet MTC's expectations for this important program assessment. 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, OBAG and the PDA programs; the proposed approach to incorporate equity as a central element of the effort; and the team's familiarity and experience with MTC's growth framework and funding programs through recent projects.

The final proposal from CD+A identifies a few optional tasks to add to the scope of work. These include two tasks to broaden the proposed outreach for the project beyond local jurisdictions and CTAs to also include community-based organizations and representatives from the development community. To accommodate the additional cost associated the optional tasks proposed, staff will seek additional funding through future budget approval processes.

Attachment A includes a summary of CD+A and its project team's small business and disadvantaged business enterprise status.

Issues:

At the November 2018 Commission Workshop, the Commission directed staff to further assess challenges and successes local jurisdictions were experiencing with PDA implementation and to evaluate the role the OBAG funding program has played in supporting growth in PDAs.

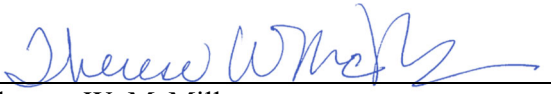
In developing the scope of work for the project, staff identified an opportunity to leverage this assessment effort to satisfy obligations resulting from litigation related to Plan Bay Area requiring an updated growth framework feasibility analysis, in consultation with stakeholders, prior to issuing a Notice of Preparation for the Environmental Impact Report for each Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS).

In addition, should this contract not be approved, staff would proceed with developing the policies and procedures for the next cycle of the OBAG program (OBAG 3) without the benefit of the proposed in-depth program analysis.

\$150,000 is available for this contract in the FY 2019-20 agency budget. The remaining \$150,000 is subject to inclusion and approval in the FY 2020-21 budget.

Recommendation: Staff recommends that the Committee authorize the Executive Director or designee to negotiate and enter into a contract with CD+A in an amount not to exceed \$300,000 for professional planning and analytical services, subject to the agency's operating budget approval process for future fiscal years beyond Fiscal Year 2019-20.

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	Community Design + Architecture, Inc.	Overall project management; planning and analytical services			X	X	20811	
Subcontractor	Center for Neighborhood Technology	Planning and analytical services			X			X
Subcontractor	Economic & Planning Systems	Planning and analytical services			X	X	23554	

*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.:	1611
Consultant:	Community Design + Architecture, Inc. Oakland, CA
Work Project Title:	PDA and OBAG Program Evaluation Services
Purpose of Project:	Evaluate the PDA and OBAG programs to better understand the successes and challenges facing local communities in implementing development in locally-defined PDAs, and how to best support PDAs and other regional objectives in the future cycles of the OBAG program.
Brief Scope of Work:	Consultant will identify factors that have exerted the greatest influence on PDA progress; assess mobility and housing outcomes in PDAs; evaluate relationships between OBAG transportation investments and housing and mobility outcomes; assess the OBAG program funding framework itself to identify improvements to strengthen program effectiveness in future cycles; and solicit input from partner agencies and other program stakeholders.
Project Cost Not to Exceed:	\$300,000
Funding Source:	Senate Bill 1
Fiscal Impact:	\$150,000 available in the FY 2019-20 adopted agency budget. \$150,000 subject to future agency budget approval processes.
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract with Community Design + Architecture, Inc. for planning and analytical services as described above and in the Administration Committee Summary Sheet dated May 13, 2020, and the Chief Financial Officer is authorized to set aside funds as specified above for such a contract, subject to necessary budget approvals for future fiscal years.
Administration Committee:	<hr/> Federal D. Glover, Chair
Approved:	May 13, 2020