

ADVANCED TRANSIT VEHICLE CONSORTIUM

Los Angeles County Metropolitan Transportation Authority
One Gateway Plaza
Los Angeles, CA 90012

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President:

John B. Catoe, Jr.
Deputy Chief Executive Officer, MTA

March 15, 2004

TO: BOARD OF DIRECTORS
FROM: JOHN B. CATOE, JR., PRESIDENT
**SUBJECT: AWARD TWO YEAR PROFESSIONAL SERVICES
CONTRACT TO DR. ADI ARIELI**

RECOMMENDATION:

Award two-year contract through February 2006, at a cost not to exceed \$200,000 per year, to Dr. Adi Arieli to provide technical advisory services in support of the Advanced Transit Vehicle Consortium (ATVC).

BACKGROUND:

Dr. Adi Arielli has been supporting ATVC and MTA since February 2002 on contract 43400643. The new competitively procured contract OP3320661 will have Dr. Arieli continue to provide ATVC and MTA with a broad array of technical advisory services related to vehicle acquisition strategies, and Consent Degree compliance. The ATVC will compensate Dr. Arieli an hourly rate of \$210 per hour. A procurement summary is attached with this report.

DELIVERABLES:

Contractor shall provide written reports, vehicle specifications, letters, e-mails, telephone calls, recommendations, facilitation of “Brainstorming” sessions, development of formal and informal presentations, representation at meetings, conferences and seminars, coordination of visits and technical tours,

participation in negotiations with vendors and industry representatives, and other activities that may arise from the regular work of the ATVC and as directed by the President of the ATVC.

FINANCIAL IMPACT:

The Advanced Transit Vehicle Consortium will provide funding for this contract.

Prepared by: John Drayton, Manager Vehicle Technology

John B. Catoe, Junior
President, Advanced Transit Vehicle Consortium

**BOARD REPORT ATTACHMENT
PROCUREMENT SUMMARY**

**AWARD OF PROFESSIONAL SERVICES CONTRACT FOR VEHICLE
TECHNOLOGY CONSULTANT**

| | | | |
|----|--|---|-------------------------------|
| 1. | Contract Number: OP3320661 | | |
| 2. | Recommended Vendor: Arieli Associates | | |
| 3. | Cost/Price Analysis Information: | | |
| | A. Proposed Price: \$210.00 Hourly Labor Rate | Recommended Price: \$200,000 Not to Exceed, \$210.00 Hourly Labor Rate | |
| | B. Details of Significant Variances are in Attachment A-1.D | | |
| 4. | Contract Type: Labor Rate Contract | | |
| 5. | Procurement Dates: | | |
| | A. Issued: June 12, 2003 | | |
| | C. Pre-proposal Conference: Not Applicable | | |
| | D. Proposals Due: June 23, 2003 | | |
| 6. | Invitation for Bid/Request for Proposal Data: | | |
| | Notifications Sent: 6 | Bids/Proposals Picked up: 6 | Bids/Proposals Received: 3 |
| 7. | Evaluation Information: | | |
| | A. Bidders/Proposers Names: Arieli Associates Booz Allen Hamilton Inc. Stoney Hill Transportation, LLC | <u>Bid/Proposal Amount:</u> \$210.00 \$112.88 - \$187.88 \$150.00 | |
| | B. Evaluation Methodology: Best Value determination based on project qualifications having a greater value than price. Details are in Attachment A-1.C | | |
| 8. | Contract Administrator: Victor Ramirez | Telephone Number: (213) 922-1059 | |
| 9. | Project Manager: John Drayton | Telephone Number: (213) 922-5882 | |

BOARD REPORT ATTACHMENT -PROCUREMENT HISTORY

AWARD OF PROFESSIONAL SERVICES CONTRACT FOR VEHICLE TECHNOLOGY CONSULTANT

A. Background on Contractor

Arieli Associates, Los Angeles, CA, has successfully provided the FCBC, ATVC and MTA with consultant services since February 2000. Prior to that period Dr. Adi Arieli served as the program director for the Advanced Technology Transit Bus (ATTB). The services performed by Dr. Adi Arieli have consisted of several of the key elements of the current contract requirements, including expertise level advise on advanced transit vehicle technologies, national and state level experience in public transit matters, as well as a proven record of dealing with local transit and regulatory agencies and municipalities.

B. Procurement Background

On June 12, 2003, Requests for Proposals were sent out to known industry experts to solicit proposals for a vehicle technology consultant. The RFP included a Firm Fixed Hourly Rate Contract that would be awarded on the basis of a best value analysis. This value analysis would lead to an award of a contract to the consultant that provided the best overall qualifications to meet the objectives of the ATVC's mission. These technical and experience qualifications were defined in the RFP to carry a greater significance than price. The RFP was also advertised in the Daily News, and was posted on the MTA's web site for subcontract opportunities.

On June 23, 2003 three proposals were received from Arieli Associates, Booz Allen Hamilton Inc., and Stoney Hill Transportation LLC.

C. Evaluation of Proposals

The ATVC Evaluation Committee found that all three proposers were well qualified to perform the services defined by the Contract. However, it was determined that Arieli associates offered the best combination of program management experience, transit industry knowledge, education and proven success in meeting the objectives of the ATVC and MTA. The combination of skill sets presented by Arieli Associates outweighed the lower labor rates offered by the two other competitors.

D. Cost/Price Analysis Explanation of Variances

The recommended price has been determined to be fair and reasonable based upon adequate competition and existing historical pricing for similar services. Since Arieli Associates is a local firm the proposed labor rate is void of any additional costs, such as travel expenses. This fact would mitigate some, if not all, of the price advantages offered by the two Eastern United States based competitors. Additionally, the proposal from

Booz Allen Hamilton, Inc utilized multiple consultants in order to provide the scope of expertise required in the contract; in this case, the use of multiple consultants concurrently would exceed the cost of using a single consultant with broader expertise.