



Metro

Metropolitan Transportation Authority

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**REGULAR BOARD MEETING
April 24, 2008**

SUBJECT: CONGESTION PRICING OPERATING PLAN FOR LOS ANGELES COUNTY

ACTION: AWARD CONTRACT

RECOMMENDATION

Authorize the Chief Executive Officer to execute:

- A. A firm fixed price contract, Contract No. PS0844402110 to PB Americas, Inc. to provide professional services not to exceed \$4,250,851 to prepare the Congestion Pricing Operating Plan for Los Angeles County and to facilitate public outreach and community participation.
- B. Contract modifications up to \$425,000 to cover the cost of any potentially unforeseen issues that may arise during the preparation of the congestion pricing operating plan and the community participation efforts.

RATIONALE

On June 28, 2007 the Board approved a motion directing the Chief Executive Officer (CEO), within the framework of the FY07-FY08 Budget, to work with Caltrans and other agencies as appropriate to develop a detailed operating plan with at least three options for implementing congestion pricing in Los Angeles County by 2010. The plan should provide revenue projections, environmental effects, mobility impacts, legislative requirements, and technical feasibility.

To address this directive, we presented to the Board in September 2007 a draft Action Plan that included contracting a consultant team with expertise in developing and implementing congestion pricing projects and in conducting relevant public outreach. A Request for Proposals (RFP) for professional services to develop the Los Angeles County Congestion Pricing Operating Plan was released on November 27, 2007. Responses to the RFP were received by the January 15, 2008 deadline. A procurement summary is included in Attachment A.

The Statement of Work (SOW) includes in its first phase an evaluation of a broad range of congestion pricing alternatives with potential for implementation in Los Angeles County in the short-term and long-term periods, respectively. This first phase will conclude with the identification of three congestion pricing alternatives that could be implemented in Los Angeles County by the year 2010. A more detailed analysis of these three alternatives is the focus of the second and final phase of the SOW. As part of the SOW, a Stakeholder Outreach and Marketing Plan will be developed and relevant community activities will be conducted.

FINANCIAL IMPACT

The funding of \$3,450,851 is included in the proposed FY09 budget in cost center #4440 and Project #405548 Congestion Pricing program. Since this is a multi-year project, the cost center manager and the Chief Planning Officer will be responsible for project budgeting in future years. In FY08, we anticipate receiving \$300,000 from Caltrans after executing an agreement with them. Similarly, the Southern California Association of Governments (SCAG) has indicated that \$500,000 in funding will become available in FY08. Caltrans has also indicated to us that they may be able to provide an additional \$500,000 in FY09 for the project. We will continue working with Caltrans and SCAG in developing their respective funding agreements for our Congestion Pricing Operating Plan.

ALTERNATIVES CONSIDERED

One alternative is to employ our staff to develop the Congestion Pricing Operating Plan. This is not a viable alternative because our staff is already committed to other tasks, and due to the complexity of the analyses to be conducted and the very aggressive timeframe required to meet the Board's directive, there is need for professional assistance.

ATTACHMENTS

A. Procurement Summary

Prepared by: Ashad Hamideh, Ph.D., Transportation Planning Manager
Regional Program Management



Carol Inge
Chief Planning Officer



Roger Snoble
Chief Executive Officer

**BOARD REPORT ATTACHMENT A
PROCUREMENT SUMMARY**

CONGESTION PRICING OPERATING PLAN FOR LOS ANGELES COUNTY

1.	Contract Number: PS0844402110		
2.	Recommended Vendor: PB Americas, Inc.		
3.	Cost/Price Analysis Information:		
	A. Bid/Proposed Price: \$ 5,774,513	Recommended Price: \$ 4,250,851	
	B. Details of Significant Variances are in Attachment A-1.D		
4.	Contract Type: Firm Fixed Price		
5.	Procurement Dates:		
	A. Issued: November 27, 2007		
	B. Advertised: Newspapers; posted on Internet; post-cards		
	C. Pre-proposal Conference: December 11, 2007		
	D. Proposals Due: January 15, 2008		
	E. Pre-Qualification Completed: January 14, 2008		
	F. Conflict of Interest Form Submitted to Ethics: March 18, 2008		
6.	Small Business Participation:		
	A. Bid/Proposal Goal: DALP – 20%	Date Small Business Evaluation Completed: April 8, 2008	
	B. Small Business Commitment: 21.81% DBE Details are in Attachment A-2		
7.	Invitation for Bid/Request for Proposal Data:		
	Notifications Sent: 102 postcards 38 e-mail	Bids/Proposals Picked up: 105	Bids/Proposals Received: 5
8.	Evaluation Information:		
	A. Bidders/Proposers Names: 1.Booz Allen Hamilton, Inc. 2. HDR Engineering, Inc 3. PB Americas, Inc. 4. PBS & J 5. Wilbur Smith Associates	<u>Bid/Proposal Amount:</u> \$3,608,254 3,475,470 5,774,513 1,772,842 2,485,028	<u>Best and Final Offer Amount:</u> \$4,250,851
	B. Evaluation Methodology: Best Value Weighted Guidelines Details are in Attachment A-1.C		
9.	Protest Information:		
	A. Protest Period End Date: May 5, 2008		
	B. Protest Receipt Date:		
	C. Disposition of Protest Date:		
10.	Contract Administrator: Phyllis L. Walker	Telephone Number: 213/922-1084	
11.	Project Manager: Ashad Hamideh, Ph.D.	Telephone Number: 213/922-4299	

BOARD REPORT ATTACHMENT A-1
PROCUREMENT HISTORY

CONGESTION PRICING OPERATING PLAN FOR LOS ANGELES COUNTY

A. Background on Contractor

PB Americas, Inc. is headquartered in New York and was founded over 100 years ago. They have offices in most major U. S. cities. Services for this procurement will be conducted from their Los Angeles Office located at 444 South Flower Street. They have international and national congestion pricing expertise. Their team will bring local public outreach experts and managed lane pricing experience. PB has worked on Los Angeles' transit system since its inception. They are familiar with Metro's travel demand model, SCAG's truck model, and have familiarity with models developed for surrounding counties. This enables them to assess the impact to adjoining counties. Currently, PB Americas, Inc. has contracts with Los Angeles County Metropolitan Transportation Authority for a Modeling Advisory Panel and Corridors Base Model Refinement/Revalidation. Other transit agency contracts include the Gold Line Foothill Extension with the Metro Gold Line Foothill Extension Construction Authority in Monrovia, CA; Regional HOV/HOT Lanes Managed Lane Analysis with City of Charlotte in North Carolina; and San Francisco Bay Area Regional HOT Lane Network Feasibility Study with the Metropolitan Transportation Commission in Oakland, CA.

Past performance of PB Americas, Inc. is overall satisfactory as demonstrated by their extensive working relationship with Metro and reference checks conducted with other agencies as noted above.

B. Procurement Background

This Request for Proposal, in support of a congestion pricing operating plan for Los Angeles County, is a standard, competitive negotiated procurement to conduct a study, make recommendations and develop an operating plan that can be used for implementation by the year 2010.

During the June 28, 2007 Board Meeting, a motion by Director Fasana, Antonovich, Katz & Fleming, item No. 20, was approved. This motion directed Metro to work with Caltrans and other agencies, as appropriate, to develop a detailed operating plan with at least three options for implementing congestion pricing in Los Angeles County by 2010. Receive and File Board Report item No. 18, dated September 19, 2007 summarizes the quarterly update and provides an action plan for Metro to proceed with the project. Item No. 47 handout dated November 14, 2007 provided an update to the Ad-Hoc Congestion Pricing Committee.

The Diversity & Economic Opportunity (DEOD) recommended a 20% Disadvantaged Business Enterprise (DBE) Anticipated Level of Participation (VALP) for this procurement.

C. Evaluation of Proposals

In accordance with Metro Procurement Policies and Procedures, the Source Selection Committee (SSC) conducted a comprehensive technical evaluation of the proposals. All five proposals were considered responsive to the RFP requirements and were evaluated based on the established evaluation criteria:

- Degree of skills and experience of the prime contractor and/or the subcontractor(s)
- Effectiveness of a management plan
- Understanding of work and appropriateness of approach for implementation
- Price

PB Americas, Inc. ranked highest overall. The SSC determined the key personnel on their team have excellent credentials and they proposed a very strong and effective outreach component. Their management plan and methodology were well presented and their understanding of the Statement of Work met all requirements.

Oral interviews were conducted with all five firms. Based upon the evaluation criteria, the SSC recommends award to PB Americas, Inc.

D. Cost/Price Analysis Explanation of Variances

The recommended price of \$ 4,250,851 has been determined to be fair and reasonable based upon a Management Audit Services (MAS) pre-award audit, independent cost estimate, technical review, fact-find, and negotiations.

BOARD REPORT ATTACHMENT A-2
LIST OF SUBCONTRACTORS

CONGESTION PRICING OPERATING PLAN FOR LOS ANGELES COUNTY

PRIME CONTRACTOR – PB AMERICAS, INC.

Small Business Commitment

Corey, Canapary & Galanis Research	2.39%
Intueor Consulting Inc.	3.37%
Lee Andrews Group, Inc.	8.48 %
Pulsar Advertising	4.28%
Sharon Green and Associates	<u>3.29%</u>
Total DBE Commitment	21.81%

Other Subcontractors

Cambridge Systematics, Inc.
ECO Northwest
IBI Group
PB Consult
Red Hill Group
Nossaman Guthner Knox & Elliott LLP
Texas Transportation Institute
Mark Bradley
HS Public Affairs
ABL
Eric Schreffler
CHS
Don Shoup
Mike Meyer

