



TO: TransLink[®] Management Group (TMG)

DATE: February 22, 2008

FR: TMG Chair

W.I.

RE: Recommendation – TransLink[®] Consortium Support: Booz Allen Hamilton

At our last meeting, the TMG agreed that it was an appropriate time to issue a Request For Proposal (RFP) for Consortium support to develop a business plan and to facilitate decision-making. MTC offered to be the contracting agency on behalf of the Consortium and issued the RFP on January 2, 2008. MTC received three proposals on January 30, 2008 from:

- Booz Allen Hamilton (BAH), with Intueor
- CMC Americas, Inc.
- PB Consult, Inc.

All proposals met the minimum qualifications and were reviewed by the evaluation panel, composed of representatives from SFMTA, BART, Golden Gate Transit and MTC. The proposals were evaluated based on the following criteria:

- Expertise and qualifications of the firm and staff in strategic/business planning, program governance, transit system operations, electronic payment, transportation program implementation, building consensus and meeting facilitation, and other areas listed in Appendix A-1 of the RFP;
- Thoughtfulness of and comprehensiveness of approach to accomplishing project objectives and dealing with project challenges;
- Cost effectiveness; and
- Ability to communicate effectively, as evidenced by proposal and presentation skills during interviews (if held).

The panel ranked the firms and unanimously recommended BAH. The panel determined that the BAH team was the most qualified based on their experience in electronic payment, transit operations, fare collection, and business/strategic planning, and that they had a clear understanding of the TransLink[®] project and the nature of the work required. BAH offered considerably more experience in smart card implementation than the competing proposers.

However, the panel also voiced concern about the lack of diversity or “freshness” in perspective this recommendation represents, since BAH also supports the project through the TransLink[®] Technical Engineering and Design Assistance Contract. The panel was concerned that the Consortium might become overly dependent on a single consulting firm. Despite this potential, the panel concluded that the advantages offered by the BAH proposal outweighed this concern. The second ranked firm, PB Consult was deemed capable of doing the job and certainly would

offer a different perspective; but, they did not propose the same caliber of subject-matter expertise that is offered in the BAH proposal. For example, they had minimal smart card experience.

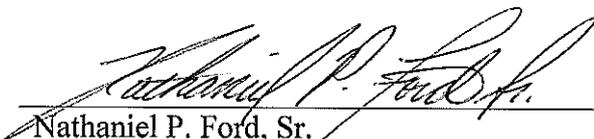
Scope and Budget

The budget for the contract is \$250,000 annually for a two-year period (not to exceed \$500,000). The TMG will convene a kick-off workshop to collectively determine its priorities for specific elements in the business plan and to finalize resource allocation between business planning and consortium decision-making support. Attachment A shows the scope of work from the RFP.

The TMG should consider appointing a working group to serve as advisors for any contract negotiation issues, if necessary, and to review the workshop outline and discussion guide.

Recommendation

The evaluation panel recommends that the TMG authorize the MTC Executive Director to refer this item to the MTC Operations Committee for its approval to negotiate and enter into a contract with Booz Allen Hamilton in an amount not to exceed \$500,000. The TransLink® Finance Subcommittee shall identify the appropriate funding source in the TransLink® budget.



Nathaniel P. Ford, Sr.
TMG Chair