



**METROPOLITAN
TRANSPORTATION
COMMISSION**

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Memorandum

TO: Administration Committee

DATE: June 2, 2010

FR: Executive Director, Policy

W.I.:

RE: Contract – Regional Agencies Climate Protection Program: Elmwood Consulting

Staff requests this Committee's approval to enter into a third one-year sole source contract, in an amount not to exceed \$125,000, with Elmwood Consulting (Bruce Riordan) to assist with the implementation of the Regional Agencies Climate Protection Program.

Background

In July 2007, the Joint Policy Committee (JPC) approved a Regional Agencies Climate Protection Program. The Program identifies actions which the four JPC member agencies (MTC, the Air District, ABAG, and BCDC) will take in common to combat the causes and consequences of global warming.

In July 2008, MTC (on behalf of the JPC) entered into a one-year sole source contract with Elmwood Consulting (Bruce Riordan) to assist the four regional agencies in the implementation of the Climate Protection Program. This contract was renewed for a second one-year term in July 2009.

Over the past two years, Mr. Riordan has worked with the JPC, with its four member agencies, and with a variety of other agencies and organizations to advance the causes of climate protection and climate adaptation in the Bay Area. Among Mr. Riordan's contributions are assistance in the development and implementation of the climate initiatives flowing from *Transportation 2035* including the climate innovation grant program, safe routes to school grant program and climate information campaign; compilation of a comprehensive inventory of potential transportation measures that could affect greenhouse-gas emissions and an interactive planning tool to evaluate various combinations of these measures; and development and maintenance of a monthly progress report on regional-agency climate activities and facilitation of regular inter-agency meetings among staff working on climate issues.

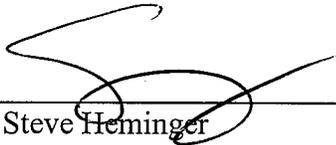
In addition, Mr. Riordan has been working with a number of other public and private partners throughout the region to develop Climate Bay Area (CBA). CBA is constructing a more cooperative and collaborative relationship among the dozens of separate climate initiatives currently underway or planned for various parts of the region and various sectors of the region's economy. Climate Bay Area is providing a unifying "meeting place" or "network hub" for local and regional, public and private climate efforts, ensuring complementary action, reducing duplication, and bringing resources to common problems.

These ongoing and nascent activities require Mr. Riordan's continuing assistance and leadership. In order to maintain continuity and take advantage of the experience and relationships developed by Mr.

Riordan over the past two years and longer, staff recommends that the Committee authorize a sole source contract. While the contract will be with MTC, its cost will be shared equally between MTC and the Air District.

Recommendation

We recommend this Committee authorize the Executive Director or his designated representative to negotiate and enter into a contract with Elmwood Consulting in an amount not to exceed \$125,000 to provide continuing support for the implementation of the Regional Agencies Climate Protection Program.



Steve Heminger

SH:TD

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.:

Consultant: Elmwood Consulting
Berkeley, California

Work Project Title: Regional Agencies Climate Protection Program

Purpose of Project: To assist with the implementation of the climate protection initiatives being undertaken by the member agencies of the Joint Policy Committee

Brief Scope of Work: Inter-agency facilitation and technical assistance to implement joint programs for local-government climate protection and adaptation assistance, to influence and interface with state, federal and voluntary-sector climate-change efforts, to develop and deliver public awareness programs related to climate change, and to undertake other tasks as identified by the JPC Regional Planning Program Director and the Executive Directors/Officers of the JPC member agencies.

Project Cost Not to Exceed: \$125,000

Funding Source: TDA/TFCA (\$62,500 each)

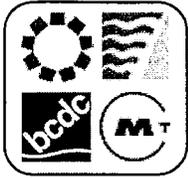
Fiscal Impact: Available from FY 2010-11 Agency Budget and from cost-sharing agreement with Bay Area Air Quality Management District.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract with Elmwood Consulting for Regional Agencies Climate Protection Program Implementation and the Chief Financial Officer is directed to set aside funds up to \$125,000 for such contract.

Administration Committee:

Tom Bates, Chair

Approved:



Association of Bay Area Governments
Bay Area Air Quality Management District
Bay Conservation and Development Commission
Metropolitan Transportation Commission

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JOINT POLICY COMMITTEE — REGIONAL PLANNING PROGRAM

Date: May 11, 2009
To: Steve Heminger
From: Ted Droettboom
Subject: Sole Source Justification: Elmwood Consulting

This is to request MTC, on behalf of the Joint Policy Committee (JPC), to enter into a sole-source contract in the amount of \$125,000 with Elmwood Consulting for the services of Bruce Riordan. Elmwood Consulting will assist the four member agencies of the JPC (MTC, the Air District, ABAG, and BCDC) in implementing the Regional Agencies Climate Protection Program.

Tasks include assisting the four agencies in pursuing priority joint initiatives as outlined in the attached scope of work.

Bruce Riordan, through Elmwood Consulting, has been under contract with MTC for the past 24 months to assist regional-agency staff in developing, analyzing and coordinating strategies for climate protection and adaptation, to advise staff on key related climate protection efforts at the federal, state, regional and local levels, to assist in public outreach activities on climate protection issues, and to provide assistance to the JPC on climate protection priorities. Before entering into the current contract, Mr. Riordan provided independent consultant services to each of the regional agencies on climate and related issues.

Mr. Riordan has an unparalleled familiarity with all four of the regional agencies and particularly with their individual and collective climate protection efforts, and he has exceptional connections with the other governments, organizations and individuals upon which an effective regional climate protection and adaptation program depends. He is a skilled facilitator among multiple interests and has an intense personal interest in and commitment to climate issues. In order to maintain continuity and take advantage of the experience and relationships developed by Mr. Riordan over the past year and longer, continuation of Mr. Riordan's consultant relationship is essential.

For these compelling business reasons, I recommend that MTC enter into a sole-source contract in the amount of \$125,000 with Elmwood Consulting to provide consulting services for another one-year period for the Regional Agencies Climate Protection Program. Your signature below indicates your approval of this sole-source contract.

Approved: Ted Droettboom, Regional Planning Program Director, Joint Policy Committee

JPC CLIMATE CONSULTANT SCOPE OF WORK

Purpose

Consultant shall assist MTC and its partner agencies in the Joint Policy Committee (JPC)—the Association of Bay Area Governments (ABAG), the Bay Area Air Quality Management District (Air District), and the Bay Conservation and Development Commission (BCDC)—in implementing the Bay Area Regional Agencies Climate Protection Program, as adopted by the JPC on July 20, 2007.

Tasks

Under the supervision of the Project Manager, the Consultant shall work with regional agency staff to accomplish the following tasks:

Task 1:

Facilitate inter-agency collaboration on climate protection and adaptation strategies.

The consultant shall work with regional agency staff to enhance inter-agency collaboration on climate protection and adaptation strategies by:

- Convening and facilitating inter-agency work groups
- Developing partnerships and alliances with external public/private stakeholders
- Identifying and securing outside funding and resources
- Coordinating progress reports to the JPC

Task 2:

Provide leadership for *Climate Bay Area*, a coordinating group for climate action in the Bay Area.

The consultant shall work with regional agency staff, the Bay Area Council Economic Institute and external stakeholders to implement *Climate Bay Area*, providing alignment and coordination for 25+ climate plans/initiatives and hundreds of Bay Area climate projects. *Climate Bay Area*—consisting of staff from key public, private and community stakeholders—provides a unifying “meeting place” for the region, increases complementary actions, reduces duplication, and focuses resources on the common problems confronting all Bay Area climate efforts.

The Consultant shall help to develop *Climate Bay Area* by:

- Acting as co-chair, with the President of the Bay Area Council Economic Institute, to lead all aspects of *Climate Bay Area*’s work plan.
- Collecting key information about the *very best* climate strategies, programs and projects in the region and disseminating that information to climate stakeholders for project replication and partnership formation.

- Co-leading CBA’s five-step process for addressing key barriers and opportunities.
 1. Identification of the key barriers and opportunities for Bay Area climate action.
 2. Mapping of the groups (if any) who are working to address each barrier/opportunity.
 3. Creation of a unified coordinated “work plan” for each barrier/opportunity.
 4. Monitoring and guidance for work groups, academic experts, and consultants who will contribute to the needed work products.
 5. Bringing together all reports and recommendations (from Step #4) for thorough review and discussion by each stakeholder group. If new partnerships or alliances are required for successful implementation, CBA will assist with their formation.
- Bringing key information—recommendations, options for action, etc.—from CBA to the JPC for review, discussion and decision-making.
- Working closely with regional agency staff to coordinate and align CBA actions with those taken by the regional agencies.

Task 3:

Work with regional agency staff to identify and pursue resource and partnership opportunities that will build the climate protection capacity of the regional agencies.

The consultant shall work with regional agency staff to develop partnerships, funding opportunities and other means to expand and strengthen the climate-related actions of the regional agencies. This may include assisting with a public information campaign, developing regional climate indicators, facilitating partnerships with state and local agencies and other key strategies.

The Consultant shall assist regional agency staff with capacity-building by:

- Identifying partnership opportunities
- Convening staff and stakeholders for discussion and decision-making
- Drafting recommendations for new resources and services

Task 4:

Undertake other work related to the Bay Area Regional Agency Climate Protection Program as assigned by the Project Manager in consultation with the Executive Directors/Officers of the four JPC member agencies.