



METROPOLITAN
TRANSPORTATION
COMMISSION

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TO: Administration Committee

DATE: September 1, 2010

FR: Executive Director

W.I.: 1211

RE: Contract – Climate Initiatives Program Evaluation – ICF International

Staff seeks the Committee’s approval to enter into a contract with ICF International to conduct a program evaluation to determine the emission reductions and effectiveness of projects and programs funded by the Climate Initiatives Program.

Background

In December 2009, MTC programmed \$80 million over a three-year period to implement the Climate Initiatives Program, which includes up to \$4 million towards a comprehensive evaluation of the program itself. The elements of the Climate Initiatives Program that are subject to the program evaluation are described below:

- **Public Outreach and Education Campaign:** MTC, along with the BAAQMD, is coordinating a three-year, climate-focused, community-based social marketing campaign for the Bay Area. The purpose of this \$10 million campaign is to develop an integrated, cohesive means of rallying public and private entities around a unified climate effort.
- **Safe Routes to Schools Program (SR2S):** MTC has newly established a \$15 million Safe Routes to School Program in the region which provides funding to the counties, further augmenting the federal and State SR2S programs, administered by Caltrans.
- **Safe Routes to Schools Creative Grants:** The \$2 million Safe Routes to School Creative Grant Program seeks to fund promising, novel approaches that can further best practices in the SR2S field. These projects would serve as models which can be replicated across the region.
- **Innovative Grants:** The \$31 million Innovative Grants Program seeks to fund high-impact innovative projects that have significant potential to generate tangible GHG emissions reductions from transportation sources and to serve as models that can be replicated across the Bay Area region. The types of projects funded in this program include: (1) parking management and pricing policies, cleaner vehicles, or transportation demand management strategies that have potential for reducing emissions but have not yet been sufficiently tested for replication on a larger scale; (2) innovative transportation projects derived from a locally-adopted Climate Action Plan or plan-equivalent; or (3) a “showcase” transportation project that innovatively combines a number of strategies that together reduce GHG emissions.

Request for Proposal & Evaluation Process

MTC issued a Request for Proposal (RFP) for consultant assistance on May 10, 2010. An email or postcard advertising the availability of the RFP on MTC's website was sent to over 350 individuals/firms. In response, MTC received four proposals which were reviewed by an evaluation committee of MTC and Bay Area Air Quality Management (BAAQMD) staff to determine the relative quality of proposed project staff and firm expertise managing similar types of projects, approach to conducting and completing the project (understanding of project requirements/purpose, proposed work plan and schedule, strategy for managing resources, etc.), cost effectiveness, and the ability to write/present information in a clear manner.

Interviews/discussions were held with the following firms:

Firm	Location	Proposal Budget
ICF International	San Francisco, CA	\$1,997,382
Cambridge Systematics	Oakland, CA	\$1,907,147

The evaluation committee unanimously rated the ICF International team as the superior team based on their depth of understanding of the anticipated project outcomes, the team's extensive experience on relevant related projects, as well as their overall approach, technical methodology and ability to present deliverables in a clear and concise manner.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designated representative to negotiate and enter into a contract with ICF International in an amount not to exceed \$2,000,000 to deliver the Climate Initiatives Program Evaluation services.

Steve Heminger

SH: AN

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.: 1412

Consultant: ICF International (San Francisco, CA)
in association with Alta Planning + Design, Nelson/Nygaard
Consulting Associates, True North Research, Eisen Letunic, Lori
Diggins, LDA Consulting, Nichols Research, Eric Schreffler,
Transportation Consultant

Work Project Title: Climate Initiatives Program Evaluation

Purpose of Project: Conduct a thorough and comprehensive evaluation of the Climate
Initiatives Program. The elements of the Climate Initiatives Program
that are subject to the program evaluation are Public Outreach and
Education Campaign, Safe Routes to School, Safe Routes to School
Creative Grants, and Innovative Grants.

Brief Scope of Work: Provide project management for the Climate Initiatives Program
Evaluation, and conduct a comprehensive evaluation to determine the
emission reductions and effectiveness of projects and programs funded by
the Climate Initiatives Program.

Project Cost Not to Exceed: \$2,000,000

Funding Source: CMAQ

Fiscal Impact: Funds are included in the FY 2010-11 agency budget

Motion by Committee: That the Executive Director or his designee is authorized to
negotiate and enter into a contract with ICF International to deliver
the Climate Initiatives Program Evaluation and the Chief Financial
Officer is directed to set aside funds up to \$2,000,000 for such
contract.

Administration Committee:

Tom Bates, Chair

Approved: Date: September 8, 2010