



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Administration Committee

DATE: October 13, 2010

FR: Deputy Executive Director, Policy

W. I. 1112

RE: Consultant Panel – Public Participation Program for the 2013 Sustainable Communities Strategy/Regional Transportation Plan

MTC staff requests the Committee's approval to create a panel of five pre-qualified consultants (identified in Attachment A) to provide assistance on an as-needed basis with public involvement work related to the development of the Sustainable Communities Strategy/Regional Transportation Plan (SCS/RTP). The work will occur over the course of the thirty-month SCS/RTP planning effort, which must include a robust public involvement program to ensure that all those with a stake in the outcome are actively involved in its preparation. The resulting consultant contracts will authorize work on a task order basis. Panel selection will not necessarily result in award of a contract. The maximum amount currently available for all contracts in FY 2010-11 is \$255,000. Additional funds may be added to the project through final adoption of the SCS/RTP in 2013.

Background

On September 15, 2010, MTC issued a Request for Qualifications (RFQ); about 450 firms were notified about the RFQ either via e-mail message or a postcard mailing, and the RFP was posted on MTC's Web site. Anticipated work areas identified in the RFQ for which consultants were requested to respond are:

- Task 1: Expand on the Public Participation Plan developed by MTC and ABAG and implement an approximate thirty (30) month comprehensive public involvement program for the SCS/RTP planning effort that will engage a wide range of stakeholders;
- Task 2: Develop visualization tools, including data visualization, 3-D animation;
- Task 3: Provide market research assistance, including public opinion surveys, focus groups and other market research elements.

Proposal Evaluation and Next Steps

MTC received 15 statements of qualification (SOQs) in response to the RFQ. An evaluation panel, composed of MTC and ABAG staff members, reviewed the proposals based on the following criteria: 1) individual and team expertise in the task for which each team applied; 2) specific qualifications of lead staff for indicated tasks; 3) cost effectiveness; and 4) communication skills and presentation effectiveness. Seven firms were interviewed.

Staff recommends the following five most qualified consultant teams to be placed on the prequalified list:

- MIG, Berkeley, CA (Task 1 lead; Task 2 support);
- Davis & Associates, San Francisco, CA (Task 1 support);
- AECOM, San Francisco, CA (Task 1 support);
- Field of Vision, San Francisco, CA (Task 2 lead); and
- Corey, Canapary & Galanis, San Francisco, CA (Task 3 lead).

Attachment A provides additional detail on the tasks assigned to each consultant team. Once the panel of consultants is approved by the Committee, MTC and ABAG staff will work with the lead firm (MIG) to design the public involvement program for the SCS/RTP.

Recommendation

Staff recommends that the Committee approve the list of consultants identified in Attachment A to serve as the pre-qualified consultant panel available to provide assistance with public involvement in the SCS/RTP planning effort. Going forward, staff will return to this Committee for contract approval in each instance in which a contract exceeds the Executive Director's delegated signature authority. The current amount available for all contracts is \$255,000.

Ann Flemer

Attachment A

Public Participation Program for the 2013 Sustainable Communities Strategy/Regional Transportation Plan

	Recommended Firm	Task 1	Task 2	Task 3	Role
1)	MIG (Berkeley, CA)	X	X		Serve as the lead firm for the development and implementation of the public involvement elements of the SCS/RTP. Provide assistance with the visualization task.
2)	Davis & Associates (San Francisco, CA)	X			Provide public involvement assistance, specifically with non-traditional outreach focused on small businesses, local governments and ethnically diverse communities.
3)	AECOM (San Francisco, CA)	X			Provide public involvement assistance, specifically with multi-cultural outreach and facilitation.
4)	Field of Vision (San Francisco, CA)		X		Serve as the lead firm to develop visualization tools.
5)	Corey, Canapary & Galanis (San Francisco, CA)			X	Serve as the lead market research firm.

Task Key:

Task #	Task Detail
1)	Expand on the Public Participation Plan developed by MTC and ABAG for the SCS/RTP planning effort and assist in implementation of the approximate thirty (30) month comprehensive public involvement program that will engage a wide range of stakeholders. The public involvement program will revolve around a complex set of technical tasks and decision points that integrate planning for transportation, land use and housing.
2)	Develop SCS visualization tools for the public involvement process of the SCS/RTP that will help educate the public about the emissions, land use, and transportation connection and demystify land use and travel models during the SCS/RTP development process.
3)	Provide market research assistance at points during the SCS development process, as determined by the public involvement program.

REQUEST FOR COMMITTEE APPROVAL
Summary of Pre-Qualified Consultant Panel

Work Item No.: 1112

Consultant Teams:

- AECOM, San Francisco, CA
- Corey, Canapary & Galanis: San Francisco, CA
- Davis & Associates: San Francisco, CA
- Field of Vision, San Francisco, CA
- MIG, Berkeley, CA

Work Project Title: Public Participation Program for the 2013 Sustainable Communities Strategy/Regional Transportation Plan (SCS/RTP)

Purpose of Project: To assist in implementing a 30-month comprehensive public participation program for the SCS/RTP.

Brief Scope of Work:

Expand on the Public Participation Plan developed by MTC and ABAG and implement an approximate thirty (30) month comprehensive public involvement program for the SCS/RTP planning effort that will engage a wide range of stakeholders;

Develop visualization tools, including data visualization, 3-D animation;

Provide market research assistance, including public opinion surveys, focus groups and other market research elements.

Total Project Cost NTE: \$255,000 available for all contracts

Funding Source: CMAQ, TDA

Fiscal Impact: Project is included in MTC's budget for FY 2010-11

Motion by Committee: That the Committee approve the list of pre-qualified consultants to provide assistance over the course of the thirty-month SCS/RTP public outreach program on an as-needed basis, subject to appropriate contract approval procedures.

Admin Committee Chair:

Tom Bates

Approved: Date: October 13, 2010