



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Administration Committee

DATE: February 2, 2010

FR: Deputy Executive Director, Policy

W. I. 1112

RE: Contract – Climate Initiatives School & Youth Outreach Program: Alta Planning + Design

MTC staff requests the Committee's approval to negotiate and enter into a contract in the maximum amount of \$2,850,000 with Alta Planning + Design to assist MTC in developing and implementing the Climate Initiatives School and Youth Outreach Program.

Background

In December 2009, MTC programmed \$80 million to implement the Climate Initiatives Program, including \$3 million for the School and Youth Outreach Program. The School and Youth Outreach Program will be developed over four years. The purpose of the program is to:

- Reduce greenhouse gas (GHG) emissions and criteria pollutants;
- Educate youth about the impacts that vehicle-related emissions have on the environment;
- Inspire youth and their families to make transportation-related behavior changes that reduce GHG emissions; and
- Empower youth to educate their peers on the effects of GHG emissions from transportation sources.

MTC seeks consultant assistance to develop and implement the School and Youth Outreach Program, which will occur in two phases. The first phase will identify and test specific elements for inclusion in the regional program. At the start of Phase I, the selected consultant team will assist MTC in creating a Phase I work plan, including creation of a structure for ongoing communication with Safe Routes to School professionals and industry experts in order to encourage the cross-pollination of ideas, report progress on current outreach activities, and help to identify new elements for testing. Prior to the end of Phase I, the selected consultant team will create a scope, schedule and budget for the regional program that will include the most effective and/or promising elements to be implemented during Phase II, the program's implementation phase. Throughout both phases, the consultant team will provide technical support for MTC's Websites (e.g., MTC, 511, etc.), as well as identify and develop new information technology tools or services. Prior to the

end of the four-year timeframe, MTC will evaluate the program in order to create a potential recommendation for its continuation and/or expansion.

Request for Proposal & Evaluation Process

MTC released a Request for Proposals on October 27, 2010. In response, MTC received four proposals by the November 30, 2010 due date. An evaluation panel composed of MTC, Bay Area Air Quality Management District (BAAQMD) and Association of Bay Area Governments (ABAG) staff members evaluated the proposals based on the following criteria: individual and team expertise and experience, approach to completing the project, cost effectiveness and communication skills.

Interviews/discussions were held with the following firms:

Firm	Location	Proposal Budget
Alta Planning + Design	Berkeley, CA	\$2,724,002
MIG	Berkeley, CA	\$2,850,000

The evaluation committee rated the Alta Planning + Design team as the superior team based on the team’s extensive experience on relevant, related projects, their depth of understanding of the project elements, as well as their overall project approach and cost effectiveness.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designated representative to negotiate and enter into a contract with Alta Planning + Design in an amount not to exceed \$2,850,000 to develop and implement the Climate Initiatives School and Youth Outreach Program.

Ann Flemer

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.: 1112

Consultant Teams: Alta Planning + Design
Berkeley, CA

Work Project Title: Climate Initiatives School and Youth Outreach Program.

Purpose of Project: Develop and implement the Climate Initiatives School and Youth Outreach Program.

Brief Scope of Work: Develop and implement an outreach, encouragement and behavior change program that inspires school-aged children and their families to make specific changes to their travel behaviors to reduce greenhouse gas emissions.

Total Project Cost Not to Exceed: \$2,850,000

Funding Source: 100% CMAQ

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

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract with Alta Planning + Design to deliver the Climate Initiatives School and Youth Outreach Program and the Chief Financial Officer is directed to set aside funds up to \$2,850,000 for such contract.

Admin Committee Chair:

Tom Bates

Approved: Date: February 9, 2011