



METROPOLITAN
TRANSPORTATION
COMMISSION

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TO: Administration Committee

DATE: February 1, 2012

FR: Executive Director

W.I.: 1122

RE: Contract – Travel Model Supply Development: Parsons Brinckerhoff, Inc (\$275,000)

Staff seeks the Committee's approval to enter into a contract in the amount of \$275,000 with Parsons Brinckerhoff, Inc. to assist staff with improving the manner in which roadways, transit service, pedestrian infrastructure, and bicycle facilities are represented in the MTC travel demand model. Parsons Brinckerhoff, Inc. has offices in San Francisco, Oakland, and Antioch.

Background

MTC maintains an analytical planning tool commonly referred to as a "travel demand model." This tool assists MTC in estimating the response of travelers to transportation projects and policies, as well as quantifying the cumulative impact of these individual decisions on the Bay Area's infrastructure and environment. The purpose of this contract is to greatly enhance the fidelity with which space, roadways, transit service, pedestrian infrastructure, and bicycle facilities are represented within the MTC travel model. These improvements should allow for more accurate predictions of traveler responses to infrastructure changes, particularly those that occur at smaller geographic scales (e.g., areas around transit stops, neighborhoods).

Procurement Process

On October 24, 2011, MTC issued a Request for Proposal (RFP) requesting consultant assistance in the above-mentioned effort. An email advertising the availability of the RFP on MTC's website was sent to over 350 individuals/firms. MTC received five proposals, which were reviewed by an evaluation committee of MTC, Santa Clara Valley Transportation Authority and San Francisco County Transportation Authority staff. The evaluation criteria included the team's experience and expertise, project approach, cost effectiveness, and writing ability.

The following five teams submitted proposals: Parsons Brinckerhoff, Inc. (Oakland); AECOM with Questa Engineering (Oakland and Richmond); Daniel Consultants with Hatch Mott Macdonald (Columbia, Maryland and San Jose); PTV Americas (Portland, Oregon); and Urban Analytics with Resource Systems Group, Berkeley Transportation Systems, and Billy Charlton (Oakland, Vermont, Berkeley, and San Francisco).

The number of labor hours and total cost per hour (which includes purchasing hardware and software in some cases) of each proposal is as follows:

Consultant	Hours	Rate Per Hour	Total
Parsons Brinckerhoff	2,120	\$129	\$274,000
AECOM	1,757	\$157	\$275,000
Daniel Consultants	2,238	\$122	\$273,000
PTV Americas	1,555	\$175	\$272,000
Urban Analytics	2,004	\$137	\$275,000

The evaluation committee unanimously recommended the Parsons Brinckerhoff, Inc. team based on their experience with designing supply schemes for activity-based travel models (e.g, the consultant team is currently designing schemes for the San Diego and Miami travel models); deep understanding of MTC's analytical tools (e.g., the consultant team built the MTC travel model); ownership of the hardware and software necessary for the task; and technical skills.

Recommendation

Staff recommends that this Committee authorize the Executive Director to negotiate and enter into a contract with Parsons Brinckerhoff, Inc. in an amount not to exceed \$275,000, to assist in the development of an improved representation of supply for the MTC travel model.



Steve Heminger

SH: DO

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.: 1122

Consultant: Parsons Brinckerhoff, Inc. (Oakland, CA)

Work Project Title: Travel Model Supply Development

Purpose of Project: Improve the representation of supply in the MTC travel model

Brief Scope of Work: Work with MTC to greatly enhance the fidelity with which space, roadways, transit service, pedestrian infrastructure, and bicycle facilities are represented within the MTC travel model.

Project Cost Not to Exceed: \$275,000

Funding Source: General fund

Fiscal Impact: Funds are included in the FY 2011-12 agency budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract with Parsons Brinckerhoff, Inc. to deliver assistance with Travel Model Supply Development and the Chief Financial Officer is directed to set aside funds up to \$275,000 for such contract.

Administration Committee:

Dave Cortese, Chair

Approved: Date: February 8, 2012