



ABAG



MEMORANDUM

TO: Regional Prosperity Plan Steering Committee

DATE: January 11, 2013

FR: Doug Johnson, Principal Planner

W.I.: 1611

RE: Recommendation for Award – Regional Economic Development Strategy
Consultant Selection

Background

The Regional Prosperity Plan includes three interconnected work elements: the Economic Opportunity Strategy; the Housing the Workforce Initiative; and the Equity Initiative.

The Economic Opportunity Strategy work area will support the development of a Regional Economic Development Strategy (Regional Strategy), which will identify ways to expand economic opportunities for low- and moderate-income residents in the Bay Area, and provide more than \$1 million in sub-grants for pilot projects to demonstrate successful approaches.

MTC and ABAG, on behalf of the Regional Prosperity Plan Consortium, released a Request for Proposals (RFP) on Wednesday, November 21, 2012. A total of \$450,000 is budgeted for this project. Given the broad scope of the project, proposers were encouraged to form multi-disciplinary teams that represented a range of expertise drawn from multiple sectors within the region.

Information on the RFP was distributed using the following outreach methods:

- Announcement on the One Bay Area website at, <http://www.onebayarea.org/regional-initiatives/Bay-Area-Prosperity-Plan.html>.
- Announcement on MTC's procurement website: <http://procurements.mtc.ca.gov/>.
- Announcement on the Basecamp Web Portal for the Regional Prosperity Plan at, <https://bayarea.basecampHQ.com/projects/10428054-steering-committee/>.
- Announcement to the Steering Committee and each of the three working groups for the Prosperity Plan.

MTC and ABAG hosted a Proposers Conference on Wednesday, November 28, 2012. Applications were due by 4pm, Thursday, December 20, 2012.

Selection Panel

Consistent with the goals and expectations of the Regional Prosperity Plan, the Joint Projects Team (JPT) was charged with the task of reviewing the proposals and recommending a consultant team to the Steering Committee. The JPT is composed of MTC and ABAG staff as well as co-chairs for each of the three working groups. Co-chairs who were unable to participate

in the selection process due to a conflict of interest, nominated a proxy from their respective working groups. Selection panel members are listed below.

<i>Selection Panel Membership</i>	<i>Name and Organization</i>
MTC Staff	Therese Trivedi, MTC
ABAG Staff	Sailaja Kurella, ABAG
Housing CBO Co-Chair	Carlos Romero
Housing NPO Co-Chair	Evelyn Stivers, Non-Profit Housing Association of Northern California
Housing Public Co-Chair	Duane Bay, San Mateo County
Economic Prosperity CBO Co-Chair	<i>Vacant</i>
Economic Prosperity NPO Co-Chair	Kate White, The San Francisco Foundation
Economic Prosperity Public Co-Chair	Kara Gross, Joint Ventures Silicon Valley
Equity CBO Co-Chair	<i>Vacant</i>
Equity NPO Co-Chair	Stephan Woo, Tenderloin Neighborhood Development Corporation

Evaluation Process

A total of two (2) proposals were submitted for the RFP by the following two consultant teams:

- San Francisco Planning and Urban Research Association (SPUR) with the following partners: Bay Area Council Economic Institute, Working Partnerships USA, San Mateo County Union Community Alliance, and Center for Continuing Study of the California Economy.
- The Planning Center (TPC) with the following partners: BAE Urban Economics and Davis & Associates Communications.

Both proposals met the following minimum qualifications outlined in the RFP:

- The project manager for the lead agency/organization has a minimum of five (5) years of work experience managing large teams at a regional or multi-jurisdictional level on similar projects; and
- The Consultant has demonstrated expertise and experience in all of the following four (4) areas through a minimum of two (2) projects in each category: one, qualitative and quantitative analysis for economic, workforce, housing and transportation needs; two, developing strategies that benefit low- and moderate-income households; three, community and stakeholder engagement with groups ranging from large and small businesses to underserved communities; and four, effective project management.

The JPT evaluated both proposals using the following criteria outlined in the RFP:

- Level of experience and expertise with economic, workforce, housing and transportation analysis and strategy at regional and/or sub-regional level in the nine-county Bay Area. (20%)

- Approach to conducting meaningful and effective technical analysis that informs economic and workforce development strategies for low- and moderate-skilled workers in the region. (15%)
- Level of experience partnering and/or collaborating with public, private and/or community organizations, and under-represented communities in the nine-county Bay Area on economic and workforce development, housing and/or transportation issues. (15%)
- Approach to engaging key partners and stakeholders including, public agencies, community organizations, business and labor groups, economic and workforce development organizations, as well as under-represented communities in the strategy development and decision-making process. (15%)
- Organizational capacity of the consultant team to complete the project deliverables within the project timeframe, including staffing. (10%)
- Cost effectiveness of the proposal based on hours and budget distributed across tasks. (10%)
- Communication skills based on written proposal and interview, if held. (15%)

Scores from each JPT member were tallied to rank the proposals, as listed in the table below. The JPT met on Thursday, January 3, 2013, to discuss the scores and formalize their recommendation to the Steering Committee. Due to the large difference in scores between the two proposals, no interviews were held.

The proposal from SPUR scored higher based on their proposed approach for technical analysis, partnerships and collaboration, strategy development and engagement of key stakeholders.

<i>Proposer</i>	<i>Avg. Score (100 max.)</i>	<i>Rank</i>
San Francisco Planning and Urban Research Association (SPUR)	81.5	1
The Planning Center (TPC)	53.4	2

Recommendation

The JPT recommends that the **consultant team led by SPUR** be forwarded to MTC for award of contract for the Regional Economic Development Strategy project.