



ABAG



## MEMORANDUM

TO: Regional Prosperity Plan Steering Committee

DATE: November 1, 2013

FR: Vikrant Sood, Program Manager

W.I.: 1611

RE: Recommendation for Award – Program Evaluation Consultant Selection

### Background

On Friday, August 9, 2013, MTC and ABAG, on behalf of the Regional Prosperity Plan Consortium, released a Request for Proposals (RFP) for the Bay Area Regional Prosperity Plan Program Evaluation project. MTC has budgeted a total of \$70,000 to fund this project.

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, August 21, 2013. Proposals were due by 4pm, Friday, September 20, 2013.

### 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 firm 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. Selection panel members are listed in the table below.

<i>Selection Panel Membership</i>	<i>Name and Organization</i>
Staff	Therese Trivedi, MTC and Johnny Jaramillo, ABAG
Economic Prosperity Co-Chairs	Margot Prado, City of Oakland
Equity Collaborative Co-Chairs	Jane Martin, POWER

Housing the Workforce Co-Chairs	Kara Douglas, Contra Costa County and Peter Cohen*, Council of Community Housing Organizations
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\*Proxy for Carlos Romero, Urban Ecology

**Selection Process**

One proposal was submitted for the Bay Area Regional Prosperity Plan Program Evaluation project by ICF Consulting.

The proposal demonstrated that the project manager of the firm met the minimum qualifications outlined in *Section II, Proposer Minimum Qualifications and Requirements* of the RFP: a minimum of three years of work experience managing evaluation projects for a grant-funded program addressing housing, transportation or economic development at a regional level; and demonstrated expertise and experience through a minimum of three (3) evaluation projects of a grant-funded program addressing housing, transportation or economic development at a regional level.

The JPT evaluated the proposal using the following criteria as described in *Section VII.C. Evaluation Panel and Evaluation Criteria*: individual and team expertise and experience providing services that demonstrate the proposer possesses the qualifications needed to successfully carry out the project (30%); approach to completing the project, and conducting meaningful qualitative and quantitative analysis in consultation with the three working groups and under direction from the Joint Projects Team (20%); organizational capacity of consultant team to complete the project deliverables within the project timeframe, including staffing (15%); cost effectiveness, including hours and appropriateness of personnel assigned to each task; hourly rates; and reasonableness of task budget (15%); and communication skills based on written proposal and interview, if held (20%).

The JPT met on Thursday, September 26, 2013, to review the proposal and formalize their recommendation to the Steering Committee.

The JPT discussed the option for MTC to reissue the RFP and conduct additional outreach to secure a minimum of three proposals. The JPT determined that (1) MTC had conducted sufficient outreach for the RFP, (2) ICF Consulting submitted a good proposal and is qualified to successfully implement the project, and (3) the optional interview was not needed to make the final recommendation.

<i>Proposer</i>	<i>Award Amount</i>
ICF Consulting, San Francisco	\$70,000

**Recommendation**

The JPT recommends that ICF be awarded the contract for the Bay Area Regional Prosperity Plan Program Evaluation project.