



February 1, 2021

To: Regional Planning and Highways Committee

From: Darrell E. Johnson, Chief Executive Officer

Subject: Award of Agreement for Regional Modeling Traffic Operations On-Call Support Staffing

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Overview

On October 6, 2020, the Orange County Transportation Authority released a request for proposals for on-call support staffing services for the Regional Modeling Traffic Operations section. One proposal was received and evaluated in accordance with the Orange County Transportation Authority's procurement procedures for professional and technical services. Board of Directors' approval is requested to execute an agreement for these services.

Recommendations

- A. Approve the selection of W.G. Zimmerman Engineering, Inc., as the firm to provide on-call support staffing services for the Regional Modeling Traffic Operations section.
- B. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-0-2608 between the Orange County Transportation Authority and W.G. Zimmerman Engineering, Inc., in the amount of \$400,000, for a two-year initial term with two, two-year option terms.

Discussion

The Orange County Transportation Authority (OCTA) has been designated by the local agencies to administer and lead over 15 regionally significant traffic signal synchronization projects. These projects are currently underway or in early development.

When OCTA internal resources are unavailable or unable to perform certain specialized or unique tasks required for projects, OCTA utilizes external, qualified consultant services for that function. Project management assistance is required by OCTA to support traffic engineering needs for the Regional Traffic

Signal Synchronization Program (RTSSP) and other transportation engineering and planning projects on an as-needed basis. The contract awarded under this procurement will provide OCTA with the flexibility of engaging and delivering simultaneous traffic signal synchronization projects to meet delivery schedules and to assist staff in day-to-day tasks required as part of signal synchronization projects.

Regional modeling-traffic operations staff has limited resources to provide this service to local agencies in support of the RTSSP and requires assistance from an on-call consultant. The contracted support staff, which includes one on-site engineer, as well as off-site support staff, will provide OCTA resources to advance and deliver simultaneous traffic signal synchronization projects.

Procurement Approach

This procurement was handled in accordance with OCTA's Board of Directors (Board)-approved procedures for professional and technical services. Various factors are considered in an award for professional and technical services. Award is recommended to the firm offering the most comprehensive overall proposal considering such factors as qualifications, prior experience with similar projects, staffing and project organization, work plan, as well as cost and price.

On October 6, 2020, Request for Proposals (RFP) 0-2608 was issued electronically on CAMM NET. The project was advertised in a newspaper of general circulation on October 6 and 13, 2020. A pre-proposal conference was held virtually on October 13, 2020, with six attendees representing four firms. Three addenda were issued to make available the pre-proposal conference registration sheets and presentation, as well as to handle administrative issues related to the RFP.

On October 28, 2020, one proposal was received from W.G. Zimmerman Engineering, Inc. (WGZE). In accordance with OCTA's procurement policies and procedures, a single proposal received for a procurement over \$50,000 requires OCTA's Internal Audit Department to conduct an agreed-upon procedures review to determine whether the Contracts Administration and Materials Management Department (CAMM) complied with procedures to ensure adequate outreach to stimulate competition. The review found CAMM complied with these procedures. In addition, CAMM contacted the firms that attended the pre-proposal conference along with all the firms on the planholder's list indicating interest in submitting a proposal to inquire why they did not submit proposals

The responses from the firms varied, such as a potential conflict of interest with current or upcoming projects, uncertainty as to why a proposal was not prepared, lack of resources and inability to pursue the opportunity at this time, and not within scope of services.

An evaluation committee comprised of OCTA staff from CAMM, Transportation Modeling, Programming, and Planning and Analysis departments, as well as external representatives from the cities of Anaheim and Irvine, met to review the proposal received from WGZE.

The proposal was evaluated based on the following evaluation criteria and weightings:

- Qualifications of the Firm 20 percent
- Staffing and Project Organization 30 percent
- Work Plan 30 percent
- Cost and Price 20 percent

Several factors were considered in developing the criteria weightings. Qualifications of the firm was weighted at 20 percent as the firm had to demonstrate experience working on similar signal synchronization projects. Staffing and project organization was weighted at 30 percent as the proposed project team had to demonstrate previous experience in all areas specified in the scope of work, stability with the firm, and sufficient allocation of resources to perform the work. Work plan was also weighted at 30 percent as the firm had to demonstrate its understanding of the project requirements, outline its technical approach to managing the signal synchronization projects with adequate support, and completing traffic-related assignments. Cost and price was weighted at 20 percent to ensure OCTA receives value for the services provided.

The evaluation committee conducted an interview with WGZE. The interview consisted of a brief overview of the team's organization plan, as well as an opportunity to respond to the evaluation committee's questions.

The following is a brief summary of the proposal evaluation results.

Qualifications of the Firm

WGZE is the incumbent firm and has been providing support staffing to OCTA since 2012. The firm has been providing traffic, transportation engineering, and project management services since 1995. The firm is located in the City of Huntington Beach with eight employees. WGZE has extensive

experience in traffic project management and traffic signal synchronization services. The firm demonstrated relevant experience having worked with several Southern California agencies in addition to OCTA, such as the Los Angeles County Metropolitan Transportation Authority, and the cities of La Mirada, Seal Beach, and Signal Hill on similar efforts. WGZE demonstrated familiarity with OCTA's signal synchronization program and process including funding guidelines, Measure M2 (M2) application reviews, issuing cooperative agreements and contract task orders, as well as agency coordination. The firm proposed to utilize the same subcontractor, Land CM Corp., as its current contract to provide project management support.

Staffing and Project Organization

WGZE proposed the same project team as its current contract with OCTA to provide continued support staffing for this effort. The proposed project manager is the founder of WGZE and has 30 years of experience in project management, traffic signal design, and corridor traffic signal timing. The proposed on-site traffic engineer has five years of experience and has been providing the same support services to OCTA since 2016, which includes developing a document control system, assisting with interagency coordination, providing support in developing corridor projects funded through M2, assisting with the execution of cooperative agreements and contract task orders, and providing project management services. WGZE's proposed project team demonstrated experience and familiarity with traffic signal synchronization projects, as well as experience with multiple transportation software modeling programs. During the interview, the project team further demonstrated its knowledge and expertise.

Work Plan

WGZE addressed all elements of the scope of work in its work plan. The firm demonstrated an understanding of the project requirements and discussed its approach to meeting those objectives. The firm described its management approach, which includes holding monthly project meetings, maintaining a project schedule, monitoring the budget, and providing quality assurance. The proposed on-site traffic engineer will continue to provide the same support services, including assisting in the management and administration of project contracts, assisting local agency staff and/or consultants by answering project-related questions, tracking and documenting scope changes, and providing data for various reporting needs. WGZE also discussed the project team's responsibilities in providing traffic engineering services as needed, such as maintaining the regional network using the Synchro software, assisting

with signal synchronization field tasks, and maintaining the OCTA geographic information system geodatabase related to traffic operations.

Cost and Price

CAMM also conducted a price review. The hourly rates proposed by WGZE are deemed fair and reasonable as they are on average lower than the OCTA project manager's independent cost estimate and are on average less than what OCTA currently pays for these services.

Procurement Summary

Based on the evaluation of the written proposal, the firm's qualifications, and the information obtained from the interview, the evaluation committee recommends the selection of WGZE to provide on-call support staffing services for the regional modeling-traffic operations section. The WGZE team demonstrated relevant experience and submitted a comprehensive proposal that was responsive to the requirements of the RFP.

The agreement will be a time-and-expense agreement with a two-year initial term and two, two-year option terms. The amount of the initial term is \$400,000.

Fiscal Impact

This project was approved in OCTA's Fiscal Year 2020-21 Budget, Planning Division, Account No. 0017-7519-SP001-P2U, and is funded through the Orange County Local Transportation Authority.

Summary

Based on the information provided, staff recommends the Board of Directors authorize the Chief Executive Officer to negotiate and execute Agreement C-0-2608 with W. G. Zimmerman Engineering, Inc., in the amount of \$400,000, for a two-year initial term, effective through April 30, 2023, with two, two-year option terms, to provide on-call support staffing services for the regional modeling-traffic operations section.

Attachment

None.

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