




June 5, 2017

To: Regional Planning and Highways Committee
From: Darrell Johnson, Chief Executive Officer 
Subject: Consultant Selection for the Systemic Safety Analysis Report

Overview

Consultant services are required to develop the Systemic Safety Analysis Report. This plan will evaluate bicycle and pedestrian related collisions, and will identify potential solutions to improve safety. Proposals have been received and evaluated in accordance with the Orange County Transportation Authority's procurement procedures for architectural and engineering services. Board of Directors' approval is requested for the selection of a firm to perform the required work.

Recommendations

- A. Approve the selection of Fehr & Peers as the firm to develop the Systemic Safety Analysis Report.
- B. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-7-1523, between the Orange County Transportation Authority and Fehr & Peers, to develop the Systemic Safety Analysis Report.

Discussion

The Systemic Safety Analysis Report (SSAR) will identify needs and plan for improvements to the countywide active transportation network. This study will continue to foster the collaboration between the Orange County Transportation Authority (OCTA), Orange County cities, the Orange County Council of Governments, the County of Orange, and the California Department of Transportation (Caltrans).

The Orange County SSAR will be developed in partnership with local agencies and include an analysis of bicycle and pedestrian related collisions spanning the Orange County roadway network. It will identify incident trends and potential

locations with high crash occurrences based on roadway and intersection type. The analysis will help recognize the risk factors related to bicycle and pedestrian collisions, and will be used to develop a list of potential infrastructure and non-infrastructure solutions. These recommended solutions will be based on nationally published crash reduction information and could include traffic control devices, warning beacons, improved lighting, enhanced signage, and refuge islands for bicyclists and pedestrians.

Engagement with local agency staff will ensure that the final product better empowers local agencies to effectively identify solutions and pursue future implementation funding. The Citizens Advisory Committee and the Bicycle and Pedestrian Subcommittee will be involved in preparation of the SSAR. Staff will provide regular updates to the Board of Directors (Board) during the plan development, which is anticipated to take 18 months.

Procurement Approach

This procurement was handled in accordance with OCTA's Board-approved procedures for architectural and engineering (A&E) services that conform to both state and federal laws. Proposals are evaluated and ranked in accordance with the qualifications of the firm, staffing and project organization, and work plan. As this is an A&E procurement, pursuant to state and federal laws, price is not an evaluation criterion, and proposal evaluation is conducted on the basis of overall qualifications to develop a competitive range of offerors. The highest-ranked firm is requested to submit a cost proposal, and the final agreement is negotiated. Should negotiations fail with the highest-ranked firm, a cost proposal will be solicited from the second-ranked firm in accordance with Board-approved procurement policies.

On February 13, 2017, Request for Proposals (RFP) 7-1523 was electronically issued on CAMM NET. The project was advertised on February 13 and 20, 2017, in a newspaper of general circulation. A pre-proposal conference was held on February 21, 2017, with 11 attendees representing ten firms. Two addenda were issued to make the pre-proposal conference registration sheets available, provide responses to questions received, and handle administrative issues related to the RFP.

On March 14, 2017, six proposals were received. An evaluation committee consisting of OCTA staff from the Contracts Administration and Materials Management and the Strategic Planning departments, as well as external

representatives from the City of San Clemente and Caltrans met to review the submitted proposals. The proposals were evaluated utilizing the following evaluation criteria and weights:

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|-------------------------------------|------------|
| • Qualifications of the Firm | 30 percent |
| • Staffing and Project Organization | 35 percent |
| • Work Plan | 35 percent |

In developing these weights, several factors were considered, giving high importance to staffing and project organization, as the qualifications of the project manager and other key personnel are very important to the successful and timely delivery of the project. Similarly, high importance was also given to the work plan criterion to emphasize the importance of the team's understanding of the project, its challenges, and its approach to implementing the various elements of the scope of work. The technical approach to the project is critical to the successful performance of the project. The final criterion, qualifications of the firm, evaluated the firm's experience in performing work of a similar scope and size.

The evaluation committee reviewed and discussed all proposals received based on the evaluation criteria and short-listed two firms to be interviewed. The two most qualified firms are listed below in alphabetical order:

Firm and Location

Fehr & Peers (F&P)
Anaheim, California

Kittelson & Associates, Inc. (Kittelson)
Orange, California

On March 29, 2017, the evaluation committee interviewed the two short-listed firms. The interviews consisted of a presentation allowing each team to present its qualifications, highlight its proposal, and respond to evaluation committee questions. Questions were asked relative to the proposed project team's experience in developing similar reports, crash data analysis and methods to gather additional relevant data, approach to presenting technical data to non-technical audiences, as well as key challenges to completing the SSAR. Finally, each team was asked specific clarification questions related to their proposal.

After considering the presentations and responses to questions asked during the interviews, the evaluation committee adjusted the preliminary scores for both firms, which changed the overall ranking of the firms. As a result, F&P is the top-ranked firm with the highest cumulative score.

Based on the evaluation of written proposals and interviews, staff recommends F&P as the firm to develop the SSAR. F&P ranked highest among proposing firms because of its extensive experience in developing similar safety reports, the key personnel and proposed project team that are highly-qualified to cover all tasks outlined in the scope of work, presented a very strong technical approach to the work plan, as well as an understanding of the project challenges, and presented an excellent interview and team presentation.

The two-short listed firms submitted comprehensive proposals and presented detailed interviews. Brief summaries of the evaluation results follow.

Qualifications of the Firm

The two-short listed firms are established firms with relevant experience and extensive resources. The firms demonstrated experience in the development of similar SSARs.

F&P has more than 15 years of experience providing transportation engineering and planning services for both public and private organizations, with a local office located in the City of Anaheim. F&P has extensive resources with over 250 employees in 15 offices across the country. The firm has successfully completed numerous similar safety studies statewide, which include the Los Angeles Vision Zero Plan, City of Irvine Citywide Safety Program, and more than 60 city assessments as part of the California Pedestrian and Bicycle Safety Assessments Program. This experience has allowed the firm to develop a comprehensive understanding of systemic safety requirements, as well as provide counter measures to address various safety concerns. The firm's proposed subconsultant, Nelson/Nygaard, will be assisting the team with plan and policy review, data analysis, and funding recommendations. The firm provided similar services on the recently completed Safe Mobility Santa Ana Plan. Additionally, proposed subconsultant, Safe Transportation Research and Education Center (SafeTREC), a University of California, Berkeley research center, will be advising on systemic safety, data collection, and data analysis best practices.

Kittelson is a well-established firm that provides transportation engineering, planning, and research services to government and private organizations. The firm has experience in completing similar safety plans along the west coast which include the Systemic Safety Analysis Report Program (SSARP) for Monterey County, Pedestrian Safety Strategy and Master Plan for the City of Oakland, and the Pedestrian and Bicycle Safety Implementation Plan for the Oregon Department of Transportation. Kittelson's proposed subconsultants include SafeTREC to serve as a systemic safety analysis expert, and Psomas, to provide support in the development of infrastructure recommendations and associated cost estimates.

Staffing and Project Organization

Both firms proposed highly-qualified project managers and key personnel with relevant systemic safety experience.

F&P presented a detailed staffing plan that proposed a highly-qualified project team that has worked together on several past related projects. The project manager has over 14 years of relevant experience and specializes in multi-modal transportation and safety planning. The project manager co-authored the California Pedestrian Safety and Bicycle Safety Assessments Technical Guidebooks, and serves as a national instructor for the Federal Highway Administration's pedestrian and bicycle planning, safety, and design courses. Previous projects where the project manager served in a similar role include the California Pedestrian and Bicycle Safety Assessment Program and Pasadena Pedestrian Safety Study.

The project manager is complemented by the deputy project manager who brings over 15 years of transportation engineering experience with a technical understanding of both civil engineering and how various modes of transportation interact with one another. The deputy project manager worked on the recently completed Telegraph Avenue Complete Streets Plan for the City of Oakland (City) in a similar role with responsibility for implementing design options, as well as working with the City to prepare a successful Highway Safety Improvement Program (HSIP) grant application. The project manager led the team through the firm's presentation and interview, with participation from all key personnel present, and displayed an excellent understanding of the project requirements. The interview demonstrated the team's expertise and understanding in the development of SSARs.

Kittelson proposed a well-qualified team that included a project manager with over ten years of proactive safety experience, who also co-authored the first edition of the American Association of State Highway and Transportation Officials Highway Safety Manual. Related experience for the project manager includes working on the Monterey County SSARP to analyze roadway and crash characteristics of 28 signalized intersections across the county in accordance with the February 2016 SSARP Guidelines. The project manager led the team through a very good interview; however, during the interview, there was minimal discussion regarding the engineering solutions which are a major component of the report. The project manager provided good responses to the interview questions; however, the responses were not as detailed as those provided by F&P.

Work Plan

Both firms met the requirements of the RFP, effectively discussed the approach to completing the SSAR, and identified potential limitations on available crash data.

F&P presented a comprehensive work plan that detailed their project understanding and approach, with a very good discussion on the related documents that will affect the systemic study, such as the OCTA Active Transportation Plan and the Master Plan of Arterial Highways. F&P presented a project schedule that would coincide with the upcoming HSIP Cycle 9 call for projects (call) to allow for local cities to pursue that funding opportunity, while still meeting all requirements of the RFP. The work plan demonstrated a very good understanding of the project objectives and clearly described how each objective would be met. During the interview, sub consultant, Nelson/Nygaard, explained in detail the methodology which would ensure that accurate crash data is being reported, as well as developing a consistent reporting method among the various law enforcement agencies, and provided examples of where this approach was used in the past with much success.

Kittelson's work plan demonstrated a very good understanding of the project objectives and presented a detailed approach to completing the work as outlined in their project sequence flow chart. The work plan addressed all aspects of the scope of work, as well as included additional enhancements to further refine the data to strengthen the SSAR. All tasks were described in detail as to how they would be completed, along with examples of final work products that were created from previous projects. Kittelson discussed the opportunity to accelerate the project schedule by performing different tasks simultaneously to meet the upcoming HSIP Cycle 9 call. The approach to completing the work was technically sound and demonstrated the understanding of utilizing other data collection methods to supplement the available crash data.

Procurement Summary

Based on the evaluation of the written proposals, the firms' qualifications, and the information obtained from the interviews, the evaluation committee recommends the selection of F&P as the top-ranked firm to develop the SSAR. F&P submitted a comprehensive proposal that was responsive to all requirements of the RFP, and conducted an excellent interview highlighting the firm's experience, staffing experience, and technical approach to the work plan.

Fiscal Impact

The project is included in the approved fiscal year 2017-18 budget for the Planning Division, Account 1531-7519-A4530-0N4. A state SSARP grant is funding 90 percent, and the remaining ten percent is funded through State Transportation Improvement Program, planning, programming, and monitoring funds previously approved by the Board.

Summary

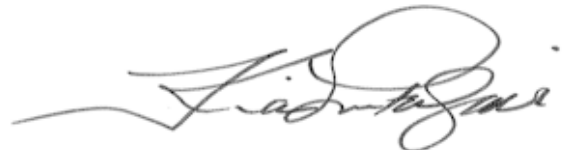
Staff requests Board approval for the Chief Executive Officer to negotiate and execute Agreement No. C-7-1523 with F&P as the firm to develop the SSAR.

Attachments

- A. Review of Proposals, RFP 7-1523 - Consultant Services to Develop the Systemic Safety Analysis Report
- B. Proposal Evaluation Criteria Matrix (Short-Listed Firms), RFP 7-1523 - Consultant Services to Develop the Systemic Safety Analysis Report
- C. Contract History for the Past Two Years, RFP 7-1523 - Consultant Services to Develop the Systemic Safety Analysis Report

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