



July 12, 2018

To: Transit Committee
From: Darrell E. Johnson, Chief Executive Officer
Subject: Agreement for the Bristol Street Transit Corridor Study

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Overview

On April 18, 2018, the Orange County Transportation Authority issued a request for proposals for professional services to conduct the Bristol Street Transit Corridor Study. Board of Directors' approval is requested to execute an agreement for these services.

Recommendations

- A. Approve the selection of WSP USA, Inc., as the firm to prepare the Bristol Street Transit Corridor Study.
- B. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-8-1629 between the Orange County Transportation Authority and WSP USA, Inc., in the amount of \$538,158, to prepare the Bristol Street Transit Corridor Study.

Discussion

In February 2018, the Orange County Transportation Authority (OCTA) completed the OC Transit Vision, a 20-year plan for enhancing and expanding public transit service in Orange County. The plan identifies the most promising corridors for major investments in high quality transit. As one of 11 opportunity corridors for transit improvements, the Bristol Street corridor is one of the initial segments selected for study based on its potential to increase usage of the OCTA transit system.

The Bristol Street corridor has a high ridership because it provides access to several key destinations including: Santa Ana College, South Coast Plaza, and the South Coast Metro area. There is significant potential to improve connections to major nodes in the transit network such as the future OC Streetcar line, Downtown Santa Ana, the Orange County Civic Center, Santa Ana Regional

Transportation Center, and the John Wayne Airport. Based on an analysis of existing ridership, key destinations, and special trip generators, improvements to transit in this corridor have potential to provide significant benefits for existing and new transit riders.

The study is intended to serve as an initial planning study to evaluate a range of possible transit options and to identify the best performers that have local support. The first phase of the study will define the study area, travel demand, and mobility in the existing corridor, and the mobility issues that the study is intended to address. This will include developing project goals, objectives, and performance measures.

Six conceptual transit alternatives will be developed for the study area. The analysis of the alternatives will consider alignment, technology, stop locations, and a constraints analysis. Various transit technologies such as bus, Bus Rapid Transit (BRT), and rapid streetcar will be considered. The primary goal will be to address existing and future mobility needs in the Bristol Street corridor and provide connections to key destinations and regional transportation nodes.

The final phase will evaluate the alternatives against the goals and objectives developed during the first task. Information developed for this task will include ridership estimates, traffic analysis, high-level cost estimates, and feedback from stakeholders. Public participation for this project will focus on targeted issues that are identified by the cities or through the early public input. The final report will provide the cities and OCTA with sufficient information to consider whether to move forward with analysis of a locally preferred alternative. If an alternative is selected in the future, the next steps would include a formal environmental assessment, which is not part of this study.

Procurement Approach

This procurement was handled in accordance with OCTA's Board of Directors (Board)-approved procedures for professional and technical services. In addition to cost, other 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 staffing and project organization, prior experience with similar projects, work plan, as well as fair and reasonable costs.

On April 18, 2018, Request for Proposals (RFP) 8-1629 was issued electronically on CAMM NET. The project was advertised in a newspaper of general circulation on April 18 and April 26, 2018. A pre-proposal conference was held on April 24, 2018, with 18 attendees representing 14 firms. Two addenda were

issued to make available a copy of the pre-proposal conference registration sheet and presentations and respond to questions related to the RFP.

On May 10, 2018, two proposals were received. An evaluation committee consisting of OCTA staff from Contracts Administration and Materials Management, Transit Service Planning, Regional Modeling and Traffic Operations, and Rail Programs and Facilities Engineering departments, as well as a representative from the City of Santa Ana met to review both proposals.

The proposals were evaluated based on the following evaluation criteria and weights:

- Qualifications of the Firm 25 percent
- Staffing and Project Organization 25 percent
- Work Plan 30 percent
- Cost and Price 20 percent

Several factors were considered in developing the evaluation criteria weights. The work plan was considered of highest importance because the project approach will be key to the success of the study. The work plan ensures the firm will provide high-quality, meaningful deliverables for the future Orange County transportation system and will need to build upon the scope of work and detail the best approach to perform each task.

Qualifications of the firm, as well as staffing and project organization, were each assigned a 25 percent weighting as similar experience and knowledge of state-of-the-art transportation planning and design will be important to developing viable alternatives and solutions for the corridor. Cost and price was assigned a 20 percent weighting to ensure OCTA receives competitive pricing to accomplish the required work and to ensure OCTA receives value for the services provided.

On May 23, 2018, the evaluation committee reviewed the two proposals received based on the evaluation criteria. The firms are listed below in alphabetical order:

Firm and Location

IBI Group (IBI)
Irvine, California

WSP USA, Inc. (WSP)
Orange, California

On May 30, 2018, the evaluation committee conducted interviews with the firms. The interviews consisted of a presentation to demonstrate the firms' understanding of OCTA's requirements. The firms' project managers and key team members had an opportunity to present each team's qualifications and respond to the evaluation committee's questions. Questions were asked relative to the proposed key personnel's experience on similar projects, key steps to engage the community, and how complex transportation concepts are presented to non-technical audiences. Finally, each team was asked specific clarification questions related to their proposal.

After considering the responses to the questions asked during the interviews, the evaluation committee adjusted the preliminary scores for both firms; however, the overall ranking of the firms remained unchanged.

Based on the evaluation of the written proposals, the firms' qualifications, proposed costs, and the information obtained from the interviews, the evaluation committee recommends WSP for consideration of the award. The following is a summary of the proposal evaluation results.

Qualifications of the Firm

Both firms demonstrated experience analyzing and developing transportation corridor studies.

WSP was founded in 1885 and provides assistance to transportation agencies to plan, design, and manage construction projects for multiple forms of transportation. WSP currently provides transportation improvement services to the City of Escondido, Los Angeles Metropolitan Transportation Authority (Metro), and the San Diego Association of Governments. The WSP subconsultants supported the Central Harbor Transit Boulevard Transit Corridor Study for OCTA, which will interact and be a guide as a model for the Bristol Street Corridor Study. WSP proposed using three subconsultants who have knowledge and experience supporting different aspects of transportation planning. Lastly, WSP and their subconsultants have experience with recent local projects that will be part of the corridor study, including the OCTA Go Local Program and BRT planning efforts.

IBI was founded in 1974 and currently provides transportation planning assistance to Southern California Association of Governments, Metro, and Valley Transportation Authority in San Jose. IBI has recent relevant experience including the Escondido Bus Rapid Transit, Santa Ana Circulation Element and the Vernon Transit Corridor. IBI has limited experience as the prime consultant

on similar projects; however, IBI proposed using five subconsultants with relevant experience in transportation planning.

Staffing and Project Organization

Both firms proposed project teams with a combination of experience and knowledge of transportation planning. Some of the key staff proposed by the firms have worked with OCTA on previous transportation-related projects.

WSP's proposed key personnel have worked in the transportation industry for an average of 20 years and have extensive relevant experience on similar projects in the counties of Los Angeles, Orange, and San Diego. The key personnel's experience includes multiple BRT projects, transit corridor studies, fixed-guideway oversight, and many public outreach events, all of which are directly relevant to the Bristol Street Corridor Study. The project manager has been with the company for two years, but has over 30 years of experience in transportation management.

The proposed project manager for IBI has been with the firm for 18 years and has worked on many OCTA projects, including feasibility studies. Some key personnel have worked on relevant projects in the City of Santa Ana for OCTA, including the Fixed-Guideway Project and OC Streetcar, which directly correlate to the scope of work. The proposed key personnel have worked on similar transportation management projects; however, the majority of the personnel have limited experience with key aspects of collecting data on prior studies and defining mobility problems.

Work Plan

Both firms provided a comprehensive approach to addressing all the elements of the scope of work, which reflects their clear understanding of OCTA's requirements for this project. Both firms also proposed similar timelines to meet the project schedule, and each provided a detailed map of the corridor.

WSP demonstrated a comprehensive understanding of the scope of work and a practical plan to complete the study. WSP proposed a much broader approach by reviewing past Orange County studies, as well as case studies outside Orange County that effectively illustrate transit concepts. This approach will be beneficial as it will allow OCTA to collect data from other locations in the nation for analysis. WSP also demonstrated a clear comprehension of the OCTA travel-demand forecasting model, as well as their Federal Transit Administration's Simplified-Trips-On-Project-Software models and the potential impacts to OCTA, and Orange County. Lastly, WSP outlined in their proposal

and demonstrated during their interview the approach to provide a public outreach program that includes easy-to-understand technical presentations to non-transit individuals.

IBI's proposal provided a good understanding of the scope of work and addressed the location and the challenges that may arise from the project. IBI included a good plan to conduct the analysis of the corridor by using lessons learned on past corridor projects. The firm proposed to include an analysis of the environmental impact. However, their work plan lacked detail of how the alternatives evaluation process would be executed. During the interview, IBI stated their firm's approach to providing a public outreach program, which includes communication through presentations, simple documents, graphic reports, and partnering with high schools, as well as other circulation elements (city forums, community centers, etc.).

Cost and Price

Pricing scores were based on a formula that assigns the highest score to the firm with the lowest total firm-fixed price for the tasks to be completed and scores the other proposal's total firm-fixed prices based on their relation to the lowest total firm-fixed price. WSP proposed the lowest firm-fixed price.

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 WSP as the top-ranked firm to prepare the Bristol Street Corridor Study. WSP demonstrated strong relevant experience, competitive pricing, and submitted a thorough and comprehensive proposal that was responsive to all requirements of the RFP.

Fiscal Impact

The project is included in OCTA's Fiscal Year 2018-19 Budget, Capital Programs Division, Account 1535-7519-A1408-TV1, and is funded by federal Regional Surface Transportation Program funds.

Summary

Based on the information provided, staff recommends the Board authorize the Chief Executive Officer to negotiate and execute Agreement No. C-8-1629 between OCTA and WSP USA, Inc., in the amount of \$538,158, to prepare the Bristol Street Transit Corridor Study.

Attachments

- A. Review of Proposals, RFP 8-1629 Bristol Street Transit Corridor Study
- B. Proposal Evaluation Criteria Matrix, RFP 8-1629 Bristol Street Transit Corridor Study
- C. Contract History for the Past Two Years, RFP 8-1629 Bristol Street Transit Corridor Study

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