



**September 6, 2018**

**To:** Regional Planning and Highways Committee

**From:** Darrell E. Johnson, Chief Executive Officer

**Subject:** Consultant Selection for the Beach Boulevard Corridor Study

### **Overview**

Consultant services are needed to conduct the Beach Boulevard Corridor Study. Proposals were received in accordance with the Orange County Transportation Authority's procurement procedures for professional and technical services. Board of Directors' approval is requested to select a firm to assist in the development of the Beach Boulevard Corridor Study.

### **Recommendations**

- A. Approve the selection of Kittelson & Associates, Inc. as the firm to conduct the Beach Boulevard Corridor Study.
- B. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-8-1683 between the Orange County Transportation Authority and Kittelson & Associates, Inc., in the amount of \$439,999, for an 18-month term through April 30, 2020, to conduct the Beach Boulevard Corridor Study.

### **Discussion**

Beach Boulevard is a key north/south arterial highway that carries between 26,000 and 83,000 vehicles per day. This facility is generally operated by the California Department of Transportation (Caltrans) and is also known as State Route 39. The corridor is approximately 21 miles in length and traverses ten distinct local jurisdictions in Orange and Los Angeles counties. In 2010, the Orange County Transportation Authority (OCTA) finalized the Central County Corridor Major Investment Study (CCCMIS), which recommended various multimodal improvements for central Orange County. The CCCMIS recommended further study of Beach Boulevard to address north/south mobility needs and identify solutions generally within the existing right-of-way.

On May 1, 2018, Caltrans and OCTA entered into Cooperative Agreement No. C-8-1648 to establish a partnership to develop the Beach Boulevard Corridor Study (Study). Caltrans has been awarded state planning and research grant funds for the Study and will reimburse OCTA to provide project management services. Per the agreement, OCTA's responsibilities include procuring consultant services and managing the consultant contract.

A request for proposals (RFP) has been issued to seek qualified consultants to conduct this Study. OCTA, in partnership with Caltrans will incorporate a collaborative planning process involving participants from potentially affected jurisdictions and stakeholders. A broad range of multimodal transportation opportunities will be identified to enhance regional mobility. Refined alternatives will reflect a long-range strategic vision that can be carried forward into subsequent project development processes. The vision will consider local land use objectives and their interactions with transportation needs.

### ***Procurement Approach***

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

On May 22, 2018, RFP 8-1683 was issued electronically on CAMM NET. The project was advertised in a newspaper of general circulation on May 22 and 29, 2018. A pre-proposal conference took place on May 29, 2018, with 15 attendees representing 12 firms. Two addenda were issued to make available the pre-proposal conference registration sheets and presentation, as well as respond to questions related to the RFP.

On June 19, 2018, six proposals were received. An evaluation committee consisting of OCTA staff from the Contracts Administration and Materials Management and Transportation Planning departments, as well as external representatives from Caltrans, City of Anaheim, City of Buena Park, and

City of Westminster met to review all proposals received. 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. Work plan was weighted highest at 30 percent as the project approach and understanding of the requirements are key to the success of the Study. The firm had to present an effective work plan by detailing its approach to performing each task and producing high-quality deliverables. Qualifications of the firm and staffing were both weighted at 25 percent each as experience and knowledge of state-of-the-art highway planning and design is necessary in developing viable alternatives and hot spot solutions. Cost was weighted at 20 percent to make sure the program will be delivered efficiently and that OCTA receives value for the services provided.

On July 9, 2018, the evaluation committee reviewed the proposals based on the evaluation criteria and short-listed the three most qualified firms listed below in alphabetical order:

ADVANTEC Consulting Engineers, Inc. (ADVANTEC)  
Irvine, California

HDR Engineering, Inc. (HDR)  
Irvine, California

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

On July 17, 2018, the evaluation committee conducted interviews with the three short-listed firms. The interview 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 engaging stakeholders and building consensus, communicating technical information, and ensuring study recommendations would be locally-adopted and implemented. In addition, 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 reviewed the preliminary ranking and made adjustments to individual scores. As a result, the ranking of the firms changed.

Based on the evaluation of the written proposals and information obtained from the interviews, the evaluation committee is recommending Kittelson for consideration of the award. The following is a brief summary of the proposal evaluation results.

#### Qualifications of the Firm

Kittelson has been providing transportation engineering, planning, and research services since 1985. The firm has 220 employees and 24 offices nationwide, including an office in the City of Anaheim. Kittelson has provided multimodal transportation planning services, such as complete streets, traffic forecasting, and active transportation analysis to various public agencies, which include Los Angeles County Metropolitan Transportation Authority (LA Metro), Alameda County, and the Florida Department of Transportation. The firm has worked with OCTA on a variety of transportation planning projects, which include the Master Plan of Arterials and Highway Guidance, Central Harbor Boulevard Transit Corridor Study, and Active Transportation Count Program. Kittelson proposed to utilize five subcontractors to provide additional technical expertise in areas such as traffic engineering, cost estimating, technical working group coordination, complete streets planning, and public outreach.

HDR was founded in 1917 and has 10,000 employees across 200 offices nationwide. The firm has 400 employees in southern California, as well as an office in the City of Irvine. HDR has experience working with OCTA on the Pacific Coast Highway Corridor Study and Orange County Freeway Study. The firm has also worked with other public agencies, including LA Metro, San Diego Association of Governments, and the San Bernardino County Transportation Authority. HDR proposed to utilize two subcontractors to provide public outreach and transportation planning support.

ADVANTEC has been providing multimodal transportation planning, engineering, and technology services since 1998. The firm has 35 employees and six offices, including an office in the City of Irvine. The firm has worked with OCTA on the 2017 Corridor Operations Performance Report and the Regional Traffic Signal and Synchronization Program. The firm also has experience working with Caltrans District 12, the Town of Apple Valley, and Coachella Valley Association of Governments. ADVANTEC proposed to utilize two subcontractors to provide community outreach and project management support.

### Staffing and Project Organization

Kittelson proposed a project team with experience in various disciplines, such as transportation planning, complete streets planning, and community outreach. The proposed project manager has 21 years of planning and engineering experience related to corridor studies, active transportation planning, and travel demand management. The project team member's years of experience range from 18 years to 36 years, and the project team consists of transportation planners, transportation engineers, urban planners, and community liaisons. The project team is structured with a lead for each task to ensure all project tasks are addressed and completed. During the interview, the project team members discussed their roles in conducting the Study, as well as responded to the evaluation committee's questions.

HDR proposed a project team with relevant experience. The proposed project manager has 38 years of experience related to the management and development of transportation corridor and traffic engineering projects, including corridor studies and corridor planning. The project team member's years of experience range from nine years to 38 years with expertise in transportation analysis, planning and design, transportation engineering, and public outreach. The project team members discussed how they would complete the project requirements and responded to the evaluation committee's questions during the interview.

ADVANTEC proposed a project team with experience in transportation engineering, transportation planning, and traffic engineering. The proposed project manager has 29 years of experience in transportation systems and traffic engineering. The project team member's years of experience range from eight years to 35 years. During the interview, the team members discussed their approach for conducting the Study and responded to the evaluation committee's questions.

### Work Plan

Kittelson presented a work plan that addressed all of the tasks in the scope of work. The firm demonstrated an understanding of the Beach Boulevard corridor by identifying the jurisdictions, traffic conditions, and land use, as well as its various stakeholders, which include each corridor city, OCTA, and Caltrans. The firm discussed its approach for identifying multimodal solutions, engaging diverse stakeholders, and presenting recommendations that are feasible for implementation. The firm proposed several enhancements, such as reviewing existing transportation infrastructures along the corridor, using data sources to determine origin/destination patterns and seasonality, and conducting case

studies at certain locations along the corridor to assess the effects of proposed improvements on actual operations of the street. In addition, the firm detailed how it would reach out to different stakeholders and build consensus to ensure that recommendations are locally-adopted and implemented.

In its work plan, HDR discussed its approach for completing all the project tasks. The firm discussed the current traffic issues and existing conditions along the corridor and proposed solutions. The firm identified characteristics of the corridor and included opportunities and challenges as it relates to planning for additional users and high capacity transit. HDR discussed interagency coordination and building consensus among the stakeholders. However, the firm did not address in detail active transportation and focused more on vehicular solutions.

ADVANTEC presented its approach for conducting the Study in its work plan. The firm discussed the characteristics of the Beach Boulevard corridor, such as traffic volumes and synchronization performance, challenges for active transportation, transit operations, and proposed recommendations and potential solutions. However, ADVANTEC did not elaborate on the technical working group workshops and overall outreach effort.

#### **Cost and Price**

Pricing scores are based on a formula which assigned the highest score to the firm with the lowest total firm-fixed price, and scored the remaining proposals' firm-fixed price based on their relation to the lowest firm-fixed price. Although Kittelson did not propose the lowest total firm-fixed price, it was competitive among the other proposing firms.

#### **Procurement Summary**

Based on the evaluation of the written proposals, the firms' qualifications, as well as information obtained from the interviews, the evaluation committee recommends the selection of Kittelson as the top-ranked firm to conduct the Beach Boulevard Corridor Study.

#### **Fiscal Impact**

The project was approved in OCTA's Fiscal Year 2018-19 Budget, Planning Division, Account 1531-7519-A4461-10X. It is partially grant-funded through federal, state planning and research funds, as well as state planning, programming, and monitoring funds.

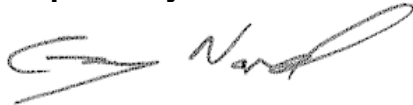
***Summary***

Based on the information provided, staff recommends the Board of Directors authorize the Chief Executive Officer to negotiate and execute Agreement No. C-8-1683 with Kittelson & Associates, Inc., to conduct the Beach Boulevard Corridor Study, in the amount of \$439,999, for an 18-month term.

***Attachments***

- A. Review of Proposals, RFP 8-1683 Beach Boulevard Corridor Study
- B. Proposal Evaluation Criteria Matrix (Short-Listed Firms), RFP 8-1683 Beach Boulevard Corridor Study
- C. Contract History for the Past Two Years, RFP 8-1683 Beach Boulevard Corridor Study

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