



May 21, 2020

To: Legislative and Communications Committee

From: Darrell E. Johnson, Chief Executive Officer

Subject: Agreement for Average Vehicle Ridership Services Provider

Overview

As part of its responsibilities in the Regional Rideshare Partnership, the Orange County Transportation Authority provides services that help employers comply with the South Coast Air Quality Management District's Rule 2202 - On-Road Motor Vehicle Mitigation Options, including tracking average vehicle ridership. A procurement was conducted in accordance with the Orange County Transportation Authority's procurement procedures for professional and technical services for a consultant to provide average vehicle ridership services. Board of Directors' approval is requested to execute the agreement.

Recommendations

- A. Approve the selection of Innovative TDM Solutions as the firm to provide consulting services for the Orange County Transportation Authority's Average Vehicle Ridership (AVR) Program.
- B. Authorize the Chief Executive Officer to negotiate and execute Agreement No.C-0-2167 between the Orange County Transportation Authority and Innovative TDM Solutions, in the amount of \$380,000, for the initial two-year term, with two, one-year option terms.

Discussion

The Orange County Transportation Authority (OCTA) serves as the county transportation commission (CTC) for Orange County. OCTA and the following CTCs form the Regional Rideshare Partnership:

- 1. Los Angeles County Metropolitan Transportation Authority
- 2. Riverside County Transportation Commission
- 3. San Bernardino County Transportation Authority

4. Ventura County Transportation Commission

The CTCs have been jointly providing regional rideshare services to employers since the Southern California Association of Governments (SCAG) ceased to provide these services in 2003. In this context, “rideshare” refers to all modes of transportation other than driving alone to work, including commuting to work by bus, train, carpool, vanpool, walking, and biking - all which reduce congestion and improve air quality.

Like other CTCs in the South Coast Air Basin, OCTA provides services that help employers comply with the South Coast Air Quality Management District’s (South Coast AQMD) Rule 2202 - On-Road Motor Vehicle Mitigation Options, which provides employers of 250 or more employees with a number of options to reduce mobile-source emissions generated from employee commutes, to comply with federal and state Clean Air Act requirements.

Employers seeking to reduce the number of vehicles traveling to their worksite(s) must survey their employees annually to calculate Average Vehicle Ridership (AVR), which, in broad terms, is calculated by the number of employees arriving to a worksite divided by the number of vehicles. The South Coast AQMD established an AVR target of 1.50 for Orange County employers, which represents an average ratio of 1.50 employees per vehicle arriving to the worksite.

Working with a consultant, OCTA facilitates the annual employer transportation survey and AVR calculation services, as well as provides individualized RideGuides to employees, to help achieve Rule 2202 compliance. OCTA’s current contract for AVR services will expire on June 30, 2020, and staff is requesting a new agreement with a consultant to continue to provide AVR services to employers.

Since 2006, OCTA has worked with a consultant to survey:

- 806 employers
- 1,786 worksites
- 791,187 commuters

Data from these surveys is stored in the regional rideshare database, jointly developed, maintained, and owned by the Regional Rideshare Partnership. OCTA and the other CTCs use the data to promote ridesharing alternatives and demonstrate the impact of ridesharing (and telecommuting) on congestion and air quality.

Based on aggregate survey results for fiscal year 2018-19 with 357 employer worksites and 73,312 employees surveyed, the following key metrics were reported to highlight the benefits of ridesharing as an alternative to driving in single-occupancy vehicles:

- vehicle miles traveled were reduced by 3,543,002 miles,
- commuters saved \$2,090,371 in vehicle operation costs, and
- total pollutants were reduced by 4,058,176 pounds.

Regional Rideshare Database and RideMatch.info Website

The AVR survey data contained in the regional rideshare database also provides the backbone for the regional ridematching website, RideMatch.info, which provides tools for public transit trip planning, carpool matching, and vanpool formation and retention. The database also provides viable leads to grow the OC Vanpool program, OCTA's Perk Pass Program for bus commuters, and Metrolink's Corporate Partner Pass Program. The CTC's regional rideshare database contains approximately 500,000 commuters, which is the largest ridematching database in the country.

Individualized RideGuides for Commuters

When completing an AVR survey, employees can opt-in to receive RideGuides with individualized ridesharing recommendations based on their home and work location, work hours, bus and train schedules, vanpool availability, and park-and-ride lot locations. Since 2006, OCTA has worked with an AVR services consultant to distribute 157,108 paper and electronic RideGuides, helping employees to rideshare and employers to reduce the number of vehicles traveling to worksites, helping to reduce congestion and improve air quality.

Procurement Approach

This procurement was handled in accordance with OCTA Board of Directors (Board)-approved procedures for professional and technical services. In addition to cost, many other factors are considered in an award for professional and technical services. Award is recommended to the comprehensive overall proposal considering such factors as project organization and staffing, prior experience with similar projects, work plan, and a fair and reasonable price structure.

On March 11, 2020, Request for Proposals (RFP) 0-2617 was issued electronically on CAMM NET. The project was advertised on March 11 and 18, 2020, in a newspaper of general circulation. Three Addenda

were issued to make available the pre-proposal presentation and to respond to written questions. On March 31, 2020, one proposal was received from Innovative TDM Solutions.

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| • Qualifications of the Firm | 30% |
| • Staffing and Project Organization | 25% |
| • Work Plan | 25% |
| • Cost and Price | 20% |

Several factors were considered in developing the evaluation criteria weights. Qualifications of the firm was weighted the highest at 30 percent to emphasize the importance of the proposing firms having qualifications for the highly specific and niche nature of the work required. Staffing and project organization and work plan were weighted at 25 percent each to ensure firms demonstrated a thorough understanding of the work required and the methods needed to deliver with satisfactory results. Cost was also important with a 20 percent weight to ensure value is received for the services provided.

On April 8, 2020, the evaluation committee reviewed the one proposal received based on the evaluation criteria. An interview with this firm was held on April 15, 2020.

In accordance with OCTA procurement policies and procedures, a single proposal received for a procurement over \$50,000 requires OCTA Internal Audit Department (Internal Audit) to conduct a review to determine if there was adequate competition. In addition, the Contracts Administration Materials Management (CAMM) Department contacted several vendors from the bid list to inquire why they did not submit proposals. One firm stated that upon further review, it was determined their services did not completely align with those requested in the RFP. Another firm determined the project did not fit its current capabilities at this time. A third firm did not submit a response to the RFP given its limited capacity. A fourth firm determined that it did not have the qualifications to be competitive, and a fifth firm did not submit a proposal because they determined that they could not deliver all the tasks included in the scope of work.

Innovative TDM Solutions, the incumbent firm, has been supporting this project for over 15 years and is providing OCTA with fair and reasonable pricing, based on historical, as well as current contract rates for these services.

Qualifications of the Firm

Innovative TDM Solutions has demonstrated direct relevant experience and capabilities in all aspects of the services requested. The firm has demonstrated experience providing similar services to other transit agencies in addition to OCTA. Innovative TDM Solutions has been the consultant providing these services to OCTA since 2005.

Staffing and Project Organization

Innovative TDM Solutions has proposed adequate staff resources to support the program. The project manager and key personnel proposed by the firm are all qualified and demonstrate extensive knowledge of the program requirements. The proposed project staff demonstrated familiarity with all aspects of the AVR survey process. During the interview, Innovative TDM Solutions was able to demonstrate protocols being implemented to anticipate disruptions associated with novel coronavirus (COVID-19) and ways to enhance the program for efficiency.

Work Plan

The work plan proposed by the firm conformed to the scope of work identified in the RFP. The firm, through their proposal, also demonstrated their ability to provide the software and mechanism to see the process from beginning to end.

Cost and Price

Innovative TDM Solutions proposed rates are similar to the current contract task fees, which OCTA pays under the current contract for AVR 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 Innovative TDM Solutions as the consultant for ridership program consulting services. The Innovative TDM Solutions demonstrated strong relevant experience and submitted a thorough and comprehensive proposal that was responsive to all requirements of the RFP. The agreement will be for a two-year term with a not-to-exceed amount of \$380,000 with two, one-year option terms.

Fiscal Impact

The program is funded with Federal Transit Authority (FTA) grant funds in Account No. 1841-7519-A2237-L75.

Summary

Based on the information provided, staff recommends the Board authorize the Chief Executive Officer to negotiate and execute Agreement No. C-0-2167 with Innovative TDM Solutions in the amount of \$380,000, to provide Average Vehicle Ridership services for an initial term of two years.

Attachment

None.

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