

Inter Office Memo

To: Board of Directors

Date: December 7, 2011

From: Anne Muzzini, Director of Planning and Marketing

Reviewed By:



SUBJECT: MOBILITY MANAGEMENT CONTRACT AWARD

SUMMARY OF ISSUES: In FY2009 and FY2010, CCCTA received \$115,000 in Federal New Freedom funding for a County-wide mobility management inventory and development of a mobility management plan. New Freedom funding requires a 20% match and is slated to come from Measure C and 511 Contra Costa. The total budget for the two phases is equal to \$143,750. Phase three involves implementation of a mobility management center by Contra Costa Transportation Authority (CCTA).

The goal of this Mobility Management Plan and eventually the mobility management center is to improve transportation for seniors, people with disabilities, and low-income persons through coordination and resource sharing. The Mobility Management Center is envisioned to be a "one stop" location where people can call or log onto a website to find the resource that best fits their need.

CCCTA put out a Request for Proposals to complete the inventory and develop a mobility management plan. Two proposals were received; one from Innovative Paradigms, and one from Boyle/Branson & Associates. An evaluation committee was assembled to represent key partners in the project; West Contra Costa Transportation Advisory Committee (WCCTAC), Contra Costa Transportation Authority (CCTA), Eastern Contra Costa Transit Authority (ECCTA), as well staff from CCCTA.

The evaluation committee scored the proposals on their work plan, similar work experience, budget, timeline, and staffing plan. The Committee unanimously agreed that Innovative Paradigms should be chose to conduct the work. They have national experience, proven technical ability, a superior understanding of the project, and have committed to a senior staff involvement.

RECOMMENDATION: The MP&L Committee recommends that the Board approve Resolution #2012-015 authorizing the General Manager to enter into an agreement with Innovative Paradigms for the Mobility Management Inventory and Plan in an amount not to exceed \$143,713.

OPTIONS:

1. Approve MP&L recommendation
2. Forgo taking responsibility for the Countywide mobility management plan and suffer the consequences of a plan developed by another agency.