

To: MP&L Committee

Date: November 28, 2012

From: Anne Muzzini, Director of Planning

Reviewed by:

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**SUBJECT:** Adaptive Service Plan - Consultant Selection

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**Background:**

Earlier this year, CCCTA applied for Measure J funds identified for Transportation for Livable Communities (TLC). These funds were distributed through the sub-regional areas and \$90,000 was approved by TRANSPAC for the Adaptive Service Plan project. The total project cost was estimated at \$115,000. Because the funding was part of the TRANSPAC allocation of TLC money the Adaptive Service Plan will be focused in the TRANSPAC area which includes the Cities of Walnut Creek, Concord, Clayton, Martinez and Pleasant Hill.

The goal of the Adaptive Service Plan is to develop transit service that is tailored to fit neighborhoods where fixed route service isn't working. CCCTA is being responsive to increased pressure from MTC to address productivity and increased pressure from the public to maximize the effectiveness and the appropriateness of the transit service provided. There are neighborhoods in the TRANSPAC area where 40-foot buses are operating that are not productive and there are neighborhoods that have had transit service removed because ridership does not support typical fixed route service.

It is important for CCCTA to be flexible and responsive to the needs of the community and at the same time provide service that is cost effective. The Adaptive Service Plan will identify neighborhoods that could be more effectively served with non-traditional transit. Current fixed route and paratransit ridership information and area demographics will be used to select neighborhoods that have potential to serve as demonstration areas for new modes.

Service alternatives will be developed that are tailored to the particular needs of the residents. Instead of a 40-foot fixed route bus, door-to-door service using small buses may be more appropriate. Strategic and targeted transit service that meets the unique needs of the neighborhood will be developed. CCCTA operated shuttles and flex routes will be considered as well as private service alternatives and technology focused options. The end product will be an implementation plan for alternative transit service within two neighborhoods.

Implementation of service that is neither fixed route nor paratransit will present new challenges to the agency and it is important to flesh out the issues involved and to figure out how to tackle them. This Plan will identify the steps that CCCTA needs to take to be a more responsive and flexible organization focused on tailoring service to its market.

**Summary of Issues:**

In response to our request, seven consultants submitted proposals. A panel of reviewers was assembled from CCCTA and TRANSPAC staff. A short-list of three firms was developed and these firms were interviewed. A scoring method was used that weighted experience, cost and approach. The weights are shown below.

Firm Experience	30%
Qualifications	40%
Approach to Scope of Service	20%
Cost Proposal	10%

**Recommendation:**

Based on the quality of the Nelson Nygaard proposal and the experience of the team the review committee recommends that they be awarded the contract. Staff recommends that the committee forward to the Board a recommendation that the General Manager be authorized to execute an agreement with Nelson Nygaard for the Adaptive Service Plan in an amount not to exceed \$115,000.