

To: Board of Directors

Date: December 11, 2012

From: Anne Muzzini, Director of Planning

Reviewed by:

SUBJECT: Adaptive Service Plan - Consultant Selection

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% |

Based on the quality of the Nelson Nygaard proposal and the experience of the team the review committee recommended that they be awarded the contract.

Recommendation:

The MP&L Committee recommends that the Board approve Resolution #2013.013 authorizing the General Manager to execute an agreement with Nelson Nygaard for the Adaptive Service Plan in an amount not to exceed \$115,000.

Financial Implications:

Measure J TLC funds will be used to pay for \$90,000 of the project and the remaining \$25,000 will come out of the planning budget.

RESOLUTION NO. 2013-013

**BOARD OF DIRECTORS,
CENTRAL CONTRA COSTA TRANSIT AUTHORITY
STATE OF CALIFORNIA**

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**AUTHORIZING AWARD OF CONTRACT FOR CONSULTING SERVICES
TO NELSON\NYGAARD CONSULTING ASSOCIATES, INC.
FOR AN ADAPTIVE SERVICE ANALYSIS PLAN
IN AN AMOUNT NOT TO EXCEED \$115,000**

WHEREAS, the County of Contra Costa and the Cities of Clayton, Concord, the Town of Danville, Lafayette, Martinez, the Town of Moraga, Orinda, Pleasant Hill, San Ramon and Walnut Creek (hereinafter "Member Jurisdictions") have formed the Central Contra Costa Transit Authority ("CCCTA"), a joint exercise of powers agency created under California Government Code Section 6500 et seq., for the joint exercise of certain powers to provide coordinated and integrated public transportation services within the area of its Member Jurisdictions; and

WHEREAS, CCCTA released a Request for Proposals for professional services to prepare an Adaptive Service Analysis Plan; and

WHEREAS, seven proposals were submitted and determined to be responsive to CCCTA's requirements; and

WHEREAS, the proposals were evaluated based upon the criteria specified in the RFP, with Nelson\Nygaard Consulting Associates, Inc. rated the highest based upon firm experience, team experience, approach to the project and cost proposal; and

WHEREAS, the Marketing Planning and Legislative Committee concurs in the staff recommendation for award of contract to Nelson\Nygaard Consulting Associates, Inc. to perform the desired services; and

WHEREAS, adequate funding is available for this project as a grant was obtained from Contra Costa Transportation Authority from Measure J Transportation for Livable Communities (TLC) funds in the TRANSPAC area and with match from Transportation Development Act (TDA) funds.

NOW, THEREFORE, BE IT RESOLVED that the Central Contra Costa Transit Authority Board of Directors hereby authorizes the General Manager to enter into a professional services agreement with Nelson\Nygaard Consulting Associates, Inc. in a form approved by Legal Counsel, in an amount not to exceed \$115,000, for the development of an Adaptive Service Analysis Plan.

Regularly passed and adopted this 20th day of December, 2012, by the following vote.

AYES:

NOES:

ABSTENTIONS:

ABSENT:

Erling Horn, Chair, Board of Directors

ATTEST:

Janet Madrigal, Clerk to the Board