

To: Marketing Planning and Legislative Committee

Date: July 31, 2014

From: Anne Muzzini, Director of Planning and Marketing

Reviewed by:

Subject: Lamorinda Service Plan

Background:

The Lamorinda Program Management Committee (LPMC) has obtained funds (\$70,000) to conduct a study of transit options in the Lafayette, Moraga, and Orinda area. The study will evaluate current ridership and potential demand. It will explore ways to generate additional funding and propose service changes and alternatives to better serve the community. The LPMC has asked County Connection to manage the study on their behalf and contribute \$10,000 toward the effort. An RFP was drafted, reviewed by both the MP&L and the LPMC in May, and subsequently released. Three proposals were received.

Recommendation

Proposals were received three consulting firms; Stantec, Moore & Associates, and Nelson Nygaard. All proposals were very close in price because the RFP outlined the budget of \$80,000. Planning and engineering staff from each city (Lafayette, Orinda, and Moraga) and I reviewed the proposals and met to discuss them in detail. It was unanimous that Nelson Nygaard had the best proposal and the most experienced team. Staff recommends that they be awarded the contract in an amount not to exceed \$80,000. Because the procurement is under \$100,000 it is within the General Manager's authorization to approve after Committee review.

Next Steps

The recommendation to award the contract will go to the LPMC at their August meeting for concurrence prior to execution of an agreement. Once the contract is executed, work will begin and is expected to be completed by April 2015. Deliverables on work tasks will be formatted for easy presentation to the public, the MP&L, and the LPMC. Deliverables will include:

- 1) Description of current conditions
- 2) Description of need – summary of rider, resident & stakeholder surveys
- 3) Description of service alternatives & performance measurement system, and
- 4) Draft and final plan.