Los Angeles County
Metropolitan Transportation
Authority
One Gateway Plaza
3rd Floor Board Room
Los Angeles, CA

File #: 2020-0689, **File Type:** Contract **Agenda Number:** 14.

REVISED
PLANNING & PROGRAMMING COMMITTEE
NOVEMBER 18, 2020

SUBJECT: SEPULVEDA TRANSIT CORRIDOR COMMUNITY PARTICIPATION PROGRAM

ACTION: AWARD CONTRACT

RECOMMENDATION

AUTHORIZE the Chief Executive Officer (CEO) to award and execute a 54-month, firm fixed price Contract No. PS68039000 to Arellano Associates LLC, for the Sepulveda Transit Corridor Community Participation Program, in the total amount of $4,861,759 (inclusive of four optional tasks: Task 3.1.1 for Copywriting and Mailing Support in the amount of $81,417, Task 4.1.1 for Printing in the amount of $25,167, Task 5.2 for Video Production in the amount of $167,234, and Task 11 for the expansion of the program to include the Westside-LAX area in the amount of $1,073,011), subject to the resolution of protest(s), if any.

ISSUE

On January 24, 2020, Metro issued a Request for Proposals (RFP No. PS68039) seeking a qualified contractor for professional services to develop a Community Participation Program for the Sepulveda Transit Corridor Project (Project). Optional tasks allow for the development of a Community Participation Program to include a Study Area from Westside-LAX, in addition to Valley-Westside. Board approval is needed to award Contract No. PS68039000 to allow the contractor to begin work on supporting the environmental process and the advancement of the Pre-Development Agreement (PDA) process.

BACKGROUND

The Project will provide an essential transportation link across the Santa Monica Mountains, connecting the heavy concentration of households in the San Fernando Valley with major employment and activity centers on the Westside, including LAX.

The Project was included in Metro's 2009 Long Range Transportation Plan (LRTP) and is included in the updated 2020 Draft LRTP. In 2016, the Project was accelerated by the approval of Measure M. The Measure M Expenditure Plan identifies the Valley-Westside portion of the Project (referred to as "Phase 2" in Measure M) for groundbreaking in 2024 and opening in 2033-35. Measure M identifies the Westside-LAX portion of the Project (referred to as "Phase 3" in Measure M) for groundbreaking

in 2048 and opening in 2057-59.

On July 27, 2019, the Board approved the PDA approach to support the Project's development and approved the solicitation of up to two PDA contracts for the Project. The PDA process allows for early contractor involvement in project design through the development of independently proposed alternatives. Services associated with the PDA process are proceeding under a separate procurement.

The Board awarded the contract for environmental and engineering services on August 27, 2020.

DISCUSSION

The Outreach Contractor will support the facilitation and implementation of a Community Participation Program (Program) for the Project, inclusive of the environmental study, the work of the PDA developers as it contributes to the outreach associated with the environmental study, related advanced conceptual engineering (ACE) and associated transit-oriented communities (TOC), first/last mile planning and design of the Project.

The Contractor will be guided by Metro's 2019 Public Participation Plan (Attachment C) to ensure the Program is consistent with the pertinent laws, regulations, policies, and guidelines pertaining to minimum baseline thresholds for public outreach that include Title VI, Environmental Justice, and ADA compliance requirements. Additionally, the community engagement program shall be sensitive to issues of equity in planning for this important regional transit project.

Consistency with Metro's Equity Platform Framework

To help address disparities in access to opportunity across Los Angeles County, the Metro Board adopted the Equity Platform policy framework in February 2018 and a working definition of Equity Focus Communities (EFCs) in June 2019. The Sepulveda Transit Corridor is consistent with the Metro Equity Platform in that the alternatives help address accessibility for residential and employment centers, support for transit-oriented communities' policies, support for first/last-mile connections, and investment in disadvantaged communities. In addition, ridership estimates suggest that a large share of the ridership demand would include low-income riders. Going forward, the Project will use the working definition of EFCs, along with other metrics as appropriate, to guide analyses and to conduct robust community engagement.

The Outreach Contractor will facilitate and support the development of a Community Participation Program that ensures robust public outreach to all stakeholders, particularly EFCs and transit riders, will continue to be a critical element of the Project as it advances.

DETERMINATION OF SAFETY IMPACT

The community participation program will not have any impact on the safety of our customers and/or employees.

FINANCIAL IMPACT

$2.96 million is included in the FY21 budget in Project 460305 (Sepulveda Transit Corridor) in Cost Center 4360 (Mobility Corridors Team 3) to support community outreach associated with environmental clearance and Advanced Conceptual Engineering. Upon approval of this action, staff will ensure necessary funds are allocated to the project. This amount is consistent with the CEO's Call to Action Financial Recovery Plan.
Costs associated with the PDA contract(s) are being budgeted by the Program Management Division in Cost Center 8510. Since this is a multi-year program, the Cost Center Managers and Chief Planning Officer will be responsible for budgeting in future years.

Impact to Budget
The sources of funds are Measure R and Measure M 35% Transit Construction funds. These funds are not eligible for bus and/or rail operating expenses.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

The Sepulveda Transit Corridor Project will support the first goal of the Vision 2028 Metro Strategic Plan by providing high-quality mobility options that enable people to spend less time traveling. Travel times for the Feasibility Study alternatives are less than 30 minutes for the Valley-Westside (from the Ventura County Metrolink Line in the north to the E Line (Expo) in the south), and less than 40 minutes for Valley-Westside-LAX (from Metrolink to the Crenshaw/LAX Line). This performance is highly competitive with travel by car on the I-405 freeway.

The Community Participation Program for the Project will support the third goal of the Vision 2028 Metro Strategic Plan by enhancing communities and lives through mobility and access to opportunity. Using Metro's Equity Platform as a guide, the Program will prioritize genuine public and community engagement to a wide array of diverse stakeholders, using tactics and strategies appropriate to the Project's stakeholders, including those who reside within the Study Area and those who travel through it.

ALTERNATIVES CONSIDERED

The Board could choose not to approve any or all of the recommendations. This is not recommended as this work is necessary to prepare for the launch of the environmental process, the arrival of the PDA contractor team(s), and to maintain the Measure M delivery schedule.

NEXT STEPS

Upon Board approval, staff will execute Contract No. PS68039000 to Arellano Associates LLC to provide professional services for the development of the Community Participation Program for the Sepulveda Transit Corridor Project.

ATTACHMENTS

Attachment A - Procurement Summary
Attachment B - DEOD Summary
Attachment C - Metro 2019 Public Participation Plan

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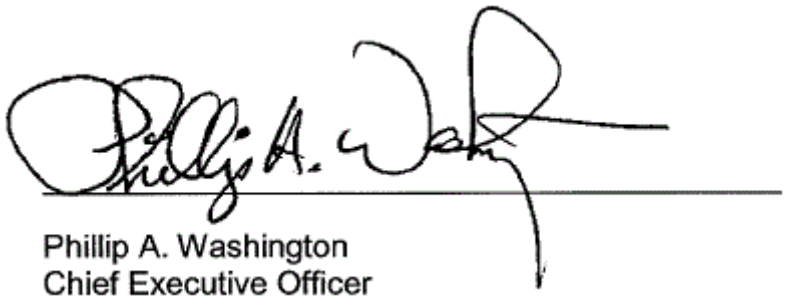


Phillip A. Washington
Chief Executive Officer

PROCUREMENT SUMMARY

SEPULVEDA TRANSIT CORRIDOR COMMUNITY PARTICIPATION PROGRAM / PS68039000

1.	**Contract Number**: **PS68039000**	
2.	**Recommended Vendor**: Arellano Associates LLC	
3.	**Type of Procurement (check one):** ☐ **IFB** ☒ **RFP** ☐ **RFP–A&E** ☐ **Non-Competitive** ☐ **Modification** ☐ **Task Order**	
4.	**Procurement Dates**:	
	A. Issued: January 24, 2020	
	B. Advertised/Publicized: January 24, 2020	
	C. Pre-Proposal Conference: February 5, 2020	
	D. Proposals Due: February 24, 2020	
	E. Pre-Qualification Completed: Pending	
	F. Conflict of Interest Form Submitted to Ethics: October 6, 2020	
	G. Protest Period End Date: November 23, 2020	
5.	**Solicitations Picked up/Downloaded**: 87	**Bids/Proposals Received**: 3
6.	**Contract Administrator**: Ana Rodriguez	**Telephone Number**: 213-922-1076
7.	**Project Manager**: Karen Swift	**Telephone Number**: 213-922-1348

A. Procurement Background

This Board Action is to approve Contract No.PS68039000 in support of developing and implementing a community engagement program for the Sepulveda Transit Corridor's environmental review process, inclusive of the Pre-Development Agreement process. Board approval of contract awards is subject to resolution of any properly submitted protest.

Request for Proposals (RFP) No. PS68039 was issued in accordance with Metro's Acquisition Policy and the contract type is a firm fixed price.

No amendments were issued during the solicitation phase of this RFP.

A pre-proposal conference was held on February 5, 2020 and was attended by 23 participants representing 20 firms. There were 5 questions submitted and responses were released prior to the proposal due date.

A total of 87 firms downloaded the RFP and were included on the plan holders list. A total of three proposals were received by the due date of February 24, 2020 from the following firms:

- Arellano Associates LLC
- Lee Andrews Group, Inc.
- McCormick-Busse, Inc. (MBI Media)

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro's Community Relations Department, Countywide Planning Department, and Transit Project Delivery (Program Management) was convened and conducted a comprehensive technical evaluation of the proposals received.

The proposals were evaluated based on the following evaluation criteria and weights:

- Minimum Requirements and Qualifications — Pass/Fail
- Understanding of the Scope of Services and Approach — 35 percent
- Experience of Team Members — 35 percent
- Effectiveness of Project Management Plan — 10 percent
- Price Proposal — 20 percent

Several factors were considered when developing these weights, giving the greatest importance to understanding of the scope of services and the experience of team members.

All proposers were determined to have met the minimum requirements and qualifications identified in the RFP. During the period of February 24, 2020 to March 30, 2020, the PET members independently evaluated and scored the technical proposals. All three firms were interviewed by the PET on April 15 and 16, 2020. The firms were requested to focus their presentation on the project management approach, how they would adhere to Metro's Communications Protocol established for this project, and how they would engage harder-to-reach populations.

The PET finalized their scores on August 7, 2020. The final scoring determined Arellano Associates to be the highest ranked firm.

Qualifications Summary of Firms within the Competitive Range:

Arellano Associates

Arellano Associates (AA) is a Metro certified SBE that specializes in providing communications, public and stakeholder engagement strategies to its clients. Similar past outreach projects include the Sepulveda Transit Feasibility Study, NextGen Bus Study, the Metro Purple Line Extension Section 2 outreach, and the West Santa Ana Branch Transit Corridor Community Participation Program.

AA submitted a technical proposal containing a comprehensive approach and demonstrated a good understanding of the project issues, activities, and tools required to complete the work. The assembled team demonstrated their knowledge and experience in this corridor and their understanding of the various relevant stakeholders.

MBI Media

MBI Media (MBI) is a Metro-certified SBE that was established in 1989 and is a strategic communications firm with over 30 years of experience in the areas of outreach, media, and community relations. Similar past projects include the Metro Link Union Station project, the Metro I-710 EIR/EIS project, and the Metro Long Range Transportation Plan.

Lee Andrews Group

Lee Andrews Group is a Metro-certified SBE that was established in 1993 and has over 26 years of experience. They provide public outreach services to public agencies. Similar past projects include Community Outreach for the Crenshaw/LAX Transit Corridor and the Public Information Management for the I-15 Cajon Pass Rehabilitation Design-Build Project.

A summary of the PET scores is provided below.

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	**Arellano Associates**				
3	Understanding of the Scope of Services and Approach	92.57	35.00%	32.40	
4	Experience of Team Members	87.14	35.00%	30.50	
5	Effectiveness of Project Management Plan	82.00	10.00%	8.20	
6	Price Proposal	30.10	20.00%	6.02	
7	**Total**		**100.00%**	**77.12**	**1**
8	**MBI Media**				
9	Understanding of the Scope of Services and Approach	58.00	35.00%	20.30	
10	Experience of Team Members	61.71	35.00%	21.60	
11	Effectiveness of Project Management Plan	56.50	10.00%	5.65	
12	Price Proposal	100.00	20.00%	20.00	
13	**Total**		**100.00%**	**67.55**	**2**
14	**Lee Andrews Group**				
15	Understanding of the Scope of Services and Approach	52.00	35.00%	18.20	
16	Experience of Team Members	52.57	35.00%	18.40	
17	Effectiveness of Project Management Plan	48.00	10.00%	4.80	
18	Price Proposal	70.58	20.00%	14.12	
19	**Total**		**100.00%**	**55.52**	**3**

C. Cost/Price Analysis

The recommended price has been determined to be fair and reasonable based upon an independent cost estimate (ICE), cost analysis, technical evaluation, fact finding, and negotiations.

Metro's ICE underestimated the level of effort that would be required to complete the project. Furthermore, the original proposal assumed a much higher level of effort than would be required, especially with regards to the optional task for expanding the Community Participation program to include the Westside/LAX area. The optional Westside/LAX task accounted for over 40% of the total proposed price and this was not commensurate with Metro's expectations for this task, if it should be exercised. Through discussions, clarifications, and negotiations, a more efficient level of effort was determined which resulted in cost savings to Metro.

	Proposer Name	Proposal Amount	Metro ICE	Negotiated amount
1.	Arellano Associates	$8,948,709	**$4,627,401**	$4,861,759
2.	MBI Media	$2,692,231		
3.	Lee Andrews Group	$3,814,226		

D. Background on Recommended Contractor

The recommended firm, Arellano Associates is located in Chino Hills, CA, has been in business for 25 years and focuses on communications for public infrastructure and urban planning programs. Arellano Associates has completed previous projects for Metro and has performed satisfactorily.

DEOD SUMMARY

SEPULVEDA TRANSIT CORRIDOR COMMUNITY PARTICIPATION PROGRAM PS68039000

A. Small Business Participation

The Diversity and Economic Opportunity Department (DEOD) established a 17% Small Business Enterprise (SBE) and 3% Disabled Veteran Business Enterprise (DVBE) goal for this solicitation. Arellano Associates, an SBE prime, exceeded the goal by making an 81.21% SBE and 3.13% DVBE commitment.

Small Business Goal	**17% SBE 3% DVBE**	**Small Business Commitment**	**81.21% SBE 3.13% DVBE**

	SBE Subcontractors	**% Committed**
1.	Arellano Associates (SBE Prime)	55.42%
2.	Circlepoint	6.03%
3.	Cityworks Design Group	6.04%
4.	Katherine Padilla & Associates	8.05%
5.	Young Communications Group	5.67%
	Total SBE Commitment	**81.21%**

	DVBE Subcontractors	**% Committed**
1.	Sunset Cliffs Productions	3.13%
	Total DVBE Commitment	**3.13%**

B. Living Wage and Service Contract Worker Retention Policy Applicability

The Living Wage and Service Contract Worker Retention Policy is not applicable to this contract.

C. Prevailing Wage Applicability

Prevailing wage is not applicable to this contract.

D. Project Labor Agreement/Construction Careers Policy

Project Labor Agreement/Construction Careers Policy is not applicable to this Contract. Project Labor Agreement/Construction Careers Policy is applicable only to construction contracts that have a construction contract value in excess of $2.5 million.

2019 Public Participation Plan (link)

http://media.metro.net/about_us/community_relations/images/plan-publicparticipationplan-2019-10.pdf

Next stop: exploring alternatives to the 405.

SEPULVEDA TRANSIT CORRIDOR PROJECT

Metro Board of Directors
November 2020

Metro

Background and Context

- September 18, 2019 Board Box: Selection of project alternatives will occur after the PDA proposals are received.
- October 31, 2019: RFP for PDA issued.
- December 11, 2019: RFP for environmental contract issued.
- December 2019 Board Meeting: Findings of the Sepulveda Transit Corridor Feasibility Study received.
- January 24, 2020: RFP for outreach contract issued.
- August 2020 Board Meeting: Contract for environmental analysis and advanced engineering design services is awarded.

Metro

November 2020 Metro Board Action

> **AUTHORIZE** the Chief Executive Officer (CEO) to:

> **AWARD AND EXECUTE** a 54-month, firm fixed price Contract No. PS68039000 to Arellano Associates LLC, for the Sepulveda Transit Corridor Community Participation Program, in the total amount of $4,861,759 (inclusive of $1,346,831 in optional tasks) subject to the resolution of protest(s), if any.

> Develop a Community Participation Program for the Sepulveda Transit Corridor Project to support the environmental process and the advancement of the Pre-Development Agreement (PDA) process.

Metro

Outreach Services Contract Award

- Support facilitation and implementation of the project's Community Participation Program
- Ensure consistency with Metro's Public Participation Plan, Equity Platform, Title VI, Environmental Justice, and ADA compliance requirements.
- Support Metro's Vision 2028 Strategic Plan Goal 3.3: Genuine public and community engagement to a wide array of diverse stakeholders, including Equity Focused Communities and transit riders.

Metro

Project Schedule

Early Planning and Procurement

2017-2021

Metro conducts Feasibility Study of transit service between San Fernando Valley and LAX.

Metro issues requests for proposals and selects contractors for environmental, outreach, and up to two Pre-Development Agreement (PDA) teams.

Pre-Development Agreement and Environmental Review

2021-2025

PDA teams develop project alternatives optimized for public-private partnership (P3) delivery.

Metro conducts state and federal environmental studies.

Project alternatives are refined through feedback with environmental process.

Metro identifies a Locally Preferred Alternative (LPA).

Engineering for LPA advances.

Public-Private Partnership

2025

Metro issues request for P3 proposal for LPA delivery.

Metro

Next Steps

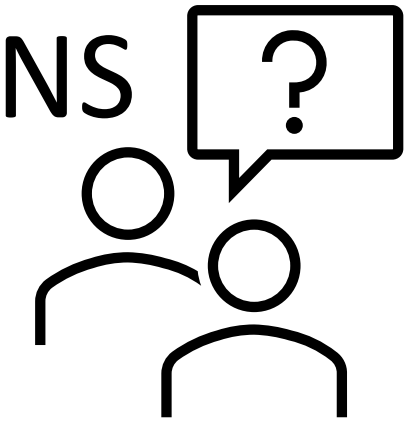
- Issue Notice to Proceed for the outreach contractor.

- Coordinate with Planning to prepare for robust public engagement to support the launch of the environmental phase in 2021 after all contracts have been awarded.

Metro

Thank You

QUESTIONS



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