



Metropolitan
Transportation
Authority

One Gateway Plaza
Los Angeles, CA
90012-2952

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PLANNING AND PROGRAMMING COMMITTEE
OCTOBER 16, 2002

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**SUBJECT: PS-4230-1155, TRANSPORTATION MODELING BENCH
CAMBRIDGE SYSTEMATICS, INC.
FENNESSY ASSOCIATES
MANUEL PADRON & ASSOCIATES, INC.
PARSONS TRANSPORTATION GROUP, INC.
PB CONSULT, INC.**

**ACTION: APPROVE PROFESSIONAL SERVICES BENCH FOR
TRANSPORTATION DEMAND MODELING**

RECOMMENDATION

- A. Authorize the Chief Executive Officer to award five (5) firm fixed price contracts under Bench Solicitation PS-4230-1155, to Cambridge Systematics, Inc., Fennessy Associates, Manuel Padron & Associates, Inc., Parsons Transportation Group, Inc., and PB Consult Inc., for Professional Services Bench in an amount not to exceed a cumulative total of \$750,000. The period of performance will be five years, inclusive of two (2) one-year options.
- B. Authorize the Chief Executive Officer to execute Task Orders under these contracts for Transportation Demand Modeling in a total amount not to exceed \$750,000 for a period of performance for five years.

RATIONALE

The MTA maintains a transportation demand model, in order to provide unbiased, defensible forecasts of future transportation conditions and patterns in Los Angeles County. Output of the model is used to plan and guide investments in transportation infrastructure providing the greatest mobility to Los Angeles County citizens. Consultants are hired to develop and apply mathematical and procedural algorithms to better reflect the growing range of transportation options of interest to policy makers. Consultants are also used to augment staff for producing model runs in time-critical situations.

The transportation modeling bench will allow provision of these professional services in a more efficient manner. The bench provides a pool of qualified contractors for each phase of model development and application. All Bench members compete for task orders on the basis of qualifications and price. The bench shortens time from need to fulfillment from three to six months down to three to four weeks. The MTA is not obligated to make use of the bench's full spending authority, or to use the bench at all.

FINANCIAL IMPACT

The MTA is not obligated to expend funds for services from the modeling bench. However, MTA staff anticipate that funds will be expended. Funding of \$150,000 for the bench is included in the FY2003 budget in cost center 4230, Systems Analysis & Research, under project number 405511, Transit Planning. Since this is a multi-year bench, the cost center manager and Executive Officer will be accountable for budgeting the cost in future years, including any option exercised. In FY2002, \$114,703 was expended on Professional and Technical Services (related to modeling).

ALTERNATIVES CONSIDERED

Several alternatives were considered to assembling a bench. These included:

- Leaving the transportation demand model “as is,”
- Performing all model development and application work in-house, and
- Obtaining professional services as separate procurements.


These alternatives were considered inferior on the following grounds:

- Leaving the model “as is” would prevent updating the model with from the Year 2000 Census, the 2001 Origin-Destination Survey, and the most recent MTA on-board transit surveys.
- Modeling staff are dedicated to production work such as the Long Range Transportation Plan, Short Range Transit Plan, freeway HOV corridor studies, and transit corridor studies (Eastside, San Fernando Valley, and Exposition).
- Pursuing each modeling task as a separate procurement invests comparatively large amounts of staff time in internal MTA process. This detracts from productivity in planning activities, and reduces the planning function’s responsiveness to stakeholder needs.


ATTACHMENT(S)

1. Contract Value Status Summary

Prepared by: John Stesney, Transportation Planning Manager III



James L. de la Loza
Executive Officer, Countywide Planning and Development



Roger Snoble
Chief Executive Officer

**BOARD REPORT ATTACHMENT A
PROCUREMENT SUMMARY**

TRANSPORTATION MODELING BENCH

1.	Contract Number: See Attachment A-2		
2.	Recommended Vendor: See Attachment A-2		
3.	Cost/Price Analysis Information: N/A-(Bench Contract)		
	A. Bid/Proposed Price: \$ N/A	Recommended Price: \$ Not to Exceed \$750,00 for all Task Order Contracts.	
4.	Contract Type: Firm Fixed Price Bench		
5.	Procurement Dates:		
	A. Issued:	24 June 2002	
	B. Advertised:	24-27 June 2002	
	C. Pre-proposal Conference: 8 July 2002		
	D. Proposals Due: 19 July 2002		
	E. Pre-Qualification Completed: Completion date is 9/25/02		
	F. Conflict of Interest Form Submitted to Ethics: 8 August 2002		
6.	Small Business Participation:		
	A. Bid/Proposal Goal: 5% for each contract	Date Small Business Evaluation Completed: N/A	
	Small Business Commitment: 5% per contract goal requirement enforcement will be accomplished through Task Order proposals against definitive Statements of Work.		
7.	Invitation for Bid/Request for Proposal Data:		
	Notifications Sent: 1573	Bids/Proposals Picked up: 38	Bids/Proposals Received: 5
8.	Evaluation Information:		
	A. Bidders/Proposers Names: PB Consult, Inc. Parsons Brinckerhoff Fennessy Cambridge Systems Manuel Padron Systems	Bid/Proposal Amount: N/A	Best and Final Offer Amount: N/A
	B. Evaluation Methodology: Details are in attachment A-1 C		
9.	Protest Information:		
	A. Protest Period End Date: 24 October 2002		
	B. Protest Receipt Date: TBD		
	C. Disposition of Protest Date: TBD		
10.	Senior Contract Administrator: Terence Carey	Telephone Number: 922-4020	
11.	Project Manager: John Stesney	Telephone Number: 922-6893	

**BOARD REPORT ATTACHMENT A-1
PROCUREMENT HISTORY**

TRANSPORTATION MODELING BENCH

A. Background on Contractor

MANUAL PADRON & ASSOCIATES
1175 Peachtree Street, NE Suite 414
Atlanta, GA 30361

This firm has been in business over 15 years. Their primary experience is in transportation modeling, and they have conducted over 50 model runs since 1998. They have had experience with MTA on the SF Valley Corridor, Eastside LRT, Crenshaw Prairie corridor, and Mid Cities Corridor as a subcontractor, and as a prime on the LACMTA O&M Cost Model. Experience on prior MTA work has been satisfactory.

PARSONS TRANSPORTATION GROUP
100 West Walnut Street,
Pasadena, CA 91124

Parsons is a leading firm in travel demand forecasting. They offer a pool of 24 senior modelers to draw upon for this type assignment. They cite a large body of work performed for OCTA and on the LAX/Palmdale Ground Access Study with the IBI Group. They are performing under two contracts with the MTA, North County Parts I and II. Performance on both efforts has been satisfactory.

FENNESSY ASSOCIATES
PO Box 2308
Dublin, CA 94568

Fennessy Associates has been in business since 1999, and is a Small Business by SBA standards. Their major experience was in the development of TRANPLAN planning software. They have proposed only on the fifth area of the Bench, Modeling Software Development Tasks. Fennessy has been a prime contractor to MTA Planning in software development, but a subcontractor to many agencies across the nation. Their performance on previous MTA work was satisfactory.

PB CONSULT, Inc
5 Penn Plaza, 17th Floor,
New York, NY 10001

This firm is a subsidiary of Parsons Brinckerhoff. While they do not cite prime contract efforts with LACMTA, several personnel designated to work on this project have worked on the MTA trip distribution model. They also cite work for New York, Phoenix, Cincinnati, San Francisco, Cleveland, Portland, and Jerusalem in modeling efforts. Performance has been satisfactory.

CAMBRIDGE SYSTEMATICS, Inc
150 CambridgePark Drive, Suite 4000
Cambridge, Maryland

This firm has been in business 30 years doing travel demand forecasting. Their qualification statement cites work for San Francisco, Fresno, Seattle, Boston, Washington DC, Oakland, New York City, Anchorage, and Detroit, among others. They do not cite any prime contract efforts with LACMTA, but have worked on the 710 Corridor study in a subcontracting capacity. In this study they have developed specialized modeling applications for HOV lanes, ITS improvements, and simulated truck travel. Subcontractor performance on MTA efforts has been satisfactory.

B. Procurement Background

- These Professional Services Bench contracts are anticipated to total \$750,000 in task orders over the life of the Bench, which is five years inclusive of two one-year options. Task Orders will be issued for each Statement of Work and will be competed only among those Bench contractors qualified for that modeling area. Task Order awards will be made to the Bench contractor with the lowest evaluated proposal based on technical and price factors.
- Each Bench contractor will have expertise in a minimum of one of the following modeling services:
 1. Model development, calibration, and validation of trip generation models, including tour-based models;
 2. Model development, calibration, and validation of trip distribution models;
 3. Model development, calibration, and validation of multinomial logit mode choice models;
 4. Model development, calibration, and validation of trip assignment models, especially transit trip assignment;
 5. Modeling software development.
- Price fair and reasonableness determination will be made for each task order at the time of release.
- The Diversity & Economic Opportunity Department (DEOD) established a 5% Small Business Enterprise (SBE). Compliance with the SBE program requirements will be accomplished through Task Order proposals reviewed against definitive Statements of Work. Achievement of the contract goal is based on the aggregate SBE attainment and participation percentages of the total task order(s) issued to the respective contractor.

C. Evaluation of Proposals

- Competitive qualification statements were sought and evaluated by a Source Selection committee, and all proposals were evaluated to be technically competent to perform the required work in the modeling categories proposed.
- The RFIQ contained neither price nor a specific statement of work. Each Task Order will contain a specific statement of work, which will be sent to all bench contractors qualified in that specific modeling area. The Bench contractors will propose competitively for the work under the task order.
- Placement on the Bench will not guarantee an award of any Task Order.

B. Cost/Price Analysis Explanation of Variances

Task Orders will be issued for each contract on the Bench and awarded based on the following criteria:

- Technical
- Schedule
- Price

C. List of Subcontractors

	Prime Contractor	Subcontractors	% of participation
1.	Cambridge Systematics, Inc	LDA Consulting	5%
2.	Manual Padron & Associates, Inc.	Nancy Whelan Consulting	5%
3.	Parsons Transportation Group, Inc.	Redman Consulting Arellano Associates Lee Andrews Group, Inc	5% 5% 5%
4.	PB Consult, Inc.	Hernandez, Kroone & Associates	5%
5.	Fennessy Associates	SBE Certification Pending	5%

ATTACHMENT A-2

CONTRACTORS AND CONTRACT NUMBERS

Contract Number	Contractor Name
PS-4230-1155-01	Parsons Transportation Group
PS-4230-1155-02	Cambridge Systematics
PS-4230-1155-03	Manuel Padron & Associates
PS-4230-1155-04	Fennessy Associates
PS-4230-1155-05	PB Consult, Inc.