

# ADVANCED TRANSIT VEHICLE CONSORTIUM

Los Angeles County Metropolitan Transportation Authority  
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**TO: BOARD OF DIRECTORS**

**FROM: RICHARD HUNT, PRESIDENT**

**SUBJECT: AWARD CONTRACT NO. OP33202095 - PROFESSIONAL SERVICES CONTRACT TO ARIELI ASSOCIATES**

**RECOMMENDATION**

Authorize the ATVC President to award Contract No. OP33202095 with Arieli Associates to provide technical consulting services for a period of two years for a not to exceed of \$200,000 (\$100,000 per year) in support of the Advanced Transit Vehicle Consortium (ATVC).

**BACKGROUND**

Arieli Associates has been supporting ATVC since February 2002 through Contracts OP43400643, OP3320661 and OP33201764. Arieli Associates provides ATVC with a broad array of technical advisory services related to vehicle acquisition strategies. Principal, Dr. Arieli proposed fully burdened hourly rate is \$250.00 per hour.

**DELIVERABLES**

Arieli Associates has provided written reports, letters, e-mails, telephone calls, recommendations, facilitation of "Brainstorming" sessions, development of formal and informal presentations, representation at meetings, conferences and seminars, coordination of visits and technical tours, participate in negotiations with vendors and industry representatives, and other activities that may arise from the regular work of the ATVC and as directed by the President of the ATVC.

**FINANCIAL IMPACT**

The Advanced Transit Vehicle Consortium will provide funding for this contract.

Attachment: Procurement Summary

Prepared by: John Drayton, Vice President ATVC  
Susan Dove, Contract Administrator, LA Metro

A handwritten signature in black ink, appearing to read 'Richard Hunt', written in a cursive style.

Richard Hunt  
President, Advanced Transit Vehicle Consortium

**BOARD REPORT ATTACHMENT - PROCUREMENT HISTORY  
AWARD CONTRACT NO. OP33202095 TO ARIELI ASSOCIATES TO PROVIDE  
TECHNICAL CONSULTING SERVICES FOR A PERIOD OF TWO YEARS**

**A. Background on Contractor**

Arieli Associates, Los Angeles, CA, has successfully provided the FCBC, ATVC and MTA with consultant services since February 2002. Prior to that period, Dr. Adi Arieli, President, Arieli Associates served as the program director for the Advanced Technology Transit Bus (ATTB). The services performed by Dr. Adi Arieli have consisted of several of the key elements of the current contract requirements, including expertise level advice on advanced transit vehicle technologies, national and state level experience in public transit matters, as well as a proven record of dealing with local transit and regulatory agencies and municipalities.

**B. Procurement Background**

On October 18, 2007, Requests for Proposals were sent to known industry experts. The RFP included a Time and Material Rate Contract that would be awarded to the proposer whose proposal meets the requirements of the RFP and is most advantageous to the ATVC based upon the proposal evaluation criteria. The RFP noted that ATVC shall select the lower priced consultant(s) when all other qualifications are determined to be nearly equivalent. The RFP was also advertised in Passenger Transport on October 23, 2007 and was posted on Metro's web site. On November 18, 2007, four proposals were received from Arieli Associates, M.J. Bradley and Associates, Parsons Brinckerhoff and Jake Associates. Clarifications Interviews were conducted with all firms. All firms were found to be technically qualified to perform the work. Metro Staff recommended contract award to Arieli Associates for a two year contract with three (3) one-year options.

**C. Evaluation of Proposals**

The Source Selection Committee conducted a comprehensive evaluation of the technical proposals. A Source Selection Committee was formed, consisting of staff representatives from ATVC and AQMD. All members of the Source Selection Committee had significant expertise with vehicle technologies.

The proposals were evaluated based on the RFP evaluation criteria using the weighted guidelines, and explicit factors utilized in the procurement process. The evaluation criteria are listed below:

<b>Evaluation Criteria</b>	<b>Assigned Weight</b>
Qualifications, Education and Experience	45%
Understanding of work/Implementation	25%
Cost Proposal	30%

Each evaluation criterion had sub factors which were listed and evaluated based on relative order of importance. The sub factors included:

- Understanding of regulatory and political issues involving but not limited to EPA, AQMD and CARB regulations and rules.
- Advanced vehicle technologies, and particularly how they come into play in the public transit industry and new vehicle technologies specifically: Advanced Propulsion systems, New technology involving vehicle structure including the use of composites and/or modular construction, Alternative fuels such as: Hydrogen (fuel cell and ICE), CNG and HCNG and Other Alternative Fuels.
- Concise, through, clear explanation of the proposer's understanding of the ATVC sample work plan and a detailed synopsis of how the sample work plan will be implemented.
- Satisfactory approach to manage schedules, tasks and administrative costs of the sample work plan.

Reference checks were conducted on all four firms. The ATVC Source Selection Committee found that all of the proposers were qualified to perform the services defined by the Contract. However, it was determined that Arieli Associates offered the best combination of program management experience, transit industry knowledge, and education.

Although Arieli Associates fully burdened labor rate is higher than the other competitors, the fully burdened rate is commensurate with Dr. Arieli's education and professional experience. Based on a sample work plan, Dr. Arieli proposed fewer billable hours to perform three sample tasks, and his total cost estimates for these tasks were lower than the other proposers. Based on the comprehensive procurement evaluation process, the Source Selection Committee determined that the proposal submitted by Arieli Associates the highest rated proposal is most advantageous to ATVC.

#### D. Cost/Price Analysis Explanation of Variances

The recommended price including the fully burdened labor rate for the base contract has been determined to be fair and reasonable based upon cost analysis and existing historical pricing for similar services.