

**City of Culver City, California
Agenda Item Report**

Meeting Date: 1/10/11		Item Number: <u>C-4</u>	
CITY COUNCIL AGENDA ITEM: Approval of a Professional Services Agreement with Nelson\Nygaard Consulting Associates in the Amount of \$124,999 to Conduct a Line-by-Line Analysis for Culver CityBus, as Required by the Federal Transit Administration.			
Contact Person/Dept.: Samantha M. Blackshire/Transportation Department		Phone Number: (310) 253-6535	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: (E-Mail) Meetings and Agendas – City Council (01/05/11); (E-Mail) Ongoing Topics – Culver CityBus (01/05/11); (Published) Culver City News (10/28/10); (Published) Passenger Transport (10/25/10)			
Department Approval: Art A. Ida (12/23/10)		City Attorney Approval: Carol Schwab (by H. Baker) (01/04/11)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (01/05/11)		City Manager Approval: John M. Nachbar (01/05/11)	
<u>RECOMMENDATION:</u> Staff recommends the City Council approve a professional services agreement with Nelson\Nygaard Consulting Associates in the amount of \$124,999 to conduct a Line-by-Line Analysis for Culver CityBus <u>BACKGROUND:</u> Culver City is required by the Federal Transit Administration (FTA) to perform a Line-by-Line Analysis (LLA) of its transit routes at least once every three years. The last LLA occurred in March, 2007. This triennial analysis provides data to evaluate the performance and productivity of all routes. It also serves as a management tool for short and long range service planning. This analysis is especially critical for the future service planning of major projects such as Expo Light Rail and Playa Vista. An LLA involves a system-wide ridership count for weekdays and weekends, an onboard ridership survey, a transfer survey, a complete analysis and summary of all data obtained, including supplementary tables, and scheduling assistance based on the findings of the LLA. It usually takes four to six weeks to complete the work. The actual data collection will occur during the month of March, which will provide the optimum data for the survey.			

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An LLA is an important planning document for a transit agency. This particular analysis is of significant importance due to decreasing ridership levels and diminishing revenues currently experienced throughout the industry. The LLA guides the transit agency in evaluating and implementing all types of service changes. It provides the agency with statistically significant system-wide ridership data, an evaluation of bus routes via productivity measures (such as passengers and costs per mile) and a precise look at passenger perceptions. This analysis serves as an important tool for transit system improvements, including but not limited to, route restructuring, or the need for supplementary or reduced service. It ultimately helps transit agencies to function as productively and efficiently as possible.

Although Culver City Municipal Code Section 3.07.085.A exempts professional services from the formal competitive bidding requirement, the Transportation Department determined it was in the best interest of the City to issue a Request for Proposals (RFP) for performance of the upcoming LLA, and released an RFP on October 25, 2010. The RFP was published in the Culver City News and Passenger Transport, which is the leading trade publication for the transportation industry. All interested firms were required to submit proposals by 3:00 p.m. on December 2, 2010. The Department received a total of six proposals by the designated deadline. One proposer (noted below) withdrew from the process due to a staffing change. Firms that responded to the RFP are listed below with their corresponding bid amount.

<u>Firm</u>	<u>Bid Amount</u>
Connetics Transportation Group	\$117,832.00
Diversified Transportation Solutions	\$117,075.00
Moore and Associates	\$116,947.46
Nelson\Nygaard	\$124,999.00
Perteet Inc. (withdrew proposal)	\$118,154.00
Transportation Management & Design, Inc.	\$124,871.00

DISCUSSION:

An evaluation panel which consisted of the Department's Transit Operations Manager, Senior Management Analyst/Transportation Planner, and Management Analyst/ Transit Operations Division reviewed all of the proposals. Each firm was evaluated based on the following criteria:

Project Understanding	20%
Proposed Scope of Work	25%
Experience of Firm and Personnel	20%
Past Performance	20%
Project Cost	15%

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After reviewing all of the proposals, the evaluation team scores determined that Nelson\Nygaard was the most responsive to the RFP. Staff has confidence that Nelson\Nygaard will exceed project expectations, as compared to lower bidding firms.

Nelson\Nygaard has a long history in the business and possesses an excellent reputation in the industry. The company has conducted many analyses for various transportation agencies in Los Angeles County and throughout the United States. The Department has seen first-hand Nelson\Nygaard's capabilities, as Nelson\Nygaard performed the last two LLA's. The evaluation team felt that Nelson\Nygaard's cost was justified by the amount of work proposed and by the quality of past work.

Staff believes that Nelson\Nygaard's proposal is superior for a number of reasons. Firstly, Nelson\Nygaard received top marks for project understanding and past performance. Nelson\Nygaard highlighted their keen awareness of the current economic times and the need to look for ways to improve service sustainability. Further, Nelson\Nygaard has in-depth experience executing LLA's for Culver City over the past six years. Their demonstrated customer service levels are key bases for staff's recommendation of Nelson\Nygaard. Their subcontractor, TEMPS, Inc. also has a proven positive track record with staff as they were accommodating and thorough in their data collection procedures for the 2007 LLA.

In addition to Nelson\Nygaard's history with Culver City, both the firm and the firm's Culver City project manager have over twenty and thirty years experience in the transit industry, respectively. Currently, Nelson\Nygaard does not have a significant number of concurrent projects, which would allow Nelson\Nygaard to focus on the Culver City LLA. Their project timeline references a final deliverable presented within six months, which meets staff expectations.

Lastly, as in previous LLA's conducted by Nelson\Nygaard, ridership counts and survey data will be entered into a database and then geo-coded via Geographic Information Systems software. This will save many hours of staff time in creating the database and will allow for more in-depth analysis on the ridership and travel patterns.

FISCAL ANALYSIS:

The Transportation Department will fund this project using local transportation funds, which are included in the City Council Adopted Budget for Fiscal Year 2010/2011. There will be no impact to the General Fund.

ATTACHMENTS:

1. Summary of Evaluation Scores

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MOTION:

That the City Council:

1. Approve a professional services agreement with Nelson Nygaard Consulting Associates in an amount not-to-exceed \$124,999 to conduct a Line-by-Line Analysis; and,
2. Authorize the City Attorney to review/prepare the necessary documents; and,
3. Authorize the City Manager to execute such documents on behalf of the City.