

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 10/27/08		Item Number: <u>C-6</u>	
AGENDA ITEM: Approval of a Professional Services Agreement with Transportation Management & Design (TMD), Inc. for the Provision of Runcutting and Scheduling Services for Culver CityBus in an Amount not-to-Exceed \$24,453.			
Contact Person/Dept.: Samantha M. Blackshire		Phone Number: 310-253-6535	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☐ Attachments: ☐	
Public Notification: Master E-Mail Notification List (10/22/08): American Public Transit Association's (APTA) Passenger Transport and Culver City News.			
Department Approval: Art Ida (10/22/08)		City Attorney Approval: Carol Schwab (by H. Baker) (10/22/08)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (10/22/08)		City Manager Approval: Jerry B. Fulwood (10/22/08)	
<u>RECOMMENDATION:</u> Staff recommends the City Council approve a professional services agreement with Transportation Management & Design (TMD), Inc. in an amount not to exceed \$24,453 for provision of runcutting and scheduling services for Culver CityBus. This amount includes a ten percent (10%) contingency to cover any unforeseen expenses that might arise due to creating schedules that are operationally feasible. <u>BACKGROUND:</u> In order to prepare for our upcoming service changes, the Transportation Department is in need of runcutting and scheduling services. These services shall cover both the existing local and upcoming rapid services. The scope of work for the services include analyzing the current running times for the various lines and determining where various modifications will be needed with the input of staff. These services will also include development of timetables that will be utilized by the public and time points that the bus operators will follow when providing service. Also, these services will help with the following: • Improve service integrity and eliminate data redundancy; • Improve productivity and reduce costs; • Improve responsiveness to partner issues and requests for service changes; • Improve the management manpower; and, • Coordinate time points for transfers between Culver CityBus and other transit agencies.			

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The department has not undertaken runcutting and scheduling services since 2002. Due to the continuing increase in traffic, we have found that operators driving many of these lines cannot maintain the current schedule, therefore the buses often run late. Also, in 2002 Culver CityBus was carrying approximately 4 million passengers per year as compared to 6 million carried today.

In October 2007 the Line-by-Line Analysis was conducted system wide. This analysis provided ridership information and service recommendations. The Line-by-Line Analysis data will be used to determine how our service should be modified.

Finally, in preparation for the upcoming introduction of the Rapid 6 service, a timetable must be developed that incorporates this service with the local Line 6 service.

To perform the runcutting and scheduling services, the Transportation Department released a Request for Proposals (RFP) on July 24, 2008. The RFP was published in the Culver City News and the American Public Transit Association's Passenger Transport, which is the leading trade publication for the public transportation industry. All interested firms were required to submit proposals by 5:00 p.m. on August 8, 2008. In order to allow the bidders adequate time to prepare their proposals, the deadline was extended to August 28, 2008. Due to a sudden staff change, the department decided to extend the deadline for submittal of proposals to September 18, 2008. The Department then received a total of four proposals. Firms that responded to the RFP are listed below with their corresponding bid amount.

<u>Firm</u>	<u>Bid Amount</u>
Courval Scheduling	\$58,655.00
Dan Boyle & Associates	\$48,940.00
Moore & Associates	\$38,250.00
Transportation Mgmt & Design, Inc.	\$22,230.00

DISCUSSION:

An evaluation panel which consisted of the Transit Operations Manager, Senior Management Analyst/Transportation Planner, Training & Safety Instructor and a Transit Operations Supervisor reviewed all of the proposals. Each firm was evaluated based on the following four criteria:

Project costs	20%
Proposed Scope of Work	30%
Experience of Firm and Personnel	25%
Past Performance	25%

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After reviewing all of the proposals, the evaluation team reached a consensus that TMD was the most responsive to the RFP. It is staff's opinion that TMD would be able to provide the requested services at a much lower rate than the other firms.

Culver CityBus plans to implement the new service on the Local 6 and Rapid 6 in June 2009. We hope to implement the remaining service changes in a phased approach in the upcoming years. The team proposes to perform the runcutting and scheduling services for lines 1-6, including the Rapid 6, in order to provide several scheduling options that could possibly save the department money.

Staff believes that TMD's wealth of knowledge regarding the development of schedules had prepared them to perform these similar tasks for Culver CityBus. TMD has performed schedule and runcutting services for Metro; Orange County Transportation Authority (OCTA); Riverside Transit Authority (RTA); Montebello Bus Lines and for us several years ago. They have also performed this service for several transit agencies outside of California i.e., Chicago Transit Authority; Baltimore Metropolitan Transit Authority; Cleveland Regional Transit Authority, etc. They also prepared the North American transit industry's bus & rail scheduling manual for the Transit Cooperative Research Program (TCRP). TCRP is the industry leader in the development of transit manuals.

Also, their key staff is very experienced with manual scheduling, as Culver CityBus does today, as well as expert users of the computer based software package that they will be using. They are licensed to utilize this software package which allows them to use the software immediately. They will also incorporate discussions with staff to determine any problem times or days along with any common preferred practices.

FISCAL ANALYSIS:

The Transportation Department will fund this project using Transportation Development Act (TDA) Article IV funds. Sufficient funds have been appropriated in the Transportation Department's adopted fiscal 2008-09 budget to cover this contract.

ATTACHMENTS:

1. [None]

MOTION:

That the City Council:

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1. Approve a Professional Services Agreement with Transportation Management Design (TMD), Inc. for the provision of runcutting and scheduling services for Culver CityBus in an amount not-to-exceed \$24,453.
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.