

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

Meeting Date: 03/09/2015		Item Number: <u>C-3</u>	
CITY COUNCIL AGENDA ITEM: Approval of a Professional Services Agreement with Nelson\Nygaard Consulting Associates in an Amount Not-to-Exceed \$393,075 to Conduct Line-by-Line and Comprehensive Analysis of Transit Service.			
Contact Person/Dept.: Diana Chang/Transportation		Phone Number:(310) 253-6566	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☐	Attachments: ☐
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: (E-Mail) Agenda and Meetings – City Council (03/03/15)			
Department Approval: Art Ida (02/26/15)		City Attorney Approval: Carol A. Schwab (by H. Baker) (03/03/15)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (03/03/15)		City Manager Approval: John M. Nachbar (03/03/15)	

RECOMMENDATION:

Staff recommends the City Council approve a professional services agreement with Nelson\Nygaard Consulting Associates) in an amount not-to-exceed \$393,075 to conduct the Line-by-Line and Comprehensive Analysis of Transit Service (Project).

BACKGROUND:

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 was completed in 2012. 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 year, due to the changing transportation landscape in the region and anticipated increased demand on bus transit service, a Comprehensive Analysis (CA) of the Culver CityBus system, in addition to the LLA, is needed to provide a better understanding of the current and future conditions and projected demands on transit service. The CA will also evaluate and provide system-wide recommendations for the next several years.

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. The purpose of the LLA is to examine the performance of the existing Culver CityBus service on the system level and per line.

The CA will build upon the data and findings from the LLA and conduct additional data collection, research, projections, and analyses to formulate a Comprehensive Service Plan (CSP) that will detail phased service revision/expansion for Culver

City of Culver City, California
Agenda Item Report

CityBus for the next several years in anticipation of changes in travel patterns and bus service demands due to the Exposition Light Rail Line, Crenshaw Line, and other external factors. The CA will also provide longer term recommendations for Culver CityBus' service based on various relevant projects, major future development projects, and other rail lines currently being planned or constructed. The purpose of the CA is to evaluate existing conditions in depth, create projections and demand estimates expected as a result of the changing transportation landscape, and provide cost-conscious recommendations on system-wide service revisions and potential expansion. The CSP will allow Culver City to better position itself to respond to anticipated service demands, improve mobility in the region, increase ridership, revenue and mode share, and maintain the sustainability of the transit service.

DISCUSSION:

In December 2014, staff released a Request for Proposal (RFP) for the Project. Proposals were due on January 15, 2015. Three firms submitted proposals. A review panel that consisted of three City staff was established. After careful evaluation of the proposals, reference checks, and interviews of the firms, staff determined that the proposal and responses from Nelson\Nygaard Consulting Associates showed that they are the best qualified firm to conduct the LLA and CA.

Nelson\Nygaard Consulting Associates has a long history in the business and possess 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. Their most recent relevant experience includes the Exposition Light Rail Integration Study for Santa Monica Big Blue Bus. Nelson\Nygaard Consulting Associates also performed the last three LLAs for Culver CityBus. The evaluation team felt that Nelson\Nygaard Consulting Associates' cost was justified by the amount of work proposed.

FISCAL ANALYSIS:

The proposed agreement will be funded using local transportation funds, which are included in the City Council Adopted Budget for Fiscal Year 2014/2015. There will be no impact to the General Fund.

ATTACHMENTS:

None.

MOTIONS:

That the City Council:

City of Culver City, California
Agenda Item Report

1. Approve a professional services agreement with Nelson\Nygaard Consulting Associates in an amount not-to-exceed \$393,075 for the Line-by-Line and Comprehensive Analysis of Transit Service; and,
2. Authorize the Transportation Director to approve change orders in the amount of \$59,000 (15%) for unexpected additional costs; and,
3. Authorize the City Attorney to review/prepare the necessary documents; and,
4. Authorize the City Manager to execute such documents on behalf of the City.