



# Memorandum

**Date:** 06.09.16 **RE:** Finance Committee  
June 14, 2016

**To:** Finance Committee: Commissioners Mar (Chair), Cohen (Vice Chair), Campos, Kim, Yee and Wiener (Ex Officio)

**From:** Cynthia Fong – Deputy Director for Finance and Administration *CF*

**Through:** Tilly Chang – Executive Director *TC*

**Subject:** **ACTION** – Recommend Executing Annual Contract Renewals and Options for Various Annual Professional Services in an Amount Not to Exceed \$835,000 and Authorizing the Executive Director to Modify Contract Payment Terms and Non-Material Contract Terms and Conditions

## Summary

The Transportation Authority contracts with City and County of San Francisco (City) departments and outside firms for certain specialized professional services in areas where factors like costs, work volume, or the degree of specialization required would not justify the use of in-house staff. As summarized in Attachment 1, we are recommending renewing annual contracts for general legal counsel, video production services for Transportation Authority Board and Committee meetings, and exercising contract options for on-call strategic communications, media and community relations professional services, vehicle level of service and transit speed monitoring consulting services for the Congestion Management Program update for Fiscal Year 2016/17, on-call modeling and technology services, and computer network and maintenance services, in an amount not to exceed \$835,000.

## BACKGROUND

The Transportation Authority manages administrative costs through successful contract negotiations and through the transfer of certain routine professional service tasks to in-house staff. The Transportation Authority annually contracts for certain professional support services in areas where factors like cost, work volume, or the degree of specialization required would not justify the use of permanent in-house staff. Services requested from outside firms include general legal counsel, video production services for Transportation Authority Board and Committee meetings, and on-call strategic communications, media and community relations professional services, vehicle level of service and transit speed monitoring consulting services for the Congestion Management Program update for Fiscal Year 2016/17, on-call modeling and technology services, and computer network and maintenance services. The contract amounts proposed are annual limitations, as these professional support services are provided through contracts where costs are incurred only when the specific services are used.

## DISCUSSION

The purpose of this memorandum is to brief the Finance Committee on the annual contract renewals and options for Fiscal Year (FY) 2016/17 and to seek a recommendation for their execution.

Attachment A provides summary information for the proposed contracts for FY 2016/17. Below are

brief descriptions of the recommended services and amounts.

**Office of the City Attorney.....\$100,000**

The Office of the City Attorney (City Attorney) provides verbal and written legal representation, advice and counsel on matters related to the routine operations of the Transportation Authority, contracts and interagency agreements, labor matters, Brown Act, and California Public Records Act. The Transportation Authority also utilizes the City Attorney for litigation activities when appropriate.

**Department of Technology ..... \$50,000**

The Department of Technology records and telecasts all Transportation Authority Board and Committee meetings held at City Hall with a regularly scheduled playback date and time for public review. In FY 2016/17, we will continue to utilize the Department of Technology to provide record and telecast services of Vision Zero Committee (established in February 2014 through Resolution 14-58) meetings to support the City's efforts to take comprehensive and coordinated actions to improve pedestrian and cyclist safety in the near-term and of the Treasure Island Mobility Management Agency (TIMMA) (established in February 2014 through Resolution 14-53) meetings to implement elements of the Treasure Island Transportation Implementation Plan in support of the Treasure Island/Yerba Buena Island Development Project.

**Barbary Coast Consulting and Davis & Associates Communications, Inc. ....\$175,000**

The Transportation Authority has regular needs to communicate with the public, the media, policymakers, and key stakeholders in partner agencies and the private and non-profit sectors on a wide range of agency and project-specific matters. In February 2014, through Resolution 14-54 and based on the results of a competitive process, the Transportation Authority awarded three-year consultant contracts, with options to extend for two additional one year periods, to Barbary Coast Consulting and Davis & Associates Communications, Inc., in a combined total not to exceed \$525,000, for on-call strategic communications, media and community relations professional services. Since then, the consultant teams have provided development support of an agency-wide communications strategy, ongoing agency-wide external communications, as well as project-specific outreach and communications, including Quint-Jerrold Connector Road, Geneva-Harney BRT Feasibility Study, Chinatown Neighborhood Transportation Plan, the Long Range Transportation Planning Program, and the potential new transportation sales tax Expenditure Plan (task order pending). In addition, to accompany the public release of the Geary Corridor Bus Rapid Transit (BRT) Draft Environmental Impact Statement/Draft Environmental Impact Report, the Transportation Authority requested the consultants to conduct extensive outreach, community engagement, and assist in responding to public comments that was beyond what was originally anticipated. Furthermore, the consultants are providing assistance with strategic communications, marketing, and branding services related to the development of the BART Travel Incentives Pilot Program, which is partially funded by a federal grant recently awarded to the Transportation Authority. Attachment 2 provides brief descriptions of the work assigned to both consultant teams.

For the upcoming year, we forecast continuous need for assistance with strategic communications, media relations and outreach related to Geary Corridor BRT Environmental Analysis, TIMMA, BART Travel Incentives Program, Long Range Transportation Planning Program, and transportation sales tax Expenditure Plan, among others. The proposed action will exercise the first of two options of the initial contract and maintain the annual contract amount.

**Iteris, Inc. .... \$110,000**

As the Congestion Management Agency (CMA), and in accordance with state Congestion Management Program (CMP) legislation, the Transportation Authority monitors the CMP roadway network for automobile Level of Service (LOS) on a biennial basis. In addition, the Transportation Authority monitors transit speeds and tabulates readily available existing data related to pedestrians and bicycles as measures of multimodal system performance. In December 2012, through Resolution 13-18 and based on the results of a competitive process, the Transportation Authority awarded an 18-month consultant contract, with options to extend for two additional two-year terms, to Iteris, Inc. in an amount not to exceed \$130,000 for vehicle LOS and transit speed monitoring as part of the 2013 CMP effort update. In June 2014, through Resolution 14-82, the Transportation Authority exercised the first one-year option of the consultant contract with Iteris and increased the contract amount by \$110,000, for a total amount not to exceed \$240,000. In December 2015, through Resolution 16-29, the Transportation Authority adopted the 2015 San Francisco CMP and issued an official finding that the City is in conformance with the CMP. During FY 2016/17, Iteris will begin the 2017 CMP effort update. The proposed action will exercise the second and final option of the contract and maintain the annual contract amount.

**Parsons Brinckerhoff, Inc. .... \$200,000**

As the Congestion Management Agency (CMA) for San Francisco, travel demand forecasting and scenario testing using the Transportation Authority’s “SF-CHAMP” travel model has been an integral part of the Transportation Authority’s CMA duties, and will be an integral part of the San Francisco Transportation Plan including carbon emissions and parking considerations. SF-CHAMP is also the primary analysis tool authorized by the Federal Transit Administration (FTA) for San Francisco’s three major transit expansion projects: Central Subway, Van Ness Avenue Bus Rapid Transit (BRT), and Geary Corridor BRT.

In April 2012, through Resolution 12-59 and based on the results of a competitive process, the Transportation Authority awarded a two-year consultant contract to Parsons Brinckerhoff, Inc. with an option to extend for an additional one year period, in an amount not to exceed \$400,000, to provide on-call modeling and technology services. Since then, the consultant team has provided modeling and technical support on Geary Corridor BRT, TIMMA revenue forecasting, San Francisco Parking and Pricing Regulation Study, BART Travel Incentives Program, and implementing enhancements to the SF-CHAMP model components. Attachment 3 provides brief descriptions of the work assigned to the consultant team. Anticipated activities in FY 2016/17 include continuous efforts to generate Treasure Island weekend and special event forecasts, update TIMMA revenue forecasts, advance SF-CHAMP capabilities and analyze transit and pricing alternatives using dynamic network modeling tools. The proposed action will exercise the first and final contract option to the initial contract and maintain annual contract amount.

**SPTJ Consulting ..... \$200,000**

The Transportation Authority depends on computers, telecommunications, and internet access for its daily activities. The small staff size of the Transportation Authority does not yet warrant full-time, in-house technical support, so most technical maintenance and support tasks are outsourced to a professional consultant team that comes to the Transportation Authority offices on an as-needed basis. In October 2014, through Resolution 15-11 and based on the results of a competitive process, the Transportation Authority awarded a three-year consultant contract with two additional one-year extension options to SPTJ Consulting, in an amount to exceed \$550,000, for computer network and maintenance services. In addition to maintenance and ongoing tasks, SPTJ Consulting has been instrumental in the development

of a secure and robust hardware and database setup, providing server updates, system maintenance, and security management for the Transportation Authority's Enterprise Resource Planning (ERP) software, Microsoft Dynamics AX. In addition, the team is continuously providing operating system and software updates, and file server and backup system upgrades. Furthermore, the team helped with the implementation of advanced reporting functions and increased office hours on site in order to be more responsive to staff requests. During FY 2016/17, SPTJ Consulting will continue to provide similar maintenance and ongoing tasks in addition to several larger system upgrade tasks. We are proposing a larger contract amount due to the complexity of the ERP software and the increase of office hours on site. The proposed action will exercise the first of two options of the initial contract.

## **ALTERNATIVES**

1. Recommend executing annual contract renewals and options for various annual professional services in an amount not to exceed \$835,000 and authorizing the Executive Director to modify contract payment terms and non-material contract terms and conditions, as requested.
2. Recommend executing annual contract renewals and options for various annual professional services in an amount not to exceed \$835,000 and authorizing the Executive Director to modify contract payment terms and non-material contract terms and conditions, with modifications.
3. Defer action, pending additional information or further staff analysis.

## **CAC POSITION**

The CAC considered this item at its May 25, 2016 meeting and unanimously adopted a motion of support for the staff recommendation.

## **FINANCIAL IMPACTS**

Sufficient funds have been identified for these contracts in the proposed FY 2016/17 work program and budget. The proposed contracts will be funded by a combination of federal and state grants, funding from other agencies through memoranda of agreement, and Prop K funds.

## **RECOMMENDATION**

Recommend executing annual contract renewals and options for various annual professional services in an amount not to exceed \$835,000 and authorizing the Executive Director to modify contract payment terms and non-material contract terms and conditions.

Attachments (3):

1. Proposed Fiscal Year 2016/17 Professional Services Expenditures
2. On-call Strategic Communications, Media and Community Relations Task Orders
3. On-call Modeling and Technology Services Task Orders

**Attachment 1:  
Proposed Fiscal Year 2016/17 Professional Services Expenditures**

Professional Services	Annual Services	Previous Year Contract	Increase/ (Decrease)	Proposed Fiscal Year 2016/17 Contract	Procurement Type/Contract Options	Contract Goal	Utilization to Date
CCSF-Office of the City Attorney	General Counsel Services	\$ 100,000	-	\$ 100,000	Sole Source	N/A	N/A
CCSF-Department of Technology	Video Production Services for Transportation Authority Committee and Board Meetings	\$ 50,000	-	\$ 50,000	Sole Source	N/A	N/A
Barbary Coast Consulting and Davis & Associates Communications, Inc.	On-call Strategic Communications, Media and Community Relations	\$175,000	-	\$175,000	Competitively bid. First of two renewal options.	17% DBE	23% DBE
Iteris, Inc.	Vehicle LOS and Transit Speed Monitoring Services for Congestion Management Program Update	\$110,000	-	\$110,000	Competitively bid. Second of two renewal options.	9% DBE	27% DBE
Parsons Brinckerhoff, Inc.	On-call Modeling and Technology Services	\$200,000	-	\$200,000	Competitively bid. First and final renewal option.	9% UDBE <sup>1</sup>	2% UDBE <sup>2</sup>
SPTJ Consulting, Inc.	Computer Network and Maintenance Services	\$183,333	\$16,667	\$200,000	Competitively bid. First of two renewal options.	25% DBE/LBE/SBE	90% DBE/LBE
	<b>Total</b>	<b>\$818,333</b>	<b>\$16,667</b>	<b>\$835,000</b>			

<sup>1</sup> An Under-utilized Disadvantaged Business Enterprise (UDBE) is a firm that meets the definition of a DBE as specified in 49 CFR 26 and is in one of the following four underutilized disadvantaged groups: Black American, Asian-Pacific American, Women, and Native American. As directed by the Federal Highway Administration and the California Department of Transportation, federal-aid contracts advertised on or before June 15, 2012 contain UDBE participation goals. Federal-aid contracts advertised after June 15, 2012 will contain DBE participation goals.

<sup>2</sup> UDBE participation has been lower than anticipated for this contract because the UDBE firm under the on-call contract does not possess the required technical expertise needed to complete the task assignments so far. If the proposed contract option is approved, the prime consultant has committed to achieve the UDBE goal by assigning traffic-related tasks to the contracted UDBE firm and data analysis tasks to another UDBE firm, Transportation Analytics, which was recently added to the contract.

**Attachment 2:  
On-call Strategic Communications, Media and Community Relations Task Orders**

<b>Prime Consultant</b>	<b>Task Order Description</b>	<b>Amount</b>
Barbary Coast Consulting	Geary Corridor BRT	\$139,675
	Overall Communications <sup>3</sup>	\$123,650
	BART Travel Incentives Program	\$65,000
	TIMMA Communications Support	\$29,125
	Geneva-Harney BRT	\$28,675
	Quint-Jerrold Connector Road	\$7,350
	San Francisco Parking Pricing and Regulation Study	\$1,531
<b>Total Task Orders Awarded to Barbary Coast Consulting</b>		<b>\$395,006</b>
Davis & Associates Communications, Inc.	Long Range Transportation Planning Program	\$39,998
	Overall Communications <sup>3</sup>	\$20,000
	Communications Assessment	\$16,843
	Chinatown Community-Based Transportation Plan	\$11,417
<b>Total Task Orders Awarded to Davis &amp; Associates Communications, Inc.</b>		<b>\$88,258</b>
<b>Total Task Orders Awarded to Date</b>		<b>\$483,264</b>

<sup>3</sup> Overall communications encompasses activities such as overall image development and branding of the Transportation Authority and creating communication materials, including translating documents to comply with Title VI requirements. In addition, consultant teams monitor legislative, community and media activity for various Transportation Authority projects and provide comprehensive support services for Transportation Authority initiatives not covered by separate task orders, including Mansell Corridor Improvement Project Design and the Potrero Hill Neighborhood Transportation Plan, as requested.

**Attachment 3:  
On-call Modeling and Technology Services Task Orders**

<b>Prime Consultant</b>	<b>Task Order Description</b>	<b>Amount</b>
Parsons Brinckerhoff, Inc.	TIMMA Travel Demand Forecasts	\$217,340
	San Francisco Parking Pricing and Regulation Study	\$125,656
	BART Travel Incentives Program	\$16,000
	Geary Corridor BRT	\$8,708
	South of Market Area Ramps Dynamic Traffic Assignment Model Runs	\$3,988
<b>Total Task Orders Awarded to Date</b>		<b>\$371,692</b>