

**Metro**Los Angeles County
Metropolitan Transportation AuthorityOne Gateway Plaza
Los Angeles, CA 90012-2952213.922.2000 T
metro.net**REVISED****MEASURE R PROJECT DELIVERY COMMITTEE
APRIL 15, 2010**

SUBJECT: CRENSHAW/LAX TRANSIT CORRIDOR

ACTION: AWARD CONTRACT TO CRENSHAW PLUS LEADERSHIP COUNCIL FOR CONTINUED COMMUNITY OUTREACH FOR THE LIFE OF THE PROJECT

RECOMMENDATION

- A. Authorize the Chief Executive Officer (CEO) to award a three-year, firm fixed price services contract, Contract No. PS434024, to The Divine Enterprise in association with Fred MacFarlane Communications and Diversified Transportation Solutions to perform community outreach support services for the Crenshaw/LAX Transit Corridor project in an amount not to exceed \$975,513, effective May 1, 2010;
- B. Award two one-year options to renew, subject to Board approval and identification of funding; and
- C. Award contract modifications for up to \$97,550 to cover the cost of any unforeseen issues that may arise.

RATIONALE

The introduction of a new transit system to a corridor requires a special outreach program that broadly involves the communities to be served on several levels such as safety, economic development, aesthetics and the long term investment for improved mobility. It is especially critical to engage those who will be within the zone of construction impacts. The communities of the Crenshaw Corridor have a laudatory history of grassroots community participation. The formation of the Crenshaw Plus Leadership Council will honor that history through convening representation of the diverse interests of the entire corridor in an advisory capacity through the design and construction phases of the project. It is a natural next step as it garners lessons learned and continuing to strive for best practices in community participation in support of major capital projects. The proposed consultant team is uniquely qualified to provide support to this Leadership Council because of its enduring and meaningful ties to communities and cities in the Crenshaw Corridor as well as significant professional experience in communications, facilitation and transit systems.

FINANCIAL IMPACT

The FY 10 budget includes \$22,500 in Cost Center 4330 (South Bay Area Team), under Project 465512 (Crenshaw/LAX Transit Corridor Project), Account 50316 (Services Professional/Technical) to cover initial program start-up. For FY 11, \$440,000 has been requested to cover this contract cost. Since this is a multi-year contract, the cost center manager and Interim Chief Planning Officer will be accountable for budgeting future year expenditures.

Measure R 35% Transit Capital funds earmarked for the Crenshaw Transit Corridor will be used to fund this contract. As these funds are specifically earmarked for the Crenshaw Transit Corridor, they cannot be used for Rail or Bus Operating or Capital Costs.

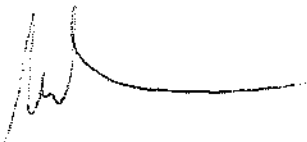
ALTERNATIVES CONSIDERED

The services could be brought in-house. This action is not recommended because there is not sufficient existing staff resource to conduct the specialized work

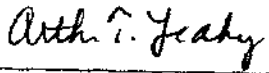
ATTACHMENT

A. Procurement Summary

Prepared by: Lynda Bybee
Deputy Executive Officer, Community Relations



Matt Raymond
Chief Communications Officer



Arthur T. Leahy
Chief Executive Officer

**BOARD REPORT ATTACHMENT A
PROCUREMENT SUMMARY**

**CRENSHAW TRANSIT PLUS CORRIDOR
LEADERSHIP COUNCIL CONSULTANT**

1.	Contract Number: PS4340-2410		
2.	Recommended Vendor: THE DIVINE ENTERPRISE		
3.	Cost/Price Analysis Information:		
	A. Bid/Proposed Price: \$ 1,300,170.30	Recommended Price: \$ 975,513	
	B. Details of Significant Variances are in Attachment A-1.D		
4.	Contract Type: Firm-Fixed Price		
5.	Procurement Dates:		
	A. Issued: 09/18/2009		
	B. Advertised: 09/18/2009		
	C. Pre-proposal Conference: 09/29/2009 and 10/27/2009		
	D. Proposals Due: 12/17/2009		
	E. Pre-Qualification Completed: 3/12/2010		
	F. Conflict of Interest Form Submitted to Ethics: 3/22/2010		
6.	Small Business Participation:		
	A. Bid/Proposal Goal: DALP 35%	Date Small Business Evaluation Completed: 03/08/2010	
	B. Small Business Commitment: 13.2% Details are in Attachment A-2 The Divine Enterprise committed to meeting a 13.2% DALP participation level with the engagement of itself and two subcontractors.		
7.	Invitation for Bid/Request for Proposal Data:		
	Notifications Sent: 100	Bids/Proposals Picked up: 50	Bids/Proposals Received: 5
8.	Evaluation Information:		
	A. Bidders/Proposers Names:	<u>Bid/Proposal Amount:</u>	<u>Best and Final Offer Amount:</u>
	The Divine Enterprise	\$ 1,300, 170.30	\$ 975,513
	TCM Group, Inc.	\$ 1,695,472.31	
	Lee Andrews Group, Inc.	\$ 623,709.00	
	The Robert Group	\$ 413,049.00	
	Del Richardson and Associates	\$ 216,045.26	
	B. Evaluation Methodology: Details are in Attachment A-1.C		
9.	Protest Information:		
	A. Protest Period End Date: April 20, 2010		
	B. Protest Receipt Date: N/A		
	C. Disposition of Protest Date: N/A		
10.	Contract Administrator: Barbara A. Gatewood	Telephone Number: 922-7317	
11.	Project Manager: Lynda Bybee	Telephone Number: 922-6340	

**BOARD REPORT ATTACHMENT A-1
PROCUREMENT HISTORY**

**CRENSHAW TRANSIT PLUS CORRIDOR
LEADERSHIP COUNCIL CONSULTANT**

A. Background on Contractor

The Divine Enterprise (TDE) is a Crenshaw Corridor community based consulting firm specializing in public outreach, communications and meeting facilitations. This firm has also served churches and the business community in the Crenshaw Corridor area for approximately thirty (30) years in the areas of business development, management, providing accounting services for companies such as McDonald's Corporation, Vogue Tires; Proctor and Gamble Manufacturing Company, and other prominent organizations; also provides computer system integrations; and is also involved in restructuring and management of the ACC Church and Community Newspaper.

TDE is both a small business and a new firm to METRO, but not new to working with or being involved in governmental agencies and political organizations. Through the publication and distribution of its newspapers within the community TDB has been involved in highlighting major political issues such as Prop. 11; Prop. 92; Prop 93 and Measures J, Q, and R L.A.

To enhance itself as a firm capable of meeting the needs of this engagement, TDE has teamed itself with sub-consultant, Fred MacFarlane Media Relations/Communications, a firm known for its in-depth communications expertise in radio, television; state political correspondent and public affairs; and sub-consultant, Diversified Transportation Solutions, a firm with over twenty years of experience in the development, planning, implementation and operation of transit services. Diversified Transportation Solutions recently participated in assisting METRO in the development of a Short Range Transit Plan (SRTP) for fiscal years 2010-2014. DTS has also worked for other transportation agencies such as Torrance Transit, Washington Metropolitan Area Transit Authority and Los Angeles County Department of Public Works Lennox Transit Needs Study.

B. Procurement Background

The Request for Proposal (RFP) is a qualifications based negotiated procurement with the purpose of establishing a special outreach program that will actively involve and engage communities located within the Crenshaw Corridor zone of construction impacts. Two one year unpriced options are included as part of this procurement. Prices for the options will be subject to board approval. A Firm Fixed Price contract will be issued for this procurement.

Board Item #50 dated April 30, 2007 was approved in support of providing public outreach and community participation for the EIS/EIR Crenshaw Transit Corridor project (PS-4330-1969).

The Diversity and Economic Opportunity Department (DEOD) recommended a thirty-five percent (35%) Disadvantaged Business Enterprise Anticipated Level of Participation (DALP) for this project.

C. Evaluation of Proposals

The RFP was issued in accordance with the Procurement Policy Manual. The source selection committee conducted a comprehensive technical evaluation of proposals and held oral discussions. Five proposals were received with varying degrees of responsiveness to the project and submittal requirements. Based upon the evaluation criteria stipulated within the RFP solicitation requirements, Divine Enterprise received the highest ranking. Divine Enterprise recognized the unique requirement/approach needed to support the formation of the Crenshaw Plus Leadership Council and community POD's versus a basic community project relations effort.

D. Cost/Price Analysis Explanation of Variances

The recommended price of \$975,513 has been determined to be fair and reasonable based upon a cost analysis, an independent cost estimate, technical review, fact find, and negotiations.

**BOARD REPORT ATTACHMENT A-2
LIST OF SUBCONTRACTORS**

**CRENSHAW TRANSIT PLUS CORRIDOR
LEADERSHIP COUNCIL CONSULTANT**

PRIME CONTRACTOR – The Divine Enterprise

Small Business Commitment

Other Subcontractors

Diversified Transportation Solutions

Fred MacFarlane
Community Outreach &
Program Management

Total Commitment 13.17%

