



CITY OF GLENDALE, CALIFORNIA REPORT TO THE CITY COUNCIL

AGENDA ITEM

Report: Award Professional Services Agreement (PSA) for Glendale Beeline Comprehensive Operational Analysis and Integration Study

- 1) Motion authorizing the City Manager, or his designee, to execute a PSA with Dan Boyle & Associates LLC for a Beeline comprehensive operational analysis and integration study in an amount not to exceed \$392,139.
- 2) Resolution of appropriation of \$150,000 in State Grant and Measure M Local Return funds for the integration study.

COUNCIL ACTION

Item Type: Action Item

Approved for July 30, 2024 **calendar**

EXECUTIVE SUMMARY

The City of Glendale last conducted a Beeline transit route analysis in 2018-2019. Its recommendations were implemented in November 2020. Since then, the City has gone through a pandemic that has affected transit systems worldwide, including the Beeline.

The Comprehensive Operational Analysis and Integration Study (COA) project will help provide a complete vision of how Beeline can adapt to the changes and reorient service to better meet the travel needs of residents and visitors. This analysis is focusing on Beeline service and how Beeline can best work with other transit systems such as Metro, Metrolink, and BurbankBus as a mobility network in Glendale. The analysis will take into consideration future conditions including the Metro Bus Rapid Transit (BRT) service, and the Glendale community plans.

The results of this year-long project are expected to allow staff to implement a framework for effective Beeline service deployment within available financial and capital resources. The proposed PSA with Dan Boyle & Associates LLC will cost \$392,139, and a resolution of appropriation totaling \$150,000 is proposed to cover a portion of these costs.

RECOMMENDATION

Approve the motion authorizing the City Manager to execute a PSA with Dan Boyle & Associates LLC for the COA project in an amount not to exceed \$392,139; and adopt a resolution of appropriation for \$150,000 for the integration study.

ANALYSIS

The COA will develop and update transit delivery strategies to address existing and future conditions. The pandemic, new technologies, changing demographics, and evolving travel preferences continue to disrupt how people get around. The COA is intended to capture an abundance of precise data and analyze the existing network of all fixed route transit services (regardless of provider) in the Glendale Beeline service area and ensure service integration amongst the transit operators and services.

The COA goals and objectives are:

- Understand the state of transit post-pandemic at the local, regional, and national levels.
- Improve multimodal transportation connection between activity nodes for residents, commuters, and visitors amongst the cities. Ensure the transit system supports the area's future growth and land use changes.
- Integrate Beeline, BurbankBus, La Canada Flintridge (LCF) Shuttle, Metro bus (including North Hollywood to Pasadena BRT), Metrolink and Amtrak transit services.
- Ensure equitable access to transit.
- Increase ridership and transit usage.
- Support a resilient, net-zero community, anchored by long-term public transportation investments that reduce greenhouse gas emissions, and decrease single-occupancy vehicle trips.
- Prioritize a community-focused, multimodal transportation network that is easy to use, efficient, convenient, safe.

COA Key Activities

The analysis requires the selected firm to perform the following key activities:

1. Create and implement an in-depth public outreach program to engage riders and non-riders to inform the study's fact-finding and service recommendations.
2. Create an existing conditions report that produces an understanding of existing fixed route usage on Beeline, Metro, and LCF shuttle in Beeline service area.
3. Develop a plan that reimagines transit service deployment in the Beeline service area and develops recommendations for coordinated routes among Beeline, Metro and other transit service providers.

Request for Proposals (RFP) Process

The RFP was issued on April 25, 2024. It was posted on the City's webpage and circulated among approximately 20 consulting firms. On June 12, 2024, the City received two proposals from Dan Boyle & Associates LLC (DBA) and Transportation Management & Design, Inc. (TMD). The proposals were reviewed, and proposer interviews were held on June 26, 2024. Glendale's Transit Manager and two other

transit professionals from LA Metro and the City of Torrance (Torrance Transit) evaluated the proposals based on the RFP evaluation criteria. The individual scores were averaged to provide the final ranking. DBA scored the highest with 96 points and had the lowest cost proposal at \$324,841 to TMD’s \$409,745.

Evaluation Scoring Summary			
Evaluation Criteria	Possible Points	DBA	TMD
Responsiveness - Understanding of Project Requirements	30	28	28
Qualifications of the Firm and Key Personnel	20	19	19
Work Plan and Technical Approach	30	29	27
References	10	10	10
Cost	10	10	6
Total	100	96	90

The DBA proposal was well-tailored to Glendale’s RFP scope of work. DBA brought a fresher perspective by teaming with another transit consulting firm, Jarrett Walker + Associates. The DBA-assembled team has an outstanding understanding of the Glendale service area, demonstrated subject matter expertise, and demonstrated commitment to Beeline’s continued success.

Additional Requested Services

During negotiations, staff requested additional services from DBA to enhance the study. Some requested items are additions, while others may be optional depending on various outcomes. The added items include more outreach efforts for data gathering, a fare study, revision of the City’s most recent civil rights Title VI report, the development of collateral materials, and a post-implementation evaluation. These added services increased the total cost to \$392,139, which is about \$67,000 more than DBA’s initial proposal but still lower than TMD’s proposal.

Anticipated Project Schedule

The COA is anticipated to begin in September 2024 and conclude in about a year.

Grant Funding for COA

Public Works staff successfully secured \$100,000 for the COA from the Transit and Intercity Rail Capital Program (TIRCP) managed by the California Transportation Commission. This grant requires a \$50,000 local match which staff proposes to cover with Measure M Local Return funds.

STAKEHOLDERS/OUTREACH

Glendale’s Beeline transit service provides residents and visitors with mobility. The COA has a robust public outreach component, which seeks to both understand the community’s travel needs and preferences as well as inform them about the eventual recommendations for changes to transit service in Glendale.

FISCAL IMPACT

The COA has a not-to-exceed amount of \$392,139, a portion of which was approved as part of the FY 2024-25 budget. Therefore, staff is requesting an appropriation of \$150,000 from a TIRCP Grant and Measure M Local Return. The appropriation request is outlined below:

Existing Appropriation			
Amount	Account String	Funding Source	
\$242,139	GL: 43110-2220-PWD-0020-P0000 PL: PWD01188AN	Measure M Local Return Fund	
Requesting Appropriation			
Amount	From (Account String)	To (Account String)	Funding Source
\$100,000	GL: 32610-2160-PWD-0020-P0000 PL: PWD01188BG	GL: 43110-2160-PWD-0020-P0000 PL: PWD01188BG	State Grant - TIRCP
\$50,000	GL: 24212-2220-PWD-0000-P0000	GL: 43110-2220-PWD-0020-P0000 PL: PWD01188AN	Measure M Local Return Fund Balance

ENVIRONMENTAL REVIEW (CEQA/NEPA)

The action being considered does not constitute a “project” within the meaning of CEQA pursuant to 14 C.C.R. § 15378(a). Even if it is a project, it is exempt pursuant to 14 C.C.R. § 15061(b)(3), and categorically exempt pursuant to 14 C.C.R. § 15306 as basic data collection, research, experimental management, and resource evaluation activities which do not result in a serious or major disturbance to an environmental resource.

CAMPAIGN DISCLOSURE

The names and business addresses of the members of the board of directors, the chairperson, CEO, COO, CFO, subcontractors and any person or entity with more than 10% interest in the company are attached in Exhibit 1, in accordance with the City Campaign Finance Ordinance No. 5744.

ALTERNATIVES TO STAFF RECOMMENDATION

Alternative 1: The City Council may consider any other alternative not proposed by staff.

ADMINISTRATIVE ACTION

Submitted by:

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Prepared by:

Martha D’Andrea, Transit Manager

Approved by:
Roubik R. Golanian, P.E., City Manager

EXHIBITS/ATTACHMENTS

Exhibit 1 – Campaign Disclosure Forms