



Public Works Department Contract Award for Comprehensive Operational Analysis and Integration Study (COA)

Presented to: City of Glendale City Council

Item 8.d.

July 30, 2024

Comprehensive Operational Analysis & Integration Study (COA) Project



- Last conducted a transit route analysis in 2018-2019
- Pandemic affected transit systems worldwide including Beeline.
- Will help provide a complete vision of how Beeline can adapt to the changes and reorient service.
- COA results are expected to provide a framework for effective Beeline service deployment within available financial and capital resources.
- COA is a year-long project.



COA Key Activities

- Requires selected firm to perform the following:

1. Create and implement an in-depth public outreach program to engage riders and non-riders.

2. Understand 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 between Beeline and other transit providers.



RFP Process

- Issued RFP
- Received two proposals
 - Dan Boyle & Associates LLC (DBA)
 - Transportation Management & Design, Inc. (TMD)
- Reviewed proposals and interviewed firms
- Evaluated and scored proposals based on evaluation criteria
 - Evaluators included Glendale's Transit Manager, and transit professionals from LA Metro and City of Torrance (Torrance Transit)
- Individual scores averaged to provide final ranking



Proposal Evaluation

- DBA Proposal
 - Highest score and lowest cost.
 - Well tailored to the scope of work.
 - Brings a fresher perspective by teaming with Jarrett Walker + Associates.
 - Assembled team has an outstanding understanding of Glendale service area, demonstrated subject matter expertise, and demonstrated commitment to Beeline’s continued success.

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

Proposal Costs

DBA	TMD
\$324,841	\$409,745



COA Project Cost



- During negotiations, staff requested additional services to enhance the study
 - Some requested services are additions while others may be optional depending on various outcomes
 - More outreach efforts
 - A fare study
 - Revision of our most recent civil rights Title VI report
 - Development of collateral materials
 - A post-implementation evaluation
- Total not-to-exceed project cost is \$392,139
 - \$67,000 more than DBA's initial proposal but still lower than TMD's proposal



Recommendation

- Approve the contract award to DBA for the Comprehensive Operational Analysis and Integration Study project.
- Adopt the Resolution of Appropriation for \$150,000 for the integration study.





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