

Metropolitan Transportation Commission

Administration Committee

September 11, 2024

Agenda Item 2f-24-1027

**Contract – East Bay Priority Production Area Technical Assistance and Planning:
PlaceWorks (\$1,000,000)**

Subject:

Authorization to negotiate and enter into contract with PlaceWorks in an amount not to exceed \$1,000,000 to provide Technical Assistance and Planning services for the East Bay Priority Production Area Project (the “Project”).

Background:

Priority Production Areas (PPAs) are industrial lands that are identified by local jurisdictions, well-served by the region’s goods movement network, and prioritized for the preservation and expansion of economic development as part of Plan Bay Area 2050. The PPA pilot program is part of the implementation of Plan Bay Area 2050’s Strategy EC6 to strengthen the region’s economy and create middle wage jobs by retaining and investing in key industrial lands. The purpose of the pilot program is to support implementation of local land use policies to protect key industrial lands identified as PPAs and identify pathways to fund key infrastructure improvements in these areas.

In June 2023, MTC awarded grants to four projects. Two projects in Solano County—one countywide project and another for the Port of Benicia—will be administered by Solano Transportation Authority and the City of Benicia, respectively. The lead applicants for the other two projects, which are located in Contra Costa and Alameda Counties, requested MTC assistance with consultant procurement. This proposed contract will support these two projects (collectively referred to as the “East Bay Priority Production Area Project”):

1. **The Northern Waterfront Priority Production Areas:** Includes PPAs in County of Contra Costa, and the cities of Concord, Pittsburg, Antioch, and Oakley.
2. **East Bay’s Next Generation Industrial Buildings and Districts:** Includes PPAs in the County of Alameda located in Fremont, Livermore, Oakland, San Leandro, and Union City.

The objective of the Project is to conduct infrastructure needs analysis, develop funding strategies for key improvements, and provide tools for the preservation and modernization of

industrial zones in ten jurisdictions to meet current and future industry needs. Tailored materials will address each jurisdiction's unique requirements, including objective design standards, presentation materials and land use inventories.

Procurement:

MTC issued a mini Request for Proposals ("RFP") on March 20, 2024 inviting firms on the 2021 Regional Planning Bench ("Bench") under Service Category 7: Economic & Real Estate Analysis to apply to provide consulting services for the Project. The RFP was also posted on MTC's website. Staff hosted a non-mandatory pre-submittal conference on March 26, 2024 via zoom that was attended by 14 firms.

On April 29, 2024, MTC received two qualified proposals from Strategic Economics and PlaceWorks. Both proposals were supported by a team of subconsultants. An evaluation panel consisting of the MTC project manager and a project manager from each of the grantees reviewed the submittals based on the following evaluation criteria:

1. Qualifications and Team Experience (50%)
2. Understanding and Approach (20%)
3. Cost Effectiveness (20%)
4. Presentation (10%)

PlaceWorks received the highest total score in the evaluation panel's review of consultant submittals. The PlaceWorks proposal was highly rated for its experience in providing technical assistance for complex multi-jurisdictional projects, developing adaptable products, and managing a diverse team of sub-consultants.

The SBE program applied to this procurement. The PlaceWorks proposal included 40 percent Small Business Enterprise (SBE) participation. PlaceWorks and its subconsultants' Small Business Enterprise (SBE) and Disadvantaged Business Enterprise (DBE) status is shown in Attachment A. Attachment A provides the SBE and DBE status for the Placeworks team.

Issues:

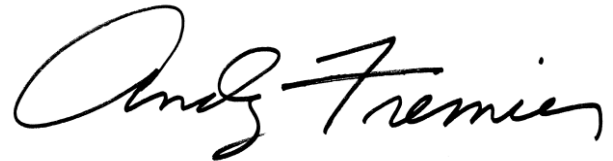
None identified

Recommendation:

Staff recommend that the Committee authorize the Executive Director or his designee to negotiate and enter into a contract with PlaceWorks for planning and technical assistance services for the East Bay Priority Production Area Project, in an amount not to exceed \$1,000,000.

Attachments:

- Attachment A – Small Business Enterprise Status
- Request for Committee Approval – Summary of Proposed Contract



Andrew B. Fremier

Attachment A

Small Business Enterprise Status

	Firm Name	Role on Project	DBE* Yes/No	If DBE Yes, List #	SBE** Yes/No	If SBE Yes, List #
Prime Contractor	PlaceWorks	Prime	No		No	
Subcontractor	EPS	Subconsultant	No		Yes	23554
Subcontractor	F. J. Kennedy and Associates, Inc.	Subconsultant	No		Yes	2017036
Subcontractor	Fehr & Peers	Subconsultant	No		No	
Subcontractor	HPA Architecture	Subconsultant	No		No	

*Denotes certification by the California Unified Certification Program (CUCP)

**Denotes certification by the State of California.

Request for Committee Approval

Summary of Proposed Contract

Work Item No.:	1611
Consultant:	PlaceWorks
Work Project Title:	East Bay Priority Production Area Project
Purpose of Project:	Support the region’s economy by providing technical assistance and planning services to local jurisdictions to improve and safeguard designated industrial areas, identifying needs and strategies, and developing policies for adoption and implementation.
Brief Scope of Work:	Provide technical assistance and planning services to: <ul style="list-style-type: none">- The Northern Waterfront Priority Production Areas, including PPAs in the County of Contra Costa, City of Concord, City of Pittsburg, City of Antioch, and City of Oakley.- The East Bay’s Next Generation Industrial Buildings and Districts, serving Priority Production Areas in Fremont, Livermore, Oakland, San Leandro, and Union City.
Project Cost Not to Exceed:	\$1,000,000
Funding Source:	MTC Exchange Fund
Fiscal Impact:	\$1,000,000 is included in the FY 2024-25 Agency Budget
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract with PlaceWorks for technical assistance and planning services described above and in the Administration Committee Summary Sheet dated September 11, 2024 and that the Chief Financial Officer is authorized to set aside \$1,000,000.
Administration Committee:	<hr/> <p>Gina Papan, Chair</p>
Approved:	September 11, 2024