



Contract Award for South Central Transit Oriented Development Business Assistance and Land Use Planning Services Grant (Ordinance S-44622)

Request to authorize the City Manager, or his designee, to enter into a contract with Promise Arizona/Gould Evans to provide business assistance, Transit Oriented Development (TOD) planning and urban design services for the South Central Light Rail Extension Project. Further request authorization for the City Controller to disburse funds in an amount not to exceed \$2.4 million.

Summary

In October 2016, the Federal Transit Administration (FTA) awarded the City of Phoenix a Transit Oriented Development (TOD) planning grant to implement an early action business assistance program and to plan for future development along the South Central Light Rail Extension. The City of Phoenix received from the FTA the maximum available funding of \$2 million, which is further supported by a \$400,000 local match.

The grant will fund comprehensive, proactive business assistance that will include business owner workshops, detailed inventories and needs assessments of the businesses in the corridor, and development and implementation of individual business assistance plans. In addition, the grant provides the resources to engage and work with the community to gather extensive input and understand perspectives on the current and desired conditions of the station areas to generate a long-term vision for the corridor. The visioning work will be captured through interactive design workshops that will yield conceptual urban design plans for the areas surrounding each station. The community engagement, visioning, urban design work, and an action plan will be documented in a TOD policy plan specific to the South Central corridor, which will serve to attract, guide, and prioritize strategic investments in infrastructure, housing, economic development, and other areas to achieve the shared vision for the future.

Procurement Information

A request for proposals (RFP) process was conducted in accordance with Administrative Regulation 3.10 (PTD18-002). Two proposals were received by the Public Transit Department on Feb. 7, 2018. An evaluation panel comprised of City of Phoenix staff, Valley Metro staff, and members of the public scored the proposals based on the following criteria:

- Team Organizational Qualifications and Experience (up to 200 points).
- Team Personnel Qualifications and Experience (up to 250 points).
- Technical Approach (up to 350 points).
- Offeror's Total Price (up to 200 points).

Below is a summary of the final proposal scores:

- Promise Arizona/Gould Evans: 897 points
- Callison RTKL Inc.: 680 points

Based on evidenced marketplace competition, the pricing is determined to be fair and reasonable. Public Transit staff concurs with the evaluation committee's decision and recommends awarding this contract for business assistance and land use planning services to Promise Arizona/Gould Evans as the best overall proposal and best value of the City based on the evaluation criteria.

Contract Term

The contract consists of a two-year base agreement with an optional one-year extension in monthly increments to coincide with project completion. The extension option will be exercised by the Public Transit Director only if it is in the City's best interest to do so and the contractor performed satisfactorily during the two-year base period. The contract term will begin on or about May 2018 and end on or about April 30, 2021, if the annual extension is exercised.

Financial Impact

The aggregate contract value, including all option years, shall not exceed \$2.4 million. Funds are available according to the following breakdown:

- FTA: \$2 million
- Local Match (T2050): \$400,000

Concurrence/Previous Council Action

The Citizen Transportation Commission recommended approval of the award recommendation to the Transportation and Infrastructure Subcommittee on April 26, 2018 by a vote of 8-2.

The Transportation and Infrastructure Subcommittee recommended approval of this item by a vote of 4-0 on May 8, 2018.

Location

The South Central Light Rail Extension is a five-mile light rail investment on Central Avenue between Jefferson Street and Baseline Road.

Council Districts: 7, 8

Responsible Department

This item is submitted by Deputy City Manager Mario Paniagua and the Public Transit Department.