



CITY OF GLENDALE CALIFORNIA
REPORT TO CITY COUNCIL

October 7, 2008

AGENDA ITEM

Report Regarding Award of Contract for Line by Line Analysis of Glendale Beeline Fixed Route Service

- (1) Motion authorizing the City Manager to execute an Agreement with Dan Boyle and Associates, Inc. to conduct a Line by Line Analysis of the City's fixed-route transit service not to exceed \$90,500.
(2) Resolution of Appropriation to appropriate \$90,500 from the Proposition A Local Return Undesignated Fund Balance 250-551 to the Transit Contractual Services Account 43110-250-558-8502.

COUNCIL ACTION

Public Hearing [ ] Ordinance [ ] Consent Calendar [x] Action Item [ ] Report Only [ ]
Approved for October 7, 2008 calendar

ADMINISTRATIVE ACTION

Submitted
Stephen M. Zurn, Director of Public Works [Signature]

Prepared
Kathryn Engel, Transit Manager [Signature]

Approved
James E. Starbird, City Manager [Signature]

Reviewed
Robert Elliot, Director of Finance [Signature]

Jano Baghdanian, Traffic & Transportation Administrator [Signature]

Christina R. Sansone, General Counsel - Public Works [Signature]

RECOMMENDATION

Staff is recommending that the City Council authorize the City Manager to execute an agreement with Dan Boyle and Associates, Inc. to conduct a Line by Line Analysis of the City's fixed-route transit service not to exceed \$90,500; and, to approve the attached Resolution of Appropriation for \$90,500 from the Proposition A Local Return Undesignated Fund Balance 250-551 to the Transit Contractual Services Account 43110-250-558-8502.

## SUMMARY

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In 2007 Nelson\Nygaard Consulting Associates developed a Short Range Transit Plan (SRTP) for Glendale Beeline that provided a conceptual service plan for the Beeline bus routes that serve Glendale and parts of Burbank, La Crescenta and La Canada Flintridge. The service plan was conceptual, in that the recommendations were not based on current route data and analysis that would typically be used to support such a significant reconstruction of the entire Beeline route system. Nelson\Nygaard indicated that a comprehensive line analysis should be conducted as part of any implementation process. In addition to the SRTP service plan, the City of La Canada Flintridge is interested in exploring additional service connections to Pasadena as part of their contract with the Glendale Beeline. In transit terms, the system wide data collection and route analysis process is commonly referred to as a "Line by Line Analysis".

The Line by Line Analysis is a valuable tool that provides direction to the City for implementation of an effective service deployment plan within the City's constrained financial and capital resources. With increasing constituent requests for transit services, this analysis is helpful to policy makers who must balance the need to deploy service in corridors having high demand for transit with the need to provide overall access to transit throughout the City. The Line by Line analysis will also be used to develop an updated fare policy and fare increase proposal.

On August 21, 2008, the City released the *Request for Proposals for a Line by Line Analysis of the Glendale Beeline Fixed Route Transit Service* (RFP). On September 8, 2008 two firms submitted responsive proposals and a five-member selection committee reviewed and ranked the proposals per the evaluation criteria defined in the RFP. The Committee ranked Dan Boyle and Associates, Inc. located in San Diego, CA the higher of the two proposals with a score of 90.5. In addition, Dan Boyle and Associates cost proposal was the lower of the two Proposers at \$82,516.

Staff is recommending an award of contract to Dan Boyle and Associates in the amount of \$90,500. The contract cost includes a 10% contingency to address additional requests for service planning that may arise as a result of the analysis.

## FISCAL IMPACT

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Funds are available for appropriation for this project from the Proposition A Local Return Undesignated Fund Balance 250-551. The optional work for the City of La Canada Flintridge will be reimbursed to the fund balance by the City of La Canada Flintridge.

<b>Cost of Line By Line Analysis</b>	
Beeline Analysis	\$80,276
Option: LCF Analysis	\$2,240
Proposal Cost:	\$82,516
Beeline Contingency (10%)	\$7,984
Total Contract:	\$90,500

In addition to the scope of work in the RFP, there are often a few unforeseen service planning requests that develop as a result of the analysis and review by policy makers. The additional service requests are traditionally excluded from the RFP process in order to avoid having Proposers cloud their proposals with undefined expenses. A 10% contingency has been factored into the cost of the Line by Line Analysis to address additional planning costs if they arise.

## BACKGROUND

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In 2007 Nelson\Nygaard Consulting Associates developed a Short Range Transit Plan (SRTP) for Glendale Beeline that provided a conceptual service plan for the Beeline bus routes that serve Glendale and parts of Burbank, La Crescenta and La Canada Flintridge. The service plan recommendations were conceptual, in that the recommendations were not based on current route data collection and analysis that would typically be conducted to support such a significant reconstruction of the entire Beeline route



system. Nelson\Nygaard indicated that a comprehensive line analysis should be conducted as part of any implementation process. In addition to the SRTP service plan, the City of La Canada Flintridge is interested in exploring additional service connections to Pasadena as part of their contract with the Glendale Beeline.

In transit terms, this system wide data collection and route analysis process is commonly referred to as a "Line by Line Analysis". The purpose of the Line by Line Analysis is to

- Obtain a complete statistical picture of the ridership, productivity and performance of existing Glendale Beeline routes by route segment;
- Identify strengths and weaknesses of existing fixed route service in the Glendale Beeline service area;
- Produce recommendations for an updated Glendale Beeline service deployment that optimizes operating effectiveness and efficiency of the existing fixed routes by modifying routes and fine-tuning service levels to ensure the best allocation of City resources;
- Produce recommendations for improved regional connectivity; and
- Provide a foundation for developing strategies to improve service quality.

The Line by Line Analysis is a valuable tool that allows staff to implement an effective service deployment plan within the available financial and capital resources. With increasing constituent requests for transit services, this analysis is helpful to policy makers who must balance the need to deploy service in corridors having high demand for transit with the need to provide overall access to transit throughout the City. With the Line by Line Analysis, staff will be able to either validate the SRTP service plan recommendations or provide alternative recommendations for service deployment. Staff intends to provide an update to the SRTP service plan for City Council review at the conclusion of this project.

#### **Activities To Be Performed As Part Of The Line By Line Analysis**

The Line by Line Analysis requires the selected consulting firm to develop a research design which will produce valid and reliable data, develop data collection procedures and forms, conduct field surveys, aggregate data to permit cross-tabulations and other calculations for line by line analysis, summarize the findings and make service plan recommendations.

1. Ridership Count - a complete count (100%) of passenger boarding and alighting for a typical weekday, Saturday and Sunday. Data collection will include ridership, fare payment method including transfers, on/off activity by bus stop, loads, duration of loads exceeding 125%, schedule adherence and running times for all trip segments.
2. Origin and Destination Data Collection and Analysis - a survey to receive input from riders on the origin and destination of their trips, desired improvements in the routes, frequencies, trip purpose, length of usage, type of fare, demographic characteristics to analyze travel patterns of transit users to enable the Glendale Beeline to provide the best possible fit of transit service to rider needs.
3. FTA Passenger Mile Data - tabulation of passenger mile data to meet Federal Transit Administration's (FTA) requirements for minimum levels of confidence (95%) and precision (10%) for fixed-route service. In addition to the FTA reporting data, the consultant will provide passenger miles per time of day per route and average ride length in miles and minutes.
4. Fare Survey and Analysis - a complete fare survey of passenger fare payment methods by fare type and category to assess payment patterns, identify fare evasion issues, and determine potential impact of eliminating Metro free fare boardings. The consultant will provide analysis and recommendations for a multi-year incremental fare increase and provide elasticity analysis for related fare revenue generation.
5. Transfer Analysis - an analysis of transfer activity among Beeline routes and between Beeline and Metro/LADOT to assess transfer patterns and determine potential interlining or other service modifications to improve direct access or transfer convenience.



6. Route Productivity Analysis - processes information on running times, traffic conditions, route inter-relationships and passenger activity to identify possible operational problems, ridership patterns and current trip generators. The consultant will analyze current and projected land use, population densities, activity centers, ridership trends and development trends and relate them to transit deployment.

The consultant will also develop route profiles and service level recommendations to improve productivity including alignments, schedules, headways, hours of service, areas served, interlines, time points, traffic considerations and bus stop locations.

7. Regional Service Coordination – an analysis of information to make recommendations to improve regional coordination and reduce duplicate services, examine immediate opportunities for increased connectivity between neighboring City services including key transfer locations, and examine longer term opportunities provide connectivity between the Cities of Burbank, Pasadena, and Glendale (Verdugo Cities Transit Alliance).

8. Latent and Future Demand Estimation - a statistical examination using demographic and land use data to incorporate planned future growth areas into the future demand estimation and recommendations.

9. Service Deployment Plan - a multi-year bus service deployment plan in the following time frames:
- A. Immediate changes (1-2 years) to meet the needs of current and potential transit users that maximizes the operating effectiveness and efficiency utilizing no more than the current 89,500 annual revenue service hours and existing bus fleet.
  - B. Mid-range (3-5 years) for service expansion/restructuring plans based on service efficiencies gained by “Immediate Changes” or availability of increased operating funds and two additional buses.
  - C. Long-range (6+ years) for service expansion/restructuring plans pending availability of increased operating funds and additional buses.

Areas not presently served by transit or marginally served by transit will be reviewed in the analysis and recommendations including Adams Hill, Glenoaks Canyon, Chevy Chase Canyon, Northwest Glendale, and the Glendale portion of La Crescenta. The analysis will also identify demand and capacity for requested transit services for Olde Town Montrose, Brand Blvd., Parks Route and Downtown “holiday shopping” parking shuttle.

10. Operating and Capital Plan – a plan that quantifies any changes to revenue hours and fleet vehicles necessary to implement recommendations.

**Request for Proposal Process**

On August 21, 2008, the City released the *Request for Proposals for a Line by Line Analysis of the Glendale Beeline Fixed Route Transit Service* (RFP). The RFP was sent to twelve (12) consulting firms known to perform transit planning and analysis. Five firms formally declined the invitation citing that their current commitments would prevent them from being able to do the requested work. On September 8, 2008 two firms submitted proposals with a third firm joining a Proposer as a sub-consultant. Responsive proposals were received from:

Dan Boyle and Associates, Inc., San Diego, California	\$82,516
Transportation Management & Design, Inc., Carlsbad, California	\$121,995

Both Proposers are known for performing Line by Line Analysis projects and related transportation planning work. Both firms have good reputations in the transit industry for their work product, and either firm would be able to successfully complete the Line by Line Analysis as defined in the RFP.

A five-member Selection Committee reviewed and ranked the proposals per the evaluation criteria defined in the RFP. Each committee member individually scored each proposal, and the resulting scores were averaged to provide the final ranking. The Committee ranked Dan Boyle and Associates, Inc. the higher of the two proposals with a score of 90.5. It is also important to note that all five of the committee members individually scored Dan Boyle and Associates the highest. The RFP evaluation criteria and scoring results are shown in the following chart:

<b>Evaluation Criteria</b>	<b>Possible Points</b>	<b>Dan Boyle &amp; Associates</b>	<b>Transportation Management &amp; Design</b>
Background, Affirmations, Certifications, and Stability	5	5.0	4.8
Technical Capacity - Data Collection	30	27.0	23.3
Technical Capacity - Data Analysis	30	26.8	24.8
Experience, References, and Performance Record	5	5.0	5.0
Price Proposal	20	18.0	15.3
Staffing Plan	10	8.8	6.8
	<b>100</b>	<b>90.5</b>	<b>79.8</b>

In addition to the favorable ranking overall, Dan Boyle and Associates cost proposal was the lowest of the two Proposers and in line with staff's cost estimate of \$90,000.

**Contract Cost of Line By Line Analysis**

Beeline Analysis	\$80,276
Option: LCF Analysis	\$2,240
Subtotal:	<u>\$82,516</u>
Beeline Contingency (10%)	\$7,984
Total Contract:	<u>\$90,500</u>

In addition to the work requested in the RFP, there are often a few unforeseen service planning requests that develop as a result of the analysis. The additional service planning requests are traditionally excluded from the RFP process in order to avoid having Proposers cloud their proposals with undefined expenses. A 10% contingency has been factored into the cost of the Line by Line Analysis to address these additional planning costs, if they arise.

**EXHIBITS**

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None

M O T I O N

Moved by Council Member \_\_\_\_\_,  
seconded by Council Member \_\_\_\_\_,  
that an agreement with Dan Boyle and Associates, Inc., concerning  
the Line by Line Analysis of the City's Beeline fixed-route  
transit service, for a not-to-exceed overall total fee of \$90,500  
as set forth in the report of the Director of Public Works dated  
October 7, 2008 be, and the same is hereby approved. The City  
Manager is authorized to execute the agreement between the City  
of Glendale and Dan Boyle and Associates, Inc. in a form approved  
by the City Attorney.

Vote as follows:

Ayes:

Noes:

Absent:

Abstain:

APPROVED AS TO FORM



General Counsel - Public Works

Date: 9-24-08



RESOLUTION NO. \_\_\_\_\_

RESOLUTION OF THE COUNCIL OF THE CITY OF GLENDALE  
MAKING AN APPROPRIATION

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF GLENDALE:

SECTION 1: That the sum of \$90,500 is hereby appropriated and transferred from the following accounts:

ACCOUNTS	DESCRIPTION	FROM	TO
25300-250	Transit Assistance Fund, Undesignated Fund Balance	\$90,500	
43110-250-558	Transit Assistance Fund, Contractual Services		\$90,500

To provide funds to conduct a Beeline Line by Line Analysis of the City's fixed-route transit services.

SECTION 2: The City Clerk shall certify to the adoption of this Resolution.

Adopted this \_\_\_\_\_ day of \_\_\_\_\_, 2008.

ATTEST:

\_\_\_\_\_  
City Clerk

STATE OF CALIFORNIA )  
COUNTY OF LOS ANGELES ) SS  
CITY OF GLENDALE )

\_\_\_\_\_  
Mayor  
CITY OF GLENDALE  
DATE 9-24-2008  
APPROVED AS TO FINANCIAL  
PROVISIONS FOR \$ 90,500.-  
*Robert Elliot*  
\_\_\_\_\_  
Director of Finance

I, Ardashes Kassakhian, City Clerk of the City of Glendale, certify that the foregoing Resolution No. \_\_\_\_\_ was adopted by the Council of the City of Glendale, California, at a regular meeting held on the \_\_\_\_\_ day of \_\_\_\_\_, 2008 and that the same was adopted by the following vote:

Ayes:  
Noes:  
Absent:

\_\_\_\_\_  
City Clerk

APPROVED AS TO FORM  
*Christy S.*  
\_\_\_\_\_  
General Counsel - Public Works

Date: 9-24-08