

Date: December 11, 2007

Committee Meeting Date: December 20, 2007

Board Meeting Date: January 3, 2008

BOARD MEMORANDUM

ACTION ITEM

TO: Transit Planning and Operations Committee
Santa Clara Valley Transportation Authority
Board of Directors

THROUGH: Michael T. Burns
General Manager

FROM: John H. Ristow
Chief CMA Officer

SUBJECT: Contract Amendment ARUP LTD - Bus Rapid Transit (BRT) Strategic Plan

Policy-Related Action: No

Government Code Section 84308 Applies: Yes

RECOMMENDATION:

Authorize the General Manager to: 1) amend the contract with ARUP LTD to develop a Bus Rapid Transit (BRT) Strategic Plan to study candidate BRT corridors identified in VTA's long-range plan; increase the approved contract value by \$440,000 for a new total contract value of \$1,540,000; and 2) extend the term of the contract through October 3, 2010.

BACKGROUND:

In September 2005 the Board of Directors authorized the General Manager to execute a contract with ARUP LTD (ARUP) to develop a capital expansion policy and to complete a study of potential new transit corridors including Bus Rapid Transit (BRT) services. The first deliverable for the New Corridors Study was the Transit Sustainability Policy and Service Design Guidelines, adopted by the Board in February 2006.

The next component of the New Corridors Study will be the BRT Strategic Plan, which will study candidate BRT corridors identified in VTA's long range plan, *VTA 2030*, and the recently adopted *Comprehensive Operations Analysis (COA)*. The BRT Strategic Plan will 1) establish a brand identity for VTA's future network of BRT services; 2) estimate order-of-magnitude capital costs and operating costs and develop a funding plan; and 3) develop an action plan for implementation in each corridor.

DISCUSSION:

The BRT Strategic Plan will produce a number of separate products that will be needed before initiating development activities for the identified BRT corridors. Strategic Plan products will include a brand identity concept report creating a system brand identity and brand management strategy. Sketch-level engineering concepts at the station and intersection level will be developed in the interest of estimating capital costs for each corridor. A working paper determining the likely operating cost for the BRT system and strategies for funding the assumed level of service within the constraints of VTA's existing operating budget will also be developed. A funding strategy will be outlined for both capital and operating needs with recommendations for grant programs at the regional, state and federal levels. Finally, a development action plan will provide recommendations regarding schedule, cost and project definition at the corridor level.

The Plan will conduct a cursory evaluation of BRT service in each corridor to determine the sequence of development, market demand and range of funding options. The Transit Sustainability Policy will provide the framework for this evaluation using a Service Planning Tool (SPT) software package developed during the course of the COA to estimate ridership and market demand. The SPT is a Geographic Information System-based software that integrates market research data with the VTA travel demand model. The SPT allows VTA staff to design service and facilities to meet market demand in each corridor, and to tailor service levels and capital improvements. The SPT will also be a primary tool in evaluating the corridors against the established VTA Service Design Guidelines (SDGs). The SDGs define the optimal operating conditions for both BRT levels of service. The SDGs also provide guidance for ridership and land use criteria as they relate to differing transit service levels.

The scope of services for the contract amendment include three main tasks:

- Corridor assessment and BRT service recommendations including an industry review and assessment of individual corridors including ridership estimates, capital and operating costs and engineering evaluations,
- Implementation plan including developing a brand identity, a development strategy and funding plan,
- Project management to coordinate consultant and VTA staff activity.

The recommended contract amendment in the amount of \$440,000 is a time and materials contract and provides 3,050 hours of professional services. The work is anticipated to be completed in ten months, and the study should be completed by the end of 2008.

ALTERNATIVES:

The Board of Directors can elect not to develop a Bus Rapid Transit (BRT) Strategic Plan.

FISCAL IMPACT:

Sufficient funds are included in the Fiscal Year 2008 and Fiscal Year 2009, 2000 Measure A Capital Budget adopted by the VTA Board of Directors on June 7, 2007.

SMALL BUSINESS ENTERPRISE (SBE) PARTICIPATION:

This contract was originally awarded with a 6% SBE goal in which contractor committed to 6% SBE participation. Based on the amended scope and value of the contract amendment, a continuing 6% has been established for this contract. A total of 6% has been achieved to date on this contract. Contractor has committed to 6% SBE participation on the remainder of this contract.

Prepared by: Steven Fisher, Senior Transportation Planner.

ATTACHMENT-Prime and Subcontractor List

| Contractor Firm | Contractor Firm | Contact Person | Location |
|------------------------|------------------------|-------------------------------------|----------------------|
| ARUP LTD | Prime | Aidan Hughes - Principal | San Francisco |
| Carter Burgess | Sub-Consultant | William Lieberman | Oakland |
| Funk/Levis | Sub-Consultant | Anne Marie Levis | Eugene Oregon |