

**BEFORE THE COUNCIL OF THE
METROPOLITAN SERVICE DISTRICT**

FOR THE PURPOSE OF CONSIDERING THE)	RESOLUTION NO. 91-1530
RECOMMENDATIONS OF THE REGION 2040)	
MANAGEMENT COMMITTEE FOR CONSULTANT)	Introduced by Rena Cusma,
SELECTION AND CONTRACT APPROVAL)	Executive Officer

WHEREAS, The Metropolitan Service District approved Resolution No. 91-1483A, which authorized the release of a Request for Qualifications and Request for Proposals for the Region 2040 Phase I project; and

WHEREAS, The Region 2040 project is funded by Metro, ODOT and Tri-Met and some of the Metro funding is from the dues paid by the cities and counties of the region; and

WHEREAS, a Region 2040 Management Committee has been formed from staff representatives from Metro, ODOT, Tri-Met, the counties of the region and the City of Portland to assist in the day-to-day management of the contract; and

WHEREAS, nine responses were received as a result of the Request for Qualifications, these being reviewed by the Region 2040 Management Committee at their October 10, 1991 meeting; and

WHEREAS, the Region 2040 Management Committee reviewed detailed proposals on November 7th and presentations from 4 consultant teams on November 18, 19th and 25th; and

WHEREAS, the Region 2040 Management Committee recommends that the Metro Council award the contract to the team of ECO Northwest/ Cogan Sharpe Cogan/ Cambridge

Systematics, CH2M Hill/ Pacific Rim Resources/ Decision Sciences/ Walker Macy/ Saluddin Khan and Ernie Munch as they appear to be the most skilled and experienced firm for the amount budgeted for the project based upon the materials included in Attachment "A"; now, therefore

BE IT RESOLVED,

1. That the Metro Council approves the selection of the team of ECO Northwest/ Cogan Sharpe Cogan/ Cambridge Systematics, CH2M Hill/ Pacific Rim Resources/ Decision Sciences/ Walker Macy/ Saluddin Khan and Ernie Munch for the completion of Phase I of the Region 2040 project and authorizes the execution of a contract, subject to the following conditions.

A. That the project will not exceed \$280,000 without the express consent of the Council.

B. That progress reports be made to the Transportation and Planning Committee at reasonable intervals.

C. That a final scope of work will be completed prior to the initiation of any other work on the project. Said scope of work to be forwarded to the Transportation and Planning Committee.

ADOPTED by the Council of the Metropolitan Service District this 12th day of December, 1991.



Tanya Collier, Presiding Officer

STAFF REPORT

RESOLUTION NO. 91-1530, FOR THE PURPOSE OF CONSIDERING THE RECOMMENDATIONS OF THE REGION 2040 MANAGEMENT COMMITTEE FOR CONSULTANT SELECTION AND CONTRACT AWARD

December 12, 1991

By: Andrew Cotugno
Richard H. Carson

BACKGROUND

The Metro Council approved Resolution 1483-A, which authorized the release of a Request for Qualifications and Request for Proposals for a joint transportation/land use project known as Region 2040.

A Management Committee, designed to complete day-to-day management tasks (policy issues to be determined by the Metro Council, through the recommendations of the T & P Committee and RPAC). The Management Committee is comprised of Andrew Cotugno and Richard Carson, Metro, G.B. Arrington, Tri-Met, Brent Curtis, Washington County, Steve Dotterer, City of Portland, Scott Pemble, Multnomah County, Ted Spence, ODOT and Tom VanderZanden, Clackamas County.

Ads for the project were placed in the Oregonian on September 16th, as well as land use consultants listed in Planning News and the Portland Yellow pages were contacted directly. A pre-submittal conference was held September 25th with 23 consultants in attendance.

Nine Statements of Qualifications were received. These were reviewed by the Management Committee and, using the qualifications rating sheet, four firms were invited to submit proposals.

The four teams were interviewed and each firm was rated again using the final rating sheet. Based upon the proposals, reference checks, the presentations the Management Committee recommended that the ECO Northwest team be selected.

Metro staff also recommend that the ECO Northwest team be selected, based upon our participation in the review process.

EXECUTIVE OFFICER'S RECOMMENDATION

The Executive Officer recommends approval of Resolution 91-1530, approving the selection of ECO Northwest/ Cogan Sharpe Cogan/ Cambridge Systematics, CH2M Hill/ Pacific Rim Resources/ Decision Sciences/ Walker Macy/ Saluddin Khan and Ernie Munch, for the completion of Phase I of the Region 2040 project.

RC/AC/MT/mt

PUBLIC NOTICES

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Public Notices 8

Public Notices 8

NOTICE TO INTERESTED PERSONS TEMPORARY COUNCIL APPOINTMENT

NOTICE IS HEREBY GIVEN that the Tigard City Council invites interest by those wishing to fill a temporary appointment for Council position No. 3. The Council vacancy is effective October 1, 1991. The vacancy will be filled by appointment until April, 1992. At that time, the person elected to fill the position No. 3 at the March 24, 1992 election will take the oath of office. Any person appointed to fill the vacancy may not be a candidate for the position in the March 24, 1992 election pursuant to the Tigard Charter.

To be considered for a temporary appointment, a person must be a qualified elector of the State of Oregon and a Tigard resident during the 12 months immediately preceding the appointment. Interested applicants are requested to submit letters of interest to serve as an interim councilor along with a statement of qualifications to the City Recorder, Tigard City Hall. The deadline for submission of the letter and statement is September 26, 1991, at 3:00 p.m. The Council will then review the letters and statements and select applicants to interview.

Questions about the selection process should be directed to the City Recorder, 639-4171, x309.

REQUEST FOR QUALIFICATIONS

The Metropolitan Service District (Metro) is requesting Statements of Qualifications from firms or teams of firms for REGION 2040: TRANSPORTATION AND LAND USE CONCEPTS, PHASE I. Statements of Qualifications must be delivered to the Planning and Development Department, 4th Floor, Metropolitan Service District, 200 S.W. First Avenue, Portland, OR 97201-5216, to the attention of Mark Turpel, no later than Friday, October 4, 1991, 4:30 p.m. (PDT).

Potential respondents may obtain a copy of the Request for Qualifications and supporting documents by contacting Mark Turpel at 503/221-1646, extension 2/A. Metro may reject any Statement of Qualification not in compliance with all specifications listed in the Request for Qualifications and may reject for good cause any or all statements upon a finding by Metro that it is in the public interest to do so.

Sign-up Sheet

Pre-Submittal Conference

Region 2040: Transportation and Land Use Concepts, Phase I

Wednesday, September 25, 1991 3:00 p.m.

Metro Center, Room 440

Name	Firm	Address
Mary Dorman	Dorman Co.	6131 NE Arameta - Portland
Paul Sederberg	Sederberg Coetz Burtch	300 Montgomery, San Francisco CA
PAULA CALVIN	PARSONS BRINCKERHOFF	317 SW ALDER PDX 97204
FRANK ANGELO	SEGA ARCHITECTS	123 NW 2ND PDX 97209
Doug McLollum	KITTELSON & ASSOCIATES	610 SW ALDER
Norm Gollis	DeBonis Assoc.	4520 NE 30th 97211
Joe Dills	OTAK	P.O. Box 1379 Lk. Oswego 9703
Tom Bygh	EAS	800 SW 4th PDX 97204
JERRY JOHNSON	RCLCO	101 S.W. MARK #15W PDX.
LINDA GUSTAFSON	WESTERN DESIGN	2840 NW Westown Rd 97210
Grace Byrne Henigar & Ray		157 Yesler Way, Suite 617 Seattle WA 98101
TOM NELSON	MICHAEL NELSON	71 SW OAK
JOHN LACEY	BRW, Inc	1001 SW 5 TH , STE 1000, PORTLAND 97209
RICHARD LEONARD	DEA	2828 S.W. CARROLL 97201
JR FORESTER	- Same -	900 SW FIFTH, 97204
FRED GLICK	and for BOB ALLEN Denneth Glick Consultants	1314 NW Irving #510
JIM OWENS	COGAN SHARPE COGAN	10 NW 10th Pdx 97209

Region 2040 - Statements of Qualifications

October 4, 1991

(In order of receipt, with prime contractor underlined)

1. Heniger & Ray (Seattle - Grace Byrne) with OTAK, Western Advocates, Jack Sidener Associates, Watterson West Group, Pacific Rim Resources, Ekistic Mobility Consultants.

Community Planning, Joe Dills, AICP, David Bantz, Brenda Brown, OTAK. Urban Design, Don Hanson, AIA Ralph Tahrn, AIA Lew Seibold, OTAK, Jack Sidener, AIA, Seth Seablom, AIA, Barbara Seymour, Sidener & Assoc. Economic Analysis, Tim Watterson, Ph.D., Watterson West, Lynn Miranda, Henigar & Ray. Public Involvement, Rita Brogan, Michael Rosen, Michael Richards, Pacific Rim, Burton Weast, Western Advocates. Opinion Research, Noel Klein, Burton Weast, Western Advocates, Rita Brogan, Pacific Rim. Transportation Planning, Ed Czarnecki, P.E., Henigar & Ray, Roger Millar, P.E., OTAK, Don Torluemke, P.E., Richard Waide, Thelma Johnson, Lynwood Jones, Ekistics, Tracy Burrows, AICP, Lynn Miranda, Mark Ricketson, Henigar & Ray.

2. ROMA (San Francisco - Bonnie Fisher) with Barney and Worth, Brown-Kline, DKS, Dr. Rabiega, DeBoni and Associates.

Public Participation, Don Barney, Barney & Worth. Communication Specialist, Joan Brown-Kline, Brown-Kline. Transportation/Circulation, Randy McCourt, KDS Associates. Economist Dr. William Rabiega. Planners, Paul DeBoni, DeBoni & Associates.

3. ECO Northwest (Eugene - Terry Moore/Ernie Munch) with Cogan/Sharpe/Cogan, Cambridge Systematics, Walker-Macy, CH2M - Hill.

Public Involvement, Terry Moore, Project Manager for the team, Ed Whitelaw, Ed Whitelaw, Randall Pozdena, Eco Northwest, Sumner Sharpe, Jim Owens, Elaine Cogan, Arnold Cogan, Adam Davis, Cogan/Sharp/Cogan. Transportation, Samuel N. Seskin, Arlee T. Reno, Earl R. Ruitter, Cambridge Systematics; William R. Blosser, Lina Macpherson, Richard Kuehn, CH2M Hill. Urban Design, Douglas Macy, Ernest Munch, Walker & Macy.

4. Booz-Allen & Hamilton (Olympia, WA - Douglas Carter) with J. Richard Forester, Bardsley & Neidhart, Demuth Glick Consultants.

Douglas Carter, Don Burrows, Tarek Hatata, of Booz•Allen & Hamilton, Inc. Fred Glick, Kimberly V. DeMuth, Bruce Johnson, David W. Mayfield, DeMuth, Glick Constultants, Ltd. Laura E. Neidhart, President of Bardsley & Neidhart, Inc., Camila Morrison, Account Coordinator, Veena Iyengar, Account Coordinator. J. Richard Forester, Attorney at Law.

5. Calthorpe Associates (San Francisco - Shelley Poticha) with Jeanne Lawson Associates, Ronald Thomas/Community Design Exchange, Parsons Brinkerhoff, Keyser Marston Associates, James Duncan Associates and Moore Information.

Peter Calthorpe, Shelley Poticha Phil Erickson, Calthorpe Associates. Bob Brannan, Cathy Strombom, Gordon Schultz, Paula Calvin, Parsons Brinckerhoff. Jeanne Lawson, Debie Garner, Bob Moore, Jeanne Lawson Associates. Ronald Thomas, Ronald Thomas, Community Design Exchange. James B. Duncan, AICP, principal-in-charge, Kirk R. Bishop, Clancy I. Mullen, James Duncan and Associates. A. Jerry Keyser, principal-in-charge, Timothy E. Kelly, Keyser Marston Associates, Inc.

6. Sedway-Cooke Associates (San Francisco - Paul Sedway) with Dorman Company, Robert Condradt, Aileen C. Hernandez Associates and Spectrum Economics, Inc.

Project Management, lead principal, project principal - Paul Sedway, AICP, Thomas Cooke, AICP, Robert Odland, AICP, David Paul Tuttle, Sedway Cooke Associates. Urban Growth Management, Robert Odland, Paul Sedway, Sedway Cooke Associates. Urban Design, Paul Tuttle, Thomas Cooke, Sedway Cooke Associates. Transportation, Robert Condradt. Community Planning, Robert Odland, Sedway Cooke Associates; Mary E. Dorman, AICP, Dorman & Co., principal. Public Involvement, Paul Tuttle, Sedway Cooke Associates. Opinion Research, Aileen C. Hernandez Associates. Economic Market Analysis, Richard Carlson, Spectrum Economics, Inc.

7. Arthur G. Foster Associates (Portland - Arthur Foster) with Ian McHarg, John DeGrove, Steve Putman, RTKL, BOOR/A, Northwest Strategies, Leland Consulting, Dwight Merriam. Len Bergstein, Northwest Strategies, and Moore/Iacofano/Goltsman, public involvement and computer graphics techniques. Other team members include: Debbie McCabe, Richard Tustian, Dwight Merriam, Esq.

8. Metropolitan Futures Group (Portland - Christopher Leinberger) with EDAW, Robert Charles Lesser & Co., McArthur & Associates, TDA, Inc.,

Christopher B. Leinberger, Metropolitan Futures Group; Joseph E. Brown, EDAW; Wallace Hobson, Robert Charles Lesser & Co.; Mary McArthur, McArthur & Associates; William R. Eager, TDA, Inc.

9. David Evans (Roger K. Wagoner) with Bredouw, Wilbur Smith and Associates, ELS Architects, SERA Architects, Elbasani & Logan Architects, Steven C. Ames, Hamilton, Rabinowitz and Alschuler and The Rockey Company.

Project Manager: David Evans and Associates, Inc., with Roger Wagoner, AIA, AICP. Assistant Project Management: Laura Hudson, Land Use Planning; Sorin Garber, Transportation Planning; Pam Bredouw, AICP, Public Involvement. Land Use Planning - Urban Growth Management: David Evans and Associates, David Evans and Associates, Inc., Richard Leonard, AIA, AICP; Community Planning - SERA Architects, Frank Angelo; Urban Design - Esbasani & Logan Architects, Alex Achimore, AIA; Economic Market Analysis - Hamilton, Rabinovitz & Alschuler, Inc. Transportation Planning, Wilbur Smith Associates, Gerard Drake, P.E.; David Evans and Associates, Inc., Sorin Garber; Economic Market Analysis - Hamilton, Rabinovitz, & Alschuler, Inc., Robert H. Sims, Ph.S. Public Involvement - Bredouw Public Participation and Planning Service, Pamela Bredouw, AICP; Visioning - Steven Ames Planning, Steven C. Ames; Public Relations/Opinion Research - The Rockey Company, Peter Dorn, and Darci Duffy. Geographic Information System (GIS) Mapping - Dale Himes, AICP.

Region 2040: Transportation and Land Use Concepts, Phase I

Statement of Qualifications - - Rating Sheet

Firm / Team	Quality of Proposed Approach	Planning Skill/Experience	Urban Design Skill/Experience	Public Involvement/Opinion Research Skill/Exper.	Economic Analysis Skill/Experience	Other	TOTAL	Comments
1								
2								
3								
4								
5								
6								
7								
8								

Rating Category Explanation

Rating Values: 5 = High, 1 = Low

Quality of Proposed Approach - Proposers should have a maximum of 2 pages which describe the approach that they would take to complete the project. The rating should consider how well they describe the means to achieving a workable end product.

Planning Skill/Experience - This rating should consider the skills and experience of the firm or team in urban growth management, transportation planning and community planning.

Urban Design Skill/Experience - This rating should consider the urban design skills and experience that the firm or team brings to the project.

Public Involvement/Opinion Research Skill/Experience - This rating should consider skills and experience that the firm or team has with public involvement and opinion research.

Economic Analysis Skill/Experience - This rating should consider the economic market analysis skills and experience of the firm or team.

Other - This rating is the personal consideration that Committee members may have - their consideration of the overall package or consideration of a factor not explicitly a part of the above categories.

Region 2040: Transportation and Land Use Concepts, Phase I

Teams Requested to Prepare Proposals Based Upon Statements of Qualifications

(Numbered in order of receipt, a total of 9 SOQ's were received, prime contractor underlined)

3. ECO Northwest (Eugene - Terry Moore/Ernie Munch) with Cogan/Sharpe/Cogan, Cambridge Systematics, Walker-Macy, CH2M - Hill.

Project Management: Terry Moore, Ed Whitelaw, Randall Pozdena, Eco Northwest.

Public Involvement: Sumner Sharpe, Jim Owens, Elaine Cogan, Arnold Cogan, Adam Davis, Cogan/Sharp/Cogan.

Transportation Planning: Samuel N. Seskin, Arlee T. Reno, Earl R. Ruiter, Cambridge Systematics;

Growth Management: Terry Moore, Eco Northwest, William R. Blosser, Linda Macpherson, Richard Kuehn, CH2M Hill; Sam Seskin, Cambridge Systematics.

Urban Design: Douglas Macy, Ernest Munch, Walker & Macy.

Infrastructure, GIS: Linda Macpherson, Richard Kuehn, CH2M Hill.

Economic Market Analysis: Terry Moore, Ed Whitelaw, Randall Pozdena, Eco Northwest.

5. Calthorpe Associates (San Francisco - Peter Calthorpe/Shelley Poticha) with Jeanne Lawson Associates, Ronald Thomas/Community Design Exchange, Parsons Brinckerhoff, Keyser Marston Associates, James Duncan Associates and Moore Information.

Urban Design, Community Planning and Project Management: Peter Calthorpe, Shelley Poticha, Phil Erickson, Calthorpe Associates.

Transportation Planning: Bob Brannan, Cathy Strombom, Gordon Schultz, Paula Calvin, Parsons Brinckerhoff.

Public Involvement: Jeanne Lawson, Debie Garner, Jeanne Lawson Associates; Bob Moore, Moore Information; Ronald Thomas, Ronald Thomas/Community Design Exchange.

Urban Growth Management: James B. Duncan, AICP, principal-in-charge, Kirk R. Bishop, Clancy I. Mullen, James Duncan and Associates.

Economic Market Analysis: Jerry Keyser, principal-in-charge, Timothy E. Kelly, Keyser Marston Associates, Inc.

Region 2040: Transportation and Land Use Concepts, Phase I

Teams Requested to Prepare Proposals Based Upon Statements of Qualifications (page 2 of 2)

6. Sedway-Cooke Associates (San Francisco - Paul Sedway) with Dorman Company, Robert Condradt, Aileen C. Hernandez Associates and Spectrum Economics, Inc.

Project Management: Paul Sedway, AICP, Thomas Cooke, AICP, Robert Odland, AICP, David Paul Tuttle, Sedway Cooke Associates.

Urban Growth Management: Robert Odland, Paul Sedway, Sedway Cooke Associates. Urban Design, Paul Tuttle, Thomas Cooke, Sedway Cooke Associates.

Transportation Planning: Robert Condradt.

Community Planning: Robert Odland, Sedway Cooke Associates; Mary E. Dorman, AICP, Dorman & Co.

Public Involvement: Paul Tuttle, Sedway Cooke Associates.

Opinion Research: Aileen C. Hernandez Associates.

Economic Market Analysis: Richard Carlson, Spectrum Economics, Inc.

7. Arthur G. Foster Associates (Portland - Arthur Foster) with Ian McHarg, John DeGrove, Steve Putman, RTKL, BOOR/A, Northwest Strategies, Leland Consulting, Dwight Merriam.

Project Management: Arthur Foster, Arthur Foster Associates.

Urban Growth Management: John Degrove, Floriad Atlantic University/Florida International University Joint Center for Environmental Problems; Dwight Merriman, Robinson and Cole;

Transportation Planning: Steve Putman, S.H.Putman Associates; Richard Tustian, Lincoln Institute of Land Policy.

Urban Design: Bob Smith, RTKL Associates; Robert Oringdulph, BOOR/A Architects

Community and Regional Planning: Ian L. McHarg

Economic Market Analysis: Dave Leland, Leland Consulting Group

Public Involvement/Opinion Research: Len Bergstein, Nancy Goss Duran, Rich Meyer, Northwest Strategies; Debbie McCabe, McCabe Associates; and Moore/Iacofano/Goltsman.

REGION 2040: Transportation & Land Use Concepts, Phase I

Reference Checks - Consultant Teams

Calthorpe

Contact: Mr. Robert Sherry, County of Sacramento (TOD Design Guidelines)

Comments: Mr. Sherry stated that they had hired Calthorpe and Associates twice and were highly satisfied with the products. He indicated that Peter Calthorpe was highly creative, able to work and excite the public and very capable of "stirring things up", so that creative things could happen. He also stated that Calthorpe had highly competent and energetic staff that were able to complete tasks in a quality way with a quick turnaround. In response to the question about citizen participation, Mr. Sherry stated that he did not have any direct experience with Calthorpe on this issue.

ECO Northwest

Contact: John Kelly, DLCD (Oregon Growth Management Study)

Comments: John Kelly stated that he found ECO Northwest and Terry Moore in particular to be excellent consultants - without a peer in quantitative tasks - and that sometimes he found that he had to hold them back. He found that they were extremely effective for the project, particularly when teamed with someone with an understanding of the development process. He rated their final product very highly, along with their ability to complete tasks in a timely and cost-effective manner. He stated that he thought that with the involvement of Elaine Cogan that the citizen participation effort would unquestionably be citizen value driven. He also indicated that he thought that Terry Moore was a highly effective project manager.

Foster BOOR/A

Contact: Marcus Hepburn, Department of Community Affairs, State of Florida and T.R. Hainline, Rogers Towers Attorneys-at-Law (legal representative for owner/developer of Pace Island, first Florida Quality Development Award)

Comments: The first contact was Marcus Hepburn, who, as a representative of the State of Florida negotiated the Quality Development Award for Pace Island. Art Foster represented the owner, who in lieu of meeting the Regional Development Threshold requirements, opted to attempt to meet the new QDA standards. The Pace Island project was the first in the State to be approved and apparently there are only about a dozen projects statewide which have received this approval. Mr. Hepburn stated that he worked with Art Foster and that he was a well-

qualified planner who produced excellent work. In addition, in order to get a better sense of a client/consultant relationship, Mr. Hepburn was asked who the owner or developer of the project was. Mr. Hepburn stated that Mr. Pace, the owner of the project was deceased, but that his legal representative, Mr. T.R. Hainline would be able to respond to such questions. Mr. Hainline was not listed as a reference but was contacted anyway. Mr. Hainline stated that he knew Art Foster well and that he was a very creative and organized consultant who provided quality products in a timely and cost-effective manner. He stated that he would recommend Mr. Foster highly.

Sedway Cooke

Contact: Irish Bunnell, City of Beaverton (Downtown Beaverton Development Plan

Comments: Mr. Bunnell's major contact with Sedway Cooke was Tom Cooke (listed as a principal in their Region 2040 proposal). Irish had superlatives to say about Tom Cooke - that he was extremely easy to work with, did not initiate change orders, was flexible with the work product and that he rated the quality of the final product as excellent. He stated that they felt that they got their money's worth and that Bob Conrardt in particular gave them substantially more time and product than they expected. (When asked about whether Conrardt's work was on time, Irish stated that it was, that they had no problems.)

Irish also stated that he thought that Sedway Cooke would have no problems with trying to create alternatives to match public values as contrasted with trying to "sell" a concept.

REGION 2040: Transportation & Land Use Concepts, Phase I

Quantitative Proposal Comparisons

	Calthorpe	ECO Northwest	Foster/BOOR/A	Sedway Cooke
Total Budget	\$280,000 ¹	\$279,980 ²	\$280,000	\$280,168
Total Project Days	419 ³	429	382	314
Project Manager	Shelley Poticha	Terry Moore	Arthur Foster	Robert Odland
Project Manager Days	36	60	120	42
Project Manager Rate/Hr	\$100	\$90	\$45	\$110
Project Manager % of Total Hrs	9%	14%	31%	13%
Project Principal	Peter Calthorpe	Terry Moore	Arthur Foster	Paul Sedway
Project Principal Days	12	60 days	120 days	28 days
Project Principal Rate/Hr	\$150/hr	\$90	\$45	\$130
Prime Total Days	131 days	117 days	120 days	202 days
Prime % of Total Days	31%	27%	31%	64%

¹ This amount is "estimated costs". Optional additional tasks include preparation of perspective renderings (\$7,000 each), "ARC/INFO files for the alternatives (cost to be determined based on detail and extent of alternatives) and organization coordination of Growth Symposium, including speakers costs at \$25,000. "Further, if the project experiences significant delays or changes in scope mid-process," (the consultant)..." reserves the right to renegotiate the estimate". No estimates of travel or materials are included.

² Plus "Faculty from the Lincoln Land Institute under separate contract with Metro". Additional cost not cited. The scope of work also anticipates "to go farther in Phase I than the RFP requires", by completing some evaluation work.

³ This is a Metro staff estimate using the highest cost per hour rates when it was unclear which rate applied.

REGION 2040: Transportation & Land Use Concepts, Phase I

Quantitative Comparison by Work Task

Work Element \$ / % of total expenditure	Calthorpe	ECO Northwest	Foster/BOOR/A ⁴	Sedway Cooke ⁵
1. Initial Public Participation	\$19,000/ 7%	\$29,398/ 10%	\$59,610/ 21%	\$32,024/ 11%
2. Public Participation Design	9,000/ 3%	16,239/ 6%	10,640/ 4%	36,358/ 13%
3. Define Mixed Use Centers	61,000/ 22%	23,238/ 8%	49,557/ 18%	33,881/ 12%
4. Base Case Defined	68,000/ 24%	33,038/ 12%	42,050/ 15%	29,103/ 10%
5. ID Criteria	30,000/ 11%	13,159/ 5%	6,884/ 2%	29,213/ 10%
6. ID Alternatives	81,000/ 29%	99,393/ 36%	74,970/ 27%	89,871/ 33%
7. Community Values	12,000/ 4%	65,235/ 23%	36,289/ 13%	29,718/ 11%

⁴ Project administration costs were allocated by Metro staff in shares proportionate to work element amounts. Contract preparation and final work plan tasks were added to work element 1 and final report (K) was added to work element 6.

⁵ Project administration costs were allocated by Metro staff in shares proportionate to work element amounts. The final report was added to work element 6.

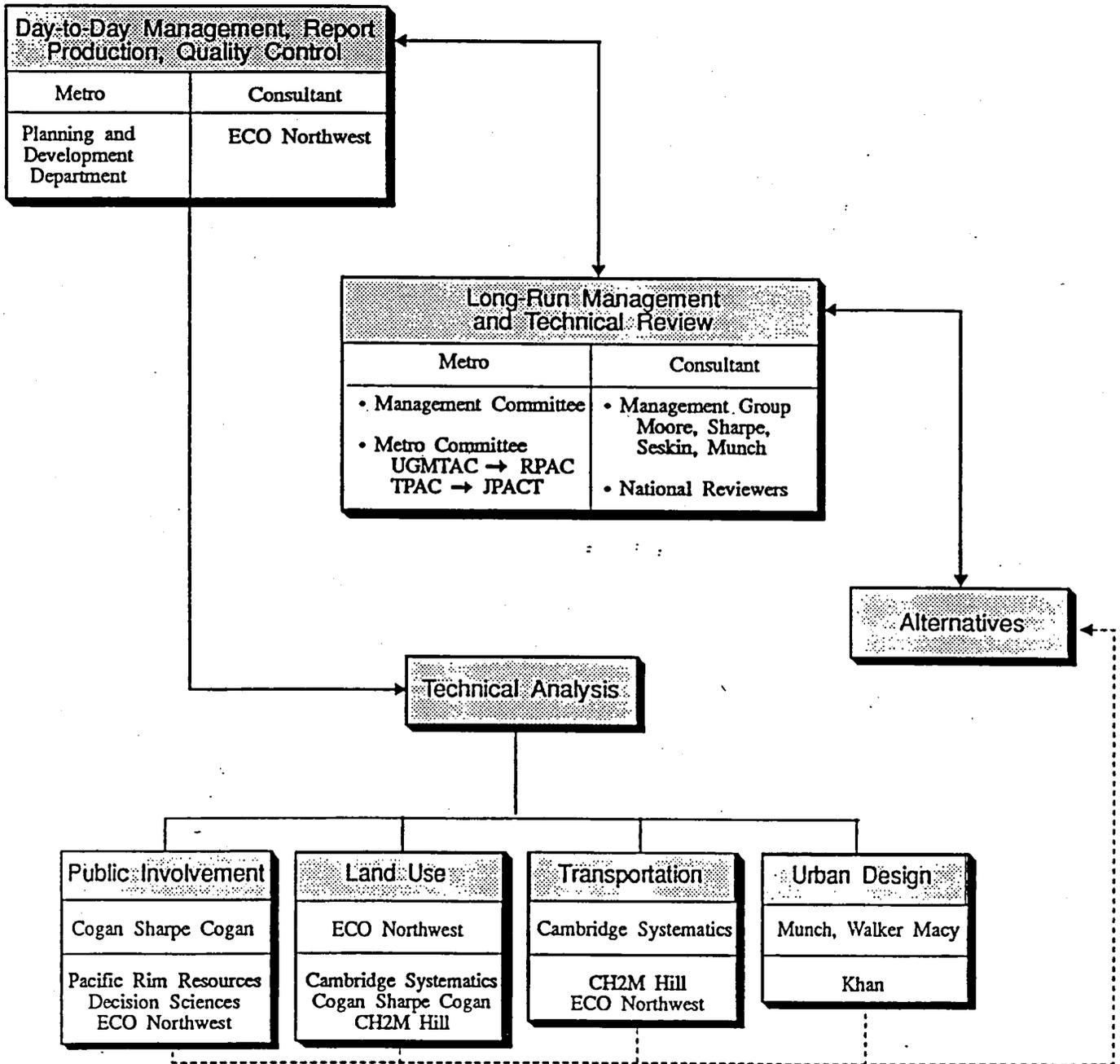
REGION 2040: Transportation & Land Use Concepts, Phase I

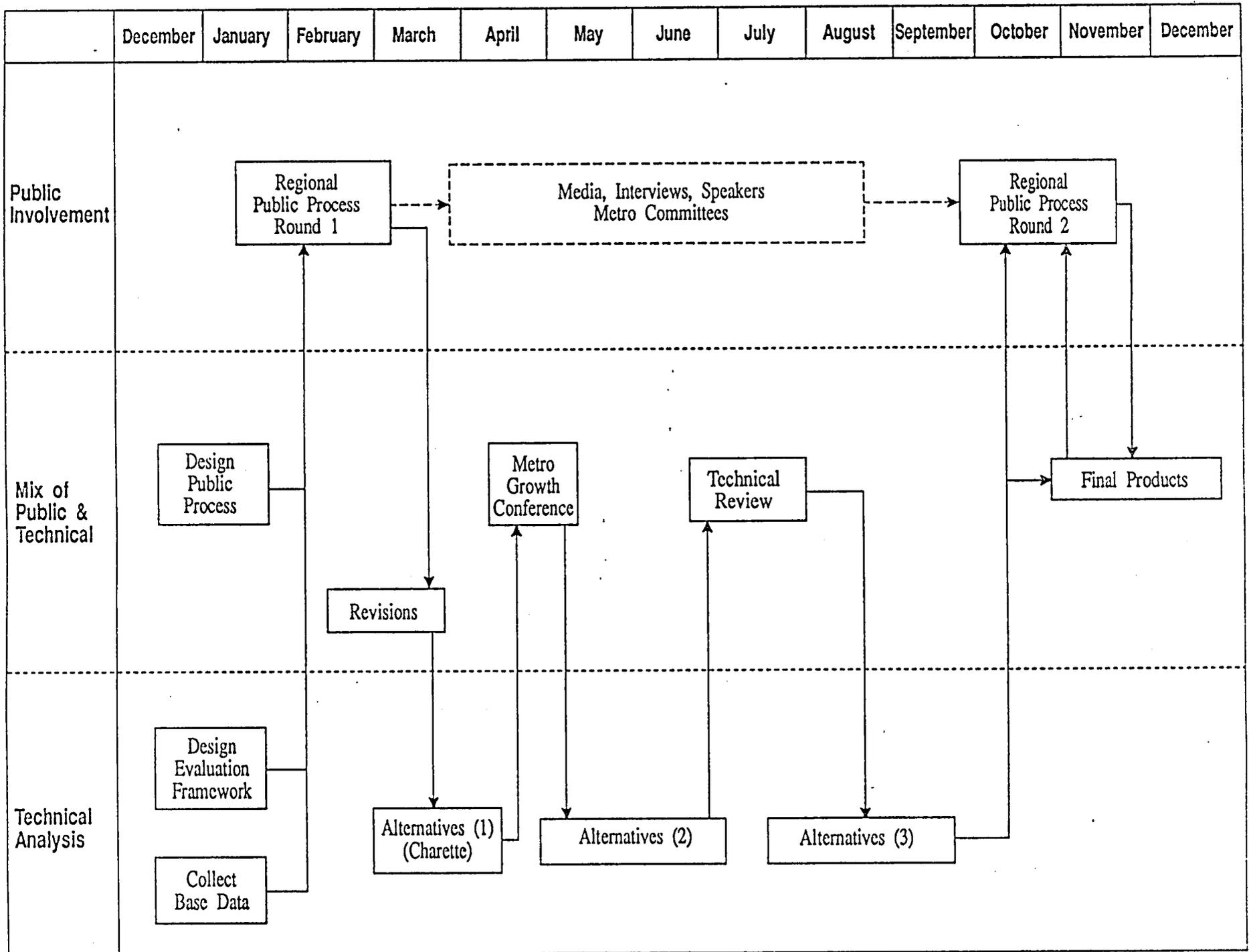
Consultant Evaluation Criteria

(Use one of these forms for each consultant team)

Reviewer	/	Consultant	/	Date
(25 percent)		Proposer's understanding of the project objective of Region 2040 and conformance with the requirements of the RFP. Expertise with the Oregon land use planning system and/or experience with similar efforts to link transportation and land use.		(Up to 25 points) _____
(25 percent)		Effectiveness of the proposed work plan in meeting the objectives of Region 2040.		(Up to 25 points) _____
(20 percent)		Experience of the proposed team.		(Up to 20 points) _____
(15 percent)		References.		(Up to 15 points) _____
(15 percent)		Cost.		(Up to 15 points) _____
		TOTAL		(Up to 100 points) _____

TEAM ORGANIZATION





How Will We Get Information About What People Value, Organize That Information, and Use It to Develop Alternatives?

Round 1 Get Information on Values

February

Display boards and slide show (video optional) of background information:
history, existing conditions, policy context, expected growth
Media announcements/articles
Newspaper questionnaires (optional)
Statistically valid *telephone* survey
Focus groups for more qualitative assessment of the results of the survey
Interviews with key stakeholders

Organize the Information

Content analysis of questionnaires, surveys, and interviews. Look for main themes (crosstabulations to geography and socioeconomic characteristics to the extent the data permit).
Focus groups to refine the main themes

Develop Alternatives

Summary report on values as part of the pre-charette information package
Incorporate values into the development of alternatives during the charette
Critique the alternatives developed against, among other things, the values

Round 2 Get Information on Values

October

Tabloid summarizing conditions and alternatives (possible slide show or video), with questionnaire
Media (including presentations)
Newspaper questionnaires (optional)
Statistically valid *mailed* survey
Workshop kit
Workshops
Speakers
Special events

Organize the Information

Public presentations of alternatives, in text and graphics (in tabloid, slide, and video)
Ask: what's good, what's bad, how would you change them, which do you prefer, etc.?

Develop Alternatives

Modify alternatives based on public response

TRANSPORTATION AND PLANNING COMMITTEE REPORT

RESOLUTION NO. 91-1530, FOR THE PURPOSE OF CONSIDERING THE
RECOMMENDATIONS OF THE REGION 2040 MANAGEMENT COMMITTEE FOR
CONSULTANT SELECTION AND CONTRACT APPROVAL

Date: December 11, 1991

Presented by: Councilor Gardner

COMMITTEE RECOMMENDATION: At the December 10, 1991 meeting, the Committee voted 4-1 to recommend Council adoption of Resolution No. 91-1530. Voting in favor were Councilors Bauer, Devlin, Gardner and McLain. Councilor Van Bergen was opposed.

COMMITTEE DISCUSSION/ISSUES: Transportation Director Andy Cotugno presented the staff report. He noted that this project is budgeted for \$280,000. The team will help define alternative growth scenarios which will be evaluated in Phase II. He said that the ECO Northwest team was selected from nine applicants. He said the management committee expressed minor concerns about public involvement and national expertise, and that the consultant proposed a flexible approach which overcame these concerns. He also said that the first step will be for the consultant to work with Metro to define the technical methodology and the public involvement process, and to sort out Metro staff responsibilities.

Councilor Gardner asked Mr. Cotugno to respond to two questions raised by Council staff. Mr. Cotugno explained that Phase I products will include up to six different policy choices with geographic maps, evaluation criteria to assist in choosing a preferred option, and further definition of the concept of mixed use urban centers. In Phase II, the alternatives will be evaluated, and a preferred regional land use and transportation concept will be selected. Implementation efforts after Phase II could include changes to the Regional Transportation Plan, changes to the Regional Urban Growth Goals and Objectives, development of a plan concept under RUGGOs, and additional Urban Growth boundary administration policies. An open question for the future will be whether other functional plans should be adopted to implement the Region 2040 preferred choice. He clarified that Phase II will not identify specific functional plans.

Councilor McLain expressed concerns that the number of committees involved in this project gives the appearance of a cumbersome, complicated process. She said the Region 2040 management committee appears to be a smaller version of the RUGGO group, and noted that it lacks Council participation. She also indicated her concern that policy issues come to the Transportation and Planning Committee and Council in a void. She believes the Council should not just be educated about policy issues, but engage in a flow of ideas, because the Council represents the regional viewpoint as distinguished from the jurisdictional viewpoint. She is concerned that the review process for this project gets further away from Council involvement.

TRANSPORTATION AND PLANNING COMMITTEE REPORT

Resolution NO. 91-1530

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Mr. Cotugno said that the management committee is not a policy committee, since policy is developed through the existing policy advisory committees, JPACT, and the Regional Policy Advisory Committee established under RUGGOs. He said with so many policy interests, a management committee is critical. He said that Council staff is invited to attend the meetings. He does not favor having an elected official on the committee, because each jurisdiction will then want to bring an elected official and it will become a policy committee.

Council Analyst Karla Forsythe said she had attended almost all committee meetings, and noted that while she and other invited non-members had not voted on the selection, they had the opportunity to participate fully in the discussion. She said that one way of addressing Councilor McLain's concerns might be through a more participatory role for Council staff.

In response to a question from Councilor Devlin, Mark Turpel, Senior Regional Planner, said that selection of the preferred option most likely is 2 -3 years away. Mr. Cotugno added that in his view, if a program needs a functional plan, it should be addressed without waiting for Region 2040 completion.

Councilor Devlin noted that neither the Transportation and Planning Committee nor the Council are listed on the consultant's workflow diagram as part of the review process. He believes the failure to list them could impact the way the process is viewed. He asked for revisions to the workflow to show both the Transportation and Planning Committee and the Council, and that the revised version be submitted to the Urban Growth Management Policy Advisory Committee at its December 11, 1991 meeting. Councilor McLain reiterated the importance of including both the Transportation and Planning Committee and the Council.

Councilor Gardner asked for a very simple description of what this project means and how it fits with the whole planning function of Metro. Mr. Cotugno said RUGGO is the guiding light, but the drawback is there are too many way to interpret it on the ground. Region 2040 takes RUGGO one step further, by giving a better physical guide of how the region should grow.

Councilor Van Bergen expressed his concern that matters come to Council after they are solidified, and inquired about the extent to which the Council can impact policies at the end of the process.

Mr. Cotugno said the project is divided into phases to address this concern. Phase I will set out alternatives, which can then be debated with the choices in front of the public.

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Councilor McLain said staff brings a level of technical expertise to the management committee, and Council staff brings the citizen perspective as seen by Councilors. She believes both are important, and although elected officials should not participate, the Council should be represented on the Committee. Councilor Devlin expressed his view that Council staff reports to the Council, and the Executive Officer's staff reports to the Executive Officer, but that all other Metro staff report equally to both.

Councilor Gardner noted a consensus among committee members that the management committee should include the appropriate Council analyst as a full member. The Committee voted 5-0 to direct Council staff to prepare a resolution changing the composition of the Region 2040 management committee to add a Council Analyst as a full voting member.

Councilor Van Bergen indicated that he would vote against the resolution, because of a lack of confidence in the Cogan group.



METRO

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Memorandum

TO: Council Transportation and Planning Committee

FROM: Karla Forsythe, ^{KLF} Council Analyst

DATE: December 4, 1991

RE: Resolution No. 91-1530, Contract Approval for Region 2040 Consultant

The Region 2040 Management Committee is recommending that the Council approve selection of the team headed by ECO Northwest to conduct Phase I of the Region 2040 project.

The Management Committee will oversee work under the contract. It includes representatives from Tri-Met, Metro, ODOT, the City of Portland, and the three counties. Although Council staff did not serve on the Management Committee, I attended almost all meetings. Committee members and Metro staff devoted a significant amount of time and effort to this process. I was impressed with the level of commitment and professionalism displayed by the Committee in its team approach to selecting a consultant.

It would be helpful if Department staff could provide the following background information in presenting the resolution:

1. Brief overview of Region 2040 timeline and products.
2. Brief overview of subsequent phases and products.
3. Relationship of this project to implementation of the Regional Urban Growth Goals and Objectives.
4. Brief description of ECO Northwest's suggestions for modifications to the preliminary scope of work as outlined in the RFP, and factors the Management Committee is likely to consider in developing the final scope of work.
5. Reasons why the Management Committee believes the ECO Northwest team best meets the selection criteria.
6. What are the "reasonable intervals" at which progress reports to the Transportation and Planning Committee can be expected (Resolution, Paragraph 1 B.)?
7. When is it anticipated that a final scope of work will be forwarded to the Transportation and Planning Committee?

c: Andy Cotugno, Rich Carson, Mark Turpel