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DATE: September 27, 2012

REPORT TITLE: **THE REGION OF PEEL ACCESSIBLE TRANSPORTATION MASTER  
PLAN UPDATE  
CAPITAL PROJECTS 12-0260, 12-7711, 11-0256  
DOCUMENT 2012-411P**

FROM: Dan Labrecque, Commissioner of Public Works

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#### **RECOMMENDATION**

**That the contract (Document 2012-411P) for the Region of Peel Accessible Transportation Master Plan Update (ATMP) be awarded to Parsons Brinckerhoff Halsall Inc. in the estimated amount of \$454,441 (excluding applicable taxes), in accordance with Purchasing By-law 63-2008.**

#### **REPORT HIGHLIGHTS**

- On July 5, 2012 the Region of Peel issued a Request for Proposal (RFP) document for consulting services to support the creation of the Accessible Transportation Master Plan Update (Document 2012-411P).
- The purpose of the Accessible Transportation Master Plan Update is to clarify the vision and plan for the future provision of transportation services to persons with disabilities residing within the Regional Municipality of Peel and gather input on how best to balance financial constraints while maintaining an appropriate level of service for the next 20 years
- In November 2011, Council endorsed the "Accessible Transportation Family of Services Update and Master Plan Report", as a two phase framework for providing accessible transportation services in Peel through 2014 and beyond, in accordance with the Region of Peel Strategic Plan and Term of Council Priorities.
- Professional services for preparation of the Accessible Transportation Master Plan Update (Request for Proposal 2012-411P) has been competitively bid and Parsons Brinckerhoff Halsall Inc. is recommended for award as representing the best overall value to the Region.

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**DISCUSSION**

**1. Background**

In 2004, a Study of Transportation for Persons with Disabilities (STPD) was conducted as a part of the review of the Regional Official Plan (ROP). As a result of this report, Regional Council endorsed a "family of services model as the most cost effective approach to meet the transportation needs of people with disabilities. The "family of services" model includes TransHelp, the Taxi Scrip program, the Passenger Assistant (PA) program, and the dialysis program. These services and service models need to be evaluated for continued cost effectiveness as well as the value they provide users.

The Accessible Transportation Master Plan Update will assist the Region in establishing a sound strategic direction for the provision of accessible transportation and will:

- Provide recommendations and strategic direction based on sound financial analysis, industry best practices, and customer feedback.
- Ensure compliance with the *Accessibility for Ontarians with Disabilities Act (AODA)*.
- Be a living document that is updated regularly to reflect changes in legislation, demand, technology and innovation, or the need for updated processes.

In addition to value for service, the objectives of the Accessible Transportation Master Plan Update are:

- To plan in a financially sustainable way for the provision of accessible transportation services in the Region of Peel.
- To identify opportunities to not only comply with the Accessibility for Ontarians with Disabilities Act (AODA) 2005, but to make transportation services, accessible, available, seamless, and affordable to eligible Peel residents.
- To improve coordination with our partners that provide, use, or advocate for specialized/para-transit services and develop new working relationships to the benefit of the users.
- To collaborate with and support our lower tier municipalities in their provision of conventional transit for persons with disabilities through travel training programs and investment in accessible infrastructure (sidewalks, low-floor buses, bus shelters, etc) to the benefit of all residents.
- To recommend updates to policy and technical documents so that a philosophy of inclusiveness and consistency is embedded in all programs.
- To align with provincial, regional, area municipal and transit planning efforts (including Metrolinx, Mississauga Transit, Brampton Transit, and other transit and para-transit operators) to ensure that all resulting recommendations provide workable solutions across jurisdictional boundaries for persons with disabilities.

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The RFP has been drafted with input and feedback from the Accessible Transportation Master Plan Working Group. The RFP outlines specific tasks that the successful vendor will need to complete as part of the scope of the work. These key tasks have been summarized below:

- Performing a full financial review of the service delivery models
- Conducting an operational review of the brokerage model
- Preparing a Stakeholder Engagement Plan to identify how and when we will engage the different stakeholders
- Understanding current demand and forecasting future demand for services
- Identifying and including service delivery options and partnerships
- Identifying best practices applicable in Peel
- Reviewing eligibility criteria for accessible transportation users
- Coordination with related studies being conducted by both internal and external stakeholders
- Providing recommendations to update policy documents

The Accessible Transportation Master Plan Working Group brought internal stakeholders together to ensure that the RFP or scope of work included all the necessary components to conduct a thorough review and analysis of the accessible transportation services. The Working Group met regularly from March to June 2012 as part of a collaborative effort to develop the RFP. The working group is comprised of staff from various departments including Transportation, Health Services, Finance, Corporate Services, Legal, Accessibility Planning, Integrated Planning Policy, Human Resources, Fleet Management, Strategic Projects and Services, and the Customer Contact Centre. The area municipalities (including Brampton and Mississauga Transit) and Metrolinx will be consulted at strategic points throughout the process in order to align our goals and objectives. The project will be steered by a group of internal and external stakeholders.

## **2. Procurement Process**

The Region of Peel issued a Request for Proposal (Document 2012-411P) on July 6, 2012. This document was advertised in the Mississauga News and the Brampton Guardian, as well as the Region's Internet site and the Ontario Public Buyers Association Internet site, on the issued date of the document.

Seven proposals were received on time and the documents were found to be in order. The proposals are submitted in two parts; the first being the technical component and the second the financial component. The Technical Evaluation Team reviewed the submissions in accordance with set criteria. The evaluation criteria includes the understanding of the project, work plan (methodology), value added services, qualifications and experience of the proposed personnel, previous experience with similar projects, schedule and estimated cost to complete the assignment.

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The proposal submitted by Parsons Brinckerhoff Halsall Inc. (PB Team) received the highest overall score when assessing the combination of technical proficiency and price. The PB Team scored significantly higher in the technical component compared to the other proposals. This Team presented the best understanding of the assignment and budget. The Technical Evaluation team believes for the reasons outlined below, they are best qualified for the proposed project.

The Accessible Transportation Master Plan will recommend an investment strategy for future funding allocation for transportation services to persons with disabilities within Peel. The financial modeling approach proposed by the PB Team is a para-transit specific forecasting model. A para-transit specific financial model is more likely to result in more accurate financial data to aid in proper decision-making. The other proposals recommended a funding model that is not specific to para-transit. The forecasting component is a key element to the successful outcome of this project. Less than accurate forecasting could result in improper allocation of resources in the long term to effectively manage the provision of accessible transportation in Peel.

The other two critical elements of the ATMP are the stakeholder engagement and the operational review. The outreach for this project is extensive and includes different stakeholder groups, including Regional Council, other transit agencies including Metrolinx, Local Health Integration Networks (LHINs), long-term care and adult day programs, current and potential users of Accessible Transportation including TransHelp, and employees delivering front line services. The PB Team recognized the need to tailor and customize the stakeholder engagement plan to the audience and proposed specific methods to connect with people with a variety of disabilities. The PB Team provided an enhanced approach by recommending meeting regularly with the Region of Peel Accessibility Advisory Committee (AAC) and the Accessible Transportation Advisory Committee (ATAC) to present key findings and seek their feedback. The PB Team offered an enhanced stakeholder engagement plan and an understanding of the need to differentiate and customize the outreach to the audience. The Technical Evaluation Team believes that the PB Team offers added value that accurately estimates the costs of and time commitment for this type of stakeholder engagement.

The PB Team brings together operational para-transit expertise, a para-transit specific financial modeling approach from the Center for Transportation Research (CUTR), and a stakeholder engagement philosophy that seeks and values input from a diverse range of stakeholders.

This master plan aims to provide a long-term strategy that addresses transportation needs for people with disabilities in Peel over the next twenty years. The plan will propose solutions to divert and direct users based on needs to the most appropriate and cost-effective service delivery channel available. Promoting greater use of conventional transit services, conducting efficient eligibility screening, and complying with the *Accessibility for Ontarians with Disabilities Act* (AODA) will all be important facets to this project and assist the Region with implementing a plan that is sustainable, partnership oriented and creates an appropriate investment strategy to ensure funding is directed where the greatest needs exist. The proposal from the PB Team is stronger than the others, and based on the proposals, will result in a master plan that allows the Region to provide efficient and effective services.

Upon completion of the technical evaluation, the short listed proposals proceed to the pricing component. The purchasing representative completes the financial analysis. The scores are then combined and the overall ranking determined.

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The evaluation summary is as follows:

Vendor Name	Technical (80 per cent)	Financial (20 per cent)	Price Submitted	Overall Ranking
Parsons Brinkerhoff Halsall Inc. Toronto, ON	1	3	\$454,441	1
CH2M Hill Canada Limited Toronto, ON	2	1	\$303,500	2
Dillon Consulting Limited Toronto, ON	3	2	\$451,403	3
HDR Corporation Richmond Hill, ON	4	4	\$499,857.88	4

The proposal submitted by Parsons Brinckerhoff Halsall Inc. received the highest overall score when assessing the combination of technical proficiency and price. The PB Team demonstrated a thorough understanding of the assignment, proposed a comprehensive project approach and presented an experienced project team. The staff evaluation committee concluded that the proposal submitted by Parsons-Brinckerhoff Halsall Inc., provides the best overall value to the Region.

**FINANCIAL IMPLICATIONS**

There is sufficient funding for this project under Capital Projects as follows:

Capital Project	Amount
12-0260	\$335,000
12-7711	\$90,000
11-0256	\$29,441
<b>Total</b>	<b>\$454,441</b>

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Dan Labrecque  
Commissioner of Public Works

**Approved for Submission:**



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D. Szwarc, Chief Administrative Officer

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