



MEMORANDUM

To: CMAP Board

From: Angela Manning-Hardimon
Deputy Executive Director, Finance and Administration

Date: January 6, 2021

Re: Contract Approval for Activity-Based Model Update

CMAP performs travel demand modeling to support numerous regional activities. CMAP's activity-based model (ABM) is used for larger project studies and to assess the implications of policy initiatives that are beyond the descriptive capabilities of a traditional travel model. The ABM is the best tool CMAP has available to measure the impacts of policies designed to address the overarching principles of the ON TO 2050 Plan: inclusive growth, prioritized investment and resilience.

Increasingly CMAP's ABM is called upon to answer more sophisticated policy questions, necessitating that it reflects the travel trends and patterns currently observed in the region. The current version of the ABM was developed using data from the Travel Tracker survey conducted during 2007-08. CMAP recently completed a new household travel and activity survey (My Daily Travel), which includes data collected from more than 12,000 households in northeastern Illinois. The purpose of this RFP is to update the sub-models, such as the work from home and long-term choice sub-models, of the ABM to reflect current travel patterns and behaviors, and to implement a set of enhancements to the ABM. These enhancements include implementing a zone system that uses a finer level of geography, including Transportation Network Companies as an available travel mode, and incorporating a work-from-home model.

A Request for Proposals (RFP) was sent to potential contractors and posted to the CMAP website on November 13, 2020. Staff held a non-mandatory on-line pre-bid information session for consultants on November 18, 2020. Questions posed during the on-line session and CMAP's responses were documented and posted on the CMAP website following the pre-bid session.

On December 8, 2020, CMAP received proposals from three consulting firms that are nationally recognized in the area of ABM development: Cambridge Systematics, RSG and WSP. A selection team of three CMAP staff members reviewed and evaluated the proposals. The selection team members each independently scored the proposals (taking into account the

submittal itself and information obtained during the interviews) based on the following five criteria listed in the RFP:

1. The responsiveness of the proposal to the scope of work, as demonstrated through a substantive discussion of the issues and a clearly defined methodology, process, and timeline.
2. The quality of the proposal's independent articulation of the scope of work and understanding of project objectives.
3. The demonstrated record of experience of the firm and personnel assigned to the project in providing the professional services identified in this scope of work.
4. The quality and relevance of the examples of similar work performed.
5. Cost to CMAP, including consideration of all project costs and per-hour costs.

After the interviews, the individual scores of the selection team members were revised and combined to develop a final composite score for each proposal, shown in the following table. Note that all of the consultants included converting CMAP's ABM platform to ActivitySim in their submittals. CMAP views this as being of benefit to the agency in the long term, so the costs in the table reflect the inclusion of this task.

Criteria	Maximum Score	Cambridge Systematics	RSG	WSP
Responsiveness to the scope of work reflected in the methodology, process and timeline	25	17.5	22.5	20.8
Articulation of the scope of work and understanding of project objectives	20	16.0	16.7	16.0
Demonstrated experience of the firm and personnel assigned to the project	20	16.0	17.3	17.3
Quality and relevance of examples of similar work performed	15	13.0	14.0	13.0
Cost, including consideration of all project costs and per-hour costs	20	14.7 (\$549,918.51)	16.0 (\$499,212.00)	15.3 (\$546,976.93)
Total	100	77.2	86.5	82.5

The selection team recommends **RSG** as the contractor for the activity-based model update project. RSG is a national leader in the development and application of activity-based models and the staff proposed for this project has a wealth of experience working on CMAP's model. The RSG team is also leading the development of ActivitySim, the next generation of ABM, for a consortium of Metropolitan Planning Organizations in order to create a shared code base that will allow for the integration of improved components developed by any of the ActivitySim agencies. The selection committee views ActivitySim as a more sustainable path for maintaining and improving CMAP's ABM. The selection team felt the RSG proposal was the most responsive to the desired improvements discussed in the Request for Proposals. It is recommended that the Board approve a contract with RSG to perform the activity-based model update work and conversion to ActivitySim in the amount of \$499,212.00. The duration

of the contract will not exceed two years. Support for this project will be provided by FY21 and FY22 UWP funds.

ACTION REQUESTED: Approval

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