

Request for Proposals (RFP # 2011-04)

Federal Project No.
CML-6249 (025) and CML-6249(026)

For the Solano Safe Routes to School 2011 Plan Update and Mapping Project

Issue date:

August 8, 2011

Closing location:

One Harbor Center, Suite 130, Suisun City, California 94585

Closing date and time:

August 25, 2011 **Corrected Date: September 1, 2011**

Five complete hard copies and one digital copy (CD) of each response must be
received before 5:00pm Pacific Time on

August 25, 2011 **Corrected Date: September 1, 2011**

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August 8, 2011

To: Consultant

Corrected RFP 2011-04

RE: **Request for Proposals (~~RFP 2011-20~~) for Solano Safe Routes to School 2011 Plan Update and Mapping Project**

Dear Consultant:

The Solano Transportation Authority (STA) invites your firm to submit a proposal to provide planning & mapping services for the Solano Safe Routes to School 2011 Plan Update and Mapping Project.

In the Fall of 2010, the Metropolitan Transportation Commission (MTC) awarded a Climate Change Initiative grant to the STA for GIS-based suggested route to school maps to encourage "walking and biking buses" and to create manual for other areas to produce similar maps.

Many of the highest priority projects identified in the 2008 Solano Safe Routes to School Plan were constructed while the 15 pilot maps have yet to be properly marketed to students and parents. The Solano Safe Routes to School 2011 Plan Update and Mapping Project will help add seven additional schools to the SR2S Plan, and design & market "Suggested Route to School Maps" for all remaining schools in the county. \$65,000 is budgeted for the plan update while \$270,000 is budgeted for the mapping project.

The STA seeks to hire a consultant firm to update the STA's SR2S Plan and deliver the STA's SR2S Mapping Project. Although STA has adopted a Local Preference Policy, such Policy does not apply in the award of contracts involving federal funds such as this. Nevertheless, STA encourages local participation in this solicitation. Below is a summary of tasks that highlight the recommended deliverable scope of work tasks. If you wish to be considered, you must submit a proposal meeting the submittal requirements stated in this document. The final selection will be based on review of the written response and subsequent interviews with those considered most qualified during the week of September 6-9, 2011.

The STA will be accepting Proposals until **5:00 p.m. on September 1, 2011**, submitted as follows:

RE: SR2S Plan Update & Mapping Project
Attn: Sam Shelton, Project Manager
Solano Transportation Authority
One Harbor Center, Suite 130
Suisun City, CA 94585

We look forward to receiving a proposal from you. If you have any questions regarding this project, please contact Sam Shelton at (707) 399-3211.

Sincerely,



Executive Director

BACKGROUND

On February 13, 2008, the STA Board adopted the STA's Safe Routes to School (SR2S) Plan and authorized STA staff to create a Safe Routes to School Program in Solano County. The STA's SR2S Plan process included over 100 committee members and over 450 parents, teachers, students, and neighbors at 29 schools across the county. Each city developed a local SR2S plan, developed in partnership with local SR2S task forces reviewing school plans within their community, which were adopted by each city's council and school board. These local plans were then incorporated into the STA's countywide SR2S plan.

In 2009, the STA drafted 15 pilot "Suggested Route to School Maps" to encourage students to walk and bicycle to school together in Walking School Buses. The STA's mapping methodology used a GIS-Based route suitability model to map the safest routes to school and measure travel times. School staff and parents reviewed these maps prior to finalizing the maps.

In the nine years between 1999 and 2008, Solano County cities received about \$1.482 M in federal and state grants for SR2S engineering projects. Since the adoption of the 2008 STA SR2S plan, cities have received an additional \$1.912 M in SR2S grants in just two years, either from STA discretionary federal grants, regional air quality funds, or state grants. The cities of Dixon and Benicia have also funded over \$1M of priority 2008 STA SR2S planned projects without grant funds. The STA's non-infrastructure SR2S Program (Education, Encouragement, and Enforcement activities) has over \$1.5M budgeted for activities over the next three years.

SCOPE OF WORK

Planning and Mapping Tasks overview

Many of the highest priority projects identified in the 2008 plan were constructed while the 15 pilot maps have yet to be properly marketed to students and parents. The 2011 SR2S Plan update and the Mapping Project will help add seven additional schools to the SR2S Plan, design and market "Suggested Route to School Maps" for all remaining schools in the county. \$65,000 is budgeted for the plan update while \$270,000 is budgeted for the mapping project.

The STA seeks to hire a consultant firm to update the STA's SR2S Plan **and** deliver the STA's SR2S Mapping Project. Below is a summary of tasks, noting recommended deliverable scope.

2011 STA SR2S Plan Update (add 7 schools to the plan)

The 2011 Plan update involves holding program kickoff meetings, facilitating local task force meetings, facilitating school site walking audits & evening planning events, drafting recommendations and project cost estimates, and seeking the approval from city councils, school boards, STA committees, and the STA Board. The STA's SR2S Advisory Committee (SR2S-AC) will help guide the planning process by reviewing materials prior to their use during meetings and within documents.

STA SR2S Mapping Project (produce 65-70 maps)

The mapping project mirrors the process used during the pilot mapping process to produce an additional 65-70 maps. The consultant firm will review the pilot project’s mapping methodology, request approval of any changes to the methodology from the SR2S-AC, review and collect Geographic Information System (GIS) data to create the first draft maps, hold at least two (2) school site map review meetings with school staff to review draft and final maps, design and pilot map marketing mediums using the first 15 pilot maps, collect feedback from the pilot process, finalize map marketing mediums & publish all final maps, including the first 15 pilot maps, and create a mapping manual for other agencies to reproduce these maps. Metropolitan Transportation Commission (MTC) staff will attend SR2S-AC meetings as necessary to review elements of this Climate Change Initiative grant funded project.

Draft Timeline of Tasks

Estimated Due Dates	Plan Update tasks, CML-6249(026) (not to exceed \$65,000)	Mapping Project tasks, CML-6249(025) (not to exceed \$270,000)
Sept 2011	Begin Project	Begin Project
Sept	Revised Scope of work and Budget	Revised Scope of work and Budget
Sept	Existing Conditions and 2008 Plan Review; Incorporate available travel mode statistics and other performance measures listed in the 2008 STA SR2S Plan.	Recommend Mapping methodology to SR2S Advisory Committee; review ability to update maps later, add walking school bus locations.
Sept	Identify SR2S Stakeholders/Local Task Forces; [to be completed by STA staff] include a contact list.	Identify Mapping Project Stakeholders; include a contact list.
Sept/Oct	Help Facilitate Kickoff meetings with SR2S Stakeholders/Local Task Forces; meet with stakeholders to kickoff the 2011 SR2S planning, mapping process, and current STA SR2S Program.	Draft & Final Pilot Map Marketing mediums to SR2S Advisory Committee for approval; include published and online materials, take advantage of MTC’s Climate Change Initiative Marketing platform when applicable.
Oct/Dec	Work with Local Task Forces to identify schools to add to the plan and schedule walking audits.	Review existing mapping data and draft maps for use during school walking audits and 1 st map school site review meetings.
Dec/Apr	Facilitate walking audits and evening public planning events.	Hold at least two map review meetings at school sites and finalize maps.
Apr	Continue walking audits and planning events.	Distribute first 15 maps using pilot marketing mediums. Continue other school site map meetings.

Estimated Due Dates	Plan Update tasks, CML-6249(026) (not to exceed \$65,000)	Mapping Project tasks, CML-6249(025) (not to exceed \$270,000)
May/June	Review event information with local task forces and recommend projects and programs; include project cost estimates.	Collect feedback from pilot marketing mediums & redesign. Continue other school site map meetings.
June/July	Recommend approval of local plans with School boards and City Councils.	Final map designs to SR2S Advisory Committee for approval.
July/Aug	Review Draft Plan with STA Committees	Publish final maps for all schools. Number of maps will be based on school enrollment for FY 2012-13.
Sept 2012	Final Draft for STA Board Approval	Draft & Finalize Mapping Manual

This is a draft timeline of tasks. Several of these tasks can be completed at the same time depending on a staggered school mapping review schedule (e.g., data collection, draft designs, drafting maps) while others are on a critical path prior to adoption of a local SR2S plan (e.g., stakeholder info, task force meetings, walking audits). The budget between plan update tasks and mapping project tasks is limited by their funding sources, meaning billing planning hours to the mapping project is prohibited.

FINAL PRODUCTS & SERVICES

1. Report on Existing Conditions and 2008 Plan Review.
2. Recommended Mapping methodology.
3. Stakeholder lists for Mapping Project.
4. Facilitation Assistance for 2011-12 SR2S Program Kickoff meetings.
5. Draft & Final Pilot Map Marketing mediums.
6. Facilitation Assistance for Local Task Force meetings.
7. Facilitation Assistance for walking audits and evening public planning events.
8. Facilitate map review meetings at school sites.
9. Draft & publish first 15 maps using pilot marketing mediums.
10. Collected feedback from pilot marketing mediums & redesign with report.
11. Draft & Final Draft SR2S Plan Update with recommended projects and programs, with cost estimates.
12. Publish remaining maps with updated design.
13. Draft & Finalize Mapping Manual.
14. Attend necessary SR2S Local Task Force, Walking Audits, Planning Events, and STA SR2S Advisory Committee meetings as necessary for the review and approval of reports and map documents.

RFP SUBMITTAL REQUIREMENTS

Please submit your Proposal by **September 1, 2011 before 5:00pm** in accordance with the following requirements. The word "Respondent" in this document means an individual, an organization or a firm that submits, or intends to submit, a Response. Responses will be marked with their receipt time at the closing location. Only complete Responses received and marked before closing time will be considered.

1. *Proposal:* The Proposal (excluding resumes and the transmittal letter) shall not exceed a total of 20 single-sided, 8.5" x 11" pages. A **copy of the RFP** and resumes shall be included in an appendix. Responses must not be sent by facsimile. **Please send five (5) copies of the proposal package and (1) digital copy on Compact disk (CD) to the STA.**
2. *Transmittal Letter:* The Proposal shall be transmitted with a cover letter describing the respondent's interest and commitment to the proposed project. The cover letter should include the name, title, address and telephone number of the individual to whom correspondence and other contacts should be directed during the consultant selection process. The person authorized to negotiate a contract with STA shall sign the cover letter.

Address the cover letter and the Proposal as follows:

RE: SR2S Plan Update & Mapping Project
Attn: Sam Shelton, Project Manager
Solano Transportation Authority
One Harbor Center, Suite 130
Suisun City, CA 94585

3. *Project Understanding:* This section shall clearly convey the respondent understanding of the nature of the work, and issues related to the Solano Safe Routes to School 2011 Plan Update and Mapping Project.
4. *Approach:* This section shall provide the respondent proposed approach and management plan for providing the services. The approach should discuss the respondent's view on the challenges that may arise from planning and mapping safe route to schools for students and their approach and capacity to solve such problems.
5. *Qualifications and Experience:* The Proposal shall provide the qualifications and experience of the respondent that will be available for the Safe Route to School Mapping project. It is expected that key team members would have experiences in GIS project planning and management, ArcGIS Network Analysis expertise, field research experiences, problem solving skills on building complex network model, and experience in public meeting facilitation. Please emphasize the specific qualifications and experience from projects similar to this project for the Key Team Members. Key Team Members are expected to be committed for the duration of the project. Replacement of Key Team Members will **not be permitted** without prior consultation with and approval of the STA.
6. *Key Personnel:* The Statement must include information about each participant of the team, stating their proposed role and workload in this project, education, title, hourly wage, related qualifications, past relevant experience, previous projects successfully completed and the date in which that person joined the firm/organization/school.

7. **Work Plan and Schedule:** The current schedule reflects the project duration of 9 months starting by September, 2011. The respondent will need to discuss the respondent's view of the project schedule, the team member's other workload and availability from September 2011 to September, 2012. The project is expected to commence no later than September, 2011, and final products submitted and approved by the STA's Safe Route to School Advisory Committee by September 2012.
8. **Cost Control:** Provide information on how the respondent will control project costs to ensure all work is completed within the negotiated budget for the project. Include the name and title of the individual responsible for cost control.
9. **Additional Relevant Information:** Provide additional relevant information that may be helpful in the selection process (not to exceed the equivalent of 2 single-sided pages).
10. **References:** For each leading Team Member, provide at least two professional references (names title, and current phone numbers) in the proposal. Include a brief description of projects associated with the reference, and the role of the respective team member.
11. **DBE Requirements:** The DBE Forms (Attachment A) must be filled out and included in an appendix of the proposal. If your firm cannot meet the DBE goal, you must demonstrate in writing your good faith effort by submitting the DBE Good Faith Effort Forms.

SELECTION PROCESS & CRITERIA

The overall process will be to evaluate the technical components of the Proposal completely. The Proposal will be evaluated and scored on a 100-point total basis using the following criteria:

1. Expertise and specific experience of Key Team Members.
2. Appropriateness of the approach
3. Experience with similar types of projects
4. Satisfaction of previous clients (if applicable)
5. Flexibility and available of the respondent' schedule
6. Evidence of ability to meet project schedule and timely technical support during the project.

Several respondents may be invited to an interview during the week of September 6-9, 2011 at the STA's office in Suisun City. Key Team Members should attend the interview. The evaluation interview panel may include representatives from STA, Safe Route to School Advisory Committee and other agencies, but the specific composition of the panel will not be revealed prior to the interviews. Costs for travel expenses and Proposal preparation shall be borne by the respondent.

STA staff will provide the appropriate notice and schedule for the interviews. STA staff will select the most qualified respondent based on the following criteria:

1. Expertise and specific experience of Key Team Members.
2. Appropriateness of the approach
3. Experience with similar types of projects
4. Satisfaction of previous clients (if applicable)
5. Flexibility and available of the respondent' schedule
6. Evidence of ability to meet project schedule and timely technical support during the project.

Once the top candidate has been selected, STA staff will negotiate a services contract with the selected candidate.

If you have any questions regarding this RFP, please contact:

Sam Shelton

Project Manager

Phone (707) 399-3211

Fax (707) 424-6074

sshelton@sta-snci.com

Attachment A

DBE REQUIREMENTS

Please note that the attached DBE forms (Exhibit 10-O1 and Exhibit 10-O2) must be filled out and included in an appendix of your firm's proposal. The project-specific UDBE goal for this project is 11%. Firms whose proposals fail to meet the established DBE goal must demonstrate in writing what efforts they have made to locate DBE firms. The STA has the right to deem a proposal as non-responsive if this participation goal has not been met, and documentation demonstrating a good faith effort is judged inadequate. Guidelines for determining good faith efforts are available from the STA.

- Exhibit 10-I Notice to proposers Disadvantage Business Enterprise Information
- Exhibit 10-J Standard Agreement for Subcontractor/DBE Participation
- Exhibit 10-O1 Local Agency Proposer UDBE Commitment
- Exhibit 10-O2 Local Agency Proposer DBE Information
- Exhibit 15-H UDBE Information – Good Faith Efforts