



City of Ceres • City of Hughson • City of Modesto • City of Newman • City of Oakdale • City of Patterson
City of Riverbank • City of Turlock • City of Waterford • County of Stanislaus

REQUEST FOR PROPOSAL

StanCOG Transportation Model Update

SUSPENDED UNTIL FURTHER NOTICE

PROPOSALS MUST BE RECEIVED

ON OR BEFORE

4:00 P.M. October 8, 2009

**SEND PROPOSALS TO THE ATTENTION OF:
VINCE HARRIS, EXECUTIVE DIRECTOR
STANISLAUS COUNCIL OF GOVERNMENTS
1111 "I" Street, Suite 308
MODESTO, CALIFORNIA 95354**

REQUEST FOR PROPOSALS (RFP)

StanCOG Transportation Model Update

I) INTRODUCTION

The Stanislaus Council of Governments (StanCOG) is soliciting proposals for transportation consulting firms to enhance the application of our travel demand model program.

The Proposal shall also meet all the requirements as listed in the "Scope of Services" section below. This Request for Proposal (RFP) describes the project, the required scope of services, the consultant selection process, and the minimum information that must be included in the submitted proposals.

II) AGENCY BACKGROUND

StanCOG is the regional transportation planning agency and metropolitan planning organization for Stanislaus County and the cities of Ceres, Hughson, Modesto, Newman, Oakdale, Patterson, Riverbank, Turlock and Waterford. The agency was created in 1971 as a department of Stanislaus County and became autonomous in 2001. StanCOG is governed by a Policy Board comprised of elected representatives from the County and each incorporated city. Monthly board meetings provide the public forum and decision point for significant regional issues such as transportation, housing, and air quality. The Policy Board adopts plans, allocates transportation funds, establishes policies, and develops programs to address these regional issues.

Day to day, the agency manages the process of taking transportation projects from the planning phase through actual construction. StanCOG provides technical assistance to members, facilitates funding, and works with various community groups to identify transportation needs and solutions.

The agency assigns and distributes federal and state funds earmarked for specific transportation projects that improve maintenance, safety, relieves traffic congestion, and promotes economic development in Stanislaus County.

III) PROJECT DESCRIPTION

A. Project Background

StanCOG's Transportation Modeling program supports key planning activities in the region including the Air Quality Conformity Analysis, the Regional Transportation Plan update, the Congestion Management Program and the San Joaquin Valley Regional Blueprint. StanCOG's Transportation Modeling program also supports regional transportation planning studies, general plans, land use studies and traffic impact studies.

Transportation, land use and air quality are intrinsically linked. The purpose of StanCOG's model program is to maintain state of the art tools to measure such relationships addressed by the California Clean Air Act, the Federal Clean Air Amendments and SAFETEA-LU. StanCOG coordinates its technical program with all federal, state and local partners, the Central Valley COGS and the San Joaquin Valley Air Pollution Control District. Travel forecasts generated by StanCOG's model provide guidance and communication tools to decision makers' about the impact of their decisions regarding congestion, air quality and land use. Geographic Information Systems (GIS) is integrated with the modeling program for the purpose of describing and communicating transportation and land use information.

StanCOG maintains a regional model that contains a detailed road and highway network for Stanislaus County, its cities and its communities. StanCOG has maintained a regional model for the benefit of its partners since 1985 through regular updates of the land use database, travel assumptions and validation processes. In 1993 and 2000, Stan COG staff rebuilt the major components of the model. Today, a new model is under construction that will use new modeling software (CUBE 5.2) and integrate GIS fully with the transportation modeling program. Previous updates used MINUTP and TP+/Voyager software respectively.

The StanCOG model program has provided critical information to general plan and specific plan updates; it has been used frequently in corridor and traffic studies. It has provided essential information to the Regional Transportation Plans through the 1990's until 2007 when the last RTP was performed. The model program has provided key information for the accompanying Environmental impact report (EIR) and Air Quality Conformity Analyses. The StanCOG model program was fundamental in the development of level of service standards in the Congestion Management Program (CMP) and also instrumental in the identification of deficient roads and highways also in the (CMP).

The StanCOG model program use land use and demographic information collected in the decennial census; the data are applied to StanCOG's land use database files for use in the model program. Geographically referenced job data are collected from the Employment Development Department. Demographic forecast assumptions were prepared by demographers from the Association of Bay Area Governments (ABAG).

B. Project Objectives

The StanCOG modeling program will update key components of its modeling program for planning studies, Regional Transportation Plans, the Congestion Management Plan and Air Quality Analyses. A detailed road and highway network will be developed along with increased numbers of traffic analysis zones. Updated demographic data will accompany these details and result in land use planning tools and be made available to local jurisdictions to account for jobs and housing. Traffic assignment components will be developed to account for AM and PM traffic. Validation work and calibration checks will be made to enhance the modeling capability. Origin-destination data and traffic counts will be collected as part of the validation efforts. A mode share component will be added to the model to account for person trips by mode and mode shift. Model scripts will be prepared to assess the affect of land use density on transportation and green house gasses in response to State legislation. Technical Improvements in the model program along with integrated GIS tools will provide a robust cadre of travel and land use tools to assess externalities and support local, federal and state decision makers.

Schedule

StanCOG expects the successful firm to deliver the study in an expeditious period of time. Demonstration of a realistic schedule to achieve the completion of the project will be a consideration in awarding of the contract. All model products will be due December 31, 2010. Select model deliverables will have alternative schedules. Key dates will be provided after consultant selection.

C. Scope of Services

The Stanislaus Council of Governments (StanCOG) is soliciting proposals for transportation consulting firms to enhance the application of our travel demand model program. Specifically to:

1. Analyze the rates of auto and non-auto trips and collect information about traveler mode choice in the region; based on these data the consultant is requested to develop a mode choice component in the model program.
2. Analyze and prepare demographic information including auto ownership by jurisdiction and update trip generation rates for use in the model program; develop future scenarios consistent with Air Quality conformity milestone years.
3. Collect gateway information about through trips and trips with an origin or a destination outside the county including classification counts for use in the model program.
4. Design and collect data on alternative modes of transportation to assess mode share and mode choice policies including HOV, express transit, park and ride, pedestrian and bicycle and other transportation demand management practices relative to Single Occupant Vehicles (SOV). Construct modeling tools to analyze policies about HOV lanes and multiple passenger car assignments for use in the model program.
5. Collect student and University demographic data; develop school and university trip purposes for use in the model program.
6. Ensure that validation and calibration standards are maintained in the model program relative to the Caltrans Household survey and other survey sources.
7. Prepare written documentation on the model program and its source data.
8. Update model tools to estimate travel information to meet requirements in SB375 and AB32.
9. Assist staff with technical support for the Congestion Management Plan and the Regional Transportation plan.

D. Project Budget & Schedule

The total estimated budget range for consultant services is \$150,000.

E. Payment

The selected consultant will be paid by monthly invoices.

IV) PROPOSAL REQUIREMENTS

A. General

The submittal should be concise, well organized and demonstrate the Consultant's qualifications and experience applicable to the project. The submittal shall be limited to 30 one-sided pages (8.5 inches x 11 inches), inclusive of resumes, graphics, forms, pictures, photographs, dividers, front and back covers, cover letter, etc., but not of letters of commitment from subcontractors or DBE documentation. Letters of commitment will be under separate cover if requested by StanCOG. Type size and margins for text pages should be in keeping with accepted standard formats for desktop publishing and processing and should result in no more than five hundred (500) words per page.

B. Contents

Proposals submitted in response to this RFP shall be in the following order and must include at a minimum:

1. **Cover Letter**
Include a letter describing the firm's interest in providing the scope of services for the project. The person authorized by the firm to negotiate a contract with StanCOG shall sign the cover letter. Include the name, phone number, fax number and e-mail address of a contact person for the proposal process.
2. **Consultant Background/Financial Status**
 - a. Provide the legal name and address of the Consultant's company as well as the address of the office where the project manager will reside and where a majority of the work will be performed.
 - b. Indicate number of years in business as an environmental and engineering firm
 - c. Provide a brief history of the firm, including ownership structure and key personnel
 - d. Provide a Statement of Income and Retained Earnings, last five (5) years
 - e. Indicate changes in financial position, last five (5) years
 - f. Provide Balance sheet, last five (5) years
 - g. Provide latest Interim Balance sheet and Income Statement
 - h. List bonding and insurance companies.
3. **Experience and Technical Competence**
Describe the Consultant's experience in completing similar consulting efforts. List three (3) successfully completed projects of a similar nature. For each completed project provide the name of the client and project manager the consultant performed the work for, including telephone numbers, type of work performed, and dollar value of the contracts.
4. **Knowledge and Understanding of Local Environment and Relevant Laws**
Describe the Consultant's experience working in the local environment and proposed local presence for interfacing with StanCOG staff. The environment includes, but is not limited to: cities, county, transit operators, Caltrans and other local agencies' regulations and policies. Describe Consultant's experience with and knowledge of relevant State and Federal laws.

5. Project Organization and Key Personnel
 - a. Provide a statement of project understanding.
 - b. Describe project organization, including identification and responsibilities of key personnel.
 - c. Provide an organizational chart showing the relationship among key personnel, firm members and the agencies involved in the project.
 - d. Provide resumes of key personnel and the subcontractors proposed for the project.
 - e. Describe similar projects the team has completed.
 - f. Describe the role of the project manager and key staff in these similar projects.
 - g. Provide three (3) references for the project manager and key team members from their work on similar projects. Provide client's name and telephone numbers.
 - h. Indicate the workload of the project manager and key team members and their capacity to complete the scope of services.
 - i. Provide a brief description of the project management system that will be used to track project tasks, deliverables and expenditures.
 - j. Provide a project schedule to complete the scope of services.

6. Cost Estimates to perform the Scope of Work
Provide an estimate of the total direct and indirect costs to complete all tasks identified in the scope of work. A detailed cost breakdown shall be provided identifying:
 - a. the number of staff hours and hourly rates for each professional and administrative staff person who will be committed to this project, including fringe and overhead costs;
 - b. An estimate of all other direct costs, such as materials and reproduction costs; and
 - c. An estimate of sub-consultant services if needed.

V) SUBMITTAL REQUIREMENTS

Please submit five (5) copies of your written proposals, in a sealed package to:

The Stanislaus Council of Governments
Vincent J. Harris, Executive Director
1111 I Street, Suite 308
Modesto, CA 95354

Proposals submitted by facsimile or e-mail are not acceptable and will not be considered. Submittals must be received by October 8, 2009 This is a firm deadline. Proposals received after this time will be returned unopened to the respective firm and will not be considered for the evaluation. Postmarks will not be accepted. Please indicate name of consultant, project title, and package number (e.g., 1 of 2) on all packages.

Failure to comply with the requirements of the RFP may result in disqualification. StanCOG is not responsible for finding, correcting, or seeking clarification regarding ambiguities or errors in submittals. If a submittal is found to contain ambiguities or errors, it may receive a lower score during the evaluation process. Errors and ambiguities in submittals, including cost estimate to perform the work, will be interpreted in favor of StanCOG.

VI) PRE-SUBMITTAL ACTIVITIES

A. Questions Concerning Request for Proposals

All questions regarding the RFP must be received in writing via mail, facsimile, e-mail or hand delivery no later than 4:00 p.m. on October 1, 2009 and addressed to:

Jim Schoeffling, Associate Planner
Stanislaus Council of Governments
1111 I Street, Suite 308
Modesto, CA 95354
E-mail: jschoeffling@stancog.org

B. Pre-proposal Conference (Optional)

As a prospective firm, you may be invited to attend a pre-proposal conference (optional) to be held at 1:00 p.m. on September 23, 2009 at the StanCOG office located at 1111 I Street, Suite 308 Modesto, CA 95354

VII) PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated based upon the following criteria and point system as assigned below. Oral interviews may be held if determined necessary. StanCOG reserves the right to add the consultants' interview scores into the evaluation criteria or to select consultants based solely upon their written proposals or oral interview.

A. Staff Qualifications and Project Experience [65 Points]

Points will be awarded on the experience of the consultants in performing similar work with public, government, private, not-for-profit, and other agencies. Project staff qualifications include a combination of experience, education and background in environmental planning, engineering, transportation and related infrastructure planning and finance, intergovernmental and community group coordination work. Specific considerations will be given to:

1. Understanding of the work to be performed.
2. Quality of the firm's response to the Request for Proposal including adherence to format, completeness, and extent of documentation;
3. The quality, experience, and availability of the proposed manager and staff for the project;
4. The qualifications, experience, ability, capacity, and skill of the firm to complete the project in the time specified, without delay;
5. The list of services to be provided, including the approach to project delivery;
6. Use of innovative and advanced techniques for this project or those used in previous projects;
7. The character, integrity, reputation, judgment, experience, and efficiency of the firm;
8. Demonstration of successful, on-time performance of similar projects;
9. The financial capacity of the firm to complete the project within the time specified;
10. The proposed cost to complete the project;
11. Other factor(s) deemed to be in the best interest of StanCOG.

Each member of the Evaluation Committee shall rate the firms separately. The scores of each of the Committee members shall then be aggregated to provide a total score for each of the firms.

B. Understanding of StanCOG and the need for quality transportation modeling tools[25 Points]

Qualified consultants must demonstrate an understanding of StanCOG's jurisdictions with respect to the basis and requirements of modeling tools as it relates to the historical, current and future regional transportation priorities associated with transportation planning and the institutional context therein.

C. Cost or Best Value [10 Points]

Proposals will be evaluated for the best services at the predetermined budget of \$150,000 and with the least amount of risk.

VIII) SOQ EVALUATION STEPS AND CONTRACTING PROCESS

The Evaluation Committee will consist of staff from StanCOG and representatives from its member agencies as determined necessary.

It is anticipated that the Evaluation Committee will take the following steps in evaluating proposals; however, a strict observance to the Evaluation Steps is not required. The following describes each evaluation step:

- Step 1 Review and Evaluate all proposals
- Step 2 Top 3 to 5 proposals/firms are short-listed
- Step 3 Proposals are ranked (interview conducted if needed)
- Step 4 Recommendation of Award to the Executive Director

The Evaluation Committee shall be responsible for performing the evaluation of each proposal, including an evaluation of the proposed costs to perform the work.

The Executive Director will review the recommendation from the Evaluation Committee and initiate contract negotiations with the highest ranked firm. If negotiations with the highest ranked firm are unsuccessful, negotiations will be repeated until an acceptable contract is negotiated and brought before the StanCOG Policy Board for approval.

IX) SELECTION AND HIRING SCHEDULE

The consultant selection and hiring process will be conducted on the following schedule:

September, 10, 2009	Request for Proposals (RFP) Issued
September, 23, 2009	Pre submittal Conference – 1:00 PM (Optional)
October 1, 2009	Last Day to Submit Questions Regarding RFP
October 8, 2009	Deadline for Submitting Proposals 4:00 PM
October 16, 2009	Proposal Screening / Consultant Interviews (Optional)
October 19, 2009	Consultant Contract Negotiations
November 12, 2009	Notice To Proceed