

STAFF REPORT



MEETING DATE:	2/24/15
SUBJECT:	Issue Request for Proposals for On-Call Travel Demand Modeling Services
AGENDA ITEM:	6-9
STAFF CONTACT:	Sean Tiedgen, AICP, Senior Transportation Planner

STAFF RECOMMENDATION:

It is recommended that the board of directors authorize the executive director to issue a request for proposals (RFP) for on-call travel demand modeling services for an initial term of three years ending June 30, 2018.

DISCUSSION:

The agency maintains and operates the regional travel demand model, called ShastaSIM, for the Shasta County region. ShastaSIM is used to estimate current and future traffic conditions and quantify the benefits of transportation infrastructure and services. Model results are used in transportation planning, development reviews, and programming activities.

While SRTA continues to grow in-house modeling capabilities, consultant support is needed to perform model updates and complex modeling projects associated with state mandates. SRTA's current contract with DKS Associates expires June 30, 2015. Since ShastaSIM is complete and the software used to operate the model is not proprietary to DKS Associates, it is necessary to open a new procurement process for on-call services. Consistent with SRTA's procurement policies, the attached draft RFP defines the scope, estimated budget, duration, and other pertinent terms needed for prospective consultants to prepare an informed response. The estimated \$150,000 budget over three years is based on a review of past work tasks and comparison of similar work performed by other MPOs. Individual activities under this agreement would require a specific scope, estimate and authorization from the executive director.

ALTERNATIVES:

The board may request modifications to the RFP scope of work and terms, or continue this item to request more information.

FINANCING:

The on-call travel modeling services contract will be funded with Federal Highway Administration Metropolitan Planning (FHWA PL) funds beginning in the Fiscal Year 2015/16 Overall Work Program.

A handwritten signature in blue ink, appearing to read "D. Little", is written over a horizontal line.

Daniel S. Little, AICP, Executive Director

Attachments: On-Call Travel Demand Model Services Request for Proposals (Draft)

REQUEST FOR PROPOSALS

On-call Travel Demand Modeling Support Services

Issued [*Insert Date*]

Submittals are due by 5:00 PM on [*Insert Due Date*]

Shasta Regional Transportation Agency
1255 East Street, Suite 202
Redding, CA 96001
(530) 262-6190



2015 SRTA Board Members and Agency Partners

Board Members

Susie Baugh, chair	City of Anderson
Pam Giacomini	County of Shasta
Kristen Schreder	City of Redding
David Kehoe	County of Shasta
Missy McArthur, vice chair	Redding Area Bus Authority
Leonard Moty	County of Shasta
Greg Watkins	City of Shasta Lake

Agency Partners

Caltrans, District 2
City of Anderson
City of Redding
City of Shasta Lake
County of Shasta
North State Super Region
Pit River Tribe
Redding Area Bus Authority (RABA)
Redding Rancheria (Yana, Wintu, Pit River)
Shasta Senior Nutrition Programs
Far North Regional GIS Council

Introduction

The Shasta Regional Transportation Agency (SRTA) is seeking a qualified consultant to provide on-call travel demand model support services. This will be a *'Time-and-Materials'* contract.

This project is funded by: Federal Highway Administration Metropolitan Planning (FHWA PL) Funds.

Background

Federal and state laws require that Metropolitan Planning Organizations (MPOs) have the ability to forecast travel on the region's transportation network, in support of the MPO's transportation planning and programming activities. SRTA is the federally designated MPO for the Shasta County region and maintains and operates the regional activity-based travel demand model, called ShastaSIM.

ShastaSIM was a joint development effort between SRTA, DKS Associates, John Bowman, Mark Bradley, and Resource Systems Group Inc. (2011-2014). The model was funded with Prop 84 Model Improvement Program (MIP) funds made available through the Strategic Growth Council (SGC) and SRTA's FHWA PL Funds. The current model version (ShastaSIM v1.0) was adopted by the SRTA Board of Directors on June 24, 2014. SRTA no longer maintains a traditional 4-step travel model.

ShastaSIM runs within an application shell, scripted in Citilabs® Cube Voyager software (version 6.1). DaySim is the person-day activity and travel simulator, which is the activity-based, tour component of the model. DaySim is a standalone program written in Pascal, but is compiled to run within the model application. All trip aggregation, plus the non-DaySim components are Cube Voyager scripts. Many input data files are prepared using Geographic Information Systems (GIS) shapefiles (ArcGIS 10.1) and tables (Microsoft Excel 2010).

SRTA uses ShastaSIM to estimate current and future traffic conditions and to quantify the benefits of transportation projects and fixed-route transit services. Model results are used to support transportation planning and programming activities and conduct development reviews. The most recent uses of the model include:

- Support of the 2015 Regional Transportation Plan/Sustainable Communities Strategy (in progress);
- Fiscal Year 2016/17 Unmet Transit Needs process (in process);
- Development project review; and
- Educational use at the at the University of Iowa, School of Urban and Regional Planning.

A comprehensive description of the model, documentation regarding the model development process and a user guide is available on SRTA's website at: <http://www.sрта.ca.gov/174/Travel-Demand-Modeling>.

SRTA's travel modeling activities are supported by a travel model technical advisory committee, known as the Shasta Model Users Group (SMUG). SMUG keeps SRTA updated on changes in local development and infrastructure projects, provides suggestions for how to improve model usability, reviews model assumptions, and assists with model updates. SMUG includes representation from the following agencies:

- Caltrans District 2
- City of Anderson
- City of Redding
- City of Shasta Lake
- County of Shasta
- Shasta County Air Quality Management District (SCAQMD), and
- SRTA.

Geography & Study Area



View of Lassen Peak from
State Route 44

Shasta County is located at the geographic center and transportation crossroads of California's North State. The nearest large city is Sacramento, 150 miles to the south on the Interstate 5 (I-5) corridor, while the Oregon state line lies 100 miles due north. The county occupies the northern part of the Sacramento Valley and includes southern portions of the Cascade mountain range. The county has an area of 3,785 square miles, with a small urbanized area containing the cities of Anderson, Redding and Shasta Lake. Redding is the county seat and the region's primary socio-economic center.

Along with the primary I-5 corridor, state highways in the county include State Routes (SRs) 36, 44, 89, 151, 273 and 299.

Geographic elevations range from 425 feet on the valley floor to over 10,000 feet in Lassen Volcanic National Park. The region is surrounded by mountains to the west, north, and east. The Sacramento River flows through the center of the county and down the Sacramento Valley to the south. These attributes have contributed to the region's establishment as a center for recreation and tourism.

Project Scope of Work

SRTA continues to grow in-house modeling capabilities; however consultant support is needed to carryout model updates and conduct complex modeling projects associated with state mandates, as needed. SRTA is currently under contract with DKS Associates until June 30, 2015.

Below is a list of typical on-call service tasks that may be requested, including descriptions of activities. Deliverables would be identified when SRTA develops a scope of work for a specific project and requests assistance. The list below is not meant to be a comprehensive list of all tasks that may be requested, but is illustrative in nature.

Task 1: Support model updates and refinements

- Assist SRTA staff with network identification and accuracy
- Assist SRTA staff with parcel, census block, census tract and traffic analysis zone (TAZ) layer identification, accuracy, updating and refinement
- Assist SRTA staff with identification, updating, refinement and maintenance of network links, including speed characteristics, geometrics, special circumstances, and other attributes
- Provide recommendations for improvements as applicable for the agency's needs
- Assist SRTA staff with development and refinement of project Microsoft Access or Excel files
- Assist SRTA staff with GIS operations in model refinement and other modeling related tasks
- Assist SRTA staff with developing specific model output formats for use in planning studies, reports, projects and presentations
- Research and/or develop scripts that will help SRTA staff use the model more efficiently

Task 2: Support SRTA staff in model coordination

- Prepare written documentation, attend meetings, and/or make presentations to explain important aspects of the model, input assumptions, data, model development or any other components
- Advise SRTA staff and Shasta Model Users Group (SMUG) on best practices for review, maintaining and updating the model
- Advise SRTA on procedures for use of the model by other agencies and consultants

Task 3: Troubleshoot travel model issues

- Troubleshoot major and minor problems related to the model or model data
- Identify and fix scripting or other model processing errors
- Assist SRTA staff with the development of new or refined methods for extracting applicable data from the model

Task 4: Assist in review of modeling data and assumptions

- Assist SRTA staff with the review and development of land use, census, and socioeconomic data
- Provide recommendations for improvements in development of data and calculation methods

Task 5: Provide Training

- Prepare a model users guide to assist in use of the model
- Prepare a training outline and associated material to assist in the professional development of staff

- Inform SRTA staff of updated software and/or new programs that relate to travel modeling
- Recommend software and/or software updates
- Provide new training and updated model documentation as model is updated or new versions become available

Task 6: Visualization

- Develop automated procedures that generate standard reports and/or graphics for analysis or presentation purposes
- Prepare model output visualizations that are easy to read and understand for reports, presentations, workshops or other needs

Options

While the above project scope of work is meant to be illustrative and not an exhaustive list of tasks, consultants may propose additional tasks for SRTA's consideration. Consultants should indicate whether the tasks would fit within the general tasks above or if they are specific projects. For any specific project, consultants should indicate the associated cost, if any.

Project Timeline

SRTA anticipates contracting with the selected consultant for a period of three years, with an option, pending approval by the SRTA Board of Directors, to allow the Executive Director to extend the contract annually, for an additional two years. Contract extensions would be contingent on the overall contract amount remaining unchanged. If, after the initial three year contract, SRTA and the consultant cannot agree on the terms of the annual contract, SRTA will reissue an RFP to acquire a new consultant.

Proposal Contents

Consultants interested in providing the services specified in this RFP must submit a written proposal, not to exceed 35 pages (excluding attachments). At a minimum, the following information should be included and clearly labeled:

1. Transmittal letter signed by an officer who may contractually bind the business, including a description of the firm.
2. Statement of understanding of the scope of work and project management approach.
3. List of the personnel on the project team, including a summary of their qualifications and work experience (resumes may be included as an attachment) and their project-related hours. This includes sub consultants proposed for use.
4. Representative list of similar projects, but not more than five, completed within the last five years including: project description and services provided, budget and schedule performance, and contact information for the client reference.

5. A fee schedule of hourly rates based on personnel or position title and materials basis. The fee schedule shall be fully inclusive of all services, overhead, and direct expenses. This should include costs related to travel, printing, etc.

RFP Questions, RFP Schedule and Contact Person

SRTA will develop a mailing list of all interested applicants. Questions concerning this RFP may be directed as noted below where they will be collected and responded to collectively, and made available for all interested applicants via the SRTA website. All questions must be submitted by email or letter no later than 5:00 pm on **[Insert date here]**. **No oral questions will be taken or responded to.** Responses to questions will be posted on SRTA's website on **[Insert date here]**. All interested applicants are encouraged to register for the mailing list so that they are notified appropriately should any changes to the RFP occur.

Contact Person:

Sean Tiedgen, AICP
Senior Transportation Planner
stiedgen@srta.ca.gov
530-262-6185

The following RFP schedule is anticipated:

Tasks	Deadline
Release RFP	TBD
Interested Vendor Questions Due	TBD
SRTA Response to Vendor Questions	TBD
Vendor Proposals Due	By 5:00 P.M. on Date TBD
Evaluation and Ranking of Proposals	TBD
Interviews (if necessary)	TBD
Negotiate Contract with Most Qualified Vendor	TBD
SRTA Board of Directors Approval	April 28, 2015
Contract Start	July 1, 2015

Proposal Evaluation

The proposals received shall be reviewed by a consultant evaluation panel according to the criteria/weighting per Figure 2 below. The consultant evaluation panel is typically composed of SRTA staff and may include representative(s) from SRTA partner agencies and/or Caltrans. The Executive Director will forward the results of the evaluation to the SRTA Board of Directors for approval.

Proposal evaluation will be based on the scoring criteria presented in Figure 2 and interviews responses, if necessary. Consultants may be invited to interview at the discretion of SRTA. Should interviews be requested, SRTA will provide a list of questions including how they will be scored before the interviews. Presentations may be allowed, with a specified time limit.

Figure 2 – Scoring Criteria

Criteria	Scoring Weight
Comprehension, understanding of the project	10
Thoroughness of proposal	10
Meeting the RFP objectives	20
Project delivery time	5
Qualifications, experience and credentials of the consulting firm and project team	20
Local knowledge demonstration	5
References	10
DBE participation level	5
Reasonableness of fee schedule	15
Total:	100
Interviews (optional)	15

Contract Amount and Award

The contract amount will be determined based on proposed fees and funding availability. The contract will be awarded to the highest ranking proposal, including value provided for proposed fee. SRTA estimates the worth of the on-call travel modeling services contract at \$150,000 over three years, or approximately \$50,000 annually.

The proposal shall be signed by an individual authorized to bind the offer of said proposal. The proposal shall be a firm offer for a minimum of 90 days, and contain a statement to that effect.

The executive director of SRTA will present the proposed contract for consideration by the SRTA Board of Directors on Tuesday, April 28, 2015. The contract is not in force until approved by the SRTA Board of Directors and written authorization to proceed is provided.

Protest Procedure

All protests must be in writing within five (5) business days from the results notification and at least ten (10) days prior to a SRTA Board of Directors meeting in order for the protest to be considered at that meeting. Send protests signed by the protesting party or an authorized agent to the SRTA executive director. Include a description of the relief or corrective action in

the protest. The protest should stipulate an issue of fact concerning the following points:

- A matter of bias, discrimination, or conflict of interest on the part of an evaluator(s);
- Errors in computing the score; and/or
- Non-compliance with procedures described in this RFP or SRTA's established policies.

SRTA will only consider protests based on the above matters. SRTA will reject protests without merit if they address issues such as: 1) an evaluator's professional judgment on the objective quality of a proposal; or 2) SRTA's assessment of its own and/or other agencies needs or requirements. SRTA will review and respond to protests in a timely manner.

Proposal Submittal

Please submit one original proposal, signed by an officer of the firm authorized to bind the firm contractually, and three (3) copies (total of 4) to:

**Shasta Regional Transportation Agency
Attn: Sean Tiedgen, AICP, Senior Transportation Planner
1255 East Street, Suite 202
Redding, CA 96001**

Submittals must be received before **5:00 PM on [Insert day of week and date here]**. No proposals will be accepted after this time.

The cost of preparing and submitting a proposal, pre-contract meetings, and participating in an interview—if held—are at the sole expense of the proposer. SRTA reserves the right to reject any or all proposals, and to waive any informality, technical defect, or clerical error in any proposal at SRTA's discretion. Solicitation of proposals in no way obligates SRTA to contract with any firm or individual. The decision to approve and award a contract is at the discretion of SRTA.

Public Records Act: All proposals submitted in response to the RFP will become the exclusive property of SRTA. At such time the SRTA executive director recommends a proposal to the board of directors and such recommendation appears on the board agenda, all proposals submitted in response to the RFP shall become a matter of public record and shall be regarded as public records. **If there are any trade or proprietary secrets included by the consultant, the consultant may provide a different copy of the proposal that would be acceptable to release to the public. If an alternate document is not made available to SRTA by the consultant, then the original proposal, as submitted, will be released as requested.** Proprietary information can include secret formulas, processes, and methods used in production. It can also include a company's business and marketing plans, salary structure, customer lists, contracts, and details of its computer systems. In some cases, the special knowledge and skills that an employee has learned on the job are considered to be a company's proprietary information.

Modification or Withdrawal of Proposal: Any proposal received prior to the deadline may be withdrawn or modified either personally, through e-mail, or by written request of the consultant. To be considered, the modification must be received in writing, with the same number of copies as the original proposal, prior to the deadline. Negligence on the part of a proposer in preparing the proposal confers no right of withdrawal of the proposal after the proposal has been opened. No proposal may be withdrawn for a period of 60 days following the proposal deadline.

RFP Addendum(a): Any changes to the RFP will be made by written addendum(a) issued by SRTA, and shall be considered part of the RFP. The RFP deadline may be extended dependent upon the nature of the changes issued. Upon issuance, such addenda shall be incorporated into the agreement documents, and shall prevail over inconsistent provisions of earlier issued documentation and be forwarded to prospective consultants and posted on-line. It will be the consultant's responsibility to assure that all addenda are incorporated into the proposal as required according to all the terms and conditions for submittal of the proposal. In no event will SRTA modify the RFP with less than five (5) days remaining to the deadline, without extending the RFP deadline.

Verbal Agreement or Conversation: No prior, current, or post-award verbal conversations or agreement(s) with any officer, agent, or employee of SRTA shall affect or modify any terms or obligations of this RFP, or any contract resulting from this procurement.

Special Funding Considerations: Any contract resulting from this RFP will be financed with funds available to SRTA. The contract for this service is contingent upon the provision of these funds to SRTA. In the event these funds are reduced or eliminated, SRTA reserves the right to terminate or revise any contract.

Alternatives: Consultants may not alter any requirement of the RFP in the response to the RFP. If the consultant brings to SRTA's attention, at least fifteen (15) days before the RFP deadline, a more efficient and/or alternative way to reach the end product than the scope delineates, SRTA reserves the right to cancel the RFP and re-bid the project. Since SRTA desires to enter into one contract to provide all of the intended services, only those proposals to provide all services will be considered.

DBE Requirement: SRTA has determined that disadvantaged business enterprises, as defined in 49 CFR Part 26, will have the opportunity to compete fairly for contracts financed, in whole or in part, with federal funds. SRTA has established a disadvantaged business enterprise (DBE) goal of 9% for federal fiscal years 2012/2013/2014 beginning October 1, 2011 through September 30, 2014.

Buy America: Buy America regulations apply to federally assisted procurements, typically development and/or construction activities subject to a NEPA determination, exceeding certain amounts. Buy America Regulations require the consultant to provide goods produced or

manufactured in the US, unless the federal government has granted a waiver authorized by those regulations.

Equal Employment Opportunity/Affirmative Action: In awarding a contract to a consultant, SRTA includes language within the contract which requires the consultant to certify their compliance with federal regulations.

Audit and Indirect Costs: As required by 49 U.S.C. Section 5325(b)(3), all federally assisted contracts and subcontracts including program management, architectural engineering, feasibility studies, preliminary engineering, design, architectural, engineering, surveying, mapping or related services must be performed (i.e. a consultant cannot incur and invoice the agency any unallowable, unallocable, or unreasonable costs prohibited by the Federal Acquisition Regulations (FAR) and/or the contract terms and conditions) and audited in accordance with FAR Part 31 cost principles. The consultant, its sub-consultants, and sub-recipients must accept FAR indirect cost rates for one-year applicable accounting periods established by a cognizant federal or state government agency, if those rates are not currently under dispute, and these established rates will apply for purposes of contract estimation, negotiation, administration, reporting, change order, options, and payments, not limited by administrative or de facto ceilings.