

STAFF REPORT



MEETING DATE:	12/19/2011
SUBJECT:	Authorize North State Transportation for Economic Development Study Request for Proposals (RFP)
AGENDA ITEM:	10
STAFF CONTACT:	Daniel Wayne

STAFF RECOMMENDATION:

It is recommended that the board:

1. Approve the attached RFP for consultant services to carry out the North State Transportation for Economic Development Study; and
2. Authorize the executive director to execute a personal services agreement with the selected consultant, not to exceed \$213,750.

DISCUSSION:

The North State Transportation for Economic Development Study aims to stimulate economic activity and increase prosperity in the North State as a function of future planned transportation infrastructure. More specifically, this effort aims to:

- Identify major accessibility-related obstacles and opportunities to economic activity;
- Evaluate regional transportation plans' responsiveness to existing and emerging industry; and
- Design and apply the most appropriate and feasible methods for calculating the economic impact of planned transportation investments.

Results will be used to facilitate local decision making processes, encourage coordination between transportation planning and economic development sectors, and help demonstrate to state and federal funding partners the value of discretionary transportation investments in the North State. This effort will focus primarily on the network of interregional transportation facilities, but also consider travel demand management and multi-modal strategies as appropriate.

The SCRTPA is acting as lead agency for this effort on behalf of the sixteen-county North State Super Region (www.superregion.org), including grant administration and project management functions. North State results and individual county-specific results will be included in the final report.

ALTERNATIVES:

The board may approve distribution of the RFP with specific conditions or modifications.

OTHER AGENCY INVOLVEMENT:

Regional transportation planning agencies representing the sixteen-county North State Super Region are participants in this study. In addition, the project scope of work has been reviewed by Caltrans Office of Regional and Interagency Planning and various stakeholders representing the North State's

economic development community. The Technical Advisory Committee (TAC) has reviewed and concurs with the staff recommendation.

FINANCING:

This effort is funded 100% through a \$225,000 State Planning & Research grant. Administration and project management of up to 5% (\$11,250) has been deducted from the grant to arrive at the maximum consultant contract budget.

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

Daniel S. Little, AICP, Executive Director

Attachments: Letter of Grant Award
Transportation Planning Special Studies Request Form
Transportation for Economic Development Study RFP

C: North State Super Region Agencies

DEPARTMENT OF TRANSPORTATION**DIVISION OF TRANSPORTATION PLANNING**

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*Flex your power!
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April 8, 2011

Mr. Dan Little
Executive Director
Shasta County Regional Transportation Planning Agency
1855 Placer Street
Redding, CA 96001

Dear Mr. Little: *Dan*

I am pleased to confirm that \$225,000 in fiscal year (FY) 2010-11 federal State Planning and Research funds is granted to Shasta County Regional Transportation Planning Agency (SCRTPA) on behalf of the 16 county North State Super Region (Super Region). The purpose of this grant is to conduct a study to identify transportation investments that can be made throughout the Super Region in support of economic development. The grant includes matching funds provided by Caltrans; SCRPTA is not required to provide a local match. It is understood that SCRTPA will administer this grant on behalf of the Super Region.

SCRTPA must encumber these funds in FY 2010-11. This activity must also be amended into SCRTPA's FY 2010-11 and FY 2011-12 Overall Work Programs.

My staff will provide support as SCRTPA develops a scope of work and a Request for Proposals in coordination with its transportation and economic development partners in the Super Region. If you have any questions about this grant, please contact Garth Hopkins at (916) 654-8175.

Sincerely,

A handwritten signature in cursive script, appearing to read "Sharon".

SHARON SCHERZINGER, Chief
Division of Transportation Planning

- c: John Bulinski, District Director, Caltrans District 2
Rob Burnett, Deputy District Director, Planning and Local Assistance (Interim), Caltrans District 2
Michelle Millette, Chief, Office of Community and Regional Planning, Caltrans District 2
Garth Hopkins, Chief, Caltrans Office of Regional and Interagency Planning

TRANSPORTATION PLANNING SPECIAL STUDIES (TPSS) PROGRAM REQUEST FORM Fiscal Year 2010-2011

TPSS Line Item Number:	74-11-11-A9
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Instructions: Email a Word File

Note: Only Operating Expense (OE) dollars available

An electronic version of this application is available at <http://onramp/hq/tpp/offices/osp/specialstudies.html>

SPECIAL STUDY CONTRACT TITLE:	Transportation and Economic Development Study	
Division/District and Office/Branch:	Division of Transportation Planning/ Office of Regional and Interagency Planning	
Division/District Number and Unit:	74/3789	
Financial information	State Portion	\$45,000
	Federal Portion	\$180,000
	Total Request	\$225,000
Is this a new project? Yes ☒ No ☐ If no and funded in prior year, list project EA and amend		

Application must be filled out completely and all attachments included for special study to be considered for funding

Required Documents:

1. Signed Program Request Form

List all other funding sources that will be used to supplement this special study (this is in addition to what is being funded from SPR, if any). Double click on box and choose the checked option, to check the box.

Fund Source	Amount	Fiscal Year
Federal ☐ SPR ☐ State ☐ PTA ☐ SHA ☐ Other ☐ Local ☐ Other ☐	\$ \$ \$	

Provide the a) federal and/or State mandate that requires the proposed project or b) state the statutory authority to conduct this special study.

1. U.S.C Title 23 Section 505. State Planning and Research
2. U.S.C. Title 49 for statewide and regional transportation planning
3. SAFETEA-LU, Section 6001
4. California Public Resources Code Section 75120 et seq.
5. California Government Code Sections 14000, 14000.5, 14030, 65080 et seq.
6. California Streets and Highways Code 164(a)

Scored Questions

- *Enter answers in the areas provided below each question*
- *Points that will be used for scoring are included on the right side of the text box (100 points possible)*

1. Special Study Summary (half page suggested)

Briefly describe the study, stakeholders, and final product.

The Shasta County Regional Transportation Planning Agency (SCRTPA) will initiate a study to gain a better understanding of the relationship between economic development and the transportation system in the North State Super Region. The North State Super Region consists of sixteen counties in Northern California: Del Norte, Siskiyou, Modoc, Humboldt, Trinity, Shasta, Lassen, Mendocino, Lake, Colusa, Glenn, Tehama, Butte, Plumas, Sierra, and Nevada Counties. The regional transportation planning agencies of these counties have joined together in a partnership for coordinated planning.

The purpose of the study is to evaluate economic development opportunities and challenges and identify a tiered list of effective transportation investments that promote economic development and sustainability in the North State Super Region. This study will develop a comprehensive economic development strategy report for approximately forty-seven cities and sixteen counties of the North State Super Region. It will provide a blueprint for directing more transportation resources, and their effective implementation into the North State Super Region. It will also assist in gaining a better understanding of regional short-and long-term economic trends that may occur and how they may impact the transportation system.

SCRTPA and its partner regional transportation planning agencies will collaborate with other agencies and local governments in the North State Super Region, including economic development corporations (EDCs). The EDCs are organizations established to help create new business opportunities and economic growth. The scope of work will be developed in coordination with the sixteen counties. This collaborative approach will provide numerous opportunities to make the connection between businesses, the community, and transportation. The analysis will also be used by transportation and environmental planners, project managers, design engineers, and landscape architects to highlight and better support regional sustainability objectives. By coordinating and partnering on transportation and economic development, the North State Super Region will cultivate a vision for future growth and economic development.

2. Special Study Objectives

Describe the issues, benefits, and purpose of the proposed study.

This study will provide insight into the economic development and transportation opportunities and challenges in the North State Super Region. The region currently lacks data that illustrates the efficiency and the needs of the transportation network to support and enhance economic development. This study will provide a better understanding about transportation investments, and it will also assess how the transportation network supports the economy of the region. The study will serve as a guide and tool to develop an economic development strategy. It will assess the economic development opportunities and identify transportation investments to leverage transportation resources in the North State Super Region.

3. Scope of Work

Complete table below identifying general task descriptions, deliverables, timeframes, estimated cost, and total.
(Add additional lines as needed)

Task description	Deliverable/Outcome	Timeframe	Estimated Cost
Request for Proposal (RFP) Released	Executed RFP	September- October 2011	\$0
Develop a Study Approach & Framework/Work Plan	Framework/Work Plan Report	October-December 2011	\$20,000
Develop the Economic Profile of the Region & Describe the Transportation Network	Economic Profile & Transportation Network Report	January 2011-June 2012	\$60,000
Assess how Transportation Supports the Economy of the Region	Analysis of how transportation supports regional economies	August 2012-April 2013	\$75,000
Recommend Transportation Investments to Improve the Economy	List of recommended transportation investments	June 2012-April 2013	\$70,000
		Estimated Total	\$225,000

4. Describe how this study supports Caltrans Transportation Goals statewide?

Study does not have to support every goal. Additional information can be found at <http://www.dot.ca.gov/hq/paffairs/about/mission.html>

Safety - The study will significantly enhance our efforts to maintain a safe and efficient transportation system that serves the mobility of people and goods throughout the Northern State by identifying strategic transportation needs in the region.

Mobility - The study will create an improved regional transportation network by identifying strategic transportation investments for economic development in the North State Super Region. This will help the regional agencies and Caltrans deliver an efficient transportation system that provides mobility for people, goods, and services in the region.

Delivery - By recommending transportation investments for economic development, this study will help Caltrans and the regional transportation planning agencies to deliver strategic transportation projects for the region. This will support improved delivery by improving the project selection process. It will also help to support increased investment of transportation funds in the North State Super Region.

Stewardship – The study will provide our partner agencies cost effective and innovative solutions that provide an accurate understanding of regional economic development and transportation issues. The study will help the future preservation and use of the state and regional highway system by evaluating economic development opportunities and challenges. It will provide valuable information that will help regional and local decision makers, Caltrans and the California Transportation Commission to make wise investments of transportation funds.

Service - The valuable information provided by the study will serve the regional and local planning needs of the North State Super Region. It will give regional and local planners, engineers and decision makers new tools to provide transportation improvements to help their communities.

- 5. Please explain how this study is related to the development and implementation of the California Transportation Plan (CTP) and the Federal Statewide Transportation Improvement Program (FSTIP), and is necessary and reasonable for proper and efficient accomplishment of the metropolitan transportation planning process and content requirements (links can be found on the SPR intranet website at <http://onramp/hq/tpp/offices/osp/basesprprogram.html>)**

The CTP is a long-range transportation plan for meeting the State's mobility needs. Like the CTP, the study will identify possible investments, goals, and objectives for diversifying and enhancing the Northern State economy and transportation system. The study will identify ways of connecting transportation planning, land use management, and economic development and investment strategies. The study will also support the economy by improving access for local businesses, residents, interregional travel and goods movement. This study is also related to the FSTIP; the study will identify economic development and transportation investments that can be prioritized in the Regional Transportation Improvement Program, and it will ultimately lead to the development of capital improvements/projects that are programmed into the FSTIP.

This study will also address a critical component of the metropolitan planning process. The metropolitan planning process focuses on encouraging and promoting the safe and efficient management of the transportation system. This activity will focus on enhancing the regional transportation system to foster development and economic growth in the North State and support the improvements of the regional transportation system.

6. Special study Outreach

Describe how the study outcome will be shared with MPOs, RTPAs, local agencies, and other stakeholders.

The final report for this study will be posted on the Regional Blueprint Planning Program website (<http://calblueprint.dot.ca.gov/>), and the North State Super Region website (<http://www.superregion.org/>). The study will be presented at a Rural Blueprint Workshop. It will also be shared with the economic development corporations of the North State Super Region.

7. Special study Outcome

Describe what would be a successful study outcome and how the study will be carried forward to the next stage.

The successful outcome of this study will be a description of the transportation and economic development needs in Northern California, an assessment of the transportation network, and recommendations for transportation investments to support economic development in the North State Super Region. Ultimately, a successful outcome will be increased transportation funding for transportation projects to support job growth and improved prosperity for the North State Super Region.

Required Signatures

Project Manager:

Name Marlee Mortensen Title Senior Engr Phone No. (916) 653-3758
John Hittie Acting for Marlee Mortensen 4/13/11
Signature Date

Project Manager Supervisor:

Name C. Garth Hopkins Title Office Chief Phone No. (916) 654-8175
[Signature] 4/13/11
Signature Date

By signing this document, the project manager agrees, upon project award, to meet with DOTP TPSS and DOTP Resource Management Staff to provide a project briefing to determine contract method. Project Manager agrees to provide complete contract documents, including scope of work, bids, progress reports, and deliverables in a timely manner.

Division/District Resource Manager:

Name _____ Title _____ Phone No. _____

Signature Date

DOTP Resource Manager Funding Approval:

Name Cheryl Babcock Title Resource Mgr Phone No. 654-4499
Cheryl Babcock 4-13-11
Signature Date

By signing this document, the DOTP Resource Manager certifies accuracy and availability of funding.



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E-Mail scrtpa@co.shasta.ca.us • HOME PAGE www.scrtpa.org

Daniel S. Little, Executive Director

NORTH STATE TRANSPORTATION FOR ECONOMIC DEVELOPMENT STUDY REQUEST FOR PROPOSALS

PROPOSAL DUE DATE:

5:00pm, Friday, February 3, 2012

ESTIMATED TIME PERIOD FOR CONTRACT:

February 2012 – December 2012

AGENCY CONTACT/PROPOSAL SUBMISSION INFORMATION:

Shasta County RTPA

1855 Placer Street

Redding, CA 96001

Phone: 530-225-5486

Fax: 530-225-5667

Email: scrtpa@co.shasta.ca.us

Website: www.scrtpa.org

PROJECT MANAGER:

Daniel Wayne, Senior Planner

530-225-5486

dwayne@co.shasta.ca.us

1. INTRODUCTION

1.1 PROJECT BACKGROUND/OVERVIEW

Transportation is more than a convenience; it enables economic activity by connecting people, goods, services, and resources together for gainful employment and commerce. Responsive, flexible, and affordable transportation leads to increased productivity, income, property values, and tax revenues.

This effort will focus on stimulating economic activity and increasing prosperity within the 16-county North State region as a function of future planned transportation infrastructure. More specifically, this effort aims to:

- Identify major accessibility-related obstacles and opportunities to economic activity;
- Evaluate regional transportation plans' responsiveness to existing and emerging industry; and
- Design and apply the most appropriate and feasible method for calculating the economic impact of transportation investments.

Results will be prepared to facilitate local decision making processes, encourage coordination between transportation planning and economic development sectors, and help demonstrate to state and federal funding partners the value of discretionary transportation investments in the North State. This effort will focus primarily on the network of interregional transportation facilities, but also consider travel demand management and multi-modal strategies as appropriate.

This effort will not duplicate existing research establishing the connection between transportation spending and the economy, but rather seek to apply this knowledge to the local context of the North State. This effort will not focus on near-term benefits at the expense of sustainable economic growth that is consistent with local values and priorities. This effort will address the economic impacts of regional transportation investment priorities from both a North State and individual county perspective. Projects that would result in positive economic impact across multiple regions and/or support strategic state or federal interests will be highlighted.

1.2 GOALS

During these recessionary times, every transportation dollar is expected to maximize return on investment in the form of job growth and increased productivity, efficiency, and prosperity. Under conventional transportation performance measures, the absolute return on investment is typically higher in heavily urbanized regions. The relative impact of transportation dollars spent in small urban and rural regions is, however, greatly amplified. Even modest transportation investments in such areas often have the power to transform a region's economic outlook. A business case that effectively illustrates these benefits is needed to justify additional discretionary state and federal funding investment in the North State's transportation infrastructure.

Equating any and all transportation investment to increased jobs and economic activity is not a sound basis for public policy. Some investments can have negative economic impacts, amplify socio-economic inequities between regions, create long-term maintenance burdens, channel limited funding away from more economically productive investments, and/or simply move economic activity from one area to another within a given region. A more complete understanding of the relationship between the current/planned regional transportation network and current/forecast economic activity in the North State is needed.

Transportation projects by themselves are rarely the sole impetus for economic development. Research/case studies have shown that the highest economic benefit is achieved when transportation investments are combined with targeted economic development strategies. Increased interaction and meaningful coordination between North State transportation and economic development communities and respective planning processes is needed to more fully capture this potential.

1.3 OBJECTIVES

- Align transportation and economic planning processes and develop joint support/action toward shared investment priorities – This effort seeks to identify those projects where transportation investment/policies, economic development/policies, and other relevant factors (e.g. quantity and quality of the labor force, quality of life, proximity to markets, private sector investment, access to raw materials, and so forth) would deliver the highest return on investment or help to meet localized economic goals (e.g. development of green jobs or a specific target industry). Extensive communication and exchange of information with the economic development community will be required.
- Support economic growth where it matters most – This effort is meant to provide practical, results-focused investment and policy guidance. Some industries will continue to grow with or without aggressive transportation investments or may depend little on transportation (such as information-based industries). Some industries are failing – whether by lack of consumer demand, restrictive regulatory policies, and/or other reasons outside of ability of transportation investment to affect. This study should avoid politically influenced priorities over true economic development opportunities.
- Support economic self-sufficiency and autonomy – Transportation improvements in rural/small town regions sometimes act to suppress economic activity: by facilitating retail activity outside the area that would otherwise remain in the county; by diverting through traffic; or, by acting as a physical barrier to commerce. This effort will focus on investments and policies that enhance the economic health and sustainability of the North State, but not at the expense of individual communities and/or sub-regions.
- Encourage plans, policies, and investments that reflect efficient market principles – Transportation improvements should avoid market distortions that under-price travel and cannot be sustained without ongoing investment/transportation subsidy. In instances where it is appropriate and/or otherwise mandated to utilize transportation resources to achieve more

equitable access to transportation and economic opportunity, such projects should, however, be highlighted.

- Attract additional transportation dollars to the North State – A business case is needed that effectively quantifies and communicates anticipated return on investment from a state and federal perspective.
- Identify alternative strategies – This study will include consideration of travel demand management strategies that might mitigate or eliminate economic development barriers at a lower cost than constructing and maintaining new and/or expanded transportation infrastructure. Similarly, this effort may also highlight emerging industries that would bring about desired economic output without adding excessive travel demand on existing transportation infrastructure – i.e. industries with high economic output but that are not transportation intensive.

1.4 SCOPE OF WORK AND DELIVERABLES

The geographic study area is the sixteen-county North State region, including Del Norte, Siskiyou, Modoc, Humboldt, Trinity, Shasta, Lassen, Mendocino, Lake, Colusa, Tehama, Glenn, Butte, Plumas, Sierra, and Nevada counties. This study is intended to complement rather than overlap detailed community and/or county-level transportation and economic development plans. As such, this study will tend to stay at the macro-level, focusing on industrial sectors, commodity flow between regions, North State exports/imports, and the relationship to the interregional transportation network. Select local routes that provide access between key industries and the regional transportation network may also be considered.

The ability to capture, summarize, and effectively communicate data, findings, and conclusions generated via this study will play a large role in determining the ultimate impact of this effort. Due to the technical nature, large geographic area, and the diversity of intended audiences, deliverables shall include matrices and map-based visuals that help make the results more approachable, accessible, and useful for planning and decision making. Proposals should outline information gathering strategies to be employed, such as interviews, focus groups, and/or other techniques.

The following scope of work represents substantial consultation with both transportation and economic development stakeholders throughout the North State. The value and ultimate impact of this effort will require the further development and nurturing of these relationships and opportunities for meaningful collaboration.

TASK A: PRE-AWARD CONFERENCE

The consultant with the top-rated proposal will be asked to participate in a pre-award conference with the project technical advisory committee. The purpose of this exchange is to finalize any outstanding details regarding the project budget, timeline, deliverables, and any proposed enhancements to the scope of work.

Note: as this task occurs prior to completion of the contract agreement, this task is non-reimbursable.

TASK #1: EVALUATE THE NORTH STATE'S ECONOMIC AND TRANSPORTATION LANDSCAPES

Collect, standardize, and merge available economic and transportation data, plans, programs, and policies. Economic and transportation project partners will assist in identifying and transmitting available information. In addition to a technical narrative, matrices and maps shall be utilized to summarize various transportation and economic data.

1.1 Evaluate the North State's economic landscape – In consultation with local Economic Development Corporations, Economic Development Districts, Center for Economic Development at CSU, Shasta College Economic & Workforce Development, and other relevant stakeholders as identified by the consultant and North State Super Region members during the pre-award conference:

- a) Summarize and reference available economic knowledge, data, and plans. Highlight any gaps.
- b) Utilize Census data to map North State socio-economic characteristics and trends, including but not limited to population, number of households, household median income, projected demographic changes, and education level. Highlight any disparities between county-regions.
- c) Document the North State's current economic sectors, industries, and clusters, including their respective location, transportation needs, and any transportation or non-transportation barriers that may be limiting their growth. One area of specific interest includes the movement of commercial vehicles and the associated cost of transporting products to market, supply chain efficiency, and the direct cost of raw material inputs.
- d) Identify the North State's emerging and/or target economic activities and their generalized transportation needs.
- e) Consider the economic influence of regions/markets adjacent of the study area, including Oregon, Nevada, Sacramento, and Bay Area regions.
- f) Highlight data and plans specific to Tribal governments.

1.2 Evaluate the North State's transportation landscape – In consultation with regional transportation planning agencies, Caltrans, private-sector entities, and other relevant stakeholders as identified:

- a) Compile and present all planned transportation system enhancements across the study area based on each region's fiscally constrained Regional Transportation Plan (RTP). Include matrices and map-based summaries.

- b) Highlight projects with benefits over multiple regions and/or industries.
- c) Utilizing the best available data from Caltrans in conjunction with regional travel demand models, prepare a level of service (LOS) map for the North State region, including current conditions and forecast conditions over the next 20 years in 5-year increments.
- d) Identify and document the best available data on commodity flow in the North State. Where data is not sufficiently specific, detailed, or comprehensive to draw conclusions, secondary data sources should be identified in consultation with the project technical advisory committee and utilized as to infer the movement of goods and products. Discuss how the findings might be integrated into economic development planning, transportation planning, and travel demand modeling.
- e) Highlight transportation needs specific to tribal governments.

TASK #2: DEVELOP ECONOMIC PERFORMANCE MEASURES FOR EVALUATING THE NORTH STATE'S PLANNED TRANSPORTATION IMPROVEMENTS

Performance measures generated via this study will enhance the North State's ability to show quantifiable progress toward state and federal transportation priorities related to the economy. It is inherently difficult, however, for North State regions to compete against heavily populated, heavily congested regions under conventional performance measures. Some of these well-established performance measures, their priority, and the relative weighting may be re-evaluated in the coming years as a result of the prolonged economic recession, dwindling transportation funds, and increased environmental/climate challenges. An opportunity exists to introduce new or revised performance measures which more fittingly represent the North State.

All performance measures or methods should rely upon readily accessible data sources and be available for replication in future planning cycles.

- 2.1 Primary measures** – Identify an appropriate range of performance measures that quantify the economic benefits of transportation investments through the lens of current and emerging state and federal interests.
- 2.2 Secondary measures** – Identify and design additional performance measures or revised methodologies that recognize the relative economic impact of transportation investments in rural and small urban regions – i.e. non-conventional measures that capture the North State's unique or more notable characteristics.
- 2.3 Apply primary and secondary measures** – Based on fiscally constrained regional/interregional transportation projects identified via Task 1.2, apply primary and secondary performance measures. A select number of projects included within regions' fiscally *unconstrained* lists may be considered if warranted.

TASK #3: IDENTIFY AND ASSESS ALTERNATIVE STRATEGIES

In consultation with respective transportation and economic development stakeholders as appropriate:

- 3.1 **Identify and group non-transportation intensive economic industries** – Based on current and emerging industries identified in Task 1.1, categorize the degree to which these industries are reliant upon the transportation network. Cross tabulate industries with positive growth outlook with those that are shown to generate markedly less travel demand.
- 3.2 **Assess and quantify travel demand management strategies** – Evaluate the relative merits of travel demand management strategies as an alternative to or in conjunction with capacity increasing infrastructure investments.

TASK #4: FINAL REPORT (FINDINGS & RECOMMENDATIONS)

Data, findings, and recommendations shall reflect the sixteen-county North State region, but also be broken down by individual county-regions for local use and application. Detailed corridor analysis should also be prepared as appropriate.

- 4.1 **Analyze and report findings from prior tasks** – Highlight those areas where transportation planning intersects with the current and/or anticipated regional economy. Also note where existing and planned transportation priorities are not aligned or otherwise fail to address economic conditions and aspirations.
- 4.2 **Recommendations** – Provide specific transportation project, policy, and program recommendations that would yield the greatest economic benefit and opportunities for coordination and collaboration between the transportation and economic development community. Recommendations shall include consideration of:
 - Short and long-term actions;
 - Partner roles and responsibilities;
 - Prospective funding sources and leveraging opportunities;
 - Opportunities for transportation and economic benefits over multiple regions and/or industries;
 - Opportunities for reducing greenhouse gas emissions; and
 - Benefit/cost analysis.
- 4.3 **Provide maps, matrices, and other visual summaries** – Employed properly, these methods will help the various intended audiences quickly assess study findings, identify obstacles and opportunities, and allow for comparison/contrast between various strategies and approaches moving forward.
- 4.4 **Present Findings** – Up to three presentations of final report shall be provided, including development of Powerpoint presentation, executive summary booklet, and other communication collateral as appropriate.

TASK #5: INTEGRATION WITH NORTH STATE REGIONAL GIS PLATFORM/VIEWER

Concurrent with this study, the Shasta County RTPA is implementing a North State regional GIS platform. An online viewer template is being designed to accommodate various topics of interest, including the results and recommendations of this study.

- 5.1 Prepare outputs for integration with the Shasta County Regional GIS Platform** – Spatial data will be prepared and provided for upload to the central server. All data collected or otherwise generated via this effort shall be prepared in consistency with data standards documented in the Shasta County Regional GIS Platform Feasibility Study, including any subsequent addenda. Data should also be compatible with Google Earth implementation at Caltrans.

TASK #6: CONTINGENCY

Projects of this scope and scale typically lead to new or expanded work tasks not anticipated within the original scope of work. A portion of the budget shall be set aside within the contract for such tasks and/or the generation of new or up-to-date data resources identified during the study.

- 6.1 5% budget set aside for new or expanded work tasks/data generation**

2. PREPARING AND SUBMITTING A PROPOSAL

2.1 CONTENT

A complete and responsive proposal will include the following elements:

I. Technical Capacity and Approach

- Statement of understanding of the scope of work;
- Qualifications and summary of pertinent work experience;
- Proposed approach and methodology; and
- Detailed work plan and project schedule.

II. Project Management

- Proposed project team, including title/role of each individual;
- Resumes of staff assigned to the project; and
- Past/present client references, including respective contact information.

III. Value

- Total project budget (by major work task/element and overall project) required to complete the project; and
- Hourly fee schedule by personnel/position and direct expenses as applicable.

2.2 SUBMITTAL INSTRUCTIONS

Interested consultant firms are invited to submit the following:

- An original hardcopy proposal with cover letter signed by an authorized individual;
- Four copies for the proposal review committee; and
- A PDF copy of the proposal on CD.

Deadline to submit proposal:

5:00pm, Friday, February 3, 2012

Mailing address:

Shasta County RTPA
Attn: Daniel Wayne, Senior Planner
1855 Placer Street
Redding, CA 96001

Terms and conditions:

- All proposals become the property of the SCRTPA and its official records. The cost of preparing and submitting a proposal and participating in an interview are at the sole expense of the proposer.

- Solicitation of proposals in no way obligates the SCRTPA to contract with any firm or individual. The SCRTPA reserves the right to reject any or all proposals and to waive any informality, technical defect, or clerical error in any proposal. The final selection of a consultant firm and decision to award a contract is at the sole discretion of the SCRTPA.
- The selected consultant will be required to enter a Shasta County Personal Services Agreement (PSA) (Exhibit B). Interested firms should review the attached PSA before preparing a proposal.
- If applicable, consultant is responsible for submitting certification of Disadvantaged Business Enterprises (DBE) status for itself and any subcontractors.
- Any proposal received prior to the deadline may be withdrawn or modified at the request of the Consultant. Modified proposals must be received in writing prior to the deadline.
- In the event that it becomes necessary to revise any part of this RFP, an addendum will be emailed to all individuals who have made the project manager aware of their interest. Addendums, questions and answers, and other pertinent information shall be published on the SCRTPA website at: www.scrtpa.org.
- The SCRTPA also reserves the right to cancel or to reissue the RFP in whole or in part, prior to execution of a contract.

3. EVALUATION AND CONTRACT AWARD

3.1 EVALUATION PROCEDURE

A proposal review committee, to be designated by the SCRTPA, shall evaluate and rank the proposals. Only those proposals submitted in accordance to requirements stated herein, including any subsequent addendums, shall be scored. The summation of the panel evaluations shall be based on the panel's collective rank ordering of proposals, not a cumulative point total.

Evaluation criteria and weighting are provided to assist prospective firms in preparing a competitive proposal. Proposals may include alternative work plans and schedules which meet or exceed the study's purpose, need, and intended application. Alternatives that reduce cost and/or add value are encouraged. The SCRTPA reserves the right to consider these and other factors in the selection of a consultant in order to best serve the interest of the SCRTPA.

3.2 EVALUATION CRITERIA AND SCORING

The following points will be assigned to the proposal for evaluation purposes:

Component	Total Points Available
Technical Capacity and Approach	50
Project understanding	
Qualifications and work experience	
Technical approach and methodology	
Work plan and schedule	
Project Management	25
Proposed project manager and team	
References	
Value	
Hourly fee schedule	25
Value provided for proposed fee	
TOTAL POINTS	100

3.4 ORAL PRESENTATIONS

The SCRTPA may, after evaluating the written proposals, invite one or more consultants to provide an oral presentation. If the results of the proposal evaluation are unambiguous, no interviews will be held.

3.5 PROJECT BUDGET

The SCRTPA was awarded \$225,000 to complete this project, of which \$11,250 is set aside for administrative overhead. Total proposed fees for all all work tasks and deliverables described herein shall not exceed \$213,750. Proposals will be evaluated based on value provided rather than lowest bid.

3.6 CONTRACT AWARD

Each consultant having submitted a proposal will be notified of the results of the evaluation process. A pre-award conference will be scheduled with the top-rated consultant to clarify, negotiate, or otherwise address any outstanding details or modifications to the scope of work or budget. The selected consultant, final scope/schedule/budget, and contract agreement will be presented to the SCRTPA board for final approval at the agency's next regularly scheduled meeting.

3.7 PROTEST PROCEDURE

Consultants protesting this procurement shall follow the procedures described below. This protest procedure constitutes the sole administrative remedy available to consultants under this procurement.

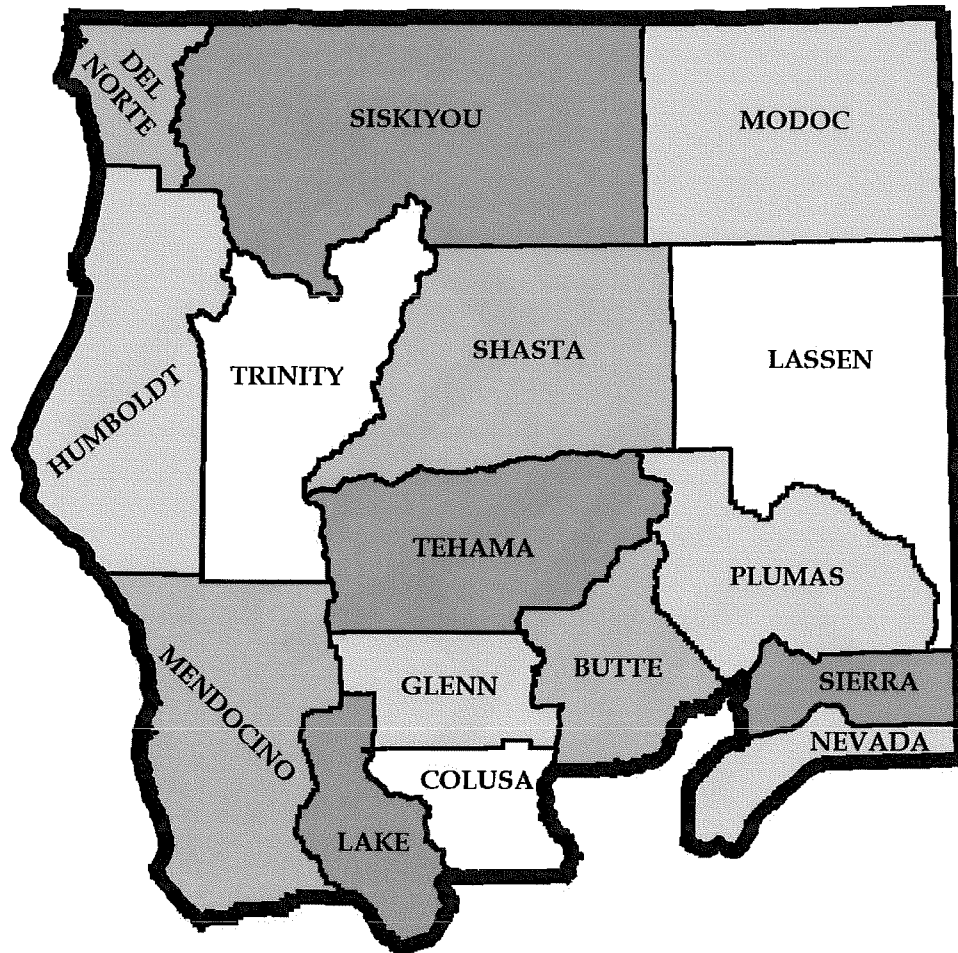
All protests must be in writing within five (5) business days from the results notification. Protests shall be addressed to the executive director of the SCRTPA, and signed by the protesting party or an authorized agent. A description of the relief or corrective action being requested should also be included.

Only those protests stipulating an issue of fact concerning the following subjects shall be considered:

- A matter of bias, discrimination, or conflict of interest on the part of an evaluator;
- Errors in computing the score; and/or
- Non-compliance with procedures described in the procurement document or SCRTPA policy.

Protests not based on the above matters will not be considered. Protests will be rejected as without merit if they address issues such as: 1) an evaluator's professional judgment on the quality of a proposal, or 2) SCRTPA'S assessment of its own and/or other agencies needs or requirements. Protests shall be reviewed and responded to in timely manner. If a written appeal cannot be resolved satisfactorily, a written appeal may be submitted to the SCRTPA board a minimum of ten (10) days in advance of the board's action to approve the consultant selection.

EXHIBIT A: NORTH STATE SUPER REGION PROJECT STUDY AREA



North State Super Region

Representing the counties of:

Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity

Shasta County Regional Transportation Planning Agency
1855 Placer Street, Redding, CA 96001 (530) 225-5654
e-mail: nssr16@gmail.com website: www.superregion.org

DRAFT