



REQUEST FOR PROPOSALS

Sustainable Shasta: A Walk and Bike Network for Downtowns

Interested applicants must [subscribe](#) to SRTA's bid posting webpage to receive notices when information and possible RFP addenda become available.

RFP issued May 1, 2017

Proposals must be received no later than

5:00 PM on May 30, 2017

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

KEY DATES AND CONTACT INFORMATION

PROCUREMENT SCHEDULE

Tasks	Deadline
Release Request For Proposals (RFP)	May 1, 2017
Pre-Proposal Conference	10:30 AM, May 9, 2017
Interested Consultant Questions Due	5:00 PM, May 15, 2017
SRTA Response to Vendor Questions	May 17, 2017
Consultant Proposals Due	5:00 PM on May 30, 2017 (no postmarks accepted)
Evaluation and Ranking of Proposals	May 31-June 5 2017
Interviews (if necessary)	June 6-8, 2017
Consultant-SRTA Contract, including Budget and Scope of Work	June 6-12, 2017
SRTA Board of Directors Approval	June 27, 2017
Estimated Contract Start	July 3, 2017

PRE-PROPOSAL CONFERENCE

Please indicate your interest in the pre-proposal conference to the contact below via telephone or email.

Date: May 9, 2017
Time: 10:30 AM
Location: SRTA office (1255 East Street, Redding, CA 96001, Suite 202)
Call-in option: (866) 906-9888, participation code 8514637#

SRTA CONTACT INFORMATION

Jennifer Pollom, MS, AICP, GISP
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INTRODUCTION

Shasta Regional Transportation Agency (SRTA) is the designated Metropolitan Planning Organization (MPO) for the Shasta County region. Member agencies are the cities of Anderson, Redding, and Shasta Lake, the county of Shasta and the Redding Area Bus Authority (RABA). Information regarding SRTA, regional plans and programs, and this procurement are available online at www.srta.ca.gov.

SRTA seeks proposals from qualified consultants to develop a new generation bike and walk network for the region's downtowns.

This project is funded by SRTA, the Federal Transit Administration (FTA Section 5304), and the California State Highway Account, through a [Caltrans Sustainable Transportation Planning Grant](#).

BACKGROUND AND PROJECT PURPOSE

The '[2015 Regional Transportation Plan/Sustainable Communities Strategy for Shasta County](#)' (RTP/SCS) is premised on a leap forward in multi-modal infrastructure in designated Strategic Growth Areas (SGAs). Applied in conjunction with transportation-efficient land use patterns, advanced non-motorized infrastructure (e.g. Class IV separated bikeways/cycle tracks, shared use paths, protected intersections, rectangular rapidly flashing beacon, etc.) and associated amenities (e.g. human-scale wayfinding, bicycle racks, bicycle lockers, stair ramps, fix-it stations, air stations, hydration stations, benches, shelters, etc.) will help achieve the mode shift needed to meet the region's goals for reduced vehicle miles traveled and associated greenhouse gas emissions.



SRTA is seeking a qualified consultant to complete Sustainable Shasta: A Walk and Bike Network for Downtowns in support of the SRTA Board of Director's adopted greenhouse gas (GHG) emission reduction goals. The objective is to make walking or biking as easy a choice as driving in SGAs so the region can make progress towards its GHG goal.

The purpose of this RFP is to procure technical services needed to take project concepts found in high-level plans (e.g. [Financial Element of RTP](#) and [GoShasta Regional Active Transportation Plan](#)) and provide the detailed planning needed to prepare grants and acquire other funds for

construction. Without detailed designs, [SRTA's Non-motorized Program](#) funds have been spent on project planning instead of for construction as intended.

The deliverables associated with this procurement will be used to close the gap between high-level plans and capital, grant-ready project designs as illustrated on the following page. More specifically, deliverables will be used to: 1) prepare competitive active transportation grants for construction; 2) prioritize the use of SRTA's Non-Motorized Program funds; 3) purchase non-motorized amenities by project partners; 4) substantiate advanced bike and walk infrastructure by stakeholders, such as Shasta Living Streets plan for a bike hub at Turtle Bay Exploration Park; 5) implement neighborhood-level community based vision for walking and biking; 6) jump start advanced walk and bike networks in the smaller cities as neither the city of Anderson nor Shasta Lake have submitted applications through three cycles of the Active Transportation Program ; and 7) inform general plans and other local agency planning efforts.

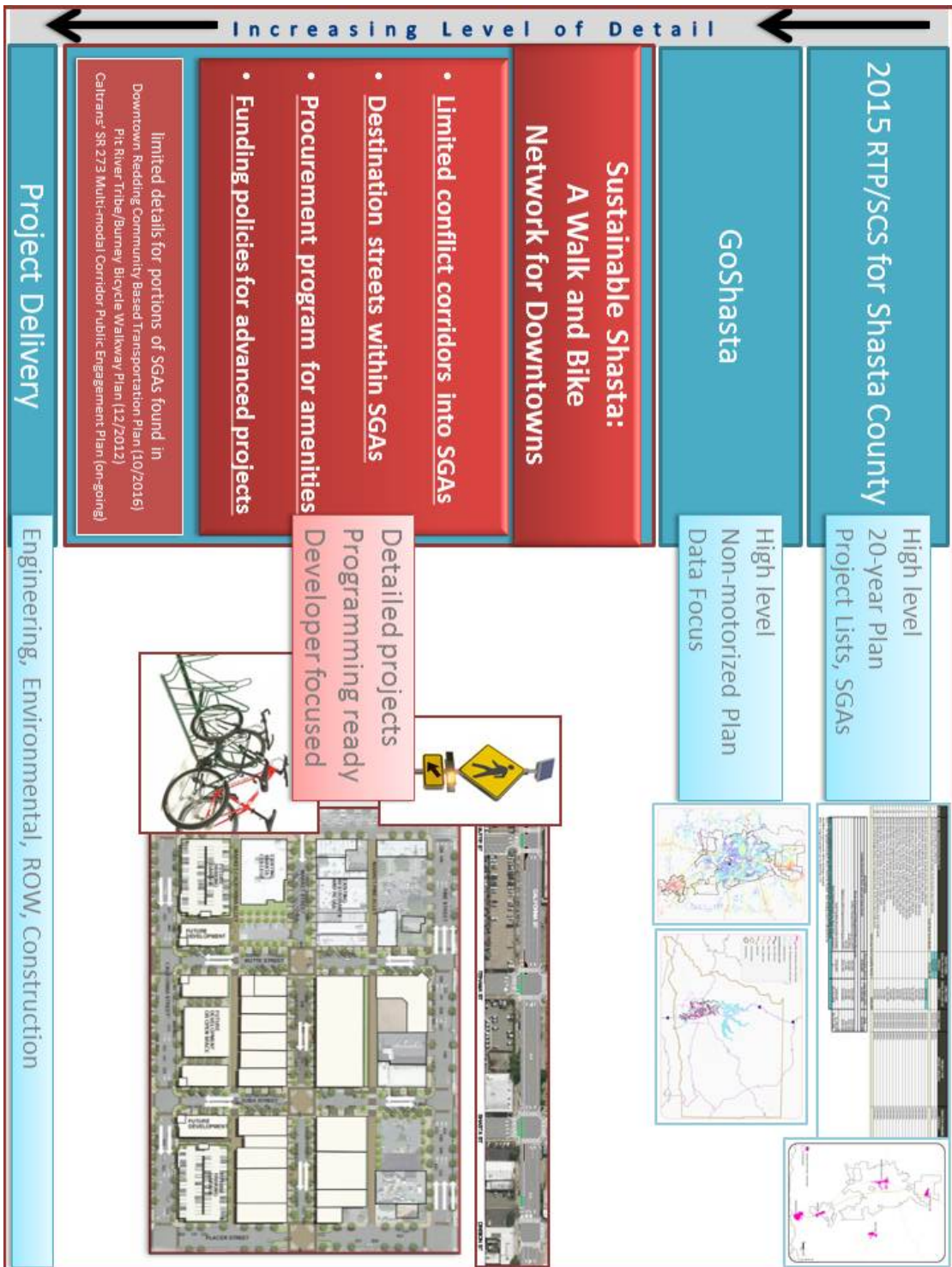
The key tasks for Sustainable Shasta are:

- Neighborhood-level outreach for projects leading into and within SGAs
- Illustrate and estimate costs for limited conflict corridors into SGAs
- Illustrate and estimate costs for destination streets and blocks within SGAs
- Develop a program for purchasing advanced non-motorized amenities by regional partners and stakeholders
- Amend SRTA Non-motorized Program policies to include clearly articulated priorities and standards for projects with a regional funding component.

SRTA will be the primary responsible party. Additional partners on the project are:

- Caltrans District 2
- City of Redding
- City of Anderson
- City of Shasta Lake
- County of Shasta
- Redding Rancheria
- Pit River Tribe

RELATIONSHIP OF ON-GOING PLANNING EFFORTS AND SUSTAINABLE SHASTA.



RELATED HIGHER LEVEL PLANNING EFFORTS (HYPERLINKED)

Current and recently completed planning activities related to this procurement include the following:

GOSHASTA REGIONAL ACTIVE TRANSPORTATION PLAN (ON-GOING)

Upon completion in late 2017, the [GoShasta](#) Regional Active Transportation Plan will provide high-level cost estimates of non-motorized projects in a fiscally constrained, prioritized list. Sustainable Shasta will expand upon the efforts of GoShasta for corridors leading into and within SGAs by generating detailed plans and construction cost estimates needed to obtain capital grant funding through the Active Transportation Program and other sources. Although GoShasta includes a high-level of public and stakeholder outreach, the Sustainable Shasta effort will reach out to the community at the neighborhood-level. The GoShasta Active Transportation Program grant application can be found at <http://srta.ca.gov/DocumentCenter/View/3447>.

STATE ROUTE 273 MULTI-MODAL CORRIDOR PUBLIC ENGAGEMENT PLAN (ON-GOING)

The primary objective of Caltrans' [State Route 273 Multi-modal Public Engagement Plan](#) is to reach out to residents and stakeholders along the State Route 273 corridor in order to build the foundation for future Active Transportation Program grant applications. The plan breaks the corridor into four distinct segments for planning purposes. Two of these segments feed into or are located within the SGAs for the cities of Redding and Anderson.

DOWNTOWN REDDING COMMUNITY BASED TRANSPORTATION PLAN (12/2016)

The [Downtown Redding Community Based Transportation Plan](#) includes high-level implementation cost estimates for the different action plans, including the bicycle and pedestrian action plans. The bicycle action plan includes extending the Sacramento River Trail – a shared-use path (Class I bikeway) – from the northwest side of the Redding's SGA to the northeast side, connecting to Turtle Bay Exploration Park and the Redding Civic Auditorium. Similarly, the pedestrian action plan states that "All streets should become Complete Streets with controlled travel speeds, pedestrian buffers, comfortable walking spaces, shade, and good lighting." This planning effort provides a good basis for the detail that Sustainable Shasta will deliver, but only for limited locations within the Downtown Redding SGA.

DOWNTOWN REDDING SPECIFIC PLAN (ON-GOING)

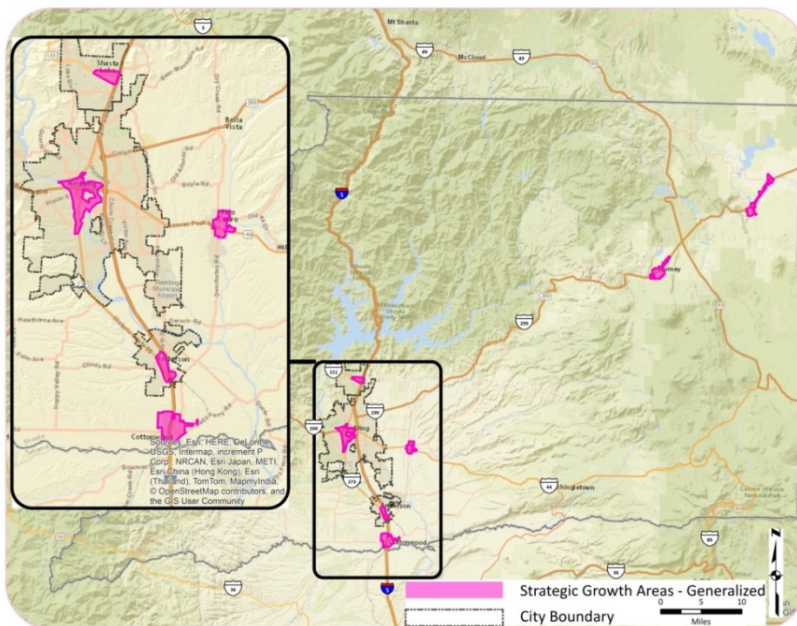
Concerning the region's most populated SGA, the [Downtown Redding Specific Plan](#) is in development and will incorporate results of the recently completed Downtown Redding Transportation Plan. Independent of the transportation plan, the specific plan intends to enhance pedestrian orientation; maintain and enhance downtown as a cultural center of the city; and improve the physical appearance of the area. Sustainable Shasta's human-scale bike and walk network with high-quality non-motorized amenities will complement the specific plan efforts.

PIT RIVER TRIBE/BURNEY BICYCLE WALKWAY PLAN (12/2012)

Similarly, the [Pit River Tribe/Burney Bicycle Walkway Plan](#) provided context-appropriate non-motorized alignments and layouts for one of the region's SGAs in an unincorporated rural community center. This planning effort also provides a good basis for some of the detail that Sustainable Shasta will deliver.

GEOGRAPHY & STUDY AREA

The focus of Sustainable Shasta are corridors that lead into and are within the seven Strategic Growth Areas (SGAs) found in the [2015 RTP](#). The focus is not to connect the SGAs.



[STRATEGIC GROWTH AREAS for the Shasta Region](#)

PROJECT DELIVERABLES AND STAFF REFINED WORK PLAN

To be considered responsive to this RFP, submitted proposals must include the project deliverables outlined below. However, SRTA is open to alternative approaches, innovative methods, and efficiencies based on the consultant's expertise. Proposals that propose an alternative approach must substantially produce the project deliverables and outcomes as described in the suggested work plan below.

TASK 1: PROJECT INITIATION AND MANAGEMENT

A kick-off meeting with SRTA, Caltrans, and Consultant will be held at the commencement of the project to establish and agree upon communication protocols, roles & responsibilities, assumptions, and to review background information on the region. SRTA staff will explain the expected deliverables, progress reports, and invoicing procedures.

DELIVERABLES:

- KICK-OFF MEETING BETWEEN SRTA, CONSULTANT AND CALTRANS
- PROJECT MANAGEMENT PLAN, INCLUDING THE ROLES OF THE CONSULTANT PROJECT MANAGER, OTHER CONSULTANT TEAM MEMBERS, SRTA, AND PROJECT PARTNERS AND STAKEHOLDERS
- UPDATED PROJECT TIMELINE, INCLUDING SCHEDULE OF PROJECT MEETINGS, PUBLIC OUTREACH EFFORT, AND MILESTONES
- MONTHLY INVOICES ACCOMPANIED BY PROGRESS REPORTS SUMMARIZING WORK PERFORMED AND DRAFT/FINAL DELIVERABLES. INVOICING FORMAT AND OTHER DETAILS WILL BE DISCUSSED AND DOCUMENTED AT KICK-OFF MEETING.

TASK 2: STAKEHOLDER, PARTNER AND PUBLIC OUTREACH

TASK 2.1 – CONTINUATION OF GOSHASTA AND OTHER STAKEHOLDER ENGAGEMENT

Stakeholder engagement at the start of the project will focus on: 1) emphasizing completion of the City of Redding's second Affordable Housing and Sustainable Communities grant application; and 2) introducing Sustainable Shasta and differentiating it from GoShasta.

Concurrent with this RFP, SRTA has released another RFP for SRTA's Infill & Redevelopment Incentive Program. That RFP is for pre-development technical assistance and grant writing for

Redding’s second Affordable Housing and Sustainable Communities grant application. SRTA intends to present draft consultant contracts to the board of directors for both the incentive program and Sustainable Shasta at the June 2017 meeting. Both consultants will work on the Affordable Housing and Sustainable Communities grant application, which SRTA assumes will be due October 2, 2017. Specifically, the Sustainable Shasta Consultant will expedite more detailed illustrations and cost estimates for a portion of Downtown Redding’s bike and walk network – likely the Redding Downtown Loop and the Promenade (Attachment A). Considerable design has already been completed for the Redding Downtown Loop and the Promenade in the:

- [Downtown Redding Transportation Plan](#)
- Awarded grant application to the Affordable Housing and Sustainable Communities Program, Redding Downtown Loop and Affordable Housing Project (available upon request)
- Awarded grant application to the Active Transportation Program, Diestelhorst to Downtown (available upon request)

Besides work on the above grant application, SRTA anticipates limited Sustainable Shasta project work until the completion of GoShasta – anticipated in December 2017. Meanwhile, SRTA may ask the Consultant to participate in relevant meetings, such as:

- GoShasta Citizens Advisory Committee
- Redding Active Transportation Advisory Group

Subsequent to GoShasta, SRTA and Consultant will schedule, plan, facilitate, and document stakeholder meetings to maintain their engagement throughout Sustainable Shasta. These meetings may include a standing committee that SRTA intends to develop for active transportation. SRTA encourages teleconferencing and/or web-conferencing to limit Consultant travel expenses and to provide flexibility to stakeholders.

DELIVERABLES: PRESENTATION MATERIALS, ATTENDANCE, AGENDAS, ATTENDEE LISTS, ACTION ITEM NOTES

TASK 2.2 – PROJECT TEAM COMMUNICATION

Consultant and SRTA will conduct project team communication, establishing a meeting schedule with project partners to review ongoing work; discuss upcoming tasks; schedule

participation in outreach efforts directly associated with Task 2.3 and Task 3; and ensure adequate interagency communication.

Similar to stakeholder engagement, SRTA encourages teleconferencing and/or web-conferencing to limit Consultant travel expenses and to provide flexibility to partners.

DELIVERABLES: PROJECT UPDATES, MEETING MATERIALS, ATTENDANCE, AGENDAS, ATTENDEE LISTS, ACTION ITEM NOTES

TASK 2.3 – PUBLIC OUTREACH

Consultant, SRTA, and project partners will plan and conduct neighborhood-level public outreach for locations leading into and within the SGAs. Examples of possible outreach efforts are walk audits or technology-enabled visualizations and surveys.

SRTA does not expect the Consultant’s attendance at public outreach events, but rather expects support to plan for and conduct the outreach and assistance to analyze input from outreach efforts. The scale of the public outreach effort is directly associated with Task 3 – corridors leading into SGAs and destination streets and block within SGAs.

On average, the SGAs have some of the region’s lowest income populations. The project will identify community leaders in each neighborhood through coordination with the project partners; the standing committee that SRTA intends to develop for active transportation; the GoShasta project; on-going neighborhood associations (e.g. Nextdoor app users); and other engaged organizations (e.g. Healthy Shasta, church groups, community centers, community organizers). Neighborhood-level participants will be directly invited to final presentations in Task 5.3.

The Consultant should propose the level of public outreach that is needed for successful [Active Transportation Program](#) grant applications. SRTA will use the [2016 Shasta Participation and Partnership Plan \(Title V1\)](#) public outreach toolbox to reach out to under-represented community members and those with language barriers.

DELIVERABLES: PLANNING, SCHEDULES, INVITATIONS, PUBLIC COMMENT INPUT AND ANALYSIS FOR NEIGHBORHOOD-LEVEL OUTREACH

TASK 3: BIKE AND WALK NETWORK

TASK 3.1 –CORRIDORS INTO SEVEN REGIONAL SGAs

The Consultant will work with SRTA and project partners to identify up to 20 project concepts for non-motorized corridors leading into the region's SGAs from related planning efforts (e.g. [GoShasta](#) and [Downtown Redding Transportation Plan](#)). If the Consultant, SRTA, or project partners identify gaps in related planning efforts where corridors leading into the region's seven SGAs are missing, then SRTA and Consultant will efficiently work with project partners to identify appropriate corridors to include in this task, with the maximum corridors remaining at 20. Based on the most detailed project descriptions in related planning efforts, the Consultant will present alternative interpretations of project descriptions to create the highest quality bike and walk paths.

For example, GoShasta might show a map of corridors leading into SGAs and show one of the corridors as having planned improvements of sidewalk completion to fill gaps and Class II bikeways. This task would look for opportunities to design the bike and walk path to the highest quality, while maintaining consistency with the GoShasta project description. This could mean that the Consultant looks for and presents alternative solutions in automobile conflict zones along the path. The Consultant could also look at terrain features and determine if shade, benches, lights would make the path more user friendly because the length or steepness is not conducive to all ages.

In some instances, the Consultant will have very detailed project illustration to use as the basis. In other instances the corridors could be lines on a map or rows in a table that provide minimal conceptual project descriptions. And finally, in the rare instance mentioned above, the Consultant and SRTA might have identified a gap where an appropriate corridor and project description had to be identified. In all instances, the Consultant will present alternative, context-appropriate design ideas for each of the corridors leading into the SGAs. The design ideas need to be detailed enough to demonstrate how non-motorized travel would flow along the corridors into SGAs, so that pros and cons of design ideas can be understood.

SRTA anticipates that alternative design ideas will be presented at Task 2.2 project team meetings and through Task 2.3 public outreach.

DELIVERABLES: ADVANCED ALTERNATIVE INTERPRETATIONS OF CONCEPTUAL PROJECT DESCRIPTIONS FOR UP TO 20 CORRIDORS LEADING INTO SGAs

TASK 3.2 – RECOMMENDED DESIGNS FOR NETWORK CORRIDORS LEADING INTO SGAS

Based on input from SRTA, project partners, and public outreach, the Consultant will develop illustrations and cost estimates for the final high-quality design of up to 20 non-motorized

corridors leading into SGAs. SRTA expects the designs to be Active Transportation Program grant-ready, including, but not limited to, fully detailed facility descriptions; infrastructure profiles; street cross sections; vetted solutions for problem intersections; estimated costs for engineering, environmental, right of way, recommended amenities and construction.

DELIVERABLES: GRANT-READY DESIGNS, DESCRIPTIONS, ILLUSTRATIONS, AND COST ESTIMATES FOR UP TO 20 CORRIDORS LEADING INTO SGAs

TASK 3.3 – DESTINATION STEETS AND BLOCKS WITHIN SEVEN REGIONAL SGAs

The Consultant will work with SRTA and project partners to identify conceptual non-motorized corridors on destination streets and blocks within the region’s SGAs from related planning efforts (e.g. [GoShasta](#) and [Downtown Redding Transportation Plan](#)). If the Consultant, SRTA, or project partners identify gaps in related planning efforts where destination streets or blocks within the region’s seven SGAs are missing, then SRTA and Consultant will efficiently work with project partners to identify appropriate projects to include in this task. Based on the most detailed project descriptions in related high-level planning efforts, the Consultant will present alternative interpretations of project descriptions to create the highest quality bike and walk paths.

The same approach used in Task 3.1 should be applied to this task with the expectation that bike and walk paths within SGAs will likely be of an even higher quality than the corridors leading into SGAs. SRTA anticipates that alternative design ideas will be presented at Task 2.2 project team meetings and through Task 2.3 public outreach.

DELIVERABLES: ADVANCED ALTERNATIVE INTERPRETATIONS OF CONCEPTUAL PROJECT DESCRIPTIONS FOR DESTINATION STREETS AND BLOCKS WITHIN SGAs

TASK 3.4 – RECOMMENDED DESIGNS FOR DESTINATION STREETS AND BLOCKS WITHIN SEVEN REGIONAL SGAs

Based on input from SRTA, project partners, and public outreach, the Consultant will develop illustrations and cost estimates for the final high-quality design of destination streets and blocks within SGAs. SRTA expects the designs to be Active Transportation Program grant-ready, including, but not limited to, fully detailed facility descriptions; infrastructure profiles; street cross sections; vetted solutions for problem intersections; estimated costs for engineering, environmental, right of way, recommended amenities and construction.

DELIVERABLES: GRANT-READY DESIGNS, DESCRIPTIONS, ILLUSTRATIONS, AND COST ESTIMATES FOR DESTINATION STREETS AND BLOCKS WITHIN SGAs

TASK 3.5 – NON-MOTORIZED NETWORK FOR SGAs MEMO

The Consultant will draft a technical memorandum summarizing Task 3.2 and 3.4 deliverables for each SGA. The memo will provide all details for each SGAs advanced non-motorized network. The expected level of detail is that of a successful project in highly competitive construction grant programs (e.g. Active Transportation Program and Affordable Housing and Sustainable Communities Program).

DELIVERABLES: TECHNICAL MEMORANDUM DETAILING EACH SGAs ADVANCED NON-MOTORIZED NETWORK

TASK 4: REGIONAL POLICIES AND PROCUREMENT PROGRAM

TASK 4.1 – PROCUREMENT PROGRAM FOR NON-MOTORIZED AMENITIES

The Consultant will coordinate with SRTA, project partners, and stakeholders to develop a procurement program for non-motorized transportation amenities (e.g. wayfinding signage, racks, lockers, stair ramps, fix-it stations, air stations, hydration stations, benches, shelters, etc.). The intent is to make it easier for the newest non-motorized amenities to be easily included in construction projects. This could include the development of bid items, specifications, and bulk purchasing agreements.

DELIVERABLES: PROCUREMENT PROGRAM FOR AMENITIES

TASK 4.2 – REGIONAL NON-MOTORIZED FUNDING POLICIES

The Consultant will coordinate with SRTA to amend [regional non-motorized funding policies](#) to include clearly articulated priorities and standards for projects that seek a regional funding.

DELIVERABLES: AMENDED REGIONAL NON-MOTORIZED FUNDING POLICIES FOR ADVANCED NON-MOTORIZED INFRASTRUCTURE AND AMENITIES

TASK 4.3 – PROCUREMENT PROGRAM AND REGIONAL POLICIES MEMO

The Consultant will draft a technical memorandum summarizing Task 4 deliverables. The memo will describe the deliverables and an implementation plan for the amenities procurement program and the regional funding policies.

DELIVERABLES: TECHNICAL MEMORANDUM SUMMARIZING REGIONAL NON-MOTORIZED FUNDING POLICIES AND AMENITIES PROCUREMENT PROGRAM

TASK 5: FINAL REPORT

TASK 5.1 –REPORT STRUCTURE

Consultant and SRTA will coordinate on the structure of the report through iterative drafts of a plan table of contents.

DELIVERABLE: REPORT TABLE OF CONTENTS

TASK 5.2 – COMPILATION OF PRIOR TASKS INTO REPORT SECTIONS

Consultant and SRTA will coordinate on the compilation of Tasks 2 – 4 into the report structure through an iterative plan outline. The outline will map how Task 2 – 4 deliverables will be included in the final report.

DELIVERABLE: REPORT OUTLINE

TASK 5.3 – FINAL SUSTAINABLE SHASTA REPORT

Based on the report’s tables of contents and outline delivered in Tasks 5.1 and 5.2, Consultant will develop a draft report (in Microsoft Word) that will sequentially be reviewed a minimum of two times by SRTA staff and project partners; next, a broader review by stakeholders; and finally, a draft review by SRTA’s technical advisory committee. The Consultant will address all edits and comments into a draft final report that will be presented to the SRTA Board of Directors for their approval. The Consultant may present the draft final report at a SRTA Board of Directors meeting and answer questions or assist SRTA staff in preparing for a presentation to the Board of Directors. Participants from public outreach meetings (Task 2.3) will be directly invited to final presentations in Task 5.3. Once adopted, the Consultant will assist SRTA staff in preparing presentations of relevant portions of the report to project partners’ boards, councils and Caltrans executive management; and the standing committee that SRTA intends to develop for active transportation.

DELIVERABLES:

- INITIAL DRAFT REPORT
- DRAFTS OF THE REPORT (MINIMUM FOUR) ADDRESSING EDITS DESCRIBED IN REVIEWS ABOVE
- DRAFT-FINAL SUSTAINABLE SHASTA REPORT FOR SRТА BOARD
- PRESENTATION OF DRAFT-FINAL SUSTAINABLE SHASTA TO BOARD
- PRESENTATION OF ADOPTED SUSTAINABLE SHASTA TO PROJECT TEAM BOARDS, COUNCILS, AND CALTRANS EXECUTIVE MANAGEMENT
- ADOPTED SUSTAINABLE SHASTA REPORT IN ELECTRONIC FORMAT (E.G. MICROSOFT WORD & EXCEL, ADOBE PDF, OR OTHER AGREED UPON FORMAT)
- 10 COLOR COPIES OF ADOPTED SUSTAINABLE SHASTA REPORT
- ALL PROJECT DELIVERABLES IN A WELL-ORGANIZED ELECTRONIC FILE STRUCTURE AND FORMAT (E.G. MICROSOFT WORD, MICROSOFT EXCEL, ADOBE PDF, OR OTHER AGREED UPON ELECTRONIC FORMAT), INCLUDING RAW AND FINAL DATA, CALCULATION SPREADSHEETS AND SUPPORT FILES

TIMELINE

A project timeline – based on the above work plan – is provided at the end of this document as Attachment B. SRTA expects Sustainable Shasta to be completed by February 2019.

PROPOSAL CONTENTS

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. The proposal shall be a firm offer for a minimum of 90 days, and contain a statement to that effect. The proposal shall contain a statement that all activities performed within the proposed scope of work, notwithstanding SRTA unforeseen needs, will be performed at a not-to-exceed price.
2. Statement of understanding of the project and scope of work.
3. Discussion of project management approach and technical approach.
4. List of the personnel on the proposed project team, including a summary of their qualifications and work experience (resumes may be included as an attachment). This includes sub-consultants proposed for use.
5. Representative list of similar projects completed within the last five years including: project description and services provided, budget and schedule performance, and contact information for the client reference.
6. Work plan and schedule to complete the project scope of work identifying milestones and deliverables.
7. Cost proposal, including: fee schedule by personnel and materials; cost by task; and total cost to complete the project. Alternative approaches – and associated cost proposals – not requested in this RFP's scope of work should be clearly marked as such. The cost proposal shall be fully inclusive of all services, overhead, and direct expenses. The cost proposal does not need to be in a separate envelope or file from the rest of the proposal contents.

PRE-PROPOSAL CONFERENCE

A pre-proposal conference will be held as follows:

Date: May 9, 2017
Time: 10:30 AM
Location: SRTA office (1255 East Street, Redding, CA 96001, Suite 202)
Call-in option: (866) 906-9888, participation code 8514637#

Written questions concerning this RFP not addressed during the pre-proposal conference may be submitted via email no later than 5:00 PM on May 15, 2017, to Jennifer Pollom, Senior Planner, at srta@srta.ca.gov.

SCHEDULE

Tasks	Deadline
Release RFP	May 1, 2017
Pre-Proposal Conference	10:30 AM, May 9, 2017
Interested Consultant Questions Due	5:00 PM, May 15, 2017
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SRTA Board of Directors Approval	June 27, 2017
Estimated Contract Start	July 3, 2017

Interested consultants are responsible for subscribing to SRTA's bid posting webpage at <http://www.srta.ca.gov/bids.aspx> in order to receive addenda to this RFP and responses to questions.

PROPOSAL EVALUATION

A panel will be formed to evaluate the proposals, and make a recommendation in consultation with the executive director, which will then go to the SRTA Board of Directors for approval. The proposal evaluation will be based on the scoring criteria presented in the following table.

The highest ranked consultants may be invited to an interview. SRTA will provide a list of questions and evaluation criteria before the interviews. Presentations will be allowed, with a specified time limit.

PROPOSAL SCORING CRITERIA

Criteria	Scoring Weight %
Thoroughness of proposal and meeting the RFP project scope of work and the project's overarching objectives	40
Qualifications and similar experience of the consulting firm and project team	20
Local knowledge demonstration of the SGAs in the cities of Redding, Anderson, Shasta Lake and Shasta County	15
Innovative ideas to meet RFP objectives	10
References	10
DBE participation level	5

CONTRACT AMOUNT AND AWARD

The anticipated start date is July 3, 2017, with a July 31, 2020 contract expiration. The contract term is three years to align with the grant award timeframe. SRTA expects Sustainable Shasta to be completed by February 2019. The amount awarded shall be based on the value of the services to be provided. SRTA has programmed \$576,642 for both consultant and staff time and material purchases. Of this, up to \$447,890 may be used for consulting services that are the subject of this RFP.

Barring any delays (i.e. the need for a budget amendment, extension of the RFP response date, etc.), the SRTA Executive Director will schedule the proposed technical services agreement for consideration by the SRTA Board of Directors on June 27, 2017. The agreement is not in force until approved by the SRTA Board of Directors and written authorization to proceed is provided to the selected consultant.

STANDARD CONSULTING AGREEMENT

SRTA's standard Technical Services Agreement (TSA) will be used for the agreement between SRTA and the selected consultant. SRTA's [TSA template](#) is provided by separate attachment to the RFP distribution as a link at <http://www.srta.ca.gov/documentcenter/view/3379>.

PROTEST PROCEDURE

All protests, signed by the protesting party, must be consistent with [SRTA's policies – Section 804.13.9 – Protest Procedures](#).

DEBRIEFING

SRTA will provide an informal debriefing to interested consultants not selected for this contract, once a final contract has been negotiated and executed.

PROPOSAL SUBMITTAL

Please submit consultant proposals to:

Shasta Regional Transportation Agency

Attn: Jennifer Pollom

1255 East Street, Suite 202

Redding, CA 96001

srta@srta.ca.gov

Submittals must be received at the SRTA office before **5:00 PM on May 30, 2017**. No proposals will be accepted after this time. **Postmarks are not acceptable**. Consultants may submit their proposal by email or by mail, or delivery service. Proposal receipt will be acknowledged by email.

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 (email acceptable) prior to the deadline. Proposals may be withdrawn following the proposal deadline for good cause; please consult with the RFP contact person to discuss this.

RFP Addendum or Addenda: Any changes to the RFP will be made by written addenda 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. Any addenda will be posted on-line only. 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.

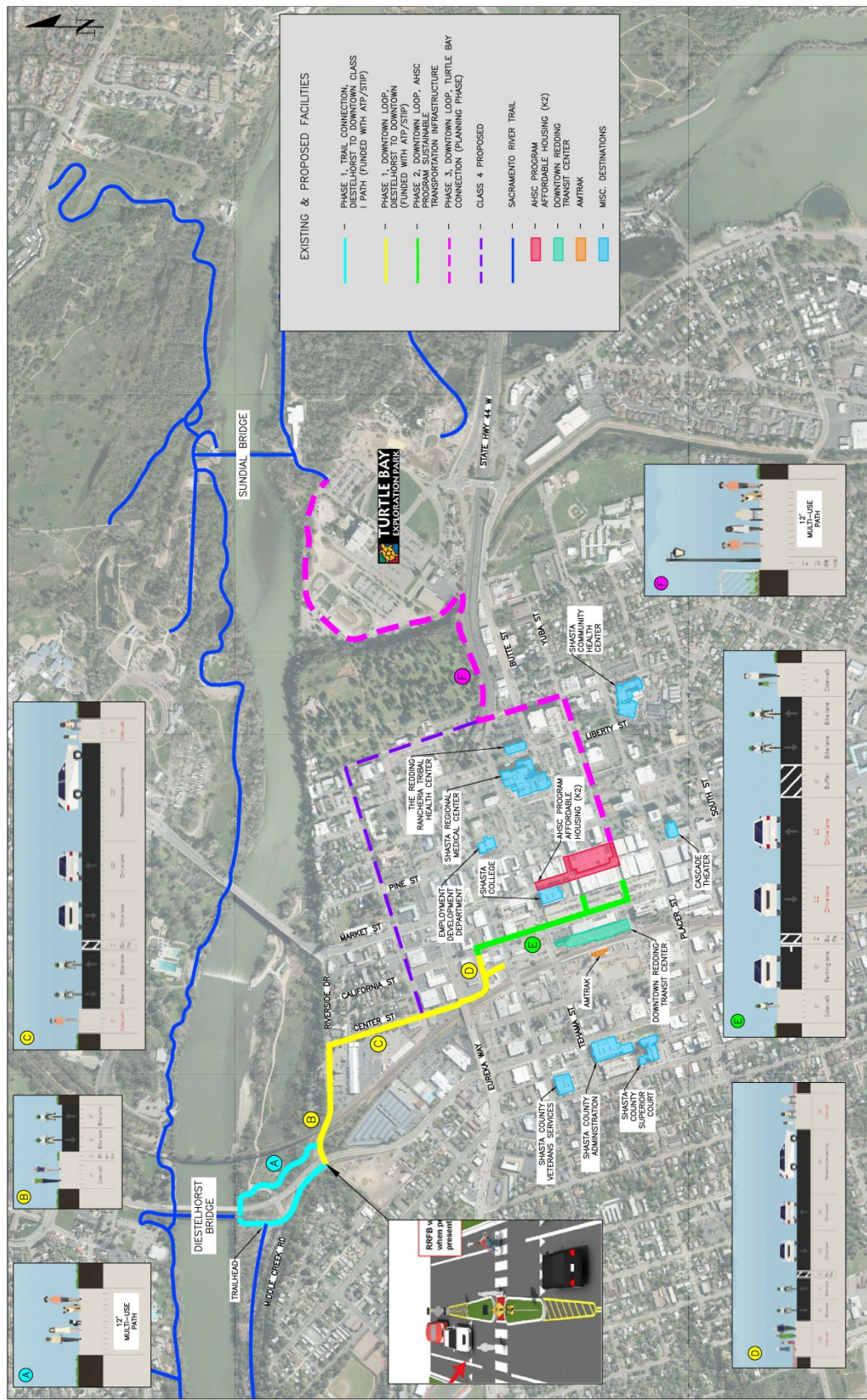
Verbal Agreement or Conversation: No prior, current, or post-award verbal conversations or agreement(s) with any officer, agent, or employee of SRTA shall affect or modify any terms or obligations of this RFP, or any contract resulting from this procurement.

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.

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 a disadvantaged business enterprise (DBE) goal of 5.1% for federal fiscal years 2015/2016/2017. SRTA encourages respondents to include the participation of DBE businesses within your proposal.

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.

DOWNTOWN BIKE FACILITIES
EXISTING + PROPOSED



Task Number		Fiscal Year 2017/18												FY 2018/19											
		J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J
1	PROJECT INITIATION AND MANAGEMENT																								
	Kick-off meeting between SRTA, consultant and Caltrans.																								
2	STAKEHOLDER, PARTNER AND PUBLIC OUTREACH																								
2.1	Continuation of GoShasta and other Stakeholder Engagement																								
2.2	Project Team Communication																								
2.3	Public outreach																								
3	BIKE AND WALK NETWORK																								
3.1	Corridors into seven regional SGAs																								
3.2	Recommended designs for network corridors leading into SGAs																								
3.3	Destination Steets and Blocks within seven regional SGAs																								
3.4	Recommended designs for Destination Streets and Blocks within seven regional SGAs																								
3.5	Non-motorized Network for SGAs Memo																								
4	REGIONAL POLICIES AND PROCUREMENT PROGRAM																								
4.1	Procurement program for non-motorized amenities																								
4.2	Regional non-motorized funding policies																								
4.3	Procurement program and Regional policies Memo																								
5	FINAL REPORT																								
5.1	Report structure																								
5.2	Compilation of prior tasks into report sections																								
5.3	Final Sustainable Shasta Report																								