

REQUEST FOR QUALIFICATIONS: SRTA On-call Travel Demand Modeling Support Services

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

RFQ issued August 20, 2018

**Statements of Qualifications must be received no later than
5:00 PM PDT on Friday, September 14, 2018**

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



Need

The Shasta Regional Transportation Agency (SRTA) serves as the Metropolitan Planning Organization (MPO) and Regional Transportation Planning Agency (RTPA) for the cities of Anderson, Redding and Shasta Lake, and the county of Shasta. SRTA studies the region's transportation needs, plans and programs transportation improvements, and pursues all potential funding sources. Federal and state laws require that metropolitan planning organizations have the ability to forecast travel on the region's transportation network, in support of the MPO's transportation planning and programming activities. As the federally-designated MPO for the Shasta County region SRTA maintains and operates the regional activity-based travel demand model, called ShastaSIM.

ShastaSIM was a three-year joint development effort between SRTA, DKS Associates, John Bowman, Mark Bradley, and Resource Systems Group Inc. The current model version (ShastaSIM v1.1) was adopted by the SRTA Board of Directors on June 30, 2015. An updated version of ShastaSIM will be available after adoption of SRTA's 2018 Regional Transportation Plan (October 2018). SRTA no longer maintains a traditional four-step travel model.

ShastaSIM runs within an application shell scripted in Citilabs® Cube Voyager software (version 6.4). 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 data input files are prepared using Geographic Information Systems (GIS) shapefiles and Microsoft Excel 2010 (or later) tables.

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

- Support implementation of the 2015 Regional Transportation Plan, including Sustainable Communities Strategy
- Support the development of the 2018 Regional Transportation Plan, including Sustainable Communities Strategy
- Review of development projects
- Project studies by local agencies

A comprehensive description of the model, model development documentation, and a user guide is available on SRTA's website at: <http://www.srta.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 land-use 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

SRTA seeks qualifications of vendors to carryout model updates and conduct complex modeling projects associated with federal/state mandates, as needed on an on-call basis. SRTA anticipates entering into a three (3) year time-and-materials contract, with a not-to-exceed amount of \$150,000. Additionally, pending approval by the SRTA Board of Directors, SRTA may allow the executive director to extend the contract annually, for an additional two years with no increase to maximum compensation.

Intent

SRTA seeks qualifications from vendors who are particularly experienced and well-versed in regional activity-based travel demand modeling. Anticipated activities could include, but not be limited to: updating and refining the travel demand model, supporting SRTA staff and SMUG in model coordination, troubleshooting travel model issues, assisting in the review of modeling data and assumptions, documentation and training, and visualizations.

Schedule

SRTA will follow the timetable listed below:

- Issue RFQ: Monday, August 20, 2018
- Deadline for vendor questions: Friday, August 31, 2018, by 5:00 PM PDT
- Deadline for SRTA responses to vendor questions: Tuesday, September 4, 2018, by 5:00 PM PDT
- Deadline for vendor submittal of Statement of Qualifications (SOQ): Friday, September 14, 2018, by 5:00 PM PDT
- Evaluation and ranking of SOQs: September 17–21, 2018
- Interviews (if necessary): Monday and/or Tuesday, September 24–25, 2018
- Conclude contract negotiation with most qualified consultant: Tuesday, October 2, 2018
- Approval of contract by SRTA Board of Directors: Tuesday, October 9, 2018

RFQ Questions and Contact Person

Questions

Questions concerning this RFQ will be responded to collectively, in writing, and made available for interested applicants via the SRTA website. All questions must be submitted in writing no later than 5:00 PM PDT on Friday, August 31, 2018 to the below contact person. **Questions taken from prospective vendors, and responded to by SRTA staff, will be reported on the SRTA website no later than Tuesday, September 4, 2018, at 5:00 PM PDT.** All interested applicants are encouraged to register for the SRTA bid posting webpage at <http://www.srta.ca.gov/bids.aspx> so that they are notified of any addenda to the RFQ, or for responses to questions received.

Contact Person(s)

Michael Kuker
Assistant Transportation Planner
mkuker@srta.ca.gov
530-262-6204

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

Vendor Qualifications

The intent of this RFQ is to enable SRTA to evaluate vendor experience, qualifications and capabilities. Responders are to submit a written narrative addressing each of the below numbered items:

1. **Transmittal Letter** signed by an officer who may contractually bind the business, including a description of the firm. The SOQ shall be a firm offer for a minimum of 90 days and contain a statement to that effect. The SOQ shall identify ongoing consultant commitments and how SRTA's needs and schedule fit within those commitments. The letter should also note how the respondent heard of the RFQ.
2. **Relevant Travel Demand Modeling Experience**
 - A. MPO/RTPA clients (Please list no more than five MPO/RTPAs.)
 - B. Other municipal or regional clients (Please list name of jurisdiction; list no more than five.)
 - C. If no previous government experience, please explain relevant experience (please list other clients; list no more than five.)
 - D. References (Please list a minimum of three references and no more than five, including all contact information below.)
 - a. Client Name
 - b. Client Contact Person
 - c. Phone Number and Email Address
 - d. Client Physical Address
 - e. Website Address
3. **Company Profile**
 - A. Number of years in business
 - B. Office location(s) (Include business address)
 - C. Organization chart
 - D. Rate schedule by job title and other expenses for services/products, as applicable.
 - E. Disadvantaged Business Enterprise (DBE) designation and certification information, if applicable
4. **Team Members/Roles (list all personnel to be assigned to this project)**
 - A. Name, title, role (e.g., project manager, lead modeler, project engineer)
 - B. Qualifications of key personnel proposed for the contract
 - C. Office location of project manager/main point-of-contact
5. **Vendor Service Capabilities (Describe all available)**
 - A. Proficiency with Citilabs® Cube Voyager software
 - B. Conduct network identification and accuracy checks

- C. Conduct parcel, census block, census tract and traffic analysis zone (TAZ) layer identification, accuracy, updating and refinement
- D. Identify, update, refine and maintain network links, including speed characteristics, geometrics, special circumstances, and other attributes
- E. Provide recommendations for model improvements for the agency's needs
- F. Develop and refine project Microsoft Access or Excel files
- G. Utilize GIS operations in model refinement and other modeling related tasks
- H. Develop specific model output formats for use in planning studies, reports, projects and presentations
- I. Research and/or develop scripts that will help SRTA staff use the model more efficiently
- J. 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
- K. Advise SRTA staff and SMUG on best practices for maintaining and updating the model
- L. Advise SRTA on procedures for use of the model by other agencies and consultants
- M. Troubleshoot major and minor problems related to the model or model data
- N. Identify and fix scripting or other model processing errors
- O. Assist SRTA staff with the development of new or refined methods for extracting applicable data from the model
- P. Assist with the review and development of land use, census, and socioeconomic data
- Q. Improve data development and calculation methods
- R. Prepare and update model users guide to assist in use of the model
- S. Prepare training workshop outlines and associated material
- T. Inform staff of updated software and/or new programs that relate to travel modeling
- U. Recommend software and/or software updates
- V. Provide new training and updated model documentation as model is updated or new versions become available
- W. Improve or modify code for automated procedures that generate standard reports and/or graphics for analysis or presentation purposes
- X. Prepare model output visualizations that are easy to read and understand for reports, presentations, workshops or other needs
- Y. Other (as recommended or added by vendor)

Additionally, please identify any proprietary software, on-going commitments, and/or other third-party potential expenses to SRTA for travel demand modeling support services provided by your firm.

Deliverables

To respond to this RFQ, please complete and return your statement of qualifications (SOQ) regarding items 1–5 under the above Vendor Qualifications section. SRTA requests that the submittal be no more than 25 pages total, including attachments.

Evaluation Criteria

A consultant selection committee will evaluate the SOQs using the below evaluation criteria and will also perform random reference checks. SRTA has an adopted disadvantaged business enterprise (DBE) goal of 4.8%. Firms that demonstrate current DBE registration will receive five (5) points during the evaluation process.

Table 1 – Consultant Qualifications Criteria Evaluation

Criteria	Scoring
Overall Experience of Firm	20
Qualifications of Staff	30
Vendor Service Capabilities	25
Value	20
DBE	5
Total:	100

Vendor Selection Process

A selection committee will select a vendor or vendors and establish a vendor list by the following process:

1. Based on both the above evaluation criteria weighting, and information received from references, the committee will select vendors for further consideration using consensus scoring.
2. The committee may interview the vendors selected for further consideration.
3. SRTA will select the top-ranked vendor from the list and will negotiate a scope of work.
4. After review of the evaluating committee's recommendations, the executive director, or designee, will make a recommendation of award to the agency board of directors.
5. After review and consideration of this recommendation, the board of directors will have the discretion to:
 - a. Award the agreement to the respondent whose qualifications are most advantageous to the agency, with reimbursement rate and other evaluation factors of the RFQ considered. The agency boards of directors is not bound by the recommendation of the executive director, but must document the justification for making an alternate selection; or
 - b. Dismiss any and all responses; or
 - c. Direct staff to issue a new RFQ.
6. Pending approval from the SRTA board of directors, SRTA and the selected vendor will enter into a technical services agreement for an initial term of three (3) years, with the option to extend the contract annually for a total of no more than five (5) years.

Response Deadline

The deadline for Statements of Qualifications (SOQs) is **Friday, September 14, 2018, at 5:00 PM PDT**. Submit by either email to srta@srta.ca.gov or hard copy to:

Attn: Michael Kuker, Assistant Transportation Planner
Shasta Regional Transportation Agency
1255 East Street, Suite 202
Redding, CA 96001

If sending hard copies, please include three (3) copies and mark on the outside: "SRTA On-call Travel Demand Modeling Support Services SOQ."

Submittals that are not received on, or before, the specified deadline will not be accepted—no exceptions; postmarks not acceptable. SRTA reserves the right to request follow-up information or clarification from vendors in consideration.

Other Information

Each response to this RFQ, and any resultant interviews, and follow-up scoping and/or negotiating meetings/sessions, shall be done at the sole cost and expense of each respondent vendor and with the express understanding that no claims against SRTA for reimbursement will be accepted until work on a specific project commences after the execution of the technical services agreement.