

REQUEST FOR PROPOSALS

GRANT WRITING FOR THE SHASTA REGION'S ACTIVE TRANSPORTATION PROGRAM CYCLE 5 APPLICATIONS

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

RFP issued August 21, 2019

**Proposals must be received no later than
5:00 PM on Monday, September 23, 2019**

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



2019 SRTA Board Members and Agency Partners

Board Members

Baron Browning
Julie Winter
Greg Watkins
Joe Chimenti
Leonard Moty
Mary Rickert
Kristen Schreder

Affiliation

City of Anderson
City of Redding
City of Shasta Lake
County of Shasta, District 1
County of Shasta, District 2
County of Shasta, District 3
Redding Area Bus Authority

Primary Project Partners
Caltrans, District 2
City of Redding
City of Anderson
City of Shasta Lake
County of Shasta

Introduction

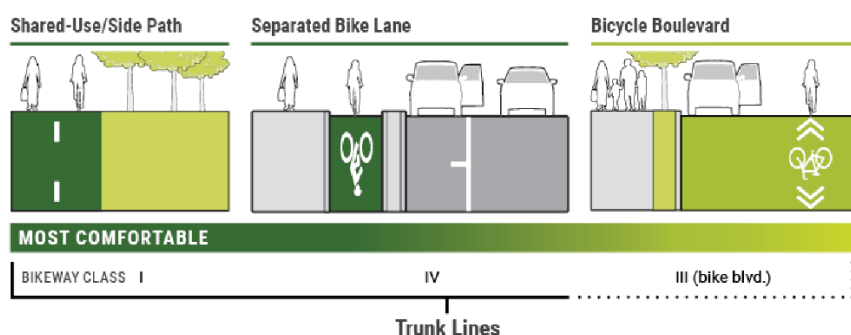
The Shasta Regional Transportation Agency (SRTA) seeks proposals (20 pages or fewer) from qualified consultants to prepare competitive grant applications for Cycle 5 of California's Active Transportation Program (ATP). The California Transportation Commission will announce the Cycle 5 deadline in Spring 2020 but is anticipated to be in June 2020.

SRTA and local agencies in the Shasta Region are preparing up to 11 ATP applications, of varying complexity, for ATP Cycle 5. While SRTA's preference would be to select a single consultant for this project, there may be too many projects and too little time for one consultant team to deliver competitive applications in time for the anticipated Cycle 5 deadline. Depending on the proposals received and the consultant team's bandwidth to simultaneously prepare multiple applications, SRTA may contract with more than one consultant and assign projects accordingly. In responding to this request for proposals, consultants should state the number of applications they can comfortably deliver without compromising the quality.

Funding for this project is made possible through Local Transportation Funds under the Transportation Development Act.

Background

Figure 1 - Trunk Lines



SRTA and local agencies in the Shasta region have developed a strategic plan for a safe, comfortable, intuitive network of key active transportation corridors in the Shasta Region, called "Trunk Lines" (see pp. 3-7 of the [GoShasta Regional Active Transportation Plan](#)). Based on public input from the regional GoShasta planning effort, local agencies have

since identified corridors for development as trunk lines. Sustainable Shasta, a grant-funded effort to assist with outreach and provide conceptual drawings for these trunk lines, is currently being conducted and anticipated to finish by January 2020. The rest of the active transportation network will feed into these trunk lines that connect the region's strategic growth areas (SGAs), and major destinations within SGAs, catering to users of all ages and abilities. Construction of the planned Trunk Line Network is dependent on competitive grant funding.

The ATP is the primary source of active transportation funding in California, is very competitive, and includes an intensive application effort such that small, local agencies in the Shasta Region can only afford to submit a couple applications per grant cycle, or none at all. Local agency applications for the ATP's most recent grant cycle were unsuccessful, though the region has been highly successful in past cycles.

To maximize the competitiveness of local agency ATP applications in the upcoming Cycle 5 of the ATP, SRTA is supporting local agency efforts to increase the number and quality of project applications, focusing on large, transformative trunk line projects. SRTA is soliciting proposals from consultants with experience in reviewing and preparing ATP applications to:

- Prepare up to 11 ready-to-submit competitive ATP applications based on background data and design details provided by SRTA and local agencies; and
- Augment SRTA's ATP technical assistance to local agencies.

Draft applications prepared by the consultant will go through layers of review (see anticipated project timeline) by project partners and an ATP technical advisory committee (TAC) from the Shasta Region that will be assembled for this grant writing effort. Local agencies must approve of the proposed scope of work, schedule, estimates, and plans prior to submitting the trunk line ATP applications agreed upon by SRTA and local agencies.

Project Scope of Work

Submitted proposals must include the tasks outlined below.

Task 1: Project Initiation and Management

A kick-off meeting with SRTA, Caltrans District 2, the selected consultant and local agencies will be held at the start of the project to establish and agree upon communication protocols, roles & responsibilities, expectations, and to review background information on the region. SRTA staff will explain the expected deliverables, progress reports, and invoicing procedures. Project overview meetings will follow the kick-off meeting to discuss projects with each application partnership.

Deliverables:

- In-person kick-off meeting and project overview meetings.
- Project management plan, including the roles of the project manager and other project team members.
- Schedule of project meetings.
- Progress reports that summarize task progress & deliverables in accompaniment of monthly invoices (Invoice details included in SRTA's attached technical services agreement).

Task 2: ATP Technical Assistance

The consultant will provide SRTA with a list of data required for each project application. The consultant will also be responsible for translating data into "evaluator-friendly" exhibits (figures, charts, tables, etc.) in the applications; providing existing, supportive academic exhibits; and identifying any data beyond the minimum requirements needed to secure a distinct competitive edge in the ATP. SRTA and local agency staff will retrieve the background project data necessary for composing responses to the ATP application.

Deliverables:

- List of data required to assemble each project application.
- Providing and creating application exhibits, including those based on assembled local data.
- Succinct technical memo tying additional data requests to ATP Program Guidelines and/or components of winning ATP applications from previous cycles.

Task 3: Grant Writing and Integration of Feedback

The consultant will prepare up to 11 ATP grant applications (see attached list of anticipated projects). The consultant will use data provided by SRTA and local agencies in the Shasta Region to respond to application questions. Answers will clearly contextualize each project's need, solution, and projected outcome in a way that convinces different evaluators (planners, engineers, advocates, etc.) of the trunk line projects' unique merit to active transportation users in the region and to award high scores.

The consultant will present complete draft versions of the ATP applications to 1) SRTA and applicable local partners, and 2) the Shasta ATP TAC (see Background section on pp. 3-4 of this request for proposals).

Deliverables:

- Up to 11 DRAFT ATP applications for each of the three layers of review (see Anticipated Project Timeline), including data and support files in Microsoft Word format for SRTA, Caltrans, and local agencies.
- Up to 11 complete FINAL ATP applications, including data and support files in Microsoft Word format for SRTA, Caltrans, and local agencies.

Anticipated Project Timeline

The actions listed in the table below should be completed by the time frames provided. This is an aggressive timeline. Time frames may be adjusted, depending on when the California Transportation Commission announces the ATP Cycle 5 call for projects and application delivery deadline.

Figure 2 - Anticipated Project Timeline

Task	Action #	Action	Roles	Anticipated Time Frames
1	1	Kick-Off Meeting and Project Application Overview Meetings.	SRTA/CTD2/Local Agencies/Consultant	10/28/2019-11/1/2019
2	2	Identify and Provide Data Needed for Applications, Including Exhibits and Photos.	SRTA/CTD2/Local Agencies/Consultant	11/1/2019-December 2019
3	3	Grant Writing & Integration of Assembled Data.	Consultant	January 2020-February 2020
	4	Project Partner Review of DRAFT 1 ATP Applications.	SRTA/CTD2/Local Agencies	Early March 2020
	5	Integrate Feedback from Project Partner Review into DRAFT 2 ATP Applications.	Consultant	Late March 2020

6	Shasta ATP TAC Review of DRAFT 2 ATP Applications.	SRTA/CTD2/Local Agencies/Other ATP TAC Members	Early April 2020
7	Integrate Feedback from Shasta ATP TAC Review into DRAFT 3 ATP Applications.	Consultant	Late April 2020
8	Delivery of 7-11 DRAFT 3 ATP Applications.	Consultant	Late April 2020
9	Project Partner Review of Final ATP Applications.	SRTA/CTD2/Local Agencies	May 2020
10	Integrate Feedback from Project Partner Review into Final Applications.	Consultant	May 2020
11	Delivery of 7-11 FINAL ATP Applications.	Consultant	May 2020
12	Assembly and Submittal of Applications.	SRTA and Local Agencies	June 2020

Proposal Contents

Written proposals shall not exceed 20 pages (including attachments). At a minimum, the following information should be included and clearly labeled:

1. Transmittal letter - signed by an officer who may contractually bind the business, including a description of the firm. 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 will be performed at a not-to-exceed price. Describe the bidder's capacity to deliver the proposed number of applications without compromising their quality. Please note how the respondent heard of the procurement.
2. List of the personnel on the project team, including their anticipated share of the project workload (by percentage), a brief summary of their qualifications and work experience (resumes may be included and don't count toward page limit). This includes proposed sub-consultants. Please note that SRTA must approve any personnel changes in advance.
3. ATP Philosophy for Success – Describe what the consultant considers to be critical elements of preparing successful ATP applications.
4. Skills and Work Experience – Explain consultant team's exposure to the ATP, and, if possible, application evaluation process. Provide a list of all ATP projects completed, by cycle, where the consultant played a lead or primary role, including ATP project description and services provided and contact information for the client reference.
5. Links to online examples of previous grant applications (minimum of two preferred) from the above list.

6. Work plan to complete the project scope of work identifying milestones and deliverables.
7. Cost proposal worksheet, including personnel reimbursement rates and a not-to-exceed total cost to complete the project. The cost quote shall be fully inclusive of all services, overhead, direct expenses, and profit for up to the number of applications the consultant team has the capacity to prepare per the Introduction for this request for proposals and item 1 of the Proposal Contents.

RFP Questions, Contact Person, and Schedule

Questions

Questions concerning this RFP will be responded to collectively and made available for interested applicants via the SRTA website. All inquiries must be submitted (**by email only**) no later than 5:00 PM on Wednesday, September 4, 2019, to the below contact person. **Questions taken from prospective vendors, and responded to by SRTA staff, will be reported on SRTA's bid posting webpage.** All responses to questions will be posted on the [SRTA website](#) no later than Thursday, September 5, 2019. Interested applicants must subscribe to SRTA's bid posting webpage at <http://www.srta.ca.gov/bids.aspx> so that they are notified of any addenda to the RFP, or for responses to questions received.

Contact Person

Email: srta@srta.ca.gov

Email Subject Line: QUESTIONS RE THE SHASTA REGION'S CYCLE 5 ATP APPLICATIONS RFP

Attn: Keith Williams, AICP, Senior Transportation Planner

Shasta Regional Transportation Agency

Figure 3 - RFP Schedule

Tasks	Deadline
Release RFP	August 21, 2019
Interested Vendor Questions Due	5:00 PM, September 4, 2019
SRTA Response to Vendor Questions	September 5, 2019
Vendor Proposals Due	5:00 PM, September 23, 2019 (Email submittals only)
Evaluation and Ranking of Proposals	September 25, 2019
Interviews (if necessary)	September 30, 2019
Finalize contract between SRTA and consultant. Notification of intent to award	September 25, 2019 - October 8, 2019
SRTA Board of Directors Approval	October 22, 2019
Contract Start	October 23, 2019

Proposal Evaluation

A panel will be formed to evaluate the proposals, and make a recommendation to the SRTA executive director. If the SRTA executive director concurs with the recommendation, it will go to the SRTA Board of Directors for approval. The proposal evaluation will be based on the scoring criteria presented in Figure 4. In unusual circumstances where a recommendation cannot be made based on the proposals alone, the highest ranked consultants may be invited to an interview. Should interviews be held, SRTA will provide a list of questions and evaluation criteria before the interviews. Presentations will be allowed, with a specified time limit.

Figure 4 - Proposal Scoring Criteria

Criteria	Scoring Weight %
Thoroughness of proposal and meeting the RFP project scope of work and the project's overarching objective of preparing competitive ATP applications.	40
Qualifications and relevant ATP experience of the consulting firm and project team, including technical expertise in engineering, planning, and familiarity with the local/municipal process.	30
Innovative ideas for applications to curry attention and favor from ATP evaluators.	10
References from clients who received ATP application assistance from the consultant.	10
DBE participation level.	5
Familiarity with the region and its active transportation needs.	5

Contract Amount and Award

The anticipated start date is October 23, 2019, with all deliverables expected to be provided by the deadline listed in the Anticipated Project Timeline (Figure 2). The contract expiration will be June 30, 2022, to conclude any follow-up activities. Consultant selection will be based on a combination of funding availability and the value of the services to be provided. The not-to-exceed project budget is \$250,000. However, this may be adjusted based on the proposals received. This will be a fixed-fee contract based on completion of deliverables.

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 October 22, 2019. 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.

Protest Procedure

Any protests to the executive director recommendation must be made promptly under [Section 2.35.020.014 - Protest Procedures](#) of SRTA's purchasing and contracting policies available on the SRTA website under Financial and Accounting Policies & 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:

Email: srta@srta.ca.gov

Email Subject Line: GRANT WRITING FOR THE SHASTA REGION'S CYCLE 5 ATP APPLICATIONS

Attn: Keith Williams, AICP, Senior Transportation Planner

Shasta Regional Transportation Agency

Submittals must be received by email only before **5:00 PM on Monday, September 23, 2019.** No proposals will be accepted after this time. 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. 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.

Alternatives: Consultants may not alter objectives and deliverables of the RFP in the response to the RFP. If the consultant brings to SRTA's attention, at least ten (10) days before the RFP deadline, an alternative end product than the RFP delineates, SRTA reserves the right to cancel the RFP and re-bid the project.

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 4.8% for federal fiscal years 2018/2019/2020. 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.

Figure 5 Trunk Line Projects for ATP Cycle 5

#	Agency		Tier I (ATP Cycle 5)		
	Lead	Implementing	Street Name/Corridor Description	From	To
1	City of Redding	City of Redding	Off-street (Turtle Bay to Downtown Trail)	Turtle Bay	Downtown
2	City of Redding	City of Redding	Victor Ave. (East & West Sides) (Pending CT Consultation)	Bramble Pl.	Misteltote Ln.
				Misteltote Ln.	Old Alturas Rd.
				Churn Creek Rd.	El Vista St.
3	City of Redding	City of Redding	Park Marina Dr.	Sun Dial Bridge Dr.	Cypress Ave.
4	City of Redding	City of Redding	Railroad Ave.	Yuba St.	Buenaventura Blvd.
5	SRTA	Caltrans District 2	299 (Pending CT Consultation)	North Point Dr.	East of I-5
6	City of Shasta Lake	City of Shasta Lake	Ashby School Connector - Ashby Rd.	Shasta Dam Blvd.	Couder D'Alene Ave.
			Ashby School Connector - La Mesa Ave.	Ashby Rd.	Montana Ave.
7	City of Shasta Lake	City of Shasta Lake	DT Loop - Montana Ave. (Pending CT Consultation)	Red Bluff St.	Vallecito St.
			DT Loop - Red Bluff St.	Montana Ave.	McConnel Ave/Cabello St.
			DT Loop - McConnel Ave./Cabello St. (Pending CT Consultation)	Red Bluff St.	Vallecito St.
			DT Loop - Vallecito St.	Cabello St.	Montana Ave.
8	City of Anderson	City of Anderson	North St. (Pending CT Consultation)	Silver St.	McMurray Dr.
9	City of Anderson	City of Anderson	Anderson Schools Trail Connection	Anderson High School	Old 99 Trail
10	Shasta County	Shasta County	DT Cottonwood Loop - 2nd St.	Main St.	Locust St.
			DT Cottonwood Loop - Main St.	Front St.	Fourth St.
			DT Cottonwood Loop - Front St.	Main St.	Magnolia St.
			DT Cottonwood Loop - RR Frontage Trail	Magnolia St./Williams Ln.	Locust St.
			DT Cottonwood Loop - Locust St.	RR Frontage Trail	2nd St.
11	Shasta County	Shasta County	West Cottonwood School Connector - 1st St. (Pending CT Consultation)	Memory Ln.	Main St.
			West Cottonwood School Connector - Cottonwood Community Center Trail	1st St.	Gas Point Rd.
			West Cottonwood School Connector - Gas Point Rd.	West Cottonwood School Emergency Access Rd. (just west of athletic field)	Cottonwood Community Center Trail/Holiday Market Shopping Complex