

REQUEST FOR PROPOSALS

Develop recommendations for Shasta Senior Nutrition Program regarding transit technology implementation, including cost estimates and phasing schedule.

RFP Issued July 25, 2016

RFP Re-Issued September 22, 2016

**Proposals must be received no later than
4:00 PM on Tuesday, October 18, 2016.**

Shasta Senior Nutrition Program
100 Mercy Oaks Dr.
Redding, CA 96003
(530) 226-3060



Dignity Health™

Shasta Senior Nutrition Program

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Introduction

Formed in 1979 to assist seniors in preserving their independence by providing Meals-On-Wheels and other meal assistance, social service and senior activities, Shasta Senior Nutrition Program (SSNP) operates as an independent non-profit public benefit corporation under its parent company Mercy Medical Center Redding and Dignity Health.

Animated by a spirit of compassion, caring and collaboration, SSNP provides nutritious meals, transportation and supportive services that promote and enhance the physical, social and spiritual health of seniors and underserved families.

In addition to providing transportation to those aged 60 or older, SSNP offers Shasta County Consolidated Transportation Services. These radio-dispatched services are provided in most of Shasta County, via five wheelchair-accessible buses, for senior and disabled customers who are not able to use conventional transit services. Door-to-door service enables seniors and disabled customers to continue daily activities such as shopping, doctor's appointments, use of senior dining facilities or simply to visit a friend. Services are provided on weekdays (excluding holidays) from 7:30am to 4pm.

Shasta Senior Nutrition Program seeks proposals from qualified consultants to identify technological applications that will improve and enhance transit services to the region. SSNP's sub-recipient budget totals \$59,500 of which a maximum of \$30,000 will be available for the consultant contract with a term not to exceed six months.

Shasta Senior Nutrition Program is a sub-recipient of state and federal planning funds programmed in Shasta Regional Transportation Agency's annual [Overall Work Program \(OWP\)](#) administered by and through Shasta Regional Transportation Agency (SRTA). The SRTA annual OWP is part of an agreement with the State of California Department of Transportation (CalTrans), which includes the Overall Work Program Agreement (OWPA) and Master Fund Transfer Agreement (MFTA). Together, the OWP, the OWPA and MFTA set forth the terms and conditions under which funds are to be expended by Shasta Senior Nutrition Program.

Background

SSNP's Capital Improvements and Transit Modernization Study is comprised of three main components:

- Identify technological applications that will improve and enhance SSNP's transit services to the region.
- Fleet conversion from gasoline to hybrid or electric vehicles.
- Plan for alternative fuels vehicle infrastructure on the Mercy Oaks campus for public and private use.

This project: 1) supports the implementation of SRTA's Regional Transportation Plan and Sustainable Communities Strategy; 2) aligns with SRTA's regional planning priorities; and 3) will prepare Shasta Senior Nutrition Program to submit applications for state and federal capital funding. The project aims to support regional Greenhouse Gas emission reduction goals. SSNP also proposes initiating partnerships with technical education providers to train the future workforce to service alternative fuel vehicles it may purchase.

Anticipated outcomes include: improved quality of transportation service; expanded and improved services that increase ridership; improved customer satisfaction; reduced wait times; reduced operational costs at SSNP; reduction in greenhouse gas emissions and improved air quality; and improved accessibility for PEV owners/travelers in northern California.

Geography & Study Area

Shasta County is located at the geographic center and transportation crossroads of California's North State. The nearest large city is Sacramento, 150 miles to the south on the Interstate 5 corridor, while the Oregon state line lies 100 miles due north. The county occupies the northern part of the Sacramento Valley and includes southern portions of the Cascade mountain range. The county has an area of 3,785 square miles. Shasta County has an urbanized area which contains the cities of Anderson, Redding and Shasta Lake. The county is home to approximately 180,000 residents, about 80% of which live in the south-central urbanized area along I-5. Redding is the county seat and the region's primary socio-economic center.

The region is largely rural in character and geographically separated from other California metropolitan regions. Its population is one of the most dispersed in the state, having 49 persons per square mile compared to the statewide average of 239.¹

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

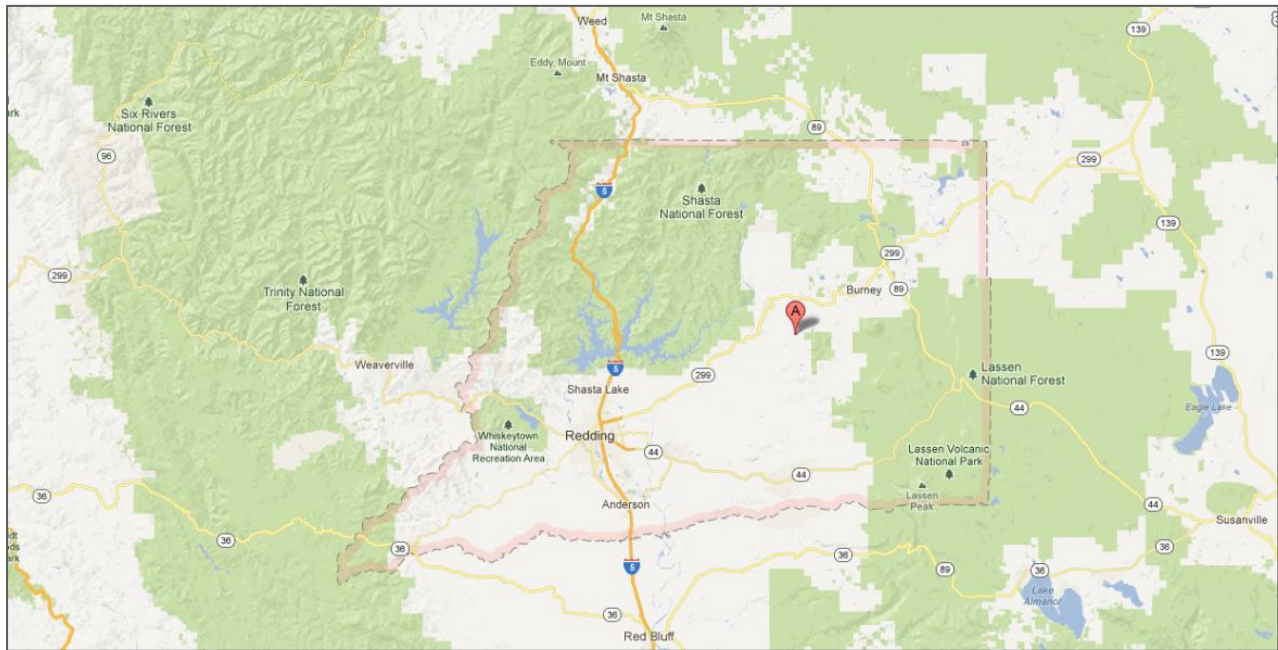
Geographic elevations range from 425 feet on the valley floor to over 10,000 feet in Lassen Volcanic National Park. The region is surrounded by mountains to the west, north, and east. The Sacramento River flows through the center of the county and down the Sacramento Valley to the south. These attributes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

Topography

Figure 1 shows the topography and state highway/interstate layout of Shasta County.

¹ Shasta Regional Transportation Agency, FY 2015-16 Overall Work Program, <http://www.srta.ca.gov/148/Overall-Work-Program>, May 27, 2015.

Figure 1 – General Study Area



Project Scope of Work

In 2014, Shasta Regional Transportation Agency and the Redding Area Bus Authority prepared a transit technology plan to address current and future transit technology needs for RABA. Some of the same technologies explored have applicability to SSNP's services. SSNP is acquiring a consultant to evaluate the work already done for the SRTA/RABA Transit Technology Plan and prepare an implementation plan for SSNP. The study will consider new technologies, if applicable, and whether coordination with RABA is possible.

Submitted proposals must include the tasks and deliverables outlined below:

Task 1 – Project Management

- 1.1. Project kick-off meeting with SRTA and SSNP to clarify scope of work, project schedule, roles and responsibilities, expectations, invoicing/progress reports, and communication protocols. Additionally, this meeting will be used to help start initial data resource gathering, and for SRTA and SSNP to share background information on the region and
- 1.2. Provide weekly updates via email to SSNP

Task 1 Deliverables:

- Project schedule and updated scope of work
- Meeting notes with action items

Task 2 – Existing SSNP Services Evaluation

- 2.1. Review and evaluate existing SSNP transit technology applications.

- 2.2. Review previously complete SRTA/RABA Transit Technology Plan and existing technologies.
- 2.3. Identify potential coordination or integration of technologies with RABA
- 2.4. Identify and recommend action steps to incorporate transit technology applications. Include prioritization of actions, implementation plan, cost estimates and potential funding sources.

Task 2 Deliverables:

- Draft report summarizing Tasks 2.1-2.4.
 - Consultant to provide for one round of edits for draft report.
 - SSNP to provide one document with all edits for review. Consultant to clarify any questions from SSNP comments before this task is complete.
- Final Report summarizing Tasks 2.1-2.4
 - Consultant to provide for one round of edits for final report.
 - SSNP to provide one document with all edits for review. Consultant to clarify any questions from SSNP comments before this task is complete.

Task 3 – Fleet Conversion Analysis

- 3.1. Review and evaluate existing SSNP fleet for transition to hybrid or all electric fleet
- 3.2. Research and identify potential replacement vehicles including fuel types, availability, and vehicle costs (including maintenance, etc.)
- 3.3. Determine licensing (if any) and training requirements for drivers of the proposed vehicles
- 3.4. Determine availability of local mechanics for maintaining vehicles (including experience level of mechanics) and/or the potential for training of SSNP for maintenance of vehicles. Determine Shasta County workforce readiness for maintenance of hybrid/electric vehicles and potential opportunities for maintenance training with local college programs.

Task 3 Deliverables

- Draft report summarizing activities from tasks 3.1-3.4
 - Consultant to provide for one round of edits for draft report.
 - SSNP to provide one document with all edits for review. Consultant to clarify any questions from SSNP comments before this task is complete.
- Final report summarizing Tasks 3.1-3.4
 - Consultant to provide for one round of edits for final report.
 - SSNP to provide one document with all edits for review. Consultant to clarify any questions from SSNP comments before this task is complete.

Timeline

This project, consisting of a portion of SSNP's overall grant from SRTA, is anticipated to be completed by April 30, 2017.

Proposal Contents

Written proposals shall not exceed 15 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 120 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 SSNP unforeseen needs, will be performed at a not-to-exceed price.
2. Statement of understanding of the scope of work, as well as illustrating consultant's familiarity with Shasta County and/or transit technology applications. Please include a discussion on the technical approach and management approach.
3. List of the personnel on the project team, including a summary of their qualifications and work experience (resumes may be included as an attachment). This includes sub-consultants proposed for use.
4. 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.
5. Work plan and schedule to complete the project scope of work identifying milestones and deliverables.
6. Cost proposal worksheet, including: fee schedule on a time (by personnel) and materials basis; cost by task; and total cost to complete the project. The cost proposal shall be fully inclusive of all services, overhead, and direct expenses.

RFP Questions, Contact Person, and Schedule

Questions concerning this RFP will be responded to collectively, and made available for interested applicants via SRTA's website (<http://www.srta.ca.gov/bids.aspx>). All email inquiries must be submitted no later than 5:00 PM on September 30th, to the below contact person. **No oral questions will be taken or responded to.**

Contact Person

Jennifer Powell
Executive Director
jennifer.powell2@dignityhealth.org
530-226-3060

Schedule

The RFP schedule is shown below:

Tasks	Deadline
Re-issue RFP	September 22, 2016
Interested Vendor Questions Due	4:00 PM, September 30, 2016
SSNP Response to Vendor Questions	No later than October 6, 2016
Vendor Proposals Due	4:00 PM, October 18, 2016 (no postmarks accepted)
Evaluation, Ranking of Proposals	October 19-21, 2016
Consultant-SSNP Contract, including Budget and Scope of Work	October 21-27, 2016
SSNP Board of Directors Approval	October 28, 2016
Contract Start	November 1, 2016

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 SSNP Board of Directors for approval. The proposal evaluation will be based on the scoring criteria presented in Figure 2. 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, SSNP will provide a list of questions and evaluation criteria before the interviews. Presentations will be allowed, with a specified time limit.

Figure 2 – 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, Shasta County knowledge demonstration	15
Innovative ideas to meet RFP objectives	10
DBE participation level	10
References	5
Total score:	100

Contract Amount and Award

The estimated consultant budget for this project is \$30,000.

The anticipated start date is November 1, 2016, with an April 30, 2017, contract expiration. Consultant selection will be based on a combination funding availability and the value of the services to be provided.

Barring any delays (i.e. the need for a budget amendment, extension of the RFP response date, etc.), the SSNP Executive Director will schedule the proposed technical services agreement for consideration by the SSNP Board of Directors on October 24, 2016. The agreement is not in force until approved by the SSNP Board of Directors and written authorization to proceed is provided to the selected consultant.

Protest Procedure

All protests, signed by the protesting party, must be in writing within three (3) business days from the results notification and be addressed to the SSNP Executive Director. Include a description of the expected relief or corrective action in the protest. The protest should stipulate an issue of fact concerning the following points:

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

SSNP will only consider protests based on the above points. SSNP will reject protests without merit if they address issues such as an evaluator's professional judgment on the objective quality of a proposal. The SSNP Executive Director will review and respond to protests within five (5) business days from receipt. Protests considered unresolved by the protesting party will be forwarded to the SSNP Board of Directors either at the meeting at which the subject contract is under consideration, or at a subsequent meeting.

Debriefing

SSNP 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 Senior Nutrition Program
Attn: Jennifer Powell
100 Mercy Oaks Dr.
Redding, CA 96003
jennifer.powell2@dignityhealth.org

Submittals must be received at the SSNP office before **4:00 PM on October 18, 2016**. No proposals will be accepted after this time. **Postmarks are not acceptable**. Consultants may forward 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. SSNP 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 SSNP to contract with any firm or individual. The decision to approve and award a contract is at the discretion of SSNP.

Other Important RFP Items

Public Records Act: All proposals submitted in response to the RFP will become the exclusive property of SSNP. At such time the SSNP 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 SSNP 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 SSNP, 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 SSNP 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 SSNP 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 SSNP. The contract for this service is contingent upon the provision of these funds to SSNP. In the event these funds are reduced or eliminated, SSNP reserves the right to terminate or revise any contract.

DBE Requirement: SSNP has adopted SRTA's DBE participation requirements as part of this RFP. As defined in 49 CFR Part 26, disadvantaged business enterprises 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. SSNP encourages respondents to include the participation of DBE businesses within proposals.

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