



Association of Monterey Bay Area Governments

Request for Proposals

for

AMBAG Regional Travel Demand Model Improvement and Technical Services

Not to Exceed \$450,000

Issued: August 3, 2011

Questions Due: August 16 2011

Deadline to submit the proposals (received by AMBAG): August 30 2011

Submit all questions and proposals to:

Bhupendra Patel, Ph.D., Project Manager

Association of Monterey Bay Area Governments, 445 Reservation Rd. Suite G, Marina, CA 93933

Email: bpatel@ambag.org

Planning Excellence!

Contents	Page
Introduction	4
Monterey Bay Area Characteristics	4
Background	5
Scope of Work & Deliverables	8
RFP Timetable	13
Proposal Submittal	13
Submittal Questions and Addenda	13
Notice of Award	13
Project Manager	14
Evaluation Criteria	14
Proposal Content & Scoring	14
Selection Process	15
Contractual Information and Payment Schedule	15
Terms & Conditions	16

Introduction

The Association of Monterey Bay Area Governments issues this Request for Proposal (RFP) in an amount not to exceed \$450,000 for Regional Travel Demand Model Improvements and Technical Services.

The Association of Monterey Bay Area Governments (AMBAG) is the federally designated Metropolitan Planning Organization (MPO) for the tri-county Monterey Bay Area. To carry out Metropolitan Transportation Planning activities, AMBAG works closely with the Santa Cruz County Regional Transportation Commission (SCCRTC), the Transportation Agency for Monterey County (TAMC), the Council of San Benito County Governments (SBtCOG), the Monterey Bay Unified Air Pollution Control District (MBUAPCD), Monterey-Salinas Transit (MST), the Santa Cruz Metropolitan Transit District (SCMTD), Caltrans, Federal Highway Administration (FHWA), Federal Transit Administration (FTA) and all local jurisdictions (18 cities and 3 counties) within the tri-county Monterey Bay Area.

Monterey Bay Area Characteristics

The Monterey Bay Area constitutes California's North Central Coast Air Basin. Situated between Silicon Valley (San Francisco Bay Area) to the north and San Luis Obispo County to the south (see **Figure 1** *Location Map: Monterey Bay Metropolitan Planning Region*), it spans a total of 6,000 square miles. However, urbanized areas constitute less than 150 square miles.

Monterey and Santa Cruz counties are situated along the coast and contain most of the area's population and employment. Monterey County also supports a significant agricultural industry, generally located in the Salinas River Valley. San Benito County, located to the east of Santa Cruz County, houses many Silicon Valley employees.

In 2005 the population of the Monterey Bay Area was just over 740,000 with an average of 3.1 persons per household. Most of the population (nearly half a million) is concentrated into the 18 cities covering approximately 65,000 acres. In 2035 the population is expected to exceed 920,000, representing a 24% increase from 2005 an average of 3.0 persons per household and a population density of 179 people per square mile. Employment in the region is expected to increase from over 326,000 in 2005 to approximately 405,000 in 2035 representing a 24% increase.

Households with incomes less than or equal to \$75,000 had an average travel time to work of 17 to 20 minutes, whereas households with incomes greater than \$75,000 were observed to have an average travel time of just over 34 minutes. Travel times for all other trip purposes averaged between 10 and 13 minutes.

In addition, the Monterey Bay Area has the following characteristics that affect travel behavior:

- Significant interregional travel, particularly to the SF Bay area from Santa Cruz and San Benito Counties
- Significant number of telecommuters
- Substantial weekly and seasonal tourist activities (Santa Cruz and Monterey Counties)
- Seasonal fluctuations in commute patterns due to agriculture activities
- Significant goods movements (freight / truck)
- Rural-urban characteristics with longer trip lengths resulting in higher VMT and peak spreading
- Aging population

Background

AMBAG Regional Travel Demand Model

The primary transportation model that AMBAG utilizes is a traditional trip-based, four-step regional travel demand model (RTDM) run on the TransCAD platform and includes Monterey, San Benito, Santa Clara and Santa Cruz Counties. The model includes detailed transportation and transit networks, as well as a geographically based Traffic Analysis Zone (TAZ) layer containing socioeconomic data. This layer consists of close to 1900 TAZs for the four county region. The size of TAZs within incorporated areas ranges from 870 square feet to 2.8 square miles, with an average size of 0.104 square miles.

The AMBAG RTDM uses a multi-classified trip generation model, gravity-based trip distribution model, a nested-logit mode choice model, a transit assignment model, and an equilibrium-based highway assignment model. The AMBAG travel demand model also contains a congestion feedback loop between distribution, mode choice and highway assignment to account for congested travel times in trip distribution.

The trip generation, trip distribution and mode choice models were calibrated using the 2000 California household travel survey (CHTS) results. The 2005 base year model Highway Assignments were calibrated and validated against 2005 screenline traffic count data and 2005 Highway Performance Monitoring System (HPMS) VMT data. This version of the model was used to develop AMBAG's 2010 Metropolitan Transportation Plan. The AMBAG travel demand model also contains several additional features to assist in answering some questions specific to the Monterey Bay region.

The modeling approach contains a '5D' post processing method for measuring sensitivity to urban design ('5D' stands for Density, Diversity, Design, Destination and Distance from Transit). The model also includes visitor trip purpose, a key market of interest in the area Santa Clara County was folded into the model coverage area to better account for the strong connections for work and other trips between Monterey, Santa Cruz, and Santa Clara counties Use of additional data for capacity analysis including shoulder width, lane width, access points per mile, divided highways, and area type.

The recently completed Travel Model Improvement Program (TMIP) report discusses several issues and recommendations for the trip generation, trip distribution, mode choice and trip assignment models that the consultant will consider when completing all tasks and deliverables identified under the Scope of Work section of this RFP. The full TMIP report is available on the AMBAG website as is further technical documentation of AMBAG's RTDM as listed below.

Reference Documents

1. AMBAG RTDM Model Documentation

http://www.ambag.org/programs/met_transp_plann/documents/TMIP/3_Model_Technical_Report_Draft_March2011.pdf

2. TMIP Peer Review Report

http://www.ambag.org/programs/met_transp_plann/documents/report_5_16_11.pdf

3. AMBAG 5D Post-Processor Tool

http://ambag.org/programs/met_transp_plann/documents/TMIP/4_AMBAG%205D%20report.pdf

4. RFP for the Monterey Bay Area Bicycle Travel Demand Modeling Project

<http://www.ambag.org/proposal/AMBAG%20Bicycle%20Model%20RFP%20July%202011.pdf>

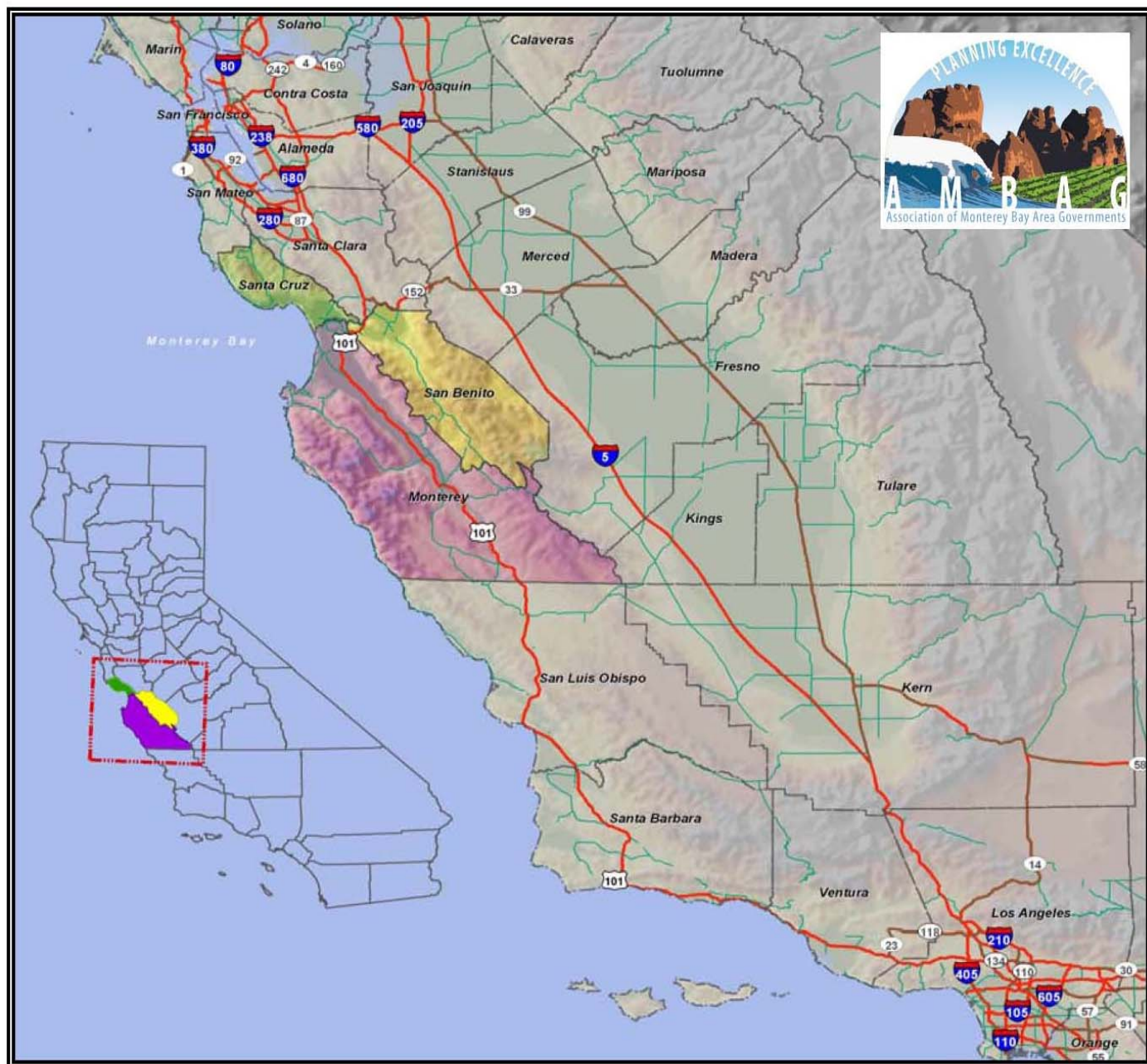


Figure 1: Location Map - Monterey Bay Metropolitan Planning Region

AMBAG RTDM Applications

The AMBAG RTDM is designed primarily for use in Metropolitan Transportation Planning at a regional scale. As such, the AMBAG regional travel demand model has been designed primarily for the following purposes:

- Development of the AMBAG Metropolitan Transportation Plan (MTP)
- Regional land use, economic and planning efforts, such as the blueprint planning effort
- Regional air quality emissions analyses

Because the model is designed and calibrated for macro-level regional planning activities, uses of the model at a more detailed geographic level may require localized model validation and updates to serve project-level applications. The AMBAG RTDM has also been used for the following detailed planning efforts:

- Caltrans' evaluation of capital project
- Assessment of large development impacts
- System-level planning
- Scenario planning
- Goods movement planning
- Benefit-cost analyses
- Congestion management plans
- Planning concept reports
- RTPA-level regional transportation plans
- Developer fee updates
- Major transportation investment studies
- Traffic impact studies
- City and county general plan updates
- Fixed-guideway transit planning studies

California Law SB 375 Implementation

Senate Bill 375 was passed into California law requiring the need for a process for reducing greenhouse gas (GHG) emissions through more sustainable land use and transportation planning. The legislation aligns regional land use, transportation, housing, and GHG reduction planning efforts. AMBAG as an MPO is required to develop and adopt the Metropolitan Transportation Plan (MTP) and Sustainable Communities Strategies (SCS) pursuant to SB 375 beginning with the adoption of AMBAG's 2014 MTP with final compliance required by the adoption of their 2017 plan. For further detail on the modeling requirements for MPO, please refer to the 2010 RTP guidelines, as adopted by the California Transportation Commission (CTC) on April 7, 2010 (http://www.ctc.ca.gov/programs/rtp/2010_RTP_Guidelines.pdf). Implementation of SB 375 will require regional coordination in addition to modeling various complex policies and having extensive public participation. Public participation also entails further developing visualization and interactive modeling tools.

2010 California Household Travel Survey (CHTS)

California commissioned a statewide household travel survey (CHTS) in 2011-2012. The 2010 CHTS will be conducted to provide local, regional as well as inter-regional long-distance trip activities for the AMBAG RTDM as well as statewide model. The selected consultants will be required to use this CHTS data to develop and calibrate various model components of the 2010 AMBAG RTDM and forecast the 2010, 2020 and 2035 Vehicle Miles Travel (VMT), Greenhouse Gas emissions (GHG). AMBAG region (Monterey, San Benito and Santa Cruz Counties) will be procuring 2,431 household surveys and final report is expected to be available by September 2012. This represents 1.0% of the households (households from 2005 ACS). For further details please visit the project website using below web link. <http://www.dot.ca.gov/hq/tsip/tab/travelsurvey.html>

AMBAG's Concurrent Bicycle Travel Demand Modeling Project

This Model Improvement RFP is issued shortly after the release of a RFP for the Monterey Bay Area Bicycle Travel Demand Modeling Project. It is encouraged that the consultants suggest/implement improvements to the 2010 AMBAG RTDM to ensure sufficient sensitivity to bicycle travel as a part of this RFP to the extent practicable within that budget and timeframe.

Scope of Work & Project Deliverables

The following provides details of the scope of services required under this contract. Respondents to this RFP should build on this general description by proposing scope of services with specific subtasks as deemed appropriate. Respondents should identify specific deliverables under each sub-task. Additional tasks and work elements may be added or deleted during contract negotiations. At the option of the **AMBAG RTDM Model improvement Subcommittee and upon conclusion of the negotiation process, the selected consultant will be required to prepare a final work plan and schedule for inclusion into a contract agreements.** AMBAG will provide the selected consultants with the fully functional current 2005 base year and 2035 future year AMBAG RTDM, all supported files and technical documents as well as necessary land use, demographic and environmental GIS data.

Task-I 2010 AMBAG RTDM Development and updates (Expected completion date March 2013)

Develop, Calibrate and Validate 2010 base year AMBAG RTDM including but not limited to updating transportation networks (Highway as well as Transit), Traffic Analysis Zone (TAZ) data sets, the Trip Generation model, Trip distribution Model / Destination Choice Model, Mode Choice Model, Highway Traffic Assignments and Transit Assignment.

For this task the selected consultants will be required to use the 2009 NHTS, 2010 CHTS, 2010 Census /American Community Survey (ACS), 2011-12 AMBAG Origin and Destination Survey results, Central Coast Commercial Flow study results, Local Land use data sets, 2010 highway and transit networks, 2009, 2010 and 2011 traffic counts, 2009, 2010 and 2011 Highway Performance Management System (HPMS) vehicle Miles Travel (VMT) data, 2009, 2010 and 2011 transit ridership datasets to develop and calibrate the new 2010 base year AMBAG RTDM. AMBAG staff will assist consultants in development of the 2010, 2020 and 2035 land use data sets (Source: AMBAG population and employment forecast) and transportation projects list for the 2014 MTP.

The major activities comprise in the Task- I are described below;

Implement the all short-term improvements ***as per the TMIP peer review recommendations*** into the current AMBAG RTDM and develop 2010 Base year AMBAG RTDM with new datasets considering the best possible Mid-term improvements as per the ***TMIP peer review report*** . Following is the list of sub tasks and other details;

- A. Update the 2010 Highway, Transit and Bike path network for 2010 base year, 2020 and 2035 future years**
- B. Update the 2010 base year, 2020 and 2035 future years Traffic analysis Zone (TAZ) data layers**
- C. Trip Generation Model** - Reassess the current trip Generation Model production and attraction equations using the results of the 2009 National Households Travel Survey (NHTS) as well as 2010 California Households Travel Survey (CHTS) data sets and implement best suitable trip generation model. Also refine special generator trip estimates and forecasts as appropriate. It is recommended that the respondent also looks into special markets such as military personnel, fulltime- part time residents, agriculture workers and seasonal changes. The respondent may also suggest a best suitable alternative such as hybrid activity/trip based model to better represent unique issues as mention above. It can be developed at a parcel level and further aggregated at TAZ level.
- D. Trip Distribution Model or destination choice model-** The current trip distribution model uses a gravity model to estimate trip interactions between zones. Average daily congested travel times

are used for impedance values and friction factors are set using a gamma function. The gamma function parameters for each trip purpose were calibrated using the trip length frequencies obtained from the estimated congested zone-to-zone travel times of the survey trips and the calibration tools included with the TransCAD software. The current version of the AMBAG model does not use K-factors. Reinvestigate the strategic use of a limited number of K-factors. Also compare trip length frequency by county to better assess the validation of the trip distribution model. Research, recommend and implement the alternate options such as destination choice model to better address the distribution issue.

- E. Mode Choice Model-** Evaluate the functionality of the existing mode choice model parameters and its functionalities in relation with the transit skim weights and adjust the parameters to meet the FTA requirements as required for the FTA new start projects. Estimate new mode choice model with new socioeconomic and demographics data sets (2010 census/ ACS, 2009 NHTS and 2010-11 CHTS) and that incorporate urban design and level of service characteristics. The current AMBAG model uses a nested logit choice model for determining the mode of each person trip. The choices are grouped so that choices in the same level have similar sensitivities to travel characteristics. The logit model has the following nests:

<u>Level 1</u>	Motorized vs. Non-Motorized
<u>Level 2</u>	<i>Motorized:</i> Automobile vs. Transit
<u>Level 3</u>	<i>Automobile:</i> Drive Alone vs. Shared Ride
<u>Level 3</u>	<i>Transit:</i> Walk Access vs. Drive Access
<u>Level 4</u>	<i>Shared Ride:</i> 2-Person vs. 3+ Persons
<u>Level 4</u>	<i>Walk Access:</i> Premium Transit Service vs. Local Transit Service
<u>Level 4</u>	<i>Drive Access:</i> Park and Ride vs. Kiss and Ride

The most current version of the model was updated to reflect FTA guidance for New and Small Starts forecasting. The previous calibration to the 2001-2002 CHTS was done prior to the issuance of the guidance and thus contained coefficients that were out of accepted ranges and had county specific variables that are no longer allowed. Only coefficients outside the FTA parameters were adjusted (to be the mid-point of the range of acceptable values) and modal constants were also modified to more closely match the observed targets. Previously developed mode targets by percent share originally derived from the 2001-2002 CHTS were utilized for this process.

- F. Truck Model-** Develop truck model for 2010 base year and future years (2020 and 2035) using AMBAG's commercial flow study results as well as the new statewide freight model for external truck travel. Also suggest other methods for local truck travel.
- G. Highway and Transit Assignment-** Evaluate the current Highway and transit assignment methods. Also test and implement appropriate Congested Travel Time Feedback Loop. Develop traffic assignment for five time periods (AM, midday, PM, evening and night) separately then add to a daily total. Also make sure that the assignments better account for certain trips that are specific to the AMBAG region, such as hospitality service trips and agriculture worker trips. These periods could be recalculated from the 2010 CHTS survey data. Also clearly document the methodology/ process to combine trip purposes for estimating time of day factors. Check and report traffic assignments convergence and may be increased to 10E-6 if required. Calibrate the trip assignments and report various levels of validation including but not limited to sub-area, screenline, county line by functional class with observed traffic counts (average of 2009, 2010 and 2011).
- H. Integrate the 2011-12 AMBAG Origin and Destination Survey results into AMBAG-RTDM-** Integrate the 2011-12 AMBAG Origin and Destination Survey results in to AMBAG-RTDM as External - External

(E-E), External – Internal (E-I) and Internal - External (I-E) travels and also establish linkage to the California Statewide Model results. Also consult with the adjacent MPOs modeler for comparability.

The consultants must include the cost for preparing the technical documents for entire modeling Task-I.1 into the respective task itself (no separate line item for the technical documentation is recommended). The technical documents must document the assumptions and methodologies used to formulate the model adjustments, as well as how the parameters were calibrated and how the local input data were developed. Also explain the components in the context of the regional model, as well as the limitations of the adjustments and potential methods of addressing limitations.

Task- II Model sensitivity testing including but not limited to Highway Capacity projects, Speed, Land use change, Alternative Transit routes, HOV/congestion pricing, gas price and other as appropriate.

Task – III Streamlining Data Management, Model outputs and Performance measures (Measures of Effectiveness Statistics computation) including creating inputs for air quality models and emissions analysis

Task-IV Update AMBAG RTDM '5D' post processing tool using 2010 CHTS and Census data

AMBAG has developed a customized 5D (**Density** - dwellings or jobs per acre, **Diversity** - mix of land uses in an area, **Design** of the pedestrian and bicycle environment, **Destinations** - proximity to regional activity centers and **Distance to Transit** stations and services) post-processing tool for the Monterey Bay Region that accounts for vehicle travel reductions due to increased sensitivity to urban design elements using 2009 National Household Travel Survey (NHTS) data (very limited sample size). The specific objectives of this tool is to study were to review the general adequacy of conventional travel demand models used at the local (city and county) level for sensitivity to smart-growth strategies within the AMBAG region.

Recalibrate the 5D elasticity for the Monterey Bay Region using 2009 NHTS and 2010 CHTS data and update the existing 5D tool.

Task- V Perform 2020 and 2035 forecast years modeling scenarios for the AMBAG's 2014 Metropolitan Transportation Plan (MTP)

Under the Task-V the selected consultants will also provide technical services to AMBAG Staff for a range of modeling needs. The total funding for this task is included in the overall RFP budget not to exceed \$450,000. However the specific amount for the Task-V will be negotiated during the contract negotiation. Following is the list of activities:

1. Provide AMBAG staff technical assistance for scenario modeling for the 2014 Metropolitan Transportation Plan (MTP) and GHG analysis. AMBAG staff will assist consultants in development of the 2020 and 2035 land use data sets and transportation projects list for the MTP. The consultant will assist AMBAG staff to carryout modeling for the Scenarios for Sustainable Community Strategies (SCS). This task must be completed by August 2013 and performed using the final products (fully functional 2010 AMBAG RTDM) of the above listed Task-I to Task-IV,
2. Technical correction or improvements to the current AMBAG RTDM, as needed, and;
3. Perform model runs and technical analysis for special projects

Task-VI Research, recommend and implement the integration of Land use Database with the AMBAG RTDM

The primary objective of this task is to evaluate the effects of land use planning on transportation and GHG emission and to tie land use characteristics and socioeconomic data together for better forecasts. As an extension to the above Task-I, the consultants will create land use datasets at the parcel, grid cell, and TAZ layer (AMBAG's staff assistance will be available for base year parcel level land use data sets). Defining the data at these levels will help prepare for the implementation of a land use model and its integration with the travel model. Many land use models take grid and parcel level data as inputs, so the data preparation performed in this task would serve to help prepare inputs for both the travel demand model and the eventual land use model. In this task, AMBAG would also like to incorporate any available datasets that impact development such as elevation or gradient data, environmentally sensitive lands, and open space.

Develop models using the hybrid option, where land use patterns (a parcel and grid database) will determine some of the 5D variables, which in turn will be part of the travel demand models. The socioeconomic data will continue to drive the model as well. The respondent has a flexibility to suggest a creative and feasible methodology to implement the entire task-II in a phase manner if cost and time is a factor. The intent is to develop a basic frame work and database for the ultimate integrated land use transportation model or hybrid Activity Base model for the region.

Task- VII-Research and recommend a Web-based Access Capability and Sketch Planning Tools

Research and recommend a Sketch Planning Tool in a ArcGIS Geographic Information System (GIS) environment and integrate that tool into the AMBAG RTDM as a pre- or postprocess that allows planners to interactively indicate land use changes at the zonal level and then, using a rule set, measure the impacts and benefits from different land use and transportation patterns such as changes in VMT and GHG emissions.

The scope of work outlined above in the Task-I to Task-V identifies those elements that must be addressed at this time. This outline is not intended to be exhaustive, nor does it necessarily include every work element that may be required to successfully satisfy the project objectives. Any additional tasks or modifications that the proposer may recommend or deem as appropriate or necessary should be identified separately and described in their submittals.

Project Coordination and Conditions

The consultant will take primary direction from the AMBAG Project Manager. The consultant must also coordinate and work closely with the Regional Transportation Planning Agencies (TAMC, SCCRTC and SBtCOG), Transit agencies (MST and SCMETRO), Caltrans and all local jurisdictions within the tri-county AMBAG MPO region. The selected consultant will best demonstrate the ability to deliver quality work on schedule and in a cost-effective manner, consistent with the tasks and deliverables as included in the negotiated final contract.

All data, maps and all other materials prepared or collected under this contract will become the property of AMBAG for which specific work is being completed. Provide monthly progress reports to the AMBAG project Manager. These monthly status reports will include descriptions of work tasks completed that month, and will identify any issues that may affect project schedule or project deliverables.

Services to be provided by AMBAG staff

The Consultant shall provide the necessary resources and services to execute the work scope described above, and in coordination with the selected Consultant, AMBAG staff will provide support to carry out the following activities:

- Coordinate communication and correspondence between participating agencies.

- Assist in providing existing relevant data, reports, and plans deemed essential to the project and for use as inputs into various elements/utilities of the model.
- Provide timely comments and responses to draft documents.
- Recent traffic count information.
- Parcel level land use data and future year land use output files
- Existing Highway as well as transit network and TAZ data sets
- And other support services as deemed appropriate between the parties

If the consultant assumes that AMBAG will provide services other than those specifically indicated above, those assumptions should be clearly stated and highlighted in its proposal.

RFP Timetable

August 3 2011	AMBAG issues Request for Proposals
August 16 2011	Deadline to submit questions about the RFP to the Project Manager
August 19 2011	Responses to questions and additions to RFP will be posted on the AMBAG website
August 30 2011	Closing date for receipt of proposals
September 2 2011	Finalists contacted
September 5-7 2011	Interviews will be scheduled as needed
Sept 15 2011	Selected consultant notified
Sept 15-29 2011	Negotiate & execute contract
October 1 2011	Project commences
June 30 2014	Deadline for project completion

Proposal Submittal

Interested consultants must submit both hard copies and a digital copy of the proposal to the Project Manager as follows:

Hard copy: One original, eight copies

Digital: Send as a single PDF or PDF portfolio

All submissions must be received by AMBAG on or before **August 30, 2011 at 5pm PST**. By submitting a proposal, the Proposer certifies that his or her name or the consultant firm's name, as well as the name of Proposer's subcontractors, does not appear on the Comptroller General's list of ineligible contractors for federally assisted projects.

Until award of the contract, the proposals shall be held in confidence and shall not be available for public review. Upon award of a contract to the successful Proposer, all proposals shall be public records. No proposal shall be returned after the date and time set for opening thereof.

Submittal Questions and Addenda

All questions on the RFP should be received no later than **August 16, 2011 at 5 p.m. PST** by e-mail to Bhupendra Patel, Project Manager, at bpatel@ambag.org or by fax to 831.883.3755. Responses that require that an addendum be issued to the RFP will be posted on the AMBAG website at www.ambag.org on or before **August 19, 2011 at 5 p.m. PST**. It is the responsibility of Proposers to check the AMBAG website to determine if addenda have been issued. Any addenda to the RFP will become part of the RFP.

AMBAG reserves the right to revise the RFP prior to the date that proposals are due.

Notice of Award

The selected consultant shall be informed by phone or email on or before September 16 2011.

Project Manager

Bhupendra Patel, PhD
Association of Monterey Bay Area Governments
445 Reservation Rd. Suite G, Marina, CA 93933
Email | bpatel@ambag.org (preferred communication)
Fax | 831.882.3755

Evaluation Criteria

Each section of submitted proposals, (described in the following section) will be evaluated based on up to five criteria as listed below:

1. Clarity (Applied to Sections 1 to 7)

How clearly is the section written?

2. Thoroughness (Applied to Sections 1 to 7)

How thoroughly does the section respond to all pertinent items?

3. Demonstrated understanding of the project objectives (Applied to Sections 3 to 6)

How well does the section meet this criterion?

4. Resourcefulness (Applied to Sections 4 to 7)

How well does the proposal leverage existing regional, statewide, federal and/or other resources?

5. Demonstrated employment of best practices in the field of travel demand modeling (Applied to Sections 4 to 6)

How well does the section meet this criterion?

Additionally, conformance with AMBAG policies is required. Participation of qualified disadvantaged and minority-owned firms in this project is strongly encouraged.

Proposal Content & Scoring

Proposals should include the following sections and should not exceed 20 pages excluding resumes and attachments with any supplemental information. Incomplete proposals will not be considered.

1. Transmittal Letter (*base requirement*)

Include the name, title, address, phone number, email address and original signature of an individual with authority to negotiate on behalf of and to contractually bind the consultant or consulting firm, and who may be contacted during the period of proposal evaluation. Only one transmittal letter need be prepared to accompany all copies of the technical and cost proposals.

Evaluation Criteria: 1 and 2

2. Table of Contents (*base requirement*) *Provide a listing of the major sections in the proposal and the associated page numbers.*

Evaluation Criteria: 1 and 2

3. Introduction (*5 points*) *Provide an overview of and framework for the proposal as well as the consultant. This section should demonstrate a strong understanding of the background and purpose of the project.*

Evaluation Criteria: 1, 2 and 3

4. Technical Methodology (30 points)

Describe all relevant methodology for the scope of work. Identify expectations of AMBAG staff, resources, and other agency staff and resources that are needed by the consultant.

Evaluation Criteria: ALL (1 through 5)

5. Project Schedule/Management (20 points)

Prepare a project management chart and supporting narrative which thoroughly identifies activities, deliverables and deadlines as described in the scope of work along with all associated tasks. Include milestones and identify the critical path between activities, tasks, deliverables and milestones. Describe how the consultant will keep the Project Manager informed regarding progress of the project.

Evaluation Criteria: ALL (1 through 5)

6. Qualifications and Experience (20 points)

The proposal must describe the qualifications and experience of each professional who will participate in the project, including a resume for each member of the consultant team. If the firm is submitting a joint proposal summarize how the firms will work together. A project manager must be designated, and an organizational chart showing the manager and all project staff must be included. If a subcontractor will be used, the Proposer must include a letter from the subcontractor committing to perform at least the work shown for subcontractor professional in the above-described chart. Any staffing changes to the consultant team after the contract has been awarded must be approved, in writing, by the AMBAG Project Manager.

Evaluation Criteria: ALL (1 through 5)

7. Cost Proposal and Effectiveness (25 points)

Proposals are not to exceed \$450,000 for the combined cost of completing all tasks and deliverables. Identify all consultant and subcontractor staff in hours and total expenditures allocated to each task identified in the project management chart, or provide a supporting chart with this information. Discuss the cost effectiveness of the proposal.

Evaluation Criteria: ALL (1 through 5)

Selection Process

A Selection Committee will review all submitted proposals. Proposers may be emailed and asked for further information, if necessary, and may be expected to appear for oral interviews. The panel will make recommendations to AMBAG's Executive Director on the basis of the proposal, oral interview, and reference check. AMBAG reserves the right to select a consultant based solely on written proposals and not convene oral interviews.

AMBAG's Executive Director will review the Selection Committee's recommendation and make the final recommended selection to the AMBAG Board of Directors. If the selected consultant is not the consultant recommended by the Selection Committee, the Project Manager, in consultation with the AMBAG Executive Director, will prepare a memo explaining the selection.

Contractual Information and Payment Schedule

The contract for the modeling tool will be an agreement between AMBAG and the Consultant. The consultant will invoice AMBAG for services rendered, and AMBAG will compensate the consultant for these services as set forth in the agreement. Funding for the consultant services will be provided by AMBAG. The project deliverables will be reviewed by the AMBAG Project Manager and AMBAG.

The consultant will be paid based on work actually performed during the preceding month. The consultant should forward a copy of all invoices for payment for work performed and associated expenses by the 15th day of the month. AMBAG will issue payment upon reimbursement by the granting agency. AMBAG will withhold fifteen percent (15%) of the payments until the successful completion of the project and the delivery and acceptance of all final products.

Terms & Conditions

A. Limitations

This request for proposal (RFP) does not commit AMBAG to award a contract, to pay any pre-contractual expenses, or to procure or contract for services or supplies. AMBAG expressly reserves the right to reject any and all proposals or to waive any irregularity or informality in any proposal or in the RFP procedure and to be the sole judge of the responsibility of any Proposer and of the suitability of the materials and/or services to be rendered. AMBAG reserves the right to withdraw this RFP at any time without prior notice. Further, AMBAG reserves the right to modify the RFP schedule described above.

B. Award

AMBAG may ask RFP finalists to present oral briefings of their proposals. All finalists may be required to participate in negotiations and submit such price, technical, or other revisions of their proposals as may result from negotiations. AMBAG also reserves the right to award the contract without oral briefings or discussion, based upon the initial written proposals. Accordingly, each initial proposal should be submitted on the most favorable terms from a price and a technical viewpoint.

C. Verbal Agreement or Conversation

No prior, current, or post award verbal conversations or agreement(s) with any officer, agent, or employee of AMBAG shall affect or modify any terms or obligations of the RFP, or any contract resulting from this RFP.

D. Pre-contractual Expenses

Pre-contractual expenses include any expenses incurred by Proposers and selected contractor in:

- Preparing proposals in response to this RFP
- Submitting proposals to AMBAG
- Negotiations with AMBAG on any matter related to proposals.
- Other expenses incurred by a contractor or Proposer prior to the date of award of any agreement.

In any event, AMBAG shall not be liable for any pre-contractual expenses incurred by any Proposer or selected contractor. Proposers shall not include any such expenses as part of the price proposed in response to this RFP. AMBAG shall be held harmless and free from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.

E. Signature

The proposal will also provide the following information: name, title, address, and telephone number of individual with authority to bind the consultant or consultant firm and also who may be contacted during the period of proposal evaluation. The proposal shall be signed by an official authorized to bind the consultant or consulting firm and shall contain a statement to the effect that the proposal is a firm offer for at least a sixty (90) day period. Execution of the contract is expected by no later than September 30 2011.

F. Conflict of Interest Statement

Consultants and consultant firms submitting proposals in response to this RFP must disclose to AMBAG any actual, apparent, or potential conflicts of interest that may exist relative to the services to be provided under Agreement for consultant services to be awarded pursuant to this RFP. If the consultant or firm has no conflict of interest, a statement to that effect shall be included in the proposal. The selected consultant shall refrain from and disclose subsequent potential conflicts during this contract.

G. Contract Arrangements

The successful consultant is expected to utilize the AMBAG Standard Contractual Agreement. The Standard Agreement can be provided upon requests.

G1. Disadvantaged Business Enterprise (DBE) Policy: It is the policy of the U.S. Department of Transportation(USDOT) that minority-and women-owned business enterprises (hereby referred to as DBEs) as defined in 49 CFR Part 23 shall have the maximum opportunity to participate in the performance of contracts financed in whole or in part with Federal funds.

G2. DBE Obligation: The recipient or its subcontractor agrees to ensure that DBEs have the maximum opportunity to participate in the performance of contracts and subcontracts financed in whole or in part with Federal funds provided under this agreement. In this regard, all recipients or subcontractors shall take all necessary and reasonable steps in accordance with 49 CFR Part 23 to ensure that DBEs have the maximum opportunity to compete for and perform contracts. Recipients and their subcontractors shall not discriminate on the basis of race, color, national origin, or sex in the award and performance of USDOT assisted contracts.

G3. Title VI of the Civil Rights Act of 1964: The contractor agrees to comply with all the requirements imposed by Title VI of the Civil Rights Act of 1964 (49 USC 2000d) and the regulations of the U.S. Department of Transportation issued there under in 49 CFR Part 21.

G4. Equal Employment Opportunity: In connection with the performance of the contract, the contractor shall not discriminate against any employee or applicant for employment because of race, color, age, creed, sex or national original. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship.

Each proposal, to be considered responsive, must include the following:

- (1) A copy of the consultant's affirmative action policy (applicable for firms with 50 or more employees)
- (2) Discussion of the consultant's program for use of DBEs in the performance of this work, including the following:
 - The names and addresses of DBE firms that will participate
 - The description of the work each named firm will perform
 - The dollar amount of participation by each DBE firm

Americans with Disabilities Act (ADA) Provisions

To comply with the nondiscrimination requirements of the Americans with Disabilities Act (ADA), it is the policy of AMBAG to make every effort to ensure that its programs, activities and services are available to all persons, including persons with disabilities. For persons with a disability needing a reasonable modification to participate in the procurement process, or for persons having questions regarding reasonable modifications of the procurement process, you may contact the AMBAG representative listed in this RFP.

IMPORTANT: To ensure that we can meet your need for ADA accommodations, it is best that we receive your request for reasonable modification at least 10 working days before the scheduled event (i.e., meeting,

conference, workshop, etc.) or deadlines due date for procurement documents. In order to ensure the proposal is in compliance with Federal ADA guidelines, Proposers should review the Federal ADA guidelines at <http://www.ada.gov/>.

Alternative Protest Process

This procurement is being conducted under the provisions of the Alternative Protest Process. By submitting a proposal to this solicitation conducted under the Alternative Protest Process, the Proposer agrees that all protests of the proposed award shall be resolved by binding arbitration.

During the protest period, any participating Proposer may protest the proposed award on the following grounds:

For major information technology acquisitions – that there was a violation of the solicitation procedure(s) and that the protesting Proposer’s proposal should have been selected; or For any other acquisition – that the protesting Proposer’s proposal should have been selected in accordance with the selection criteria in the solicitation document.

A written notice of intent to protest the proposed award of this solicitation must be received (facsimile acceptable) by the project manager before the close of business 5 p.m. PST/PDT on the third (3rd) day after notifying the Proposer of intent to award, as specified in the solicitation timeline. Failure to submit a timely, written notice of intent to protest waives the Proposer’s right to protest. The Proposer is to send the notice of intent to protest to the project manager at the following address:

Bhupendra Patel, Ph.D.
Project Manager
Association of Monterey Bay Area Governments
445 Reservation Road, Suite G Marina, CA 93933
Fax: 831-883-3755

Within seven (7) business days after the last day to submit a notice of intent to protest, the AMBAG project manager must receive from the protesting Proposer the complete protest filing including the signed, written, detailed statement of protest including exhibits, filing fee and deposit or small business certification, as applicable. Untimely submission of the complete protest filing waives the Proposer’s right to protest.

Protest bond amount for this Alternative Protest Process shall be ten percent (10%) of the contract amount as specified in the solicitation.

Requirements Protests

Protests regarding any issue other than selection of the successful Proposer are “requirements protests” and will be heard and resolved by the Executive Committee of the Association of Monterey Bay Area Governments, whose decision will be final. Before a requirements protest is submitted, the Proposer must make full and timely use of the procedures described in Clarification of Specifications section. This procurement procedure is designed to give the Proposer and AMBAG adequate opportunity to submit questions and discuss the requirements, proposals and counter proposals before the Final Proposal is due. The protest procedure is made available in the event that a Proposer cannot reach a fair agreement with AMBAG after exhausting these procedures.

All protests to the RFP requirements must be received by the Executive Committee as promptly as possible, but not later than the respective time and date in the Key Action Dates Section for such protests.

Requirements protests must be mailed or delivered to:

AMBAG Executive Committee
445 Reservation Road, Suite G
Marina, CA 93933