

MID-OHIO REGIONAL PLANNING COMMISSION

Program Assessment and Strategic Plan Development for MORPC's RideSolutions and other Transportation Demand Management Programs

Request for Qualifications

I. Introduction

The Mid-Ohio Regional Planning Commission (MORPC) requests interested and qualified consultants to submit their statement of qualifications for the opportunity to complete an assessment of and develop a strategic plan for MORPC's RideSolutions and other Transportation Demand Management (TDM) programs. The services should include the evaluation of existing travel services in the region, a benchmarking report of our services, and recommendations and a strategic plan to improve TDM services for Central Ohio.

The Mid-Ohio Regional Planning Commission, in accordance with Title VI of the Civil Rights Act of 1964, Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally-Assisted Programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively insure that in any contract entered into pursuant to this advertisement, minority business enterprise will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

II. Background

MORPC encourages members and leaders of our community to support more sustainable travel through its RideSolutions program, its pedestrian and bikeway planning, some of the activities of its Air Quality program, its Greenways program, and the Sustainability Project, among others. In addition, regional public transportation providers, such as the Central Ohio Transit Authority (COTA), offer travel services as well and coordinate often with MORPC's RideSolutions program.

The question we have asked ourselves is if there is a better way to coordinate some of the outreach efforts of these activities to better promote sustainable transportation. An outside neutral perspective on our activities that provides additional resources to engage various elements of the community in the investigation and provides knowledge of how other similar organizations are achieving their success will be critical in answering the question and advising staff on how to more effectively use its resources in promoting and offering the services. It will also help us to determine if we can better support our partners, such as COTA, who have a similar mission.

A recent MORPC sponsored study concluded that central Ohio would benefit from a regional multi-modal traveler information system that displays all travel related information so that travelers can make informed decisions about the best transportation mode, route, time, and cost for each trip. The system would also serve as a clearinghouse for information about construction, reoccurring congestion, incidents, emergencies, or evacuations. The requested assessment should therefore also discuss a possible integration of MORPC's programs with such a system.

Overall, the program assessment will address one of MORPC's plan strategies to increase affordable transportation options throughout the region by seeking and funding infrastructure projects for walking and bicycling, increasing ridesharing services, and supporting transit service. The end goal is for MORPC to be top of mind for affordable and energy efficient travel choices by regional residents, workers, and employers.

III. Proposed Work Tasks

A project steering committee consisting primarily of MORPC and COTA staff has been set up to oversee this study. The consultant will provide support to advise, facilitate, and guide the committee with the following:

- Conduct inventory and assessment of existing regional travel services and supporting planning and survey both users and non-users of these systems.
- Survey different members of the community (e.g. public, governments, businesses) to identify need and preferences in type of travel services.
- Conduct an evaluation of other successful travel service programs, both national and international, and analyze these services for central Ohio applicability. Discuss incentives and restrictive measures used to reduce solo driving, including the concept of parking management. Components, costs, and funding would also be included in the assessment. Institutional arrangements, pitfalls, and implementation lessons should also be part of the information gathered.
- Provide a benchmarking report for central Ohio, in particular for MORPC's RideSolutions program, to help better assess its current services and outreach strategies.
- Discuss possible inclusion of travel services as part of an advanced traveler information system currently recommended for the region (optional task pending outcome of traveler information system study).
- Develop a strategic plan and action steps to advance MORPC's RideSolutions and other traveler services for the region. Discuss mission, vision, and goals. Provide information on program and staff structure, service type, and marketing.

IV. Selection Process

MORPC is requesting interested firms to submit their qualifications by addressing the specific selection criteria outlined below. Upon receipt, the submittals will be evaluated by the Committee.

The Committee reserves the right to reject any and all submittals in whole or in part received in response to this request. The Committee may also waive minor defects that are not material, when no prejudice will result to the rights of any other contractors or to the public.

Approximately three qualified consultants will be issued a Request for Proposals and asked to submit a detailed proposal for competitive evaluation and selection. Submitters may also be asked to interview with the Committee either as part of the evaluation of the Statements of Qualifications or the Proposals or both.

The Committee will use the following criteria and weights for the firm selection:

- 30% Demonstrated knowledge of TDM concepts and services;
- 20% Demonstrated knowledge and experience of surveying private and public stakeholders, and analyzing the data to identify needs and trends;
- 40% Demonstrated knowledge, experience, and technical capability of the firm or team and staff available to perform the study in evaluating TDM programs and developing a strategic plan;
- 10% Knowledge of Intelligent Transportation Systems (ITS), in particular regional multi-modal traveler information systems, and how TDM programs can be part of or be enhanced by such systems.

V. Schedule

MORPC anticipates the contract to be active starting in **October 2009** and terminating in **June 2010**. Additional time may be granted for optional tasks or situations outside the control of the firm/team.

VI. Contents of the Statement of Qualifications

The statement must address the following items in the following order. Failure of the statement to respond to a specific requirement may be a basis for elimination from consideration during the comparative evaluation. The Committee reserves the right to accept or reject any or all statements.

Each submitter shall submit a formal statement not to exceed 20 (twenty) 8.5" x 11" pages and include the following items (excluding tabs, dividers, etc.) and shall contain the following sections:

A. Transmittal/Cover Letter - The cover letter shall:

- List the name of the project ;
- List the name, address, and other contact information of the firm (may be part of letterhead);
- List the name, telephone number, and e-mail address of a contact person with authority to answer questions regarding the statement (ideally the day-to-day project manager for this work);

- List the name, address, and phone number of a contact person to be notified regarding contractual issues;
- Include an identification of the firm as a corporation or other legal entity;
- Include a statement that the contractor has sole and complete responsibility for delivery of the required services;
- Include a statement that the submitter will meet the MORPC DBE requirement (see section VIII);
- Be signed by a representative authorized to legally bind the firm.

The submitter should anticipate that copies of the statement printed by the reviewers from the required PDF submittal (see below) will be done so in black and white and should design their submittal with this in mind.

B. Description of the team to provide the services described in the RFQ:

Specific background information on key individuals who are anticipated to be assigned to the project should be included, most notably the project manager. The background information on these individuals should emphasize their recent experience relative to project requirements. A general resume is not a satisfactory substitute for this information. Appropriate corporate profiles and experience must also be included. Do not include firm experience unless persons who will work on this project participated in the experience. Because the information in this section will be used to evaluate the submission based on the selection criteria mentioned in section IV, the firm should provide examples of previous work, showing how past work performed meets the requirements described in the criteria.

The description shall include:

- Project organization chart showing key personnel categories, their relationships and affiliations;
- Identification of the firm's/team's principal-in-charge and the day-to-day project manager together with their qualifications;
- The key personnel who may be assigned to this project, including a brief outline of their potential role and qualifications;
- A list of previous firm/team work experiences relative to the project requirements;
- A plan for how the firm will meet the Disadvantaged Business Enterprise (DBE) criteria (see VIII c) or the specific DBE to be included on the team;
- A list of previous clients for whom the firm has recently performed similar work in Ohio and elsewhere in the US.

VII. Submission of Qualifications

This Request for Qualifications (RFQ) outlines the information necessary to understand the consultant selection process and the required documentation in submitting a statement of qualifications for this project. This Request for Qualifications is advertised in the newspaper and is available online at <http://www.morpc.org> by following the links to "Info Center" then "RFPs and RFQs."

Please submit an electronic document of Statements of Qualifications in Adobe PDF format as well as two (2) printed copies to the address listed below no later than 1 p.m. on **August 7, 2009**.

Robert E. Lawler
Attn. Kerstin Carr
Mid-Ohio Regional Planning Commission
111 Liberty St, Suite 100
Columbus, Ohio 43215

Any questions related to this RFQ may be submitted in writing to Ms. Kerstin Carr at the above address, by fax at 614-233-5733, or by e-mail at kcarr@morpc.org. Responses to the questions will be posted within three business days of receipt on MORPC's website at the above address.

Neither MORPC nor any member agency of the Committee shall be liable for any costs incurred by the consultant in response to this RFQ, or any costs incurred in connection with any discussions, correspondence, or attendance at interviews or negotiation sessions.

All materials submitted in response to this RFQ shall become the property of MORPC and may be returned only at MORPC's option. All materials received shall be considered public information and shall be open to public inspection.

Members of the evaluation team are required to keep any information related to the study and evaluation process confidential from the time this RFQ has been issued until such time as a team is under contract.

VIII. Informational Items

The following are not part of this statement but will be requirements in the contract. Please also note that prior to negotiation, the firm selected for negotiation must provide average hourly rates for personnel assigned and a copy of the last audited financial statement.

a. Compensation

A cost plus fixed-fee contract with a maximum contract amount will be entered into after negotiations between MORPC and the selected firm. Alternative compensation models may be considered. During contract negotiations, the selected firm must provide individually-priced and prioritized tasks to be completed "if authorized." The sequencing of work tasks must be done in such a way that successful completion of earlier tasks is not dependent upon the completion of later tasks.

b. Compliance with US DOT Regulations

This effort will be funded from federal funds administered through ODOT. Consequently, the selected firm must comply with all U.S. Department of Transportation and ODOT regulations pertaining to federal transportation planning studies. The selected firm will be required to comply with all regulations of the U.S. Department of Transportation relative to

non-discrimination in federally assisted programs. The firm must also comply with certain subcontracting requirements resulting from MORPC's contract with ODOT.

Contractors that are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any federal department or agency are not eligible for this contract work.

c. DBE Requirements

The MORPC Transportation Department has adopted a 12 percent disadvantaged business enterprise (DBE) goal. Respondents are expected to meet this goal. DBE firms must be certified as such by the Ohio Department of Transportation or other authorized certification agency acceptable to U.S. DOT. MORPC will expect contractors to meet or exceed the DBE percentage included in their contract, and will require ongoing reporting of this percentage during the contract life. MORPC will also include DBE prompt payment requirements in all contracts.

d. Ownership of Products

The submitter should anticipate that all products of this work effort will become the property of MORPC who will make them available to other government agencies and their contractors.