



Association of Monterey Bay Area Governments

**Request for Proposals
for
Monterey Bay Origin Destination Study**

Not to Exceed \$150,000

Issued: January 20th, 2012

Questions Due: January 26th, 2012

Deadline (received by AMBAG): February 8, 2012

Submit all questions and proposals to:

Anais Schenk, Project Manager | AMBAG | 445 Reservation Rd. Suite G, Marina, CA 93933 | aschenk@ambag.org | fax 831.883.3755

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Introduction

The Association of Monterey Bay Area Governments (AMBAG) has issued this Request for Proposal (RFP) in an amount not to exceed \$150,000 for the Monterey Bay Origin Destination Study. The Origin Destination Study will gather information on the travel behavior of people who make inter-regional trips. The data will be used to supplement the California Household Travel Survey in order to calibrate the regional travel demand model, which AMBAG maintains as part of its federal requirements as the Metropolitan Planning Organization (MPO) for the tri-county area of Monterey, San Benito and Santa Cruz.

The regional travel demand model (RTDM) is a traditional trip-based, four-step model that runs on the TransCAD platform. It includes detailed transportation and transit networks, as well as a geographically based Traffic Analysis Zone (TAZ) layer containing socioeconomic data for Monterey, San Benito, and Santa Cruz Counties.

The trip generation, trip distribution and mode choice models were last 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) vehicle miles traveled data. This version of the model was used to develop AMBAG's 2010 Metropolitan Transportation Plan. (For more information on the current AMBAG model visit [AMBAG's website](#).¹

In 2011, AMBAG underwent a peer review process that included over thirty recommendations for improving the model. AMBAG will implement all of the short and mid-term recommendations that came out of the report in time for the 2014 Metropolitan Transportation Plan. (For more information on the Peer Review report visit [AMBAG's website](#).²) These improvements include updating the base year model to 2010.

The 2010 CHTS will provide valuable data needed to calibrate the model and update the base year. However, the CHTS is a survey designed for all travelers in the state and does not provide a large sample size. AMBAG will be purchasing additional samples from Caltrans in order to increase the regional sample size to 1%. This increased sample size is only for households within the region, whereas there are many inter-regional trips that are generated from households not within the AMBAG region. AMBAG will have access to the data collected from other regions in order to identify inter-regional trips starting and ending in other regions. However, the AMBAG model would benefit from more data in order to more accurately model trips that start from or end outside of the region

¹ The AMBAG RTDM technical documentation can be downloaded at http://www.ambag.org/programs/met_transp_plann/documents/TMIP/3_Model_Technical_Report_Draft_March2011.pdf

² The TMIP Peer Review report was a Federal Highway Administration sponsored review process. http://www.ambag.org/programs/met_transp_plann/documents/report_5_16_11.pdf

as well as trips that pass through the region. In order to have the model calibrated using this data, the Study should be completed prior to 2013.

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), local universities and all local jurisdictions (18 cities and 3 counties) within the tri-county Monterey Bay Area. Representatives from these stakeholder groups will be engaged in the selection process and overall project. However, AMBAG is the primary point of contact and will manage the project.

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 a scope of work with specific sub-tasks as deemed appropriate. Some tasks may require additional information from respondents as called out under the description of each task. Respondents should also refer to the Proposal Content & Scoring section for additional requirements.

Additional tasks and work elements may be added or deleted during contract negotiations. At the option of the AMBAG Model Technical Advisory Committee 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 final contract.

Task 1: Identify Method for Vehicle Intercept

AMBAG has identified several different approaches to the vehicle intercept survey, including video license plate recognition, utilizing bluetooth technology, cell phones and/or GPS units. (Roadside intercept surveys are not an option for the gateway stations.) Should there be alternative methods or a combination of methods that are more cost effective or provide a better response rate AMBAG would consider those methods.

For this task, respondents should provide the pros and cons of at least three survey methods or combination of methods and recommend an approach. When considering the pros and cons of each survey method include, but do not limit your response to: cost, response rate and types of vehicles that might be excluded.

There are ten locations where inter-regional trips can be captured. Ideally, the vehicle intercept would occur at all ten locations:

Route	County Lines	2010 AADT*
1	Monterey - San Luis Obispo	4,100
1	Santa Cruz - San Mateo	8,200
9	Santa Cruz - Santa Clara	5,500

17	Santa Cruz - Santa Clara	112,000
25	San Benito - Santa Clara	37,200
101	Monterey - San Luis Obispo	34,800
101	San Benito - Santa Clara	100,000
152	Santa Cruz - Santa Clara	12,000
156	San Benito - Santa Clara	22,600
198	Monterey - Fresno	2,400

*Bidirectional AADT from Caltrans

Deliverable 1a: Clear outline of methodology for survey

Task 2: Survey Coordination and Planning

The contractor will be asked to coordinate the survey process with local jurisdictions, Caltrans, the California Highway Patrol, the Department of Motor Vehicles and other relevant parties, including other consultants. AMBAG will help to facilitate this process, however the contractor should be comfortable communicating specific needs in order to ensure a smooth deployment.

A sampling volume that provides a statistically valid data set should be identified. The sample size should account for the estimated response rate based on roadway type and method of survey. If the license plate recognition system is used the sample size should also account for the plate match rate. The regional travel demand model is calibrated to model average commute days. For that reason, the survey should occur during the day on a Tuesday, Wednesday or Thursday and should be completed prior to the summer tourist season.

Respondents should provide a timeline showing deployment of recommended survey method. In addition, please provide a list of the relevant agencies that would need to be contacted and describe your company's experience in pulling permits and coordinating surveys with similar agencies.

Deliverable 2a: Sample size identified based on estimated response rate.

Deliverable 2b: Timeline and permissions from necessary authorities for survey process.

Task 3: Develop Survey Instrument

The wording and construction of the survey instrument should be carefully considered. While the CHTS asks questions relevant to the general behavior of a traveler and a week's worth of travel, the Origin Destination Study is concerned with a single inter-regional trip. However, there will be some overlap in the types of questions asked such as trip purpose, length of trip, etc. As much as possible, the survey instrument should reflect the questionnaire used in the recent California Household Travel Survey. At a minimum, the survey should obtain the following information:

- Origin and destination addresses or intersections
- Purpose of the trip
- Arrival and departure times of the trip

- Frequency of the trip making
- Travel routes used to enter and leave study area
- Number of vehicles available in the household
- Number of passengers in the vehicle at the time of the trip
- Household income
- Household size
- Age
- Education

Respondents should propose a list of data to include in the survey instrument that mirrors the CHTS and will provide the highest response rate.

Deliverable 3: Survey instrument.

Task 4: Conduct Traffic Counts and Survey

In addition to collecting information on inter-regional trips a sub-task of the Origin Destination Study is to collect classified traffic counts. Traffic counts should be provided by contractor for each of the gateway locations surveyed.

The selected method of surveying should be deployed by May 4th, 2012 in order to capture typical travel behavior rather than peak season travel behavior. If the license plate recognition system is used the license plates must be recorded by May 4th, 2012. Coordination with DMV will also be required if the license plate recognition system is the selected method. AMBAG will file the appropriate paperwork prior to deployment of the system in order to ensure a quicker response from the DMV. Telephone calls or mail surveys should be completed within two months of recording license plates in order to capture the most accurate information possible from the traveler. In addition, the selected contractor will be asked to extract inter-regional trips from the CHTS and provide those records with the results of the survey.

Deliverable 4a: Traffic counts and survey deployment.

Deliverable 4b: Survey results and CHTS records for inter-regional trips.

Task 5: Report Survey Results and Data Analysis

The final deliverable will be a report describing the survey process and analyzing the results. The report should include technical documentation and should be made available in electronic and hard copy format.

Deliverable 5: Report including tables and descriptions of survey results including information collected from CHTS.

RFP Timetable

Task	Completion Date
Release RFP	1/20/2012
Questions Due	1/26/2012
Post responses to questions if addendum required	1/31/2012
Responses Due	2/8/2012
TAC Completes Initial Review	2/15/2012
All consultants interviewed	2/22/2012
Consultant Selection	2/24/2012
Contract Negotiation Complete	2/29/2012
AMBAG Board Approval of Consultant and Execute Contract	3/14/2012
Project Kick Off Meeting	3/20/2012
Identify method, sample size, locations and times to intercept	3/20/2012
Coordinate specifics with local jurisdictions, Caltrans and others as necessary	4/20/2012
Deploy System	5/4/2012
Complete survey	8/11/2012
Data Analysis	9/11/2012
Prepare report and presentation for Board	10/11/2012
Present to Board	11/14/2012

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 February 8, 2012 at 5pm Pacific Standard Time (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 become public record. No proposal shall be returned after the date and time set for opening thereof.

Submittal Questions and Addenda

All questions regarding the RFP should be received no later than January 26, 2012 at 5 p.m. PST by e-mail to Anais Schenk, Project Manager, at aschenk@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 January 31, 2012 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. . It is the responsibility of proposers to check the AMBAG website to determine if a modified RFP has been issued.

Notice of Award

The short listed consultants will be interviewed. Interviews will take place between February 17, 2012 and February 22, 2012. Shortlisted candidates will be contacted by February 16, 2012. The final selected consultant shall be informed by phone on or before February 24, 2012.

Project Manager

Anais Schenk, Planner
Association of Monterey Bay Area Governments
445 Reservation Rd. Suite G, Marina, CA 93933
Email | aschenk@ambag.org (preferred communication)
Fax | 831.883.3755

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 7)

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 resources and/or other resources?

5. Demonstrated employment of best practices in the field of intercept surveying (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 (25 points)

Prepare a milestone chart and supporting narrative which thoroughly identifies activities, deliverables and deadlines as described in the scope of work along with all associated tasks. The milestone chart must identify the critical path between activities, tasks, resource requirements, and deliverables. 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 (25 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. Describe the

experience the project team has in coordinating the deployment of surveys with Caltrans, the DMV, the California Highway Patrol, local jurisdictions and any other relevant agencies.

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. Include references with contact information in the proposal.

Evaluation Criteria: ALL (1 through 5)

7. Cost Proposal and Effectiveness (15 points)

Proposals are not to exceed \$150,000 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

The Model Technical Advisory 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 between February 16th and 22nd, 2012. The panel will make recommendations to AMBAG's Interim 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 to not convene oral interviews.

AMBAG's Interim Executive Director will review the Model Technical Advisory Committee's recommendation and make the final recommended selection to the AMBAG Board of Directors. If the Board of Directors selects a different consultant than the one recommended by the Model Technical Advisory Committee, the Project Manager, in consultation with the AMBAG Interim Executive Director, will prepare a memo explaining the selection.

Contractual Information and Payment Schedule

The contract agreement for the Monterey Bay Origin Destination Study will be 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 Director of Finance.

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. This project is funded by a Partnership Planning grant from Caltrans. In order to receive payment from Caltrans AMBAG must submit the consultant's invoice first. AMBAG will issue payment to the consultant upon reimbursement by Caltrans.

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 ninety (90) day period. Execution of the contract is expected by no later than March 14, 2012.

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 which will be provided as needed.

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

H. 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/>.

I. 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:

Anais Schenk
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.

J. 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