

REQUEST FOR PROPOSALS

Date: May 11, 2010

To: Interested Parties

From: Suzanne Smith, Executive Director

The Sonoma County Transportation Authority is pleased to announce the release of a request for proposals for the **COUNTYWIDE SAFE ROUTES TO SCHOOLS PROGRAM** to qualified firms, organizations or teams.

Key RFP Dates

Issued: May 11, 2010

Submit Proposals: June 11, 2010

Interview Dates: June 18 - 22

Background

MTC has developed a regional program for Safe Routes to Schools (SRTS) with the overall goal of significantly reducing emissions related to school-related travel. It also increases the ability of Bay Area jurisdictions to compete for other related state and federal grants. Within the regional SRTS program, \$15 million is distributed among the nine Bay Area counties based on K-12 school enrollment. An additional \$2 million will be available on a competitive basis to one or more counties to expand implementation of creative school-related emission reduction strategies and to determine their effectiveness and potential replication throughout the Bay Area.

Funding and Duration of Contract

The maximum contract funding for Sonoma County is \$1,034,000 to be spent in 3 or 4 years. Proposers must meet federal requirements for fund obligation and award. Funding can be used for infrastructure and non-infrastructure projects.

SCTA Countywide SRTS Program Goals

- Reduce traffic congestion around schools;
- Create safer, calmer streets and neighborhoods;
- Improve air quality and provide a cleaner environment;
- Increase physical activity for children and youth;
- Increase the range of options for travel to school for all Sonoma County students.

Consulting Partners and Program Elasticity

The success of the program requires effective management of its various elements: engineering, enforcement, education and encouragement. The diversity of types of trips to school throughout the



county makes it imperative that the Proposer demonstrate expertise in all of the “E’s.” SCTA encourages partnerships to assemble this range of expertise.

While the funding source for this request for proposals is limited to the MTC Federal funding described above, the SCTA has a strong desire to create a program that is elastic and will be best situated to take advantage of future funding opportunities. At a minimum the Proposer should coordinate with existing SRTS programs in the county, especially the Measure M program that is currently managed by the Sonoma County Bicycle Coalition.

Scope of Services

The following scope of services provides Proposers with a general outline of services that are expected to be offered as part of this program. Proposers are invited to recommend amendments or adjustments to this scope to provide the most comprehensive countywide SRTS program. Following this scope of services is additional information on preferred methodologies.

Overall the scope of services is envisioned to fall into four areas 1) targeting analysis 2) resource development and maintenance 3) interactive implementation 4) evaluation. There will be greater emphasis placed on the targeting analysis in the first year and the evaluation area in the last year, but every year of the contract should include all of these tasks.

1) Targeting Analysis

The Proposer will collect and analyze data relevant to this project and will develop a plan that will have the best impact on the greatest number of students. This analysis will include (but not be limited to) an assessment of the types of trips students and parents make to school. Sonoma County has a variety of trip to school options for students. The analysis should determine how many children live within walking distance (1/4 mile – 1 mile depending on age of child and types of facilities), how many have easy access to transit, how many may be candidates for carpooling ,etc.

2) Develop and maintain resources.

Develop a comprehensive set of program strategies and materials in a “Tool Kit” which includes samples of all forms and outreach materials that will be used for the expanded Countywide Safe Routes to Schools program. Develop and maintain SRTS website adjacent to SCTA/RCPA website.

3) Implement Safe Routes Activities.

The Proposer will be responsible for providing all resources necessary for the SRTS program. This is the largest component of the contract and involves the interaction with students, parents and school staff to reach goals. The proposal must identify a specific program of activities, including the type of activities and the number and frequency of the activities proposed at each school.

4) Ongoing evaluation and reporting

The Proposer will provide a comprehensive set of evaluation measures for both monthly and annual reporting. Monthly reports will be prepared for SCTA describing how programs were



implemented and progress in achieving program goals. In addition, annual reporting data is to be coordinated with publication of SCTA's annual report.

Conceptual Engineering Services

The Proposer should include a licensed Civil or Traffic Engineer who is experienced in traffic engineering practices and can regularly meet with all stakeholders, including Public Works Directors/City Engineers and local Safe Routes Task Forces, to identify appropriate traffic improvements and other measures that will encourage safe bicycle, pedestrian and transit modes of travel to school. The engineer may also work with the applicable Public Works staff in developing a conceptual design of appropriate projects, cost estimating, preparing grant applications for construction of potential improvement projects and coordination with other Expenditure Plan Strategies.

The engineer should be trained in conducting walkability and bikeability audits, and safe bus stops and should have experience with neighborhood and /or volunteer groups. In addition, the engineer should be knowledgeable of California's Supplement to the Manual of Uniform Traffic Control Devices (MUTCD), California Code of Regulations Title 24, and the Americans with Disabilities Act.

Methodologies and Legal obligations

Proposer will read and understand SCTA standard contract and demonstrate ability to meet contractual requirements.

Project Management and Oversight

The selected consultant will be expected to provide appropriate and experienced program management staff to work with SCTA in managing this countywide program. The consultant will provide expertise in appropriate budgeting, evaluation measures and accountability for all programs. The team will also ensure that program goals are consistent with good engineering practices and County standards.

Meetings and coordination

This program will require meetings and coordination among a variety of public and private partners. The consultant will demonstrate a strategy to develop these partnerships in a way that enhances the program.

Data collection and analysis

Consultant is responsible for primary data collection. SCTA staff is available for analysis and mapping and should be considered as a resource before Consultant invests in other outside services.

Submittal Requirements

Proposers are asked to submit four (4) hard copies of their proposal to the SCTA by 4PM on June 11, 2010.

Proposals should be limited to 12 pages and include:

- Identification of key personnel and of person responsible for project management
- Proposed approach



- Team qualifications and prior experience with SRTS programs
- Fee schedule in a sealed envelope

Proposals may include team biographies and references as attachments and will not count against the 12 page limit.

Submittals should be addressed to:

Janet Spilman, Deputy Director Planning and Public Outreach
Sonoma County Transportation Authority
490 Mendocino Avenue, Suite 206
Santa Rosa, CA 95401

If you have questions please submit them in writing, via email, to Janet Spilman (jspilman@sctainfo.org) by May 25, 2010. Responses will be made available on the SCTA website no later than June 1, 2010.

