

Request for Qualifications for On-Call Consultant Services for the C/CAG Priority Development Area Parking Policy Technical Assistance Program

February 13, 2015

**City/County Association of Governments
of San Mateo County (C/CAG)**
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1 Introduction

1.1 Agency Description

The City/County Association of Governments (C/CAG) of San Mateo County is a joint powers agency composed of the County of San Mateo and all twenty incorporated cities and towns in the county. As the county's designated congestion management agency, C/CAG is responsible for countywide transportation planning and administering state and federal funds for transportation in San Mateo County.

1.2 Background

The C/CAG Priority Development Area (PDA) Parking Policy Technical Assistance Program is part of a regional initiative to finance planning in areas of the region that are designated as PDAs through the Association of Bay Area Governments (ABAG). PDAs are locally-identified areas near existing or planned transit service that are planning to accommodate the majority of the region's projected growth in housing and jobs over the next three decades. These areas play an important role in the region's Sustainable Communities Strategy, which seeks to coordinate future land uses with transportation investments to reduce greenhouse gas emissions.

Parking policies can play a key role in supporting the local vision for growth and development in the PDAs in San Mateo County. Recent studies sponsored by the Grand Boulevard Initiative (GBI) and the Metropolitan Transportation Commission (MTC) suggest that excessive on-site parking requirements can reduce the feasibility of infill development and increase housing costs.¹ These studies recommend the development and implementation of new parking management strategies to raise revenues for improvements in PDAs, manage traffic congestion, and/or encourage alternative modes of transportation. Such strategies include, but are not limited to:

- User fees;
- Parking credits, impact, or in-lieu fees;
- Reduced parking ratios;
- Shared parking;
- Residential permit parking programs;
- Signage and real-time parking information; and
- Transportation Demand Management (TDM) programs.

¹ Recent GBI reports include the "Removing Barriers to Implementation: Economic & Housing Opportunities (ECHO) Phase II Final Report" and the "GBI Infrastructure Needs Assessment and Financing Strategies Final Report". MTC has also developed a number of technical resources in support of parking policy reform across the region: http://www.mtc.ca.gov/planning/smart_growth/parking/.

The C/CAG PDA Parking Policy Technical Assistance Program will provide consultant support to local jurisdictions to complete local planning projects that facilitate the implementation of parking management strategies supportive of the local vision for growth and development in PDAs in the county. Projects will be identified through a competitive process in which local jurisdictions apply for technical assistance. C/CAG will review and approve proposals submitted by project sponsors prior to issuing any task orders for consultant support.

More information on the C/CAG PDA Parking Policy Technical Assistance Program is included in Attachment A.

2 Request for Qualifications (RFQ)

2.1 Purpose

C/CAG is seeking a statement of qualifications (SOQ) from qualified consultants to provide on-call consultant services for the C/CAG PDA Parking Policy Technical Assistance Program. One (1) consultant or consultant team (Consultant) will be identified through this RFQ to complete parking management plans, zoning code updates, and other technical studies and analyses for project sponsors that are identified for technical assistance through the program.

2.2 Scope of Services

The services to be performed by the Consultant shall be developed by C/CAG and project sponsors. Potential activities include:

- Collection and analysis of data on parking supply, occupancy, and turnover;
- Development of parking forecasts based on local transportation and land use plans;
- Analysis and design of parking demand management strategies to address local needs;
- Public engagement and collection of stakeholder input at project workshops, advisory committee meetings, and City Council meetings; and
- Preparation of parking management plans, technical memoranda, meeting materials, and other project reports.

Projects will be issued to the Consultant identified through this RFQ on a task order basis. Tasks may be assigned at any point during the period covered by this RFQ. C/CAG and the Consultant shall negotiate the scope and cost of each task, subject to the terms and conditions established through the contract negotiations that result from this RFQ.

2.3 Period of Performance

The contract resulting from this RFQ is anticipated to start in May 2015, and the term will be for a period of three years.

2.4 Method of Payment

The Consultant will be paid on a time and materials basis, subject to the terms and conditions established through the contract negotiations that result from this RFQ. The total contract dollar amount shall not exceed \$342,000.

2.5 Financial Management and Accounting System Requirements

A contract shall not be awarded to a consultant without an adequate financial management and accounting system as required by 48 Code of Federal Regulations (CFR) Part 16.301-3, 49 CFR Part 18, and 48 CFR Part 31.

2.6 Disadvantaged Business Enterprise (DBE) Information

The Agency has not established a goal for this Contract. However, proposers are encouraged to obtain DBE participation for this contract.

1. TERMS AS USED IN THIS DOCUMENT

- The term “Disadvantaged Business Enterprise” or “DBE” means a for-profit small business concern owned and controlled by a socially and economically disadvantaged person(s) as defined in Title 49, Code of Federal Regulations (CFR), Part 26.5.
- The term “Agreement” also means “Contract.”
- Agency also means the local entity entering into this contract with the Contractor or Consultant.
- The term “Small Business” or “SB” is as defined in 49 CFR 26.65.

2. AUTHORITY AND RESPONSIBILITY

- A. DBEs and other small businesses are strongly encouraged to participate in the performance of Contracts financed in whole or in part with federal funds (See 49 CFR 26, “Participation by Disadvantaged Business Enterprises in Department of Transportation Financial Assistance Programs”). The Consultant must ensure that DBEs and other small businesses have the opportunity to participate in the performance of the work that is the subject of this solicitation and should take all necessary and reasonable steps for this assurance. The proposer must not discriminate on the basis of race, color, national origin, or sex in the award and performance of subcontracts.
- B. Proposers are encouraged to use services offered by financial institutions owned and controlled by DBEs.

3. SUBMISSION OF DBE INFORMATION

If there is a DBE goal on the contract, Exhibit 10-O1 *Consultant Proposal DBE Commitment* must be included in the Request for Proposal. In order for a proposer to be considered responsible and responsive, the proposer must make good faith efforts to meet the goal established for the contract. If the goal is not met, the proposer must document adequate good faith efforts. All DBE participation will be counted towards the contract goal; therefore, all DBE participation shall be collected and reported.

Exhibit 10-O2 *Consultant Contract DBE Information* must be included with the Request for Proposal. Even if no DBE participation will be reported, the successful proposer must execute and return the form.

4. DBE PARTICIPATION GENERAL INFORMATION

It is the proposer's responsibility to be fully informed regarding the requirements of 49 CFR, Part 26, and the Department's DBE program developed pursuant to the regulations.

Particular attention is directed to the following:

- A. A DBE must be a small business firm defined pursuant to 13 CFR 121 and be certified through the California Unified Certification Program (CUCP).
- B. A certified DBE may participate as a prime consultant, subconsultant, joint venture partner, as a vendor of material or supplies, or as a trucking company.
- C. A DBE proposer not proposing as a joint venture with a non-DBE, will be required to document one or a combination of the following:
 1. The proposer is a DBE and will meet the goal by performing work with its own forces.
 2. The proposer will meet the goal through work performed by DBE subconsultants, suppliers or trucking companies.
 3. The proposer, prior to proposing, made adequate good faith efforts to meet the goal.
- D. A DBE joint venture partner must be responsible for specific contract items of work or clearly defined portions thereof. Responsibility means actually performing, managing, and supervising the work with its own forces. The DBE joint venture partner must share in the capital contribution, control, management, risks and profits of the joint venture commensurate with its ownership interest.
- E. A DBE must perform a commercially useful function pursuant to 49 CFR 26.55, that is, a DBE firm must be responsible for the execution of a distinct element of the work and must carry out its responsibility by actually performing, managing and supervising the work.

- F. The proposer shall list only one subconsultant for each portion of work as defined in their proposal and all DBE subconsultants should be listed in the bid/cost proposal list of subconsultants.
- G. A prime consultant who is a certified DBE is eligible to claim all of the work in the Contract toward the DBE participation except that portion of the work to be performed by non-DBE subconsultants.

5. RESOURCES

- A. The CUCP database includes the certified DBEs from all certifying agencies participating in the CUCP. If you believe a firm is certified that cannot be located on the database, please contact the Caltrans Office of Certification toll free number 1-866-810-6346 for assistance.
- B. Access the CUCP database from the Department of Transportation, Office of Business and Economic Opportunity Web site at: <http://www.dot.ca.gov/hq/bep/>.
 1. Click on the link in the left menu titled Disadvantaged Business Enterprise;
 2. Click on Search for a DBE Firm link;
 3. Click on Access to the DBE Query Form located on the first line in the center of the page.

Searches can be performed by one or more criteria. Follow instructions on the screen.

6. MATERIALS OR SUPPLIES PURCHASED FROM DBES COUNT TOWARDS THE DBE GOAL UNDER THE FOLLOWING CONDITIONS:

- A. If the materials or supplies are obtained from a DBE manufacturer, count 100 percent of the cost of the materials or supplies. A DBE manufacturer is a firm that operates or maintains a factory, or establishment that produces on the premises the materials, supplies, articles, or equipment required under the Contract and of the general character described by the specifications.
- B. If the materials or supplies purchased from a DBE regular dealer, count 60 percent of the cost of the materials or supplies. A DBE regular dealer is a firm that owns, operates or maintains a store, warehouse, or other establishment in which the materials, supplies, articles or equipment of the general character described by the specifications and required under the Contract are bought, kept in stock, and regularly sold or leased to the public in the usual course of business. To be a DBE regular dealer, the firm must be an established, regular business that engages, as its principal business and under its own name, in the purchase and sale or lease of the products in question. A person may be a DBE regular dealer in such bulk items as

- petroleum products, steel, cement, gravel, stone or asphalt without owning, operating or maintaining a place of business provided in this section.
- C. If the person both owns and operates distribution equipment for the products, any supplementing of regular dealers' own distribution equipment shall be, by a long-term lease agreement and not an ad hoc or Agreement-by-Agreement basis. Packagers, brokers, manufacturers' representatives, or other persons who arrange or expedite transactions are not DBE regular dealers within the meaning of this section.
 - D. Materials or supplies purchased from a DBE, which is neither a manufacturer nor a regular dealer, will be limited to the entire amount of fees or commissions charged for assistance in the procurement of the materials and supplies, or fees or transportation charges for the delivery of materials or supplies required on the job site, provided the fees are reasonable and not excessive as compared with fees charged for similar services.

3 Submittal Requirements

3.1 General Instructions

Interested respondents shall submit one (1) unbound original and five (5) bound copies of the complete SOQ, along with one (1) electronic copy in PDF format on CD, **no later than 5:00 p.m. (Pacific Time) on March 2, 2015**. Late submittals will not be accepted. Submittals transmitted by facsimile or e-mail will not be accepted.

The original, all copies, the CD, and a separate sealed cost proposal should be mailed or delivered to:

Wally Abrazaldo
Transportation Programs Specialist
City/County Association of Governments of San Mateo County
555 County Center, 5th Floor
Redwood City, CA 94063

3.2 Format

SOQs must be typed with a minimum 12-point font and submitted on 8 ½" x 11" paper with at least 1" margins. Information in the SOQs should be confined to no more than five (5) double-sided pages, excluding the transmittal letter, staff resumes, and references.

3.3 SOQ Content

Each submittal must include the information listed below.

1. **Transmittal Letter.** Provide a cover letter that describes the Consultant's interest and commitment to the project. The cover letter should include the name, title, address, telephone number, and e-mail address of the individual to whom correspondence and other contacts should be directed during the selection process. The person authorized to negotiate contractual agreements shall sign the cover letter.
2. **Project Understanding.** Briefly present the Consultant's understanding of the purpose and function of the C/CAG PDA Parking Policy Technical Assistance Program as well as the general approach to the services described in section 2.2 of this RFQ.
3. **Firm Qualifications and Experience.** Provide a detailed statement describing the Consultant's qualifications and experience in providing the services described in section 2.2 of this RFQ. Discuss any experience with innovative approaches or advanced techniques related to the proposed services. Describe the Consultant's experience working with state- or federally-funded projects. Include an organizational chart that identifies the Project Manager and key staff assigned to the project.
4. **Staff Qualifications and Experience.** Provide a brief summary of the relevant qualifications and experience of the staff assigned to the project. Brief resumes of key staff may also be included. Any substitution of the Project Manager and/or key staff assigned to the project after submittal of the SOQ or during the contract period will require prior written approval from C/CAG.
5. **Project Management.** Describe the Consultant's approach to project management, including communications and coordination with C/CAG and project sponsors. Describe how management of any subconsultants will be handled as well as budgetary controls to avoid exceeding resources allocated for specific projects and tasks.
6. **References.** Provide a list of three (3) references who can comment on the recent (within the last three years) and relevant experience of the Consultant and key staff assigned to the project. Include a brief description of the services provided to each reference, the years the work was provided, the project budget, the sponsoring agency, the contact information of the reference, and the roles played by the key staff assigned to this project.
7. **Cost Proposal.** Provide a sealed cost proposal that is separate from the SOQ that provides the hourly rates, overhead rates, and classifications of staff assigned to the project as well as information on other direct costs. The cost proposal should be in a format similar to the sample cost proposal included in Attachment B.

3.4 Required Forms

Each submittal must include the required form listed below.

1. **Consultant Contract DBE Information.** Fill out Exhibit 10-02 *Consultant Contract DBE Information*, which is included in Attachment C.

3.5 Submittal of Questions

Any questions about the RFQ must be submitted in writing by Friday, February 20, 2015 at 5:00 p.m. Questions may be mailed or e-mailed to:

Wally Abrazaldo
Transportation Programs Specialist
City/County Association of Governments of San Mateo County
555 County Center, 5th Floor
Redwood City, CA 94063
E-mail: wabrazaldo@smcgov.org

4 Evaluation and Selection Process

4.1 Review for Responsiveness

C/CAG staff will conduct an initial review of the SOQs for responsiveness to ensure that each SOQ meets the requirements of this RFQ. Any SOQ that does not include enough information to permit the evaluation panel to rate the SOQ in any one of the evaluation criterion listed in Section 4.2 will be considered non-responsive.

4.2 Ranking of Respondents by Evaluation Panel

After SOQs have been reviewed for responsiveness by C/CAG staff, an evaluation panel will evaluate the responsive SOQs based on the following criteria and weights:

Criteria	Maximum Points
Understanding of the work to be done	25
Experience with similar kinds of work	20
Quality of staff for work to be done	15
Capability of developing innovative or advanced techniques	10
Familiarity with state and federal procedures	10
Financial responsibility	10
Demonstrated Technical Ability	10
Total	100

Following the evaluation of the written SOQs, the evaluation panel may elect to develop a short list of consultants for interview. C/CAG reserves the right to hold interviews and review and evaluate the references of short-listed firms only. Additionally, C/CAG reserves the right not to convene interviews, but to evaluate respondents on the basis of the written SOQs alone.

Following this evaluation of the SOQs and respondents, the evaluation panel will produce a final ranking of the responsive consultants. All respondents will be notified of their standing, and C/CAG will review the sealed cost proposal of the top-ranked consultant and enter into negotiations. C/CAG reserves the right to decline to enter into a contract with a consultant

whose rates are unreasonable in C/CAG's sole discretion and to proceed with entering into negotiations with the next most qualified consultant. Additionally, C/CAG reserves the right to reject all SOQs and not enter into any contract.

4.3 RFQ Schedule

<u>Date/Time</u>	<u>Activity</u>
February 13, 2015	Issue RFQ
February 20, 2015 5:00 p.m.	Deadline for written questions about RFQ
March 2, 2015 5:00 p.m.	SOQs Due
March 2015	Review of SOQs by evaluation panel
March 23-27, 2015	Consultant interviews (if necessary)
April 2015	Final ranking of SOQs; negotiations and selection of Consultant
May 14, 2015	Consultant contract presented to C/CAG Board of Directors for approval

Attachments

Attachment A

C/CAG PDA Parking Policy Technical Assistance Program Call for Projects

Attachment B

Sample Cost Proposal

Attachment C

Exhibit *10-02 Consultant Contract DBE Information*