



# **REQUEST FOR PROPOSALS**

## **San Mateo County Location-Based Big Data and Services**

Issue Date: Friday, December 13, 2019

RFP Due Date: Friday, January 3, 2020, 4:00 PM

## **Request for Proposals Location-Based Big Data for Traffic Analysis**

The City/County Association of Governments of San Mateo County (C/CAG), a Joint Powers Agency comprised of each of the 20 cities and the County in San Mateo County, invites your firm to submit a proposal to provide location-based Big Data for the purpose of analyzing traffic movements, patterns, and mobility within San Mateo County including the 20 cities/town and unincorporated County geographical areas. A detailed Scope of Work is contained in Attachment 1.

Proposals must be received **no later than 4:00 PM on Friday, January 3, 2020**. Late proposals shall be rejected. One (1) original proposal document shall be submitted. This document shall include an ink-signed cover letter signed by an authorized representative of the consultant committing to provide the services within the proposed Request for Proposals (RFP) and stating it is applicable to this program. Failure to furnish this original proposal document shall result in disqualification of the qualifications. All document submittals shall also include the following: five (5) hard copies, original files, in Adobe Acrobat (PDF) version. Each copy shall meet the same requirements as the original. Original electronic files and Adobe Acrobat copies shall be provided to the Project Manager on a CD/DVD and/or flash drive. RFP responses must be sent to:

City/County Association of Governments of San Mateo County (C/CAG)  
555 County Center, 5th Floor  
Redwood City, CA  
94063  
Attention: Mikaela Hiatt  
Phone: 650-599-1453  
E-mail: [mhiatt@smcgov.org](mailto:mhiatt@smcgov.org)

### *Note regarding the Public Records Act:*

Government Code Sections 6250 *et seq.*, the California Public Records Act, defines a public record as any writing containing information relating to the conduct of the public business. The Public Records Act provides that public records shall be disclosed upon written request and that any citizen has a right to inspect any public record unless the document is exempted from disclosure.

Be advised that any contract that eventually arises from this Request for Proposals is a public record in its entirety. Also, all information submitted in response to this Request for Proposals is itself a public record **without exception**. Submission of any materials in response to this Request for Proposals constitutes a waiver by the submitting party of any claim that the information is protected from disclosure. By submitting materials, (1) you are consenting to release of such materials by C/CAG if requested under the Public Records Act without further notice to you and (2) you agree to indemnify and hold harmless C/CAG for release of such information.

### **Submittal Requirements**

Consultants must submit five (5) copies and one (1) electronic copy of the proposal. Each page shall be 8.5" x 11" or 11" x 17". Each page shall be sequentially numbered, and a table of contents shall be provided. Each submittal shall be no more than 20 bound pages, excluding resumes of key staff members, relevant experience and references.

**Each submittal must include the following information:**

1. Cover Letter  
Provide a cover letter describing the consultant's interest and commitment to the proposed project. The cover letter must include the name, title, address, phone number, and email address of the individual whom correspondence and other contacts should be directed during the selection process.
2. Executive Summary  
Provide a summary of the qualifications and benefits of selecting company to perform requested services.
3. Project Understanding of Scope of Work/Approach  
The proposal shall demonstrate an understanding of the project objectives and the approach taken to implement all the major elements of the scope of work. The approach shall include potential strategies and considerations specific to the project. Include any additional task(s) that may add value to the project. Identify key assumptions for clarification. The proposal shall include a detailed scope of work document based on the contents of this RFP.
4. Schedule  
Provide a detailed project schedule, including project milestones, meetings and deliverables. The schedule should span the duration of one (1) year (365 days).
5. Cost Proposal  
Provide a cost proposal (sealed separately from written RFP response). The cost estimate shall include how the pricing is calculated based on items such as personnel names, classifications, hourly rates, overhead rates, services, or subscriptions, as applicable, and any other cost items necessary to performance the tasks listed in the scope of work. Detailed cost breakdown may be requested later. One signed copy of the cost proposal is required to be submitted.
6. Experience  
Identify any past experience and history the firm has had performing this type of work (city, county and state levels) or service. Provide detailed information on projects with similar work. The referenced projects should be of comparable size, scope and magnitude where the above proposed approach/methodology was successfully implemented within the past five (5) years.
7. Data Profile  
Define where the data collected, analyzed, and distributed is sourced. Clearly demonstrate the privacy of the data that is collected, analyzed, and distributed including

anonymity maintenance of devices that may be used in tracking. Provided detailed information about how consistently the data is updated and any impact that may have on evaluation.

8. Firm Profile

Provide a firm profile describing company history, number of years the organization has been in business. The company profile information should be detailed and complete, and include the following information:

- Name of company, mailing address, phone number, and website of the consultant's principal place of business. Background of the company including a brief company history, other names the company has utilized in the past, companies that have merged or affiliated with the consultant.
- Mailing address, phone and email of the office in which the consultant's team is primarily located will also work.

9. Qualifications

Identify the functional and technical qualifications of staff assigned to perform the work. Brief resumes of key staff should be included. The submittal shall designate a project manager who will provide a single point of contact for the management and coordination of all aspects of the work. The project manager shall be responsible for coordinating and tracking all deliverables, communication with the C/CAG program manager, communications with fellow licensees, and reporting of results and recommendations to C/CAG and member jurisdictions. Identify the task leads, backup individuals, and individuals assigned to work with certain jurisdictions. All staff shall be clearly identified with their roles defined as well as their proposed work location during the program.

10. References

Provide a list of relevant programs (minimum three) completed within the last five (5) years, including program description, client (with contact information), location, service provided, value of service, and key personnel. Key staff proposed on this project should have worked on projects included in references.

### **Evaluation Criteria/Selection Process**

An initial assessment will be made to ensure that the submittal is compliant with the RFP requirements and contains the required forms and information. An incomplete submittal will be disqualified at the option of C/CAG. The selection panel will then assess the technical quality of each submittal based on the technical evaluation criteria below.

Applicant will demonstrate the ability to perform the following:

Program Understanding and Approach

- Understanding of the program goals and requirements;
- General approach to the achievement of the program goals;
- Ability to meet or exceed requirements as detailed in this RFP;
- Organization of technical information and data; and

- Logic, clarity of work plans (scope of work), and proposed schedule and budget.

#### Qualifications, Related Experience and References

- Experience in performing work of a closely similar nature;
- Experience working with public agencies and multiple stakeholders;
- Demonstrated success of proposed approach/methodology in past or current similar projects;
- Strength, stability, experience and technical competence and staff.

#### Project Management

- Availability and adequacy of qualifications of project manager;
- Plans and methods to accomplish the goals and objectives of this programs;
- Capacity to perform the services within the proposed schedule.

#### Completeness of Response and Other Factors

Completeness of response in accordance with RFP instructions and any other relevant factors not considered elsewhere including optional tasks and features. The impact of these evaluation criteria will be included in the above technical criteria. The selection panel will rank the submittals and determine the top technically ranked consultant.

C/CAG reserves the right to consider consultant performance based on comments from submitted references. Experience and ability to perform work is a significant consideration. C/CAG may consider any other criteria it deems relevant, and the Selection Committee is free to make any recommendations it deems to be in the best interest of C/CAG. C/CAG reserves the right to reject all submittals, and not enter into any contract for the services described in the RFP. C/CAG also reserves the right to accept other than the submittals with the lowest costs and to negotiate with proposers on a fair and equal basis when the best interests of C/CAG are served by doing so. C/CAG is not liable for any costs incurred by a company before entering into a formal contract. Costs of developing the submittal or any other such expenses incurred by a company in responding to the RFP, are entirely the responsibility of the company, and shall not be reimbursed in any manner by C/CAG.

To withdraw a proposal, a company must submit a written request to C/CAG. After withdrawing a previously submitted proposal, a company may submit another proposal at any time up to the deadline for submitting proposals. C/CAG shall not accept any amendments, revisions, or alterations to proposals after the submittal deadline.

### Schedule for Review Process

<b>Date</b>	<b>Description</b>
December 13, 2019	Issue Request for Proposal (RFP)
January 3, 2020	Response to RFP Due
January 2020	Consultant Selection Process. Consultant interviews may be held (if necessary). Consultants selected for interview must be available during this period.
February 2020	Contract developed between C/CAG and consultant. Contract sent to board for approval.

## **Attachment 1**

### **Scope of Work**

The City/County Association of Governments of San Mateo County (C/CAG), is interested in acquiring location-based geospatial transportation data (Big Data) for the purpose of analyzing and understanding travel behaviors including traffic movements, patterns, and mobility within San Mateo County. The data will have complete coverage of San Mateo County, including the 20 cities/town and unincorporated County geographical areas. The data will need to be accessible by all jurisdictions within the County and delivered on a platform that includes analytical tools.

C/CAG and its member agencies regularly require the collection of traffic data such as traffic volume counts, turning movements, origin and destination studies, or pedestrian and bicycle counts to assess performance and impacts on the local streets and roadway network, including freeways and highways. These data are typically collected on a one-time basis for a particular study or project. The ability to access a large amount of traffic data for different geographical areas and timeframes within San Mateo County presents challenges due to availability and cost when acquiring this data. Therefore, C/CAG is pursuing new and better ways to obtain large and significant amounts of traffic data on a countywide basis through the application of innovative technology, enabling more robust traffic monitoring and assessment to improve traffic data analysis and enable implementation of enhanced traffic management strategies.

C/CAG seeks to obtain traffic data and data services that will be provided through a cloud-based platform accessible through a web-based interface, utilizing various sources such as geo-data from location-based services of mobile devices or smartphones, etc., to provide insights into historical and current travel behavior. The data will be made available to C/CAG and its member agencies and other transportation partners in the County. Along with the delivery of the data, the data service will include availability of on-site training and technical support.

The data should include the capability for a wide range of transportation solution analyses, which include but not limited to the following:

- Data query based on origins and destinations, trip purpose, trip distance, trip time and date, volume by travel mode, mode split, trip routes, travel times, travel speed, demographics, socio-economics, and other features identified in the scoping process.
- Data query using standard geographies, such as U.S. Census Tract, Block Group, and Block boundaries, as well as by user defined geographic boundaries.
- Historical data from at minimum 24 months prior to platform delivery.
- Data updated in at least 3-month increments.
- Data attributes provided for, but not limited to, the following, as applicable:
  - o Network coverage area, traffic speed, travel time, frequency of data updates, reliability, archived data, historical data, network definition, privacy and anonymity.

The transportation analytics platform will include applicable local data when available and has all the features and functionalities to perform and provide the following functions:

- Provide metrics for use in planning and evaluating transportation projects and identifying travel behavior to and from specific locations.
- Save data queries for future access.
- Provide unlimited data requests and unlimited use of the platform's analytical tools, as they are developed and available during the period of the contract license.
- Enable import and export spatial data such as ArcGIS shapefiles and export analyses in file formats such as Excel and CSV or another format to be identified.
- Distinguish trips by travel mode.
- Derive transportation analytics from multiple location-based services data sources and Global Positioning System (GPS) data and other data sets to improve the analysis outputs.
- Provide calibration/validation reports and statistics such as confidence intervals for all estimates
- Ability to integrate local data into the analysis and calibration processes.

The data service should have the following functions and features for performing analyses:

- Interactively analyze and visualize customized transportation projects and perform on-demand analytics for determining trip information such as: average speeds, travel times, travel distances, and trip circuitry.
- Determine traveler information including home/work locations, socio-demographics, in addition to trip purpose.
- Analyze multi-modal travels including at a minimum, origins/destinations, route choices and relative volumes for the following trips: pedestrian, bicycling, personal vehicles and commercial vehicles.
- Analyze trips by analysis zones, time of day, specific dates and date ranges, trip length, speed, duration, demographics and trip purpose.

The service will include the necessary training for each participating member jurisdiction and on-site training session for C/CAG staff. The service will also include on-site technical support to member jurisdictions and support to C/CAG staff alongside unlimited technical support by email, telephone and online as needed.

C/CAG requests that proposals include options for cost share, as applicable, among the jurisdictions that will be receiving the data, which may include some or all jurisdictions. The cost breakdown will include an explanation of the pricing structure by the company. This explanation will include how cost is determined, including varying thresholds where price may increase or decrease.