



**October 31, 2022**

**BENCH:**  
**2022 Transportation Planning and Program Support Bench**  
**(approved by C/CAG Board on April 2022)**

**Mini Procurement:**  
**Request For Proposal (RFP) for Congestion Relief Program Strategic Plan**

Dear Consultants:

The City/County Association of Governments of San Mateo County (“C/CAG”) invites firms on the 2022 Transportation Planning and Program Support Bench under Service Category of “Comprehensive Planning Support” to assist C/CAG with developing a Congestion Relief Program Strategic plan for re-authorization covering the period of July 1, 2023 to June 30, 2027. Please see Attachment A, Scope of Work for more details.

C/CAG is permitted to use the Bench per Section V. SOQ Evaluation, V. Assigning Work, which states that C/CAG may utilize the mini-RFQ process to obtain services prior to contract or task order award.

## **I. QUALIFICATIONS**

### **1. Minimum Qualifications**

Only firms prequalified on the Bench under the Service Category of “Comprehensive Planning Support” may apply for this Project.

Firms may modify their subconsultant or team members in order to satisfy a scope of work solicited from the Bench, including by subcontracting with other Prime consultants on the Bench, or with firms that were not previously part of the Bench either as prime or subconsultant. Firms should highlight any such modifications, particularly for subconsultants not included as a part of their original bench or proposed replacements, in its response to the mini-procurement. The evaluation panel may consider the modifications during evaluation. Any firm may be part of any number of teams, but only one submission will be accepted from a Prime consultant on the Bench.

## II. PROPOSAL DEADLINE AND SCHEDULE

Interested firms must submit their response electronically no later than the closing date/time listed below, and in accordance with the requirements of Section V. Form of Response to be considered. **Responses received after that date and time will not be considered.** Additional schedule details are listed below.

Deadline for questions/ clarifications	12:00 noon on November 7, 2022
<b>Closing date/time for receipt of Proposals</b>	12:00 noon on November 18, 2022
Contract Execution*	December 2022

\*Dates are approximate and subject to change.

## III. BACKGROUND

The City/County Association of Governments of San Mateo County (“C/CAG”) seeks to retain a consultant team (Consultant) to assist with developing a Congestion Relief Program Strategic Plan for re-authorization by the C/CAG Board covering the period of July 1, 2023 to June 30, 2027.

The City/County Association of Governments of San Mateo County (C/CAG) sponsors and manages San Mateo County Congestion Relief Plan (CRP). The San Mateo County CRP was first adopted by the C/CAG Board of Directors on February 8, 2002 in response to traffic congestion measurements, at locations throughout the County, which exceeded the standards adopted by C/CAG under the Congestion Management Program (CMP). The CMP is a legal requirement (California Government Code Section 65089(b)(1)(A)), enforceable with financial penalties, and requiring deficiency plans when the congestion exceeds set standards. The CRP was developed to serve as a Countywide Deficiency Plan such that the individual cities and the County would not have to develop multiple deficiency plans with corresponding implementation costs.

The adoption of the San Mateo County CRP relieves all San Mateo County jurisdictions from State mandates to fix the specific congested locations that triggered a deficiency, and any locations that might trigger a deficiency in the subsequent five years. Aside from meeting the State mandate, it is also prudent for all San Mateo County jurisdictions to share resources and address traffic and transportation issues together.

The C/CAG Board authorizes the CRP for a period of four (4) years and all jurisdictions make financial contributions to the Plan based on population and trip generation. Information on the current CRP, covering July 1, 2019 to June 30, 2023, can be found on pages 130-136 of the May 2019 C/CAG Board Packet (<https://ccag.ca.gov/wp-content/uploads/2019/05/050919-CCAG-Board-Packet-website.pdf>). The next CRP will cover fiscal year 2023 through fiscal year 2027. A draft Plan needs to be presented to the C/CAG Board at its March 2023 meeting, and a final Plan shall be adopted by the C/CAG Board by May 2023.

## IV. FORM OF RESPONSE

Responses must include the information below.

1. **Technical Proposal** - Firms must provide a Technical Proposal that addresses the items below. Technical Proposals should be limited to no more than 10 pages, as counted by single-sided pages on 8.5 x 11 inch paper, not including the cover, cover letter, resumes, and cost estimates. Page limits, where specified, are not strict limitations and are recommendations only; however, brevity and succinctness will be evaluated in overall presentation. Acknowledge the receipt of this RFP and any Addendum to the RFP. Indicate that the proposal is a firm offer to enter into a contract to perform work related to this RFP for a period of one hundred twenty (120) days from the due date for proposals.
  - a. **Authorized Signatory** - The proposal must be signed by an official authorized to solicit business and enter into contracts for the firm.
  - b. **Point of Contact** – Proposals must identify a point of contact that will be notified should C/CAG staff have any follow-up questions regarding the proposal. At a minimum, indicate contact person’s name, title, telephone number, and email address.
  - c. **Project Understanding and Work Plan** - Describe the firm’s understanding of project objectives for all tasks described in Attachment A, Scope of Work. Provide the firm’s or team’s experience in completing projects that are similar to Attachment A, Scope of Work. Develop a project work plan with identified staff, along with a project schedule. Identified key staff must individually demonstrate experiences similar to the work outlined in Attachment A, Scope of Work. Include an organizational chart of the proposed team. The firm should indicate key challenges that may be faced in completing the work and suggest how it plans to overcome such challenges. The firm may suggest additional items that are not specifically requested as clearly-marked “additional” or “optional tasks”.
  - d. **Resumes** - As an Appendix that does not count against the page limit, provide detailed staff resumes for each key personnel, limited to no more than two (2) pages per staff member. Resumes will not count against the recommended page limit.
  - e. **Cost Proposal** – Firms must provide their estimated costs for the project, including staff classification, names of key personnel, hourly rates, level of effort, total hours, direct expenses and any subconsultant costs.
  - f. **California Levine Act Statement**– The prime consultant only must submit a completed and signed Attachment C, California Levine Act Statement.

## V. PROPOSAL REQUIREMENTS

Interested firms must submit an electronic copy of the proposals to Kaki Cheung at kcheung1@smc.gov.org by 12 noon on November 18, 2022, in accordance with the instructions contained in the RFP. Other key RFP dates are listed in Section II. Proposal Deadline and Schedule. C/CAG is not responsible for submissions or deliveries delayed for any reason. Any Proposals received after said date and time cannot be considered.

C/CAG reserves the right to accept or reject all proposals submitted, waive minor irregularities, request additional information, or revisions to offers, and negotiate with any or all Proposers. C/CAG reserves the right in its sole discretion not to enter into any contract as a result of this RFP.

## **VI. EVALUATION**

### **1. Evaluation Criteria:**

Proposals will be evaluated based upon the following factors:

1. Firm Qualifications and Team Experience (35%)
2. Approach to completing the Project and Schedule (35%)
3. Cost effectiveness, including hourly rates, reasonableness and appropriateness of preliminary task budget (25%)
4. Presentation, as evidenced in the written proposal, and interviews, if held. (5%)

### **2. Proposer Discussions**

Following the initial evaluation, the evaluation panel may elect to recommend award to a particular Proposer (with or without interviews), or to enter into discussions with a “short list” of Proposers, consisting of those Proposers reasonably likely, in the opinion of the panel, to be awarded the contract.

The purpose of discussions with a Proposer on the “short list” will be to identify to that Proposer’s specific deficiencies and weaknesses in its proposal and to provide the Proposer with the opportunity to consider possible approaches to alleviating or eliminating them. These deficiencies or weaknesses may include such things as technical issues, management approach, cost, or team composition. Discussions may take place through written correspondence and/or during face-to-face interviews. The Proposer’s project manager, as well as other key personnel identified by the evaluation panel, will be expected to participate in any discussions. A Proposer on the “short list” invited to participate in discussions will be expected to provide a presentation consisting of an overview of its approach to the Project.

### **3. Recommendation for Contract Award**

The panel will recommend the selected Proposer to the C/CAG Executive Director, based on their evaluation of the written proposals or oral interviews or discussions (if held). The Executive Director will review the recommendation and, if he agrees, he will approve the award.

### **4. AWARD**

Any award made will be to the Proposer whose proposal is most advantageous to C/CAG based on the evaluation criteria. If the selected firm fails to enter into a contract with C/CAG in a timely manner as determined by C/CAG, in accordance with the terms and conditions of this procurement, C/CAG reserves the right to reject the proposal of the selected firm and enter into a contract with the next highest ranking firm and so forth until a Consultant is selected under the Terms of the procurement. C/CAG also reserves the right to cancel this procurement and re-procure for this project if it is determined to be in its best interest to do so.

## **VII. PUBLIC RECORDS**

This RFP and any material submitted in response to this RFP are subject to public inspection under the California Public Records Act (Government Code §6250 *et seq.*), unless exempt by law. Other than proprietary information or other information exempt from disclosure by law, the content of proposals submitted to C/CAG will be made available for inspection consistent with its policy regarding Public Records Act requests.

If the Proposer believes any proposal content contains trade secrets or other proprietary information that the Proposer believes would cause substantial injury to the Proposer’s competitive position if disclosed, the Proposer may request that C/CAG withhold from disclosure such proprietary materials by marking each page

containing proprietary information, including financial information, if any, required to be submitted under Section IV, Form of Response, as confidential and shall include the following notice at the front of its proposal:

“The data on the following pages of this proposal, including financial information submitted under Section IV, Form of Responses, of this RFP marked along the right margin with a vertical line, contain technical or financial information that constitute trade secrets and/or that, if disclosed, would cause substantial injury to the Proposer’s competitive position. The Proposer requests that such data be used for review by C/CAG only, but understands that exemption from disclosure will be limited by C/CAG’s obligations under the California Public Records Act. If an agreement is awarded to the Proposer submitting this proposal, C/CAG shall have the right to use or disclose the data, unless otherwise provided by law. [List pages].”

Failure to include this notice with relevant page numbers shall render any “confidential/proprietary” markings inadequate. Individual pages shall accordingly not be treated confidentially. By submitting a proposal with portions marked as confidential or proprietary, a Proposer represents it has a good faith belief that such portions are exempt from disclosure under the California Public Records Act. Any language purporting to render the entire proposal confidential or proprietary will be regarded as ineffective and will be disregarded. In addition, the Proposer may not designate any required proposal forms or the cost proposal as confidential. Consequently, any language purporting to render any proposal forms or the cost proposal as confidential or proprietary will be regarded as ineffective and will be disregarded.

In the event properly marked data is requested pursuant to the California Public Records Act, the Proposer will be advised of the request. If the proposal requests that C/CAG withhold such data from disclosure and C/CAG complies with the Proposer’s request, the Proposer shall assume all responsibility for redacting the proposal; defending any challenges resulting from the non-disclosure; indemnifying, defending C/CAG and holding C/CAG harmless from and against all claims, legal proceedings, and resulting damages and costs (including but not limited to attorneys’ fees that may be awarded to the party requesting such Proposer information); and paying any and all costs and expenses relating to the withholding of the Proposer information. Proposer agrees that C/CAG’s sole involvement in any litigation resulting from C/CAG’s withholding of records shall be to retain the records until otherwise ordered by a court.

If the Proposer does not follow all of the requirements in this section for withholding proprietary information as exempt from disclosure under the California Public Records Act, C/CAG shall have no obligation to withhold the information from disclosure, and the Proposer shall not have a right to make a claim or maintain any legal action against C/CAG or its Board Members, committee members, employees or agents in connection with such disclosure.

## **VIII. ORGANIZATIONAL CONFLICT OF INTEREST**

By submitting a proposal, the Proposer represents and warrants that no Board of Director, or employee of C/CAG is in any manner interested directly or indirectly in the proposal or in the contract that may be made under it or in any profits expected to arise therefrom, as set forth in California Government Code Section 1090.

The Proposer further warrants and represents that it presently has no interest and agrees that it will not acquire any interest that would present a conflict of interest under California Government Code Sections 1090 *et seq.* or 87100 *et seq.* during the performance of services under any contract resulting from this procurement and that it will not knowingly employ any person having such an interest. Violation of this provision may result in the contract being deemed void and unenforceable.

## **X. POINT OF CONTACT**

Kaki Cheung  
Program Director  
555 County Center, 5th Floor  
Redwood City, CA 94063  
E-mail: [kcheung1@smcgov.org](mailto:kcheung1@smcgov.org)

## Attachment A

### PRELIMINARY SCOPE OF WORK

#### **Background**

The City/County Association of Governments of San Mateo County (C/CAG) sponsors and manages San Mateo County Congestion Relief Plan (CRP). The San Mateo County CRP was first adopted by the C/CAG Board of Directors on February 8, 2002 in response to traffic congestion measurements, at locations throughout the County, which exceeded the standards adopted by C/CAG under the Congestion Management Program (CMP). The CMP is a legal requirement (California Government Code Section 65089(b)(1)(A)), enforceable with financial penalties, and requiring deficiency plans when the congestion exceeds set standards. The CRP was developed to serve as a Countywide Deficiency Plan so that the individual cities and the County would not have to develop multiple deficiency plans with corresponding implementation costs. The adoption of the San Mateo County CRP also relieves all San Mateo County jurisdictions from State mandates to fix the specific congested locations that triggered a deficiency, and any locations that might trigger a deficiency in the subsequent five years.

Adopting the CRP also allows for countywide programs to address congestion in a more impactful manner. The Congestion Relief Plan was developed to respect and support the economic development efforts made by local jurisdictions. Since economic prosperity tends to create severe traffic congestion that may threaten economic growth, the CRP was designed to find ways to improve mobility countywide and in every jurisdiction without halting economic growth. The CRP is also designed to be used as matching funds to leverage other competitive federal, state, and local grants that align with program goals. This approach has provided more impact with the invested funds.

The C/CAG Board authorizes the CRP for a period of four (4) years and all jurisdictions make financial contributions to the Plan based on population and trip generation. Information on the current CRP, covering July 1, 2019 to June 30, 2023, can be found on pages 130-136 of the May 2019 C/CAG Board Packet (<https://ccag.ca.gov/wp-content/uploads/2019/05/050919-CCAG-Board-Packet-website.pdf>). The current CRP contains four major programs: local transportation services program, countywide travel demand management program, countywide intelligent transportation systems program, and linking transportation and land use program.

C/CAG is seeking consultant service to develop a new Congestion Relief Plan with supporting programs and strategies. The new Plan will be reauthorized for the period of July 1, 2023 to June 30, 2027. The next re-authorization needs to be adopted by the C/CAG Board by May 2023.

#### **Scope of Work**

The Scope of Work for the Consultant may include, but is not limited to:

#### ***Key Deliverables***

1. Summary of the program performance
2. Development of Congestion Relief Plan programs and strategies

## ***Tasks and Activities***

Consultant shall lead all the tasks listed below including providing all project management activities to support each of the tasks.

### **Task 1: Project Administration and Meetings**

The Strategic Plan Consultant shall schedule and provide agendas, meeting materials, and minutes for meetings with C/CAG staff who will provide project direction. The Consultant shall present progress updates and/or draft reports at a minimum of six (6) C/CAG committee meetings and three (3) Board meetings. The Consultant shall provide monthly progress reports and invoices for work completed during the prior month.

#### Task 1 Deliverables:

1. Project Kick-off Meeting
2. Weekly project management meeting agendas, materials, action items and minutes
3. C/CAG Committees and Board meetings
4. Invoices with progress reports

### **Task 2: Program Performance Summary**

The Consultant shall summarize program performance from previous and current Congestion Relief Plans upon review and analysis of available financial data and program documents. The performance report will be used to inform the update of the Congestion Relief Plan.

#### Task 2 Deliverables:

1. Draft Program Performance Summary
2. Final Program Performance Summary

### **Task 3: Development of Congestion Relief Plan**

The current CRP covering July 1, 2019 to June 30, 2023 is divided into four major programs:

- 1) Local Transportation Services Program
- 2) Countywide Travel Demand Management (TDM) Program
- 3) Countywide Intelligent Transportation System (ITS) Program/ Traffic Operational Improvement Strategies
- 4) Linking Transportation and Land Use
  - a) Innovative Trip Reduction Strategies
  - b) Transportation Improvement Strategies to Reduce Green House Gases
  - c) Climate Change and Resiliency Planning
  - d) Sustainable Communities Strategy (SCS) Activities, Linking Housing with Transportation

The Consultant shall prepare background information on legal requirements of the Congestion Management Plan and deficiency plans. In addition, the Consultant shall develop a new Congestion Relief Plan with updated programs and strategies. C/CAG will share examples of previous research for the Consultant to consider. The Consultant shall estimate the costs required to deliver the programs and strategies identified in the Congestion Relief Plan. An implementation timeline shall be included. Furthermore, the consultant shall make recommendations on C/CAG's role for delivering strategies listed in the Plan, and identify any potential partnership opportunities.



The final Plan should include an executive summary, recommended programs and strategies, in addition to an implementation schedule and budget. The draft Congestion Relief Plan shall be presented to the C/CAG Board by March of 2023, with the adoption of a final Plan by May 2023.

Task 3 Deliverables:

1. Draft Congestion Relief Plan Programs and Strategies
2. Final Congestion Relief Plan Program and Strategies

**Task 4: Optional Tasks As Needed**

As needed and only upon prior approval from the C/CAG project managers, optional tasks as assigned may include but are not limited to:

- Assist with implementation of the re-authorization program plan

Task 4 Deliverables:

To be determined