



REQUEST FOR PROPOSALS

San Mateo Countywide Local Roadway Safety Plan

Date Released: Wednesday, December 21, 2022

City/County Association of Governments of San Mateo County
555 County Center, 5th Floor, Redwood City, CA 94063

Closing Date/Time for Requests for Clarifications: January 11, 2023, 4:00 P.M.

Proposals are due prior to 4:00 P.M., Friday, January 27, 2023

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ATTACHMENT 1: COST PROPOSAL TEMPLATE

ATTACHMENT 2: SAMPLE AGREEMENT TEMPLATE

ATTACHMENT 3: REQUIRED LOCAL ASSISTANCE PROCEDURES MANUAL

EXHIBITS

I. INTRODUCTION

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 qualified consultants to submit proposals for the development of a county-wide Local Roadway Safety Plan (LRSP). To be considered for this RFP, Proposers must submit a proposal in accordance with the requirements, specification and scope of work provided in this RFP.

The Local Roadway Safety Plans (LRSP) identifies and analyzes roadway safety needs in local jurisdictions and helps to develop a prioritized list of safety countermeasures. The LRSP also contributes to the California Strategic Highway Safety Plan (SHSP), which aims to reduce traffic fatalities and serious injuries across the State's roadways. The San Mateo Countywide LRSP will identify existing conditions of the county's roadway network and provide a framework for systematic safety improvements in the areas of engineering, enforcement, education, and emergency response. In addition, the completion of the LRSP will render jurisdictions in the County eligible for grant funding from the Metropolitan Transportation Commission (MTC) OBAG 3 County & Local Program and future funding for Caltrans Highway Safety Improvement Program.

The proposals submitted in response to this Request for Proposal (RFP) will be used as a basis for selecting the Consultant for this LRSP. The Consultant's proposal will be evaluated and ranked according to the criteria provided in Section V, Proposal Evaluation, of this RFP.

The RFP documents for this project are available for download on the C/CAG website at <https://ccag.ca.gov/opportunities/rfpsrfqs/>. Proposers are responsible for checking the website for any Addenda to this RFP. Responses should be submitted in accordance with the instructions set forth in the RFP.

Interested firms must submit their Proposal by **4:00 PM on Friday, January 27, 2023**, in accordance with the instructions contained in the RFP. Other key RFP dates are listed on the next page under "Tentative Schedule for Review Process".

C/CAG Point of Contact:
Jeff Lacap
555 County Center, 5th Floor
Redwood City, CA 94063
Phone: 650-599-1455
E-mail: jlacap@smcgov.org

Proposals received after the time and date specified above will be considered nonresponsive and will be returned to the Consultant. The receipt of proposal will be timestamped based on the Program Manager's computer. C/CAG is not responsible for submissions delayed for any reason.

Tentative Schedule for Review Process

Date	Description
Wednesday, December 21, 2022	Release RFP
Wednesday, January 11, 2023 at 4 PM	Question and Answer Deadline
Friday, January 27, 2023 at 4 PM	RFP Proposals Due
Week of February 13, 2022	Consultant Interviews
Week of February 20, 2022	Consultant Selection
Thursday, March 9, 2023	C/CAG Board approval
Monday, March 13 th , 2022	Notice to Proceed and Project Kick-off

Period of Performance and Budget

The San Mateo Countywide Local Road and Safety Plan will be funded by Federal funds allocated by Metropolitan Transportation Commission (MTC) via the approved OBAG 3 Regional Program, including Congestion Mitigation and Air Quality (CMAQ) funds and Surface Transportation Program (STP) funds. C/CAG has budgeted three hundred and fifty-four thousand dollars (\$354,000) for this effort. C/CAG expects the work to commence in March 2023 and to be completed no later than December 31, 2023 in order to be compliant with MTC's OBAG 3 County and Local Program guidelines. Any contract entered into as a result of this RFP will be funded, in whole or in part, with federal funds administrated by the California Department of Transportation (Caltrans). Accordingly, the federal requirements shall apply to this procurement. The Consultant are required to follow all pertinent local, state, and federal laws and regulations. **The DBE goal for this project has been set at 13%.**

II. PROJECT DESCRIPTION AND BACKGROUND

The City/County Association of Governments of San Mateo County (C/CAG) is seeking qualified consultants to submit proposals for the development of a Countywide Local Roadway Safety Plan (LRSP).

Federal regulations require that each State has a Strategic Highway Safety Plan (SHSP). An SHSP is a statewide data-driven traffic safety plan that coordinates the efforts of a wide range of organizations to reduce traffic accident fatalities and serious injuries on all public roads. In coordination with federal, state, local and private sector safety stakeholders, the SHSP establishes goals, objectives, and emphasis (or challenge) areas. The SHSP address the 4Es of traffic safety: Engineering, Enforcement, Education, and Emergency Services.

While the SHSP is used as a statewide approach for improving roadway safety, a Local Road Safety Plan (LRSP) can be a way to provide local and rural road owners with an opportunity to address unique highway safety needs in their jurisdictions, while contributing to the success of the SHSP. The process of preparing an LRSP creates a framework to systematically identify and analyze safety problems and recommend safety improvements. Preparing an LRSP facilitates the development of local agency partnerships and collaboration, resulting in a prioritized list of

improvements and actions that can demonstrate a defined need and contribute to the statewide plan. The LRSP offers a proactive approach to addressing safety needs and demonstrates agency responsiveness to safety challenges.

An LRSP provides a framework for organizing stakeholders to identify, analyze, and prioritize roadway safety improvements on local and rural roads. The process of developing an LRSP can be tailored to local protocols, needs, and issues.

III. MINIMUM QUALIFICATIONS OF PERSONNEL

Proposals must demonstrate that the firm or team submitting the proposal (“Proposer”) meets the following Minimum Qualifications to be eligible for consideration for this project.

1. Proposer must demonstrate to C/CAG’s satisfaction that the firm, a subcontractor, or a key staff member from either the firm submitting a proposal or a subcontractor who shall be assigned to this project have successfully competed at least three (3) projects in the past ten (10) years related to Local Roadway Safety Plan, Systemic Safety Analysis Report (SSAR) or Vizion Zero Action Plan.

IV. PROPOSAL REQUIREMENTS

These guidelines are provided for standardizing the preparation and submission of proposals by all Consultants. The intent of these guidelines is to assist Consultants in preparation of their proposals, to simplify the review process, and to help assure consistency in format and content.

Submittal Requirements

Consultants must submit 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 cover letter, title page, table of contents, resumes of key staff members, relevant experience, and references.

Any proposals received prior to the time and date specified above may be withdrawn or modified by written request of the Consultant. To be considered, however, the modified Proposal must be received prior to 4:00 P.M., Friday, January 27, 2022.

Unsigned proposals or proposals signed by an individual not authorized to bind the prospective Consultant will be considered nonresponsive and rejected.

General Conditions

- This RFP does not commit C/CAG to award a contract or to pay any costs incurred by any Proposer in the preparation of a proposal in response to this RFP.
- Only one proposal will be accepted from any one person, partnership, corporation, or other entity; however, several alternatives may be included in one response.
- 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.

- This RFP does not commit C/CAG to award a contract, to pay any costs incurred in the preparation of a proposal for this request, or to procure or contract for services. C/CAG reserves the right to accept or reject any or all proposals received because of this request, to negotiate with any qualified Consultant, or to modify or cancel in part or in its entirety the RFP if it is in the best interests of C/CAG to do so. Furthermore, a contract award may not be made based solely on price.
- The prospective Consultant is advised that should this RFP result in recommendation for award of a contract, the contract will not be in force until it is approved and fully executed by C/CAG.
- If the selected Proposer fails to enter into a contract with C/CAG in a timely manner as determined by C/CAG, C/CAG reserves the right to reject the proposal and enter into a contract with the next highest scoring Proposer.
- The work shall comply with the requirements of all federal, state and local laws without limitation, and shall apply to this RFP and any subsequent contract as though incorporated herein by reference.
- The Consultant shall comply with all insurance requirements of C/CAG, included in the sample agreement in Attachment 2, Sample Agreement Template.

Each submittal must include the following information:

1. Introductory Letter

Provide a letter describing the consultant's interest and commitment to the proposed project. The introductory (or transmittal) letter shall be addressed to:

Mr. Jeff Lacap
City/County Association of Governments of San Mateo County (C/CAG)
555 County Center, 5th Floor
Redwood City, CA 94063

The letter shall be on Consultant letterhead and 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. The letter will address the Consultant's understanding of the services being requested and any other pertinent information the Consultant believes should be included. The letter must be signed by an official authorized to solicit business and enter into contracts for the firm. Indicate whether there are any conflicts of interest, actual or apparent, that would limit the Proposer's ability to provide the requested services and describe the plan for mitigating such conflicts. 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 120 days from the due date for proposals.

2. Title Page

Proposals must include a title page that includes the RFP subject, the name of the Proposer's firm, local address, telephone number, name of contact person, contact person's email address, and the date.

3. Table of Contents

Proposals must include a table of contents that includes a clear identification of the material by section and page number.

4. Overview /Executive Summary including Organization's Approach

Provide a summary of the qualifications and benefits of selecting the company to perform requested services. This section should clearly convey the Proposer's understanding of the project scope, the general approach to be taken, and identify any specific considerations. It should include, but not be limited to, the following:

- a. A discussion of the project's purpose.
- b. A summary of proposed approach:
- c. The assumptions made in selecting the approach.

5. Work Plan/Scope of Work Statement

This section should present a work plan for the tasks described in the Scope of Work. The proposed work plan should:

- a) Discuss how the Proposer will conduct the identified task, identify deliverables, and propose a schedule. The proposal should discuss the tasks in sufficient detail to demonstrate a clear understanding of the project and component tasks. The proposal may include additional tasks or sub-tasks the Proposer believes necessary to accomplish the project goals. The schedule should show the expected sequence of tasks, subtasks, and milestones.
- b) Provide a staffing plan for each task. Provide an organizational chart that shows roles and responsibilities of key personnel and reporting structure, including reporting and communication relationships between C/CAG, Consultant staff, and subcontractors, if any. 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, and reporting of results and recommendations. Identify the task leads and backup individuals. All staff shall be clearly identified with their roles defined as well as their proposed work location during the program.
- c) Describe approach to managing resources and maintaining quality results. Include a description of the role of any subcontractors, their specific responsibilities, and how their work will be supervised to maintain quality results.

- d) Identify and explain any problem areas and/or potential obstacles (such as maintaining schedule, budget overruns, feasibility, etc.) to successful completion of the Scope of Work. Discuss methods, formal and informal, that you will use to track and resolve these problems/obstacles during the project.

6. Schedule of Work

Using a Gantt chart, provide a detailed schedule for all phases of the project and the proposing Consultant's services including time for reviews and approvals. The schedule shall meet the anticipated project kick-off during the week of March 13, 2022, and the project completion date of December 31, 2023; however, expedited schedules are preferred with justification for timeline feasibility.

7. Cost Proposal

Proposer shall provide a detailed cost proposal for the project. The cost estimate shall include personnel names, classifications, hourly rates, overhead rates, and any other cost items necessary to perform each of the tasks listed in the Scope of Work. A total cost shall then be summarized and presented. Describe your cost control and budgeting methodology for this project. A line-item budget must also be submitted for proposed sub-consultants with contracts estimated to exceed \$25,000. Attachment 1 is a Cost Proposal Template for the consultant to use. Rates shall include all direct and indirect costs, fully loaded hourly rate means an hourly rate that includes all applicable surcharges such as taxes, insurance and fringe benefits as well as indirect costs, overhead and profit allowance, and ordinary materials and supplies. Rates indicated shall be firm for the initial contract term and any annual rate escalation shall not exceed 3%. C/CAG reserves the right to negotiate with or to decline to enter into contracts with a Proposer's whose rates are unreasonable at C/CAG's sole discretion.

8. Consultant Information, Qualifications & Experience

- a) Identify the qualifications of staff assigned to perform the work, whose expertise or experience addresses each of the specified needs. Identify the personnel, including subcontractor personnel.
 - i. In an appendix, provide resumes and references for all key team members. Resumes shall show relevant experience, for the Project's Scope of Work, as well as the length of employment with the proposing Consultant. Key members, especially the Project Manager, shall have significant demonstrated experience with this type of project, and should be committed to stay with the project for the duration of the project.
- b) Consultants shall demonstrate that they have successfully completed comparable projects. These projects must illustrate the quality, type, and past performance of the project team. Submittals shall include a detailed description of a minimum of three (3) projects within the past five (5) years which include the following information:

- Contracting agency
 - Contracting agency Project Manager
 - Contracting agency contact information
 - Contract amount
 - Funding source
 - Date of contract
 - Date of completion
 - Consultant Project Manager and contact information
 - Project Objective
 - Project Description
 - Project Outcome
- c) Provide a summary of all contracts your firm (including subcontractors) has held with C/CAG in the past three years, including a brief description of the scope of work, the contract amount, and date of execution. Performance on any C/CAG contract within the past three years may be considered as reference information or when past performance is included as an evaluation factor as noted in proposal evaluation.
- d) Work Samples (minimum of 2) - Provide at least one sample of a written technical report or memo and one sample of material developed for a similar study effort. The samples must have been prepared by key members of the Proposer's team and should identify the authors. The samples will be considered in evaluating firm and staff expertise and experience, and written presentation effectiveness.
- e) Provide a list of references (including references for subcontractors) and their contact information.

9. Conflict of Interest Requirements

- a) The proposing Consultant shall disclose any financial, business or other relationship with the C/CAG that may have an impact upon the outcome of the contract. The Consultant shall also list current clients who may have a financial interest in the outcome of this contract.
- b) The Consultant shall also provide possible mitigation efforts, if any, to eliminate or avoid any actual or perceived conflicts of interest.
- c) If a Consultant discovers a conflict during the execution of an assigned task, the Consultant must immediately notify the Caltrans Contract Manager regarding the conflicts of interest. The C/CAG Project Manager may terminate the Task Order involving the conflict of interest and C/CAG may obtain the conflicted services in any way allowed by law. Failure by the Consultant to notify C/CAG Project Manager may be grounds for termination of the contract for default pursuant to Attachment 2, Section 7, Termination of the Contract Agreement.

10. Litigation

Indicate if the proposing Consultant was involved with any litigation in connection with prior projects. If yes, briefly describe the nature of the litigation and the result.

11. Contract Agreement

- a. Indicate if the proposing Consultant has any issues or needed changes to the proposed contract agreement included as Attachment 2, Sample Agreement Template.
- b. The Consultant shall provide a brief statement affirming that the proposal terms shall remain in effect for one-hundred twenty (120) days following the date proposal submittals are due.

12. Federal-Aid Provisions

- a) The proposing Consultant's services are federally funded, which necessitate compliance with additional requirements. Special attention is directed to Attachment 3, Local Assistance Procedures Manual (LAPM) Exhibits. The proposing Consultant shall complete and submit the following forms with the proposal to be considered responsive. These forms and instructions are provided for the proposer in Attachment 3, Required Local Assistance Procedures Manual Exhibits.
 - Local Agency Proposer DBE Commitment (Consultant Contracts); (LAPM 10-O1). The local agency's current contract DBE Goal is [13%].
 - DBE Information - Good Faith Effort (LAPM 15-H) – Required only if DBE goal is not achieved. It is recommended that proposer prepare and submit a Good Faith Effort irrespective of meeting the DBE goal.
 - Disclosure of Lobbying Activities (LAPM 10-Q)
 - Consultant Annual Certification of Indirect Costs and Financial Management System (LAPM 10-K)
- a) Upon award and through completion of the project, the successful proposing Consultant will be required to follow applicable federal-aid requirements and shall complete and submit with the agreement the following forms at the time of award:
 - Local Agency Proposer DBE Information (Consultant Contracts) (LAPM 10-02)
 - Any other relevant forms required during the project.
- b) Consultant shall demonstrate familiarity of providing services for federally funded projects and have a clear understanding of requirements/needs to facilitate the project through Caltrans Local Assistance and Local Assistance Procedures Manual.

13. Insurance Provisions

Submit a signed acknowledgement, for Proposer only, that the Proposer agrees to provide the required certificates of insurance providing verification of the minimum insurance

requirements listed in Attachment 2, Sample Agreement Template, Section 11, Insurance, within ten (10) days of C/CAG's notice to firm that it is the successful Proposer.

14. Taxpayer Identification Number and Certification

Submit a W-9, Request for Taxpayer Identification Number and Certification for Proposer only (containing original signature) available at <http://www.irs.gov/pub/irs-pdf/fw9.pdf>.

V. PROPOSAL EVALUATION

Evaluation Process

All proposals will be evaluated by a C/CAG Selection Committee (Committee). The Committee may be composed of C/CAG staff and other parties that may have expertise or experience in the services described herein. 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 Committee will then assess the quality of each submittal based on the evaluation criteria below, and will rank the proposers. All contacts during the evaluation phase shall be through the C/CAG Contract Administrator/Project Manager only. Proposers shall neither contact nor lobby evaluators during the evaluation process. Attempts by Proposer to contact members of the Committee may jeopardize the integrity of the evaluation and selection process and risk possible disqualification of Proposer.

The selection process may include oral interviews. If oral interviews are necessary, the consultant will be notified of the time and place of oral interviews and if any additional information that may be required to be submitted. The evaluation criteria for the oral interviews are included below.

B. Evaluation Criteria

Proposals will be evaluated according to each evaluation criteria and scored on a zero-to-five-point rating. The scores for all the evaluation criteria will then be multiplied according to their assigned weight to arrive at a weighted score for each proposal. A proposal with a high weighted total will be deemed of higher quality than a proposal with a lesser-weighted total. The final maximum score for any project is five hundred (500) points.

		Rating Scale
0	Not Acceptable	Non-responsive, fails to meet RFP specifications. The approach has no probability of success. For mandatory requirement this score will result in disqualification of proposal.
1	Poor	Below average, falls short of expectations, is substandard to that which is the average or expected norm, has a low probability of success in achieving project objectives per RFP.
2	Fair	Has a reasonable probability of success, however, some objectives may not be met.
3	Average	Acceptable, achieves all objectives in a reasonable fashion per RFP specification.
4	Above Average/Good	Very good probability of success, better than that which is average or expected as the norm. Achieves all objectives per RFP requirements and expectations.
5	Excellent/Exceptional	Exceeds expectations, very innovative, clearly superior to that which is average or expected as the norm. Excellent probability of success and in achieving all objectives and meeting RFP specification.

The Evaluation Criteria Summary and their respective weights are as follows:

No.	Written Evaluation Criteria	Weight
1	Organization of Proposal	5
2	Staff and Firm Qualifications	20
3	Understanding of Project Scope of Work	10
4	Proposed Project Approach	10
5	Cost Effectiveness	30
6	References	5
7	Conflict of Interest Statement	Pass/Fail
	Subtotal:	80

No.	Interview Evaluation Criteria	Weight
8	Presentation by team	10
9	Q&A Response to panel questions	10
	Subtotal:	20
	Total:	100

1. Organization of Proposal (5 points)

- Responses to this RFP must be complete.
- Responses that do not include the proposal content requirements identified within this RFP and subsequent addenda and do not address each of the items listed below will be

considered incomplete, be rated a Fail in the Evaluation Criteria and will receive no further consideration.

2. Staff and Firm Qualifications (20 points)

- Relevant experience, specific qualifications, and technical expertise of the firm and sub-consultants to conduct services on both federal and nonfederal-aid projects.
- Describes familiarity of project and demonstrates understanding of work completed to date and project objectives moving forward
- Roles and Organization of Proposed Team
 - Proposes adequate and appropriate disciplines of project team.
 - Some or all of team members have previously worked together on similar project(s).
 - Overall organization of the team is relevant to C/CAG's needs.
- Roles of Key Individuals on the Team
 - Proposed team members, as demonstrated by enclosed resumes, have relevant experience for their role in the project.
 - Key positions required to execute the project team's responsibilities are appropriately staffed.
- Working Relationship with C/CAG
 - Team and its leaders have experience working in the public sector and knowledge of public sector procurement process.
 - Team leadership understands the nature of public sector work and its decision-making process.

3. Understanding of Project Scope of Work (10 points)

- Detailed Scope of Services to be Provided
 - Proposed scope of services is appropriate for all phases of the work.
 - Scope addresses all known project needs and appears achievable in the timeframes set forth in the project schedule.
 - The proposal includes a detailed work plan.
- Project Deliverables
 - Understanding of the Project scope and ability to meet program objectives.

4. Proposed Project Approach (10 points)

- Project and Management Approach
 - Team is managed by an individual with appropriate experience in similar projects. This person's time is appropriately committed to the project.
 - Project team and management approach responds to project issues. Team structure provides adequate capability to perform both volume and quality of needed work within project schedule milestones.
- Schedule of Work
 - Schedule shows completion of the work within or preferably prior to the C/CAG overall time limits as specified in the Section IV. Proposal Requirements, 6) Schedule of Work of this RFP. The schedule serves as a project timeline, stating

all major milestones and required submittals for project management and Federal-Aid compliance.

- The schedule addresses all knowable phases of the project, in accordance with the general requirements of this RFP.
- Presentation based on written proposals and sample reports.

5. Cost Effectiveness (30 points)

- Cost Control and Budgeting Methodology
 - Proposer has a system or process for managing cost and budget.
 - Evidence of successful budget management for a similar project.
- Proposal clearly defines cost in spreadsheet format.
- Reasonableness of hourly rates;
- Allocation of resources for each tasks and activities.

6. Conflict of Interest Statement (Pass/Fail)

- e) Discloses any financial, business or other relationship with the C/CAG that may have an impact upon the outcome of the contract.
- f) Lists current clients who may have a financial interest in the outcome of this contract.

7. References (5 points)

- Provide as reference the names of at least three (3) agencies you currently or have previously consulted for in the past three (3) years.

8. Presentation by Team (10 points) (*only if oral interviews are necessary*)

- f) Team presentation conveying project understanding, communication skills, innovative ideas, critical issues and solutions.

9. Q&A Response to Panel Questions (10 points) (*only if oral interviews are necessary*)

- Proposer provides responses to various interview panel questions.

Weighted scores for each proposal will be assigned utilizing the table below:

No.	Evaluation Criteria	Rating (0-5)	Weight	Score (Rating * Weight)
1	Organization of Proposal		5	
2	Staff and Firm Qualifications		20	
3	Understanding of Project Scope of Work		10	
4	Proposed Project Approach		10	
5	Cost Effectiveness		30	
6	References		5	
7	Conflict of Interest Statement	N/A	Pass/Fail	Pass/Fail
8	Presentation by Team		10	

9	Q&A Response to Panel Questions		10	
	Total:		100	/500

C. Request for Best and Final Offer

Following discussions, if held, Proposers on the “short list” will be given the opportunity to revise their written proposals to address the concerns raised during discussions through issuance by C/CAG of a Request for Best and Final Offer (BAFO). Following receipt of the BAFOs, the evaluation panel will evaluate the BAFOs against the evaluation criteria.

C/CAG reserves the right to not convene oral interviews or discussions, and to make an award on the basis of initial proposals. Accordingly, each initial proposal should be submitted on the most favorable terms from a price and a technical viewpoint. References may be contacted at any point in the evaluation process.

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.

D. 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 or BAFOs and oral interviews or discussions (if held). The Executive Director will review the recommendation and, if he agrees, staff will forward the recommendation to the C/CAG Board of Directors which authorizes award.

E. Selection Disputes

A Proposer may object to a provision of the RFP on the grounds that it is arbitrary, biased, or unduly restrictive, or to the selection of a particular Proposer on the grounds that C/CAG

procedures, the provisions of the RFP or applicable provisions of federal, state or local law have been violated or inaccurately or inappropriately applied by submitting to the Project Manager a written explanation of the basis for the protest:

1. No later than 5:00 p.m. on the third business day prior to the date Responses to RFP are due, for objections to RFP provisions; or
2. No later than 5:00 p.m. on the third business day after the date the firm is notified that it did not meet the minimum qualifications or was found to be non-responsive; or
3. No later than 5:00 p.m. on the third business day after the date on which the firm is notified that it was not selected, or if applicable the date the appropriate committee authorizes award, whichever is later, for objections to Proposer selection.

Except with regard to initial determinations of non-responsiveness, the evaluation record shall remain confidential until the C/CAG Board of Directors authorizes award.

Protests of recommended awards must clearly and specifically describe the basis for the protest in sufficient detail for C/CAG staff to recommend a resolution to the C/CAG Executive Director.

The C/CAG Executive Director will respond to the protest in writing, based on the recommendation of staff. Should a Proposer wish to appeal the decision of the C/CAG Executive Director, it may file a written appeal with the C/CAG Board of Directors no later than 4:00 p.m. on the third business day after receipt of the written response from the C/CAG Executive Director. The C/CAG Board of Directors' decision will be the final agency decision.

Authorization to award an agreement to a particular Proposer by C/CAG shall be deemed conditional until the expiration of the protest period or, if a protest is filed, the issuance of a written response to the protest by the C/CAG Executive Director or, if the decision of the C/CAG Executive Director is appealed, the issuance of the C/CAG Board of Directors' decision.

F. 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, Proposal Requirements, of this RFP, 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. Proposal Requirements, 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.

G. Key Personnel

Key Proposer personnel assigned to the project are expected to remain on the project. Any change in key personnel on the proposed project team is subject to prior written approval of C/CAG. Removal of any key personnel identified in the responses to the RFP without written consent of the C/CAG Project Manager may be considered a material breach of contract.

APPENDIX A - SCOPE OF WORK

The key elements for the San Mateo Countywide Local Roadway Safety Plan (LRSP) include, but is not limited to, the following:

1. **Executive Summary:** This section should include the agency’s objectives and focus for the LRSP and a brief summary of the major results. Include discussion on what methodologies were used to limit the data analysis and studies to stay within the funding limits. Other high-level discussions may include crash trends, corridors identified, stakeholder outreach, countermeasures considered, conceptual projects identified, benefit-cost ratios for the projects, etc.
2. **Safety Data:** Analyze at least five (5) years of the most current crash data. Crash data from each jurisdiction’s own crash database (C/CAG will work with local law enforcement to attain), the California Statewide Integrated Traffic Records System (SWITRS) database, or UC Berkeley Transportation Injury Mapping (TIMS) are recommended.
3. **Public Outreach:** Summarize outreach conducted and feedback received from the public, community stakeholders, and emergency response personnel.
4. **Data Analysis Techniques and Results:** Crash trends and crash concentrations should be analyzed based on overall numbers, identifying the leading causes of fatalities and severe injuries. Consultant should identify crashes on a ‘rate’ basis and compare the results of numbers vs. rates.
5. **Highest Occurring Crash Types:** Focus on top 3 to 10 crash types responsible for the fatalities and severe injuries occurring on each jurisdiction’s roadway network. If it is chosen to focus on specific “high-risk corridors and intersections,” it is expected to briefly review and discuss top crash types occurring on the overall network.
6. **High-Risk Corridors and Intersections (Crash History and Roadway Characteristics):** Focus on top 3 to 10 high-risk corridors in each jurisdiction and the top 5 to 20 intersections responsible for fatalities and severe injuries occurring on their roadway network. If it is chosen to focus on specific crash types, it is still expected to briefly review and discuss their high-risk corridors and intersections on the overall network.
7. **Countermeasures Identified to Address the Safety Issues:** Use crash reduction factors provided in the Local Roadway Safety Manual (LRSM) to identify potential low-cost systemic countermeasures that mitigate the local agencies’ primary crash type trends. In addition, use crash concentrations (system-wide, corridors, and spot locations) to identify the countermeasures with a high likelihood of addressing the crashes that are appropriate for the characteristics of the roadway.
8. **Viable Project Scopes and Prioritized List of Safety Projects:** Once the crash areas, trends, and corresponding systemic countermeasures have been identified, it is required to create preliminary safety project scopes. It is recommended to focus on finding the ideal balance between collision analyses on a systemic basis while also addressing high-crash locations. For the lowest cost

improvements, like signing and striping, it may be an appropriate goal to have the entire roadway network eventually upgraded to a minimum level.

In contrast, the costlier systemic countermeasures may only be feasible to install at higher crash locations/characteristics on a corridor-by-corridor basis. Estimating total-project costs and calculating Benefit/Cost (B/C) ratio are the next steps in prioritizing the list of safety projects.

Cost estimates may be based on individual construction items or lump sum project costs per mile or per location. For calculating the B/C ratio of a project, the Caltrans HSIP Analyzer Tool should be used.

Task 1: Project Initiation and Management

The Consultant shall host project initiation meeting and weekly check-ins with C/CAG staff to maintain communication and ensure project will be delivered within the project timeline. The Consultant shall also schedule and facilitate a minimum of five (5) meetings with an ad hoc advisory group comprised of planners, engineers, emergency services, bike/pedestrian and community-based organizations, and other stakeholders. The Consultant shall present progress updates at a minimum of eight (8) 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. Monthly project management meeting agendas and action items
3. Materials for advisory group meetings and/or workshops
4. Presentation to C/CAG Committees and Board meetings
5. Monthly Invoices and progress reports

Task 2: Review of Existing LRSP and Collision Data Reports/Literature Review

The Consultant shall conduct a review of existing LRSPs and Vision Zero plans and coordinate with jurisdictions in San Mateo County that have an LRSP (including LRSPs that are underway) or Vision Zero plans to incorporate in the San Mateo Countywide LRSP.

The Consultant shall also review existing regional data sources such as the C/CAG-San Mateo County Office of Education (SMCOE) Youth-Based High Injury Network Report and the Metropolitan Transportation Commission's (MTC's) BAYVIZ tool to incorporate any relevant findings that can be incorporated into the Countywide LRSP.

Consultant will also review currently available documents that present "best-case practices" regarding Local Road Safety Plans and Vision Zero Action Plans; this will include researching multi-modal safety documents such as Vision Zero. Consultant will identify key factors relating to collisions, data collection, and best practices of how to apply treatments.

Task 2 Deliverables:

1. Review of existing and in-progress LRSPs,
2. Review of C/CAG-SMCOE Youth-Based High Injury Network Report
3. Review comparable Local Road Safety Plans, Vision Zero Action Plans, and award-winning “safety” or “vision zero” documents to identify “best-practices” for data collection and safety treatments
4. Summary of literature review highlighting current “best-practices” and summarizing suggested methodology going forward.

Task 3: Data Collection and Analysis

Consultant shall develop an existing conditions analysis report of the roadway in San Mateo County including a comprehensive analysis of crash data. The Consultant shall identify collision characteristics, crash patterns, and user types to identify roadway segments that account for the highest number of specific types of collisions.

The Consultant shall collect collision data from Transportation Injury Mapping System (TIMS) and Statewide Integrated Traffic Records System (SWITRS) to identify collisions occurring within the most recent 5-year period. Consultant to provide guidance whether to expand the data range to account for the COVID-19 pandemic.

The Consultant shall conduct a review of existing LRSPs and coordinate with jurisdictions that have an LRSP or report that is underway to incorporate in the San Mateo Countywide-LRSP.

The Consultant shall coordinate with jurisdictions to identify locations that have high potential for collisions.

Task 3 Deliverables:

1. Roadway Collision Analysis, identify high collision/priority locations,
2. Map of high collision areas

Task 4: Community and Stakeholder Engagement

Consultant shall conduct public outreach to San Mateo County community-based organizations, members of the public, bicyclists, pedestrians, emergency personnel, and other stakeholders. Public outreach may include in-person meetings in each participating City, in-person, or virtual meetings with law enforcement and/or emergency response personnel, and/or a virtual outreach campaign to obtain feedback.

Task 4: Deliverables

1. Community workshop (in-person and virtual)
2. Education and Outreach materials (to be distributed in multiple languages)

3. Meeting minutes from each meeting
4. Analysis of how proposed safety projects can address community concerns

Task 5: Countermeasures/ Implementation

Consultant shall provide a recommendation in the areas of engineering, enforcement, education, and emergency response to improve traffic safety. Recommendations should include goal and strategies to address long-term and short-term safety. Recommendations should also include cost-effective measures to addressing safety areas. The consultant shall provide a strategy for implementing LRSP and means of monitoring safety outcomes to evaluate the effectiveness of the countermeasures.

Utilizing Caltrans' HSIP Analyzer tool, consultant will identify the most cost-effective treatment at each location. B/C ratios for each identified location will be calculated and summarized for each jurisdiction in San Mateo County.

Task 5: Deliverables

1. Safety recommendations
2. Implementation plan for LRSP
3. Means of monitoring safety outcomes

Task 6. Receive Concurrence from Local Jurisdictions

Consultant, with assistance from C/CAG, will provide location, treatment, and B/C ratio information to each jurisdiction in San Mateo County. Each jurisdiction's public works staff will provide concurrence for each location and suggested treatment to consultant or will suggest an alternative treatment for consideration. If another treatment is suggested, consultant will run a new analysis on the location, with the alternative treatment, and provide updated information on B/C ratios. If the consultant's suggested treatment has a higher B/C ratio than the jurisdictions alternative treatment, the jurisdiction will have the final decision on which treatment is to be included.

Task 6: Deliverables

1. Receive concurrence on list of locations identified as having a high potential for collisions, along with suggested treatments and calculated B/C ratios to San Mateo County jurisdictions.

Task 7. Develop Prioritized List of Safety Projects for Each Jurisdictions in San Mateo County

Based on calculated B/C ratio and feedback from San Mateo County jurisdictions, consultant will develop a prioritized list of safety projects for each jurisdiction in San Mateo County. The lists should clearly identify projects that are eligible for HSIP funding for the upcoming cycle.

Consultant will coordinate with C/CAG and jurisdictions with existing LRSPs to develop a detailed scope of engineering for priority projects identified in that jurisdiction. These priority projects should have an HSIP B/C ratio high enough to be eligible for HSIP funding.

Task 7: Deliverables

1. Develop a prioritized list of safety projects for each of the jurisdictions in San Mateo County; clearly identify which projects are eligible for HSIP funding.

Task 8: Countywide LRSP Development

Consultant shall provide a complete Local Roadway Safety Plan for the County. The Plan will have a chapter for each jurisdiction. Additionally, each jurisdiction chapter will have sections identifying automobile safety locations. For jurisdictions that have an existing LRSP, Consultant shall provide a summary of findings into the countywide LRSP.

Task 8: Deliverables

1. Draft Countywide LRSP
2. Final Countywide LRSP

Task 9: Jurisdiction Support for Local LRSP Adoption

To assist with jurisdictions that will adopt the Countywide LRSP, Consultant shall prepare a draft staff report, presentation template, and talking points for jurisdictions to assist with the local adoption process.

Task 9 Deliverables

1. Staff report, presentation template, and talking points to support jurisdictions in the local adoption process
2. Consultant to provide jurisdictions with talking points for LRSP

Task 10: Optional Tasks as Needed

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

- Prepare a report presenting strategies on how to update the report in the future.

Task 10 Deliverables

To be determined.

ATTACHMENT 1: COST PROPOSAL TEMPLATE

<https://ccag.ca.gov/wp-content/uploads/2022/12/Attachment-1-Cost-Proposal-Template-2.xlsx>

ATTACHMENT 2: SAMPLE AGREEMENT TEMPLATE

<https://ccag.ca.gov/wp-content/uploads/2021/09/Attachment-2-Sample-Funding-Agreement.pdf>

**ATTACHMENT 3: REQUIRED LOCAL ASSISTANCE PROCEDURES
MANUAL EXHIBITS**

- [Local Agency Proposer DBE Commitment \(Consultant Contracts\) \(LAPM 10-O1\)](#)
- [DBE Information - Good Faith Effort \(LAPM 15-H\)](#)
- [Disclosure of Lobbying Activities \(LAPM 10-Q\)](#)
- [Consultant Annual Certification of Indirect Costs and Financial Management System \(LAPM 10-K\)](#)
- [Local Agency Proposer DBE Information \(Consultant Contracts\) \(LAPM 10-02\)](#)