



5

DEPARTMENT OF  
PUBLIC WORKS

CITY OF SACRAMENTO  
CALIFORNIA

1023 J STREET  
SUITE 200  
SACRAMENTO, CA  
95814-2819

TRANSPORTATION DIVISION

916-449-5307

October 10, 1989

Budget & Finance and  
Transportation & Community Development Committee  
Sacramento, California

Honorable Members In Session:

SUBJECT: Request for Proposal (RFP) for the City of Sacramento's  
Transportation Management Plan (TMP)

SUMMARY

The report includes a Request for Proposal (RFP) for consultants with experience in Transportation Systems Management (TSM) for the purpose of developing a Transportation Management Plan (TMP) for employees of the City of Sacramento. The TMP will fulfill the first year requirements of the Employer TSM Program by identifying specific TSM measures for employees of each Department/Division in the City. Staff recommends that Council receive this report as an informational item.

BACKGROUND

As a designated major employer, the City of Sacramento is responsible for complying with the provisions of Ordinance Number 88-082 relating to Employer Transportation Systems Management adopted by the Sacramento City Council on December 13, 1988. The enactment of this Ordinance added Chapter 77 to the Sacramento City Code.

The Department of Public Works has prepared an RFP for consultant services to develop a TMP for employees of the City of Sacramento in accordance with the City of Sacramento's July, 1989, Transportation Systems Management Handbook, Employer's Guidelines, for compliance with the provisions of Chapter 77.

Budget & Finance and  
Transportation & Community Development Committee  
October 10, 1989  
Page 2

FINANCIAL DATA

Staff from the Department of Public Works contacted three consultants with TSM experience and requested preliminary cost estimates from each. The cost estimates were in the range of \$15,000 to \$20,000 for the compilation of City employee survey forms and the development of a Transportation Management Plan. The TMP will identify specific TSM measures for each Department/Division for City employees at their worksites in the City.

The actual distribution and collection of the City employee survey forms will be done in-house and is not considered a part of the consultant's cost estimate. Also, the consultant will not be responsible for implementing the TMP. The City would be required to dedicate staff to oversee the implementation, including marketing and evaluating the City's role in committing to the TSM measures that are included in the recommended TMP.

Sufficient funds are available from the Transportation Services Operation budget. Staff has set a \$20,000 limit for the RFP.

POLICY MATTERS

With the completion of an approved Transportation Management Plan by December 31, 1989, the City of Sacramento will have identified TSM measures necessary for compliance to Chapter 77 of the City Code.

MBE/WBE

The City of Sacramento actively encourages the participation of MBE/WBE consultants/vendors in the RFP process. Consultants/vendors who respond to this RFP are encouraged to incorporate MBE/WBE participation in their proposal.

Budget & Finance and  
Transportation & Community Development Committee  
October 10, 1989  
Page 3

RECOMMENDATIONS

Staff recommends that the City Council receive this report as an informational item. Staff will proceed with the issuance of the RFP. City Council action is not required since the contract will be for less than \$25,000. Attached for your information is a copy of the RFP.

Respectively submitted,



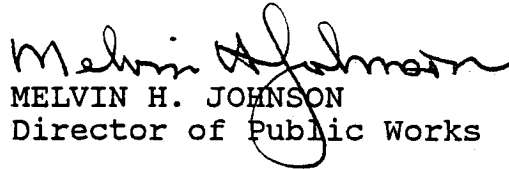
MARILYN KUNTEMEYER  
Senior Engineer

Approved for Committee  
Information:



SOLON WISHAM, JR.  
Assistant City Manager

Approved:



MELVIN H. JOHNSON  
Director of Public Works

Contact Person to  
Answer Questions:

JOHN PRESLEIGH, Associate Engineer  
Transportation Division, 449-5307

October 10, 1989  
All Districts

JP:lm  
CA2-25.L  
0919.89

Attachment

CITY OF SACRAMENTO  
REQUEST FOR PROPOSAL

1. INTRODUCTION:

The City of Sacramento, as a designated major employer, is responsible for complying with the provisions of Ordinance No. 88-082 relating to Employer Transportation Systems Management adopted by the Sacramento City Council on December 13, 1988. The enactment of this Ordinance added Chapter 77 to the Sacramento City Code.

The City of Sacramento, through the Department of Public Works, Transportation Division, requests proposals to be submitted for the services of a Consultant with Transportation Systems Management experience for the purposes of developing a Transportation Management Plan (TMP) for employees of the City of Sacramento.

2. PROJECT OBJECTIVE:

The Consultant will be required to develop a Transportation Management Plan (TMP) for employees of the City of Sacramento, in accordance with the City of Sacramento's July, 1989, Employer's Guidelines, Transportation Systems Management Handbook, for compliance to the provisions of Chapter 77 of the City Code. Thus, at a minimum services provided by the Consultant must include the following:

- A. Document the City of Sacramento's compliance with the following minimum TSM measures:
  - 1. Posting information describing the benefits of transit, ridesharing and bicycling and their facilities, services, schedules, rates and other pertinent information relevant to such transportation options;
  - 2. Designating a Transportation Coordinator to coordinate with the local transit agency(s) and the authorized regional ridesharing agency for the distribution of alternative commute mode information, including transit information and ridesharing applications; and
  - 3. Providing newly hired employees with alternative commute mode information, including transit information and ridesharing applications.

- B. Provide a status report on employees working for the City of Sacramento regarding their current commute mode characteristics based on an employee survey or assessment (Note: The July, 1989, Employers Guidelines, Transportation Systems Management Handbook, Appendix E designates the format for the status report).
- C. Project a goal for the increase in peak period commute trips made by alternative commute modes for employees of the City of Sacramento (Note: Section 12 of the July, 1989, Employer's Guidelines, Transportation Systems Management Handbook, describes the methodology to be used to project the City's annual goal).
- D. Document additional Transportation Systems Management measures selected to meet the projected increase (annual goal) in peak period commute trips made by alternative commute modes (Note: The July, 1989, Employers Guidelines, Transportation Systems Management Handbook, Section 16 designates the format for documenting the TSM measures selected).
- E. Provide a list of all worksites by address and the number of employees working for the City at each worksite. For all worksites of 100 or more employees, list the specific TSM measures designated for that site.
- F. If applicable to the City of Sacramento worksite, coordinate the City's TMP with existing Developer TMP's (Note: Section 15 of the July, 1989, Employers Guidelines Transportation Systems Management Handbook, describes the methodology to be used to determine if applicable).

3. PROJECT DESCRIPTION:

3.1 COORDINATION:

All work products of the study/survey shall be reviewed by the City's Department of Public Works, Transportation Division.

3.1.2 QUESTIONS:

Inquiries concerning any aspect of this RFP and contract award should be submitted in writing to:

City of Sacramento  
 Transportation Division  
 1023 J Street, Suite 200  
 Sacramento, CA 95814  
 Telephone: (916) 449-5307  
 Attn: John Presleigh, Associate Engineer

The closing date for written and/or oral questions will be October 25, 1989.

3.2 SCOPE OF WORK:

The work program shall include the following items at a minimum:

TASK 1 - CONFIRM WORKSITE LOCATIONS:

Document the existing number of full-time and part-time employees working for the City of Sacramento and their worksite locations. City staff will assist the Consultant in collecting the information from all City departments. Consultant will compile the information in an appropriate format.

TASK 2 - DETERMINE CURRENT COMMUTE MODES OF CITY EMPLOYEES:

Develop a questionnaire for the purpose of surveying employees working for the City of Sacramento on their current commute mode characteristics (Note: A number of preselected questions are recommended in the July, 1989, Employer's Guidelines, Transportation Systems Management Handbook). The questionnaire and proposed survey technique will be approved by City staff.

Survey technique must include a specific response rate by worksite location so that data collected is statistically accurate (Note: A recommended response rate can be found in the July, 1989, Employer's Guidelines, Transportation Systems Management Handbook).

TASK 3 - DOCUMENT SURVEY RESULTS:

Compile and analyze the results of the questionnaire and document the compliance of the City of Sacramento's existing Transportation Systems Management efforts and resources.

TASK 4 - DEVELOP TMP:

Develop a Transportation Management Plan that will be consistent with the criteria as found in the July, 1989, Employer's Guidelines, Transportation Systems Management Handbook.

4. THE CITY OF SACRAMENTO WILL PROVIDE THE FOLLOWING INFORMATION ITEMS TO THE CONSULTANT (SEE ATTACHMENTS):

- A. July, 1989, Employers Guidelines, Transportation Systems Management Handbook (Attachment A).

B. List of the number of employees working for the City of Sacramento by worksite location (Attachment B).

5. ADMINISTRATIVE INFORMATION:

5.1 DUE DATE:

Proposals submitted hereunder must be received at the address specified below no later than 5:00 PM (Pacific Standard Time), October 25, 1989. Three copies of the proposal shall be sent in a sealed envelop addressed to:

City of Sacramento  
Transportation Division  
1023 J Street, Suite 200  
Sacramento, CA 95814  
Attn: John Presleigh  
Associate Engineer

Envelopes must be marked:

Proposal for City Transportation Management Plan (TMP)

5.2 RFP SCHEDULE:

Release of RFP	October 12, 1989
Qualification Evaluation	October 26, 1989
Selection of Consultant	October 31, 1989
Notification of Award and Agreement Execution	November 2, 1989

Note: The City of Sacramento reserves the right to modify the above dates. Any changes will be forwarded in writing to all potential consultants.

5.3 PROJECT SCHEDULE:

A detail project schedule must be included in the proposal. The final completion date for the project is December 15, 1989. The consultant will be responsible for adhering to target dates as established by agreement for completion. Implementation schedule:

3 copies of the Draft TMP Submittal - December 1, 1989  
3 copies of the Final TMP Submittal - December 15, 1989

5.4 LATE PROPOSALS:

Any proposal received after the specified due date and time will be rejected.

5.5 COST:

Any proposal quoting a total bid amount in excess of \$20,000 will be disqualified.

5.5.1 CONTRACTORS COST:

Cost for developing proposals are entirely the responsibility of the contractor and shall not be chargeable in any manner to the City of Sacramento.

5.6 DEFINITIONS OF TERMS:

5.6.1 CONSULTANT/VENDOR:

A firm which proposes to provide the research and marketing consultant services described in the RFP.

5.6.2 CONTRACTOR:

The successful consultant which is contracted to provide the services described in the RFP.

5.6.3 CITY:

The City of Sacramento.

5.6.4 PROJECT:

City of Sacramento's Transportation Management Plan

5.6.5 CRITICAL PERFORMANCE:

Critical performance will be defined as a contractor responsibility. The project will be deemed a failure of the contractor does not provide a completed, comprehensive report containing the requirements outlined in this RFP.

5.7 ECONOMY OF PREPARATION:

Your proposal should be prepared simply and economically, providing straight-forward, concise delineation of your company's capabilities to satisfy the requirements of this RFP. Fancy bindings, colored displays and promotional material, etc. are neither necessary nor desired. However, technical literature about your experience and qualifications may be included. The emphasis should be on completeness and clarity of content.

5.8 PROPOSAL SIGNATURE:

If the proposal is made by an individual, it shall be signed and the full name and address shall be given. If it is made for a firm, or partnership, it shall be signed with the copartnership name or by a principal of the firm who shall sign his own name, and the name and address of each member shall be given. A Certificate of Secretary shall also be attached to the proposal submitted by a corporation.

5.9 CONTRACT:

The City's "General Provisions" are included as Exhibit "A" and are herein incorporated by reference. Contract negotiations will be undertaken simultaneously with the proposal evaluation for the finalists as determined by the City. The City's General Insurance Provisions are included as part of Exhibit "A" and herein incorporated by reference.

6. PROPOSAL INSTRUCTIONS:

6.1 RFP CONTENT:

Consultant firms interested in providing a proposal should submit three (3) copies to include the following:

- (a) Resume of the firm's professional credentials and experience.
- (b) Client reference, including names, titles, and telephone numbers of specific individuals in charge of similar projects. Include the name of project, location, and scope of work.
- (c) Name of principal professionals, all associated professionals, all associated professionals, and the firm personnel structure.
- (d) Availability to deliver services in a timely manner.
- (e) A description of the prospective consultant's overall approach to the project, specific techniques that will be used and specific administrative and operational management expertise that will be employed. This description shall include a work plan, milestones, task timing, and phasing for completion of the contract work statement found in Section 3.0.

(f) Quotation of charges, including the classes of personnel to be used in the project, the total hourly rate charged for each class, and the estimated number of hours that each class of personnel will use. Each prospective contractor will also detail any other items that will be charged to the project and include them in its total bid (i.e. travel costs, computer charge, etc.)

No firm shall be considered unless they can demonstrate experience in projects of this type and scope.

6.2 WITHDRAWALS OF PROPOSALS:

Unauthorized conditions, limitations, or provisions attached to a proposal may cause its rejection. No oral, telegraphic or telephonic proposals or modifications will be considered. The proposal may be withdrawn upon request by the contractor without prejudice to itself prior to, but not after the time fixed for opening of submitted proposals, provided that the request is in writing, has been executed by the contractor or its duly authorized representative, and has been filed with the City.

6.3 REJECTION OF PROPOSALS:

It is recognized that each contractor may have developed its own typical methods of service delivery. It is not the City's intention to disqualify a contractor due to variations in service delivery that do not affect quality and performance. Any proposal offering professional services of equivalent or better quality and performance to that requested, which provides the necessary service, will receive full consideration for the award.

The City of Sacramento reserves the right to reject any and all proposals received by reason of this request, or to negotiate separately with any source whatsoever in any manner necessary to serve the best interests of the City. THE CITY OF SACRAMENTO MAY NOT AWARD A CONTRACT SOLELY ON THE BASIS OF THIS REQUEST FOR PROPOSAL AND WILL NOT PAY FOR THE INFORMATION SOLICITED OR OBTAINED. The information obtained will be used in determining the proposal that best meets the City's needs.

Non-acceptance of any proposal will be devoid of any criticism of the proposal and of any implication that the proposal was deficient. Non-acceptance of any proposal will mean that another proposal or alternative was deemed to be more advantageous to the City of Sacramento.

All material submitted which has not been clearly designated as proprietary information becomes the property of the City of Sacramento and may be returned only at the City's option.

Proposals submitted become the property of the City of Sacramento and may be reviewed and evaluated by any persons at the discretion of the City.

7. EVALUATION METHODOLOGY:

7.1 GENERAL:

An evaluation team will validate and evaluate all proposals received. All requirements identified in this RFP must be satisfied in order to insure that a proposal will qualify for consideration.

A point evaluation system will be used to rank the proposals. Evaluation categories include, but are not necessarily limited to the cost of services, technical compliance to the specifications outlined in the RFP, demonstrated competence, personnel experience, and conformance to the proposal format instructions specified in the RFP. Points have been preassigned to each category in accordance with the City's view of the relative importance of each. At the completion of the evaluation, a total point value will be compiled for each proposal. The recommendation will not necessarily be given on the lowest price proposed.

7.2 M/WBE POLICY:

The City of Sacramento actively encourages the participation of M/WBE (Minority/Women Business Enterprise) Bidders in the RFP process. Bidders who respond to this RFP are encouraged to incorporate M/WBE participation in their proposal.

JP:lm  
JP4-26.L