

**REQUEST FOR PROPOSAL**  
**FOR FRESNO COG'S ACTIVITY-BASED MODEL**

**Fresno Council of Governments**  
**2035 Tulare Street, Suite 201**  
**Fresno, CA 93721**  
**(559) 233-4148**

Additional background information on this proposal can be found on the  
Fresno COG website!

[www.fresnocog.org](http://www.fresnocog.org)

**October, 2016**

# REQUEST FOR PROPOSALS

## TO UPDATE FRESNO COG'S ACTIVITY-BASED MODEL

The Fresno Council of Governments (Fresno COG) is requesting proposals from qualified consultants to update Fresno COG's activity-based model (ABM) to better address pricing, equity, active transportation and other issues that traditional 4-step travel demand models are not as sensitive to.

### Background

As one of the 18 MPOs in California that are subject to Senate Bill (SB)375 for Sustainable Communities Strategy (SCS) development, Fresno COG is developing tools to address increasing interests in measuring impacts from compact and mixed-use development, active transportation, transit, pricing, etc. As the Fresno region is moving towards more sustainable land use development and diverting more investment into supportive transportation strategies such as Bus Rapid Transit (BRT) and bike and pedestrian facilities, an activity-based model is better positioned to estimate the benefits of such strategies and investment than a traditional 4-step travel demand model. With the ABM having the capability to track each individual in a household, changes to household travel patterns can be better modeled should the region decide to test alternative policies such as pricing; benefits and impacts of various investment strategies to residents of various social and economic status could also be tracked for the same reason.

Fresno COG's ABM was developed as part of the San Joaquin Valley Model Improvement Program (MIP) in 2012. DaySim was applied as the software platform and integrated into CUBE. The ABM was developed at parcel level. All the model files and documentation can be downloaded from Fresno COG's website at: <http://www.fresnocog.org/fresno-county-transportation-modeling>.

### Scope of Work

The scope of work to be performed by the consultant is to update Fresno COG's ABM and provide training to COG's modeling staff. It is expected that after the model is developed, the ABM can be operated and maintained in-house for COG planning activities where modeling is needed. Although Fresno COG's ABM was developed at parcel level in the first phase, the ABM will be updated to micro-zone (census block) level in order to reduce run time and data maintenance efforts.

### TASKS

**Task 1** Update the synthetic population to 2014 base year. Fresno COG will provide TAZ level socio-economic data as control reference, which was used in the 4-step model update. Micro-zone level socio-economic data can also be made available if needed.

**Task 2** Re-estimate and re-calibrate the ABM with the 2010-2012 California Household Travel Survey(CHTS) and other available public data sources. Re-estimation using the 2010-2012 CHTS was performed for the 4-step model update, and the results could be provided for reference.

**Task 3** Validate the ABM to 2014 counts. Fresno COG maintains an extensive traffic monitoring program and will provide traffic counts for the validation. Screen line counts will also be provided.

**Task 4** Develop assignment for biking and walking trips. Fresno COG will provide the 2014 bike/sidewalk/trail network as well as the future planned bike/pedestrian network. Bike/ped counts were collected at select locations throughout the county and will be provided for reference.

**Task 5** Conduct sensitivity tests for the ABM.

**Task 6** Other updates that are deemed necessary by the consultant team.

**Task 7** Provide training to Fresno COG staff. Training may include but is not limited to: an overall introduction of activity-based modeling, the major components of the ABM, the overall model system, how to extract desired summary reports from the ABM, running the model, future year forecasts, special analyses such as social equity analysis, etc. Training sessions could be conducted online or on-site. At minimum, one in-person training at Fresno COG is required after the model is completed. Multiple training sessions are expected to enable COG staff to operate the model effectively.

**Task 8** Provide a user guide and model documentation. The model documentation should include a description of all the major components of the ABM, the coefficients applied in these components, the entire model system, the calibration and validation results, etc. If the validation results do not meet federal- or state-recommended thresholds, possible causes that lead to such results should be documented. The user guide should provide step-by-step instructions on how to operate the model, including instructions on how to extract certain desired summary reports such as VMT summary for SB375 and conformity purposes.

## **COORDINATION**

The consultant will take primary direction from the Fresno COG Project Manager. It is intended that all work will be completed within **twelve** months of negotiating a contract in accordance with the schedule component and that the consultant's work will begin immediately upon receiving a notice to proceed.

The selected consultant will best demonstrate the ability to deliver quality work on schedule and in a cost-effective manner, consistent with the tasks and deliverables in this RFP.

File copies of all correspondence, technical memoranda and reports should be delivered to the Fresno COG Project Manager on CD or file in MS Office 2010.

All data, maps and all other materials prepared or collected under this contract will become the property of Fresno COG. Provide monthly progress reports to the Fresno COG project manager. These monthly status reports will include descriptions of work tasks completed that month, and will identify any issues that may affect project schedule or project deliverables.

## Proposed Time Schedule

<b>Activity</b>	<b>Date</b>
Request for Proposals released	Monday, October 3, 2016
Deadline for submitting questions	Friday, October 14, 2016
Deadline for proposal submittal	Friday, November 4, 2016, 4:00 P.M.
Oral interviews/selection process	The Week of November 14, 2016 (Tentatively)
Notice to Proceed	January/February, 2017 – Subject to COG Board approval and contract signing
Completion of project	January 31, 2018 depending on COG Board approval and contract signing

### III. PROPOSAL REQUIREMENTS

Clarity and succinctness are essential and will be considered in assessing the consultant's capabilities. Proposals that show creativity and new ideas will be highly considered. All consultant proposals submitted in response to this request will be screened by a review committee. The committee will determine, through the screening process, which consultants will be invited to make formal presentations and be interviewed by the selection committee. The selection committee reserves the right to make a final selection without an interview.

One reproducible (unbound) and five copies of the proposal plus an electronic copy on a CD or flash drive must be received at the Fresno Council of Governments by **Friday, November 4<sup>th</sup>, 2016, 4:00 P.M. local time.** Proposals not received by that date and time *will not be considered.*

In order to simplify the review process and maximize the degree of comparative analysis, the proposal should be organized in the following manner:

#### A. Transmittal letter

The transmittal letter should be signed by an official authorized to bind the consultant contractually and will contain a statement to the effect that the proposal is a firm offer for 90 days. The letter accompanying the proposal will also provide the following: name, title, address, and telephone number of individuals with the authority to negotiate and contractually bind the company. The transmittal shall contain a statement of understanding of the RFP.

#### B. Table of Contents

Include identification of the material by section and page number.

#### C. Overview

This section should clearly convey the consultant's understanding of the nature of the work and the general approach to be taken to its performance. This section should include, but not be limited to, a discussion of the purpose of the project, the organization of the project effort, and a summary of the proposed approach.

#### D. Detailed Work Plan

The prospective contractor shall provide a schedule for completing the project, within the schedule set forth in this RFP. The schedule shall identify the major tasks to be undertaken and the time frame for each task.

This section should include the following components:

**1. Task Description**

Include a full description of each step to be followed in carrying out the project. The work description should be presented in sufficient detail (tasks, subtasks, etc.) to show a clear understanding of the work and the proposed approach.

**2. Deliverables**

A description of the format, content, and level of detail that can be expected for each deliverable.

**3. Schedule**

A schedule showing the expected sequence of tasks, subtasks, etc. should accompany the work description. Important milestones should be identified on the schedule.

**E. Management Approach**

This section should describe the firm's management approach. If the proposal is a team effort, the distribution of work among the team members should be indicated. Describe the organization of the management, the structure of the work assignments, and any specific features of the management approach that require special explanation. Designate by name the project manager to be employed who will oversee the project. **No substitutions of the identified project manager will be allowed without prior approval of Fresno COG.**

Include the name and qualifications of all professional personnel to be employed, a resume for each professional (included in an appendix), a statement indicating how many hours each professional will be assigned to the contract and what tasks each professional will perform. Staffing assignments should be specific enough to demonstrate understanding of skills required and commitment of proper resources. **The selected consultant will not substitute members of the project team without prior approval of Fresno COG.**

**F. Budget and Billing Format**

A cost analysis of the proposed budget will be done by Fresno COG staff. Under various circumstances the budget could be subject to Preaudit and/or the final cost subject to Post audit by Fresno COG or Caltrans division of Audits and Investigations. The allowability of individual items of cost will be determined by 48 CFR, Federal Acquisition Regulations System, Chapter 1, Part 31 et. Seq. The Contractor will also be required to comply with 49 CFR, Part 18, and Uniform Administrative Requirement for Grants and Cooperative Agreements to State and Local Governments. The contractor should have an accounting system capable of segregating direct cost from indirect costs per the above cited regulations. The Contractor and Subcontractors will comply with all applicable laws and maintain books, documents, papers, and accounting records for a period of three years from the date of the final payment.

**1. Method of Payment**

The cost proposal must be prepared consistent with the method of services provided under this agreement and will be reimbursed, by one of, or a combination of the methods below. The proposer must clearly state the method used to prepare the cost proposal.

- Lump Sum payment
- Actual Cost plus Fixed Fee
- Specific Rates of Compensation

Lump Sum proposals will be paid per milestone of completed work or at the end of the contract upon acceptance of the final product. Actual Cost plus Fixed Fee agreements shall be billed at actual payroll costs and include a fixed fee for profit. In agreements reimbursed by Specific Rates of Compensation, billing rates containing a component for profit will be negotiated that will not change during the term of the contract.

## **2. Project Budget**

A maximum of \$200,000 has been budgeted for consultant services for this project.

## **3: Task Budget**

A schedule of estimated costs to complete each task should add down to the total cost of the project (see Table 1 & 2). The task budget should include a subsidiary breakdown by task of hours and billing rate charges. To ensure a full understanding of the resources committed to the project the schedule should clearly indicate the amount of hours key personnel will be used in each task.

## **4. Budget and Cost Breakdown**

The prospective consultant will prepare a detailed cost breakdown for the work to be performed during the project regardless of the method of reimbursement chosen. This will include all tasks required to complete the project including final reports and presentation.

**a. Direct Labor Costs** – A schedule of billing rates and hours worked by employee or category of employee is required of the prime contractor and all subcontractors. Billing rates shall be based on actual pay rates and should cover all costs associated with the employee (salary, benefits, and anticipated cost of living and/or merit increases during the term of the contract). Depending on the individual cost structure, overhead may be applied as a component of the billing rate or applied separately. The proposer should be prepared to validate billing rates with payroll registers, wage agreements, or other payroll documentation.

**b. Overhead Rates** – The overhead rate should include all indirect cost not readily assignable to cost objectives specifically benefited. Typically an overhead rate is calculated on a company or division wide basis by segregating expenses into direct cost and indirect cost categories and then dividing the indirect costs by a direct cost base such as direct labor to arrive at an overhead rate. The overhead rate is then applied on a contract by contract basis to recapture the indirect costs that are not chargeable directly to a final objective such as general and administrative, facilities, equipment, supplies, accounting, maintenance, materials, etc. Some cost structures may be broken into various overhead rates that are applied to different bases. The proposer should be prepared to provide supporting documentation such as prior agreements with government agencies or audits of prior year activities to validate overhead rates structures.

**c. Direct Cost** – Direct costs are those incremental costs that can be identified specifically with a particular final cost objective. Although in some instances direct cost and indirect cost may include similar categories, incremental direct cost attributable to final objectives must be separated and not included in the overhead calculation. All direct cost specifically attributed to the project and not included in the billing rates must be itemized by budget category to be eligible for reimbursement. Once contractually authorized, direct cost budgets may not be substituted without prior written consent of FCOG.

**d. Sub consultant Fees** – Sub consultants must provide the same cost data detail as the prime contractor (see Table I and Table 2).

**e. Fixed Fee** – A fixed fee is calculated as a basis of total direct and indirect costs. The State of California allows a 10% maximum fee.

The hypothetical cost format example given below is to illustrate required components of the cost proposal only, and may have to be tailored to fit individual cost structures.

HYPOTHETICAL  
COST ESTIMATE

Table 1.- Direct cost by Task

Cost Items	Task 1	Task 2	Task 3	Total
1. Direct Labor	3,700	17,053	5,502	26,255
2. Overhead (___% of Line 1)	1,480	6,821	2,201	10,502
Total Salary Burden	5,180	23,874	7,703	36,757
3. Direct Expenses				
Telephone/FAX	35	28	15	78
Postage/Shipping	12	8	35	55
Graphics/Printing	11	11	75	97
Travel	350		500	850
Misc.	45	45	45	135
Total Direct Expenses	453	92	670	1,215
4. Subconsultant Fees *	4,244	22,276	2,726	29,246
5. Fixed Fee (___% of Lines 1,2,3)	764	1,524	1,132	3,420
Total	10,640	47,766	12,231	70,638 70,638

Table 2 - Project Task Costs by Key Personnel

Task No. and Description	Key Staff #1	Key Staff #2	Staff Support	Total Hours
Task 1. Establish Parameters	25	75		100
Task 3. Data Collection and Analysis		400	250	650

Task 4. Final Report and Presentation	15	50	175	240
Total Hours	40	525	425	990
Billing Rate	\$75.00	\$44.06	\$25.00	
Memo Total	3,000	23,132	10,625	36,757

\* Subconsultants must provide required cost components found in Tables 1 & 2

**G. Insurance requirements**

Without limiting Fresno COG’s right to obtain indemnification from the consultant or any third parties, the consultant, at its sole expense, shall maintain in full force and affect the following insurance policies throughout the term of the contract:

1. Comprehensive general liability insurance with coverage of not less than \$1,000,000 combined single limit per occurrence for bodily injury, personal injury, and property damage. Comprehensive general liability insurance policies shall name Fresno COG, its officers, agents, and employees, individually and collectively, as additional insured, but only insofar as the operations under the terms of the contract are concerned. Such coverage for additional insured shall apply as primary insurance or self-insurance and any other insurance, maintained by Fresno COG, its officers, agents, and employees, shall be given excess only and not contributing with insurance provided under the consultant’s policies herein.
2. Comprehensive automobile liability insurance with limits for bodily injury of not less than \$25,000 per person, \$250,000 per accident, and for property damages of not less than \$50,000, or such coverage with a combined single limit of \$250,000.
3. Professional liability insurance of at least \$1,000,000.
4. Worker’s compensation insurance as required by law.

This insurance shall not be canceled or changed without a minimum of thirty (30) days advance written notice given to Fresno COG. The consultant shall provide certification of said insurance to Fresno COG within twenty-one (21) days of the date of the execution of the contract. Such certification shall show, to Fresno COG’s satisfaction, that such insurance coverages have been obtained and are in full force; that Fresno COG, its officers, agents, and employees will not be responsible for any premiums on the policies; that as and if required such insurance names Fresno COG, its officers agents, and employees individually and collectively as additional insured (comprehensive and general liability only), but only insofar as the operations under the contract are concerned; that such coverage for additional insured shall apply as primary insurance and any other insurance, or self insurance, maintained by Fresno COG, its officers, agents, and employees, shall be excess only and not contributing with insurance provided under the consultant’s policies herein; and that this insurance shall not be canceled or changed without a minimum of thirty (days) advance, written notice given to Fresno COG.

In the event the consultant fails to keep in effect at all times insurance coverage as herein provided, Fresno COG may, in addition to other remedies it may have, suspend or terminate the contract upon the occurrence of such event.

**H. Disadvantaged Business Enterprise (DBE) Certification**

DBE Bidders Listing (Attachment B) must be completed for all contractors and subcontractors regardless of DBE affiliation.

The Fresno COG fully anticipates that it will consistently meet and exceed its adopted DBE overall goal under 49 CFR Part 26 using Race-neutral measures exclusively.

Only DBE firms currently certified per 49 CFR Part 26 will participate as DBEs in our program. Such certification must be issued by Caltrans, FHWA, FTA, DOT, MPO, City, County, or State in accordance with 49 CFR Part 26.

Fresno COG will not deny award to contractors on the basis of DBE participation, who demonstrate that they have used good faith efforts to achieve DBE participation.

Contractors selected on the basis of DBE participation must provide the following information with the initial proposal or before entering into a contractual agreement with Fresno COG:

1. The names and addresses of the DBE firms.
2. A description of the work each DBE will provide.
3. The dollar amount of participation by each DBE.
4. Proof of DBE certification.
5. Written confirmation that the DBE will participate.
6. If DBE participation is not achieved, evidence of good faith efforts must be provided.

Prime contractors are required to maintain records and document payments to all subcontractors for three years following the performance of the contract. These records will be made available for inspection upon request by any authorized representative on Fresno COG, Caltrans, FHWA, or DOT. This reporting requirement also extends to any certified DBE subcontractor. The contractor shall maintain records showing the name and address of each subcontractor, the date of payment, and total dollar figure paid to each subcontractor.

Fresno COG will safeguard from disclosure to third parties information that may reasonably be regarded as confidential business information, consistent with federal, state, or local laws.

**I. Conflicts of Interest**

The prospective contractor shall disclose any financial, business, or other relationship with Fresno COG that may have an outcome on the selection.

**J. Summary of Qualifications**

Proposals shall include a summary of the firm's qualifications, including resumes of assigned staff.

**K. Signing of Proposal/Authorization to Negotiate**

The proposal shall be signed by an official authorized to bind the proposer and shall contain a statement to the effect that the proposal is a firm offer for a 90-day period. The proposal shall also provide the following: name, title, address, and telephone number of individuals with authority to negotiate and contractually bind the company.

**L. Attachments**

Attachments to be included at the end of the proposal are as follows (as attached herein):

- Attachment A: Title VI Assurance
- Attachment B: DBE Participation
- Attachment C: Budget and Cost Breakdown

**IV. PROPOSAL SUBMITTAL**

**A. Preparation of Proposal**

The proposal shall be formatted in accordance with the requirements specified in *Section III: Proposal Requirements* of this RFP. Proposal forms shall be executed by an authorized signatory as described in *Section III-K: Signing of Proposal/Authorization to Negotiate*. All proposals shall be prepared by and at the expense of the proposer.

**B. Examination of RFP Document**

The proposer shall be solely responsible for examining, with appropriate care, the RFP, including any addenda issued during the proposal period. The proposer shall also be responsible for informing itself with respect to any and all conditions which may in any way affect the amount or nature of the proposal, or the performance of the work in the event the proposer is selected. Failure of the proposer to examine and inform itself in this manner shall be at the proposer’s own risk and no relief for error or omission shall be given.

**C. Submission of Proposal/Period of Acceptance**

One reproducible master, an electronic file on CD/flash drive and five copies of all proposals must be delivered to Fresno COG no later than **4:00 P.M. local time on November 4<sup>th</sup>, 2016**. Proposals will not be accepted after 4:00 P.M. PST. Postmarks will not be accepted. Proposals should be delivered to:

Kristine Cai, Project Manager  
 Fresno Council of Governments  
 2035 Tulare Street, Suite 201  
 Fresno, CA 93721

All proposals will remain firm for a period of ninety (90) days following the final date for submission. All proposals will become the sole property of Fresno COG and a part of its official records without obligation on the part of Fresno COG.

This RFP is not to be construed as a contract of commitment on the part of Fresno COG. Fresno COG reserves the right to reject all proposals, to seek additional information from each proposer, or to issue another RFP, if deemed appropriate.

**D. Modification or Withdrawal of Proposals**

Any proposal received before the date and time specified above for receipt of proposals may be withdrawn or modified by written request of the proposer. To be considered, however, the modified proposal must be received by the proposal due date and time specified previously.

All verbal modifications to these conditions or provisions are ineffective for proposal evaluation purposes. Only written changes issued by proposers to Fresno COG are authorized and binding.

## **E. Rejection of Proposals**

Failure to meet the requirements for the request for proposals will be cause for rejection of the proposal. Fresno COG may reject any proposal if it is conditional, incomplete, or contains irregularities or inordinately high cost rates. Fresno COG may waive an immaterial deviation in a proposal. Waiver of an immaterial deviation shall in no way modify the Request for Proposals document or excuse the proposer from full compliance with the contract requirements if the proposer is awarded the contract.

## **V. CONSULTANT SELECTION**

All consultant proposals submitted in response to this request will be screened by a selection committee. The committee will determine, through the screening process, which consultants will be invited to make formal presentations and be interviewed by the committee. **The selection committee reserves the right to make a final selection without an interview.**

The actual award of the contract will be by the Fresno COG Policy Board. Proposal opening does not constitute the awarding of a contract. The contract is not in force until it is awarded by Fresno COG and executed by the Fresno COG designees.

## **VI. PROPOSER OBJECTIONS**

A proposer may object to any of the terms or provisions set forth in the RFP's Scope of Work or to the selection of a particular proposer on the grounds that Fresno COG's procedures, the provisions of this RFP, or applicable provisions of federal, state, or local law have been violated or inaccurately or inappropriately applied by submitting Fresno COG a written explanation of the basis for the objection. Deadlines for submittal of objections are:

- No later than two weeks prior to the date proposals are due, for objections to RFP provisions; or
- Within three working days after the date on which contract award is authorized or the date the proposer is notified that it was not selected, whichever is later, for objections to proposer selection.

If the proposer does not state any objections, Fresno COG will assume that the RFP scope of services are acceptable to the proposer and have been fully factored into its response. If the proposer intends to negotiate with Fresno COG concerning any part of the scope of services that the proposer finds objectionable, the proposer must provide specific language in its response that will address or cure its objections.

## **VII. FRESNO COG RIGHTS**

Fresno COG may investigate the qualifications of any proposer under consideration, require confirmation of information furnished by a proposer, and require additional evidence of qualifications to perform the work described in this RFP.

Fresno COG reserves the right to:

1. Reject any or all of the proposals if it deems such action is in the public interest;
2. Issue subsequent Requests for Proposals;
3. Cancel the entire Request for Proposal;
4. Remedy technical errors in the Request for Proposals process;
5. Appoint an evaluation committee to review the proposals;
6. Seek the assistance of outside technical experts in proposal evaluation;

7. Approve or disapprove the use of particular subcontractors;
8. Establish a short list of proposers eligible for interviews after review of written proposals;
9. Negotiate with some, all, or none of the respondents to the RFP;
10. Solicit best and final offers from all or some of the proposers;
11. Award a contract to one or more proposers;
12. Accept an offer other than the lowest price offer; and
13. Waive informalities and irregularities in proposals and the bid process.

This RFP does not commit Fresno COG to enter into a contract, nor does it obligate Fresno COG to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract. All proposals will be subject to public disclosure as required by the California Public Records Act.

Fresno COG reserves the right to investigate the qualifications of all firms under consideration to confirm any part of the information furnished by a proposer, or to require other evidence of managerial, financial, or other capabilities which are considered necessary for the successful performance of the contract.

### **VIII. RFP QUESTIONS**

All questions on the RFP should be submitted in writing by October 14<sup>th</sup>, 2016 to:

Kristine Cai, Project Manager  
Fresno Council of Governments  
2035 Tulare Street, Suite 201  
Fresno, CA 93721  
[kcai@fresnocog.org](mailto:kcai@fresnocog.org)

All questions and answers will be posted on the Fresno COG website at:  
<http://www.fresnocog.org/fresno-county-transportation-modeling> by October 19, 2016.

### **Attachment A**

#### **TITLE VI ASSURANCE**

The Council of Fresno County Governments, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d-4 and Title 49, Code of Federal Regulations, department of Transportation, Subtitle A, Office of the Secretary, Part 21 Nondiscrimination in Federally Assisted Programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively insure that in any contract entered into pursuant to this advertisement, minority businesses enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or nation origin in consideration of an award.



## Attachment C

### BUDGET AND COST SCHEDULE TEMPLATE

TASKS	(Name)		(Name)		(Name)		Total Task Hours	Total Task Cost
	(Role)		(Role)		(Role)			
	(Hourly Billing Rate)		(Hourly Billing Rate)		(Hourly Billing Rate)			
Task	Hours	Cost	Hours	Cost	Hours	Cost		
<b>Tasks Subtotal</b>								

**DIRECT COSTS**

Direct Cost		Amount
<b>Direct Costs Subtotal</b>		

**SUBCONSULTANTS**

Subconsultants		Total Cost
<b>Subconsultants Subtotal</b>		

<b>PROPOSAL GRAND TOTAL</b>		
-----------------------------	--	--