

REQUEST FOR PROPOSAL

**MEASURE C SALES TAX EXTENSION
PUBLIC OPINION POLLING SERVICES**

**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

Nov. 1, 2024

REQUEST FOR PROPOSALS

SALES TAX EXTENSION PUBLIC OPINION POLLING SERVICES

Fresno Council of Governments (Fresno COG) is requesting proposals from qualified and experienced public opinion and research firms/consultants to assist with developing a sales tax extension/expenditure plan intended to be presented to the voters of Fresno County in November 2026.

Background

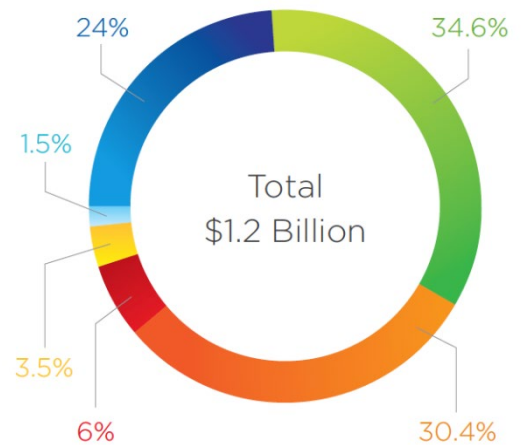
Fresno COG is the Federally assigned metropolitan planning organization and State-designated regional transportation planning agency for the metropolitan Fresno region. Pursuant to California Public Utilities Code Division 15 (Sections 142000-142277, inclusive), Fresno COG works in partnership with the Fresno County Transportation Authority (FCTA) to provide technical expertise and assistance necessary to develop and help administer the expenditure plan for Measure C, the regional half-cent transportation sales tax.

The FCTA was created in 1986, when Fresno County voters passed Measure C, a one-half percent sale and use tax, with a goal of improving the overall quality of Fresno County's transportation system. In its first 20 years, Measure C delivered more than \$1 billion worth of improvements to state highways and streets and roads, helping to build additional lanes, and thus enhancing the regional transportation system.

As a result of the successful 1986 Measure, Fresno County residents voted in 2006 to extend Measure C for an additional 20 years. Funding from the Measure C Extension (2007-2027) has and will continue to benefit daily commuters, transit riders, and other Fresno County residents with unique mobility needs. The 2006 Measure C Extension has funded improvements to the regional transportation system, local roadways by paving streets and repairing potholes, building sidewalks, bike paths and trails, as well as funding transit, rideshare incentive programs, and environmental enhancement programs that lessen the impact of greenhouse gases and other vehicle emissions in the Central Valley.

The six major programs of the Measure C Extension are described and shown below:

- > **Regional Public Transit Program - 24%**
Expanding mass transit programs in order to get people out of their cars and improve air quality.
- > **Local Transportation Program - 34.6%**
Maintaining and improving local streets and roads by paving streets and sidewalks, and repairing potholes.
- > **Regional Transportation Program - 30.4%**
Improving freeway interchanges, adding lanes, increasing safety, and improving major commute corridors.
- > **Alternative Transportation Program - 6%**
Consolidating county rail lines.
- > **Environmental Enhancement Program - 3.5%**
Improving air quality and the environment through the School Bus Replacement Program and the Transit Oriented Infrastructure for In-Fill Development Program.
- > **Administration/Planning Program - 1.5%**
Administering the programs provided to the FCTA and Fresno COG.



The FCTA is responsible for administering the Measure C program and the countywide Regional Transportation Mitigation Fee (RTMF). The RTMF was mandated in the Measure C extension expenditure plan and approved by voters in 2006 to fund specific infrastructure improvement projects. Fresno COG, with its larger staff, administers several Measure C programs on behalf of FCTA, including Senior Scrip, the Transit-Oriented Development Program, New Technology Program, Carpool/Vanpool and Ag Worker Vanpool programs, as well as providing ongoing technical planning and administrative support.

At its July 2024 meeting, the Fresno COG Policy Board authorized staff to proceed with renewal in 2026. The FCTA Board took a similar action at its October 2024 meeting. Together, FCTA and Fresno COG are working in tandem as part of the Measure C3 (MC3) project team.

Scope of Work

Fresno COG requires a qualified consultant(s) to perform public opinion research services to assist Fresno COG and FCTA with developing the MC3 Extension Expenditure Plan. Two (2) statistically valid polls and meaningful research of voter attitudes in Fresno County about transportation priorities and voter opinion on the viability of a special sales tax ballot measure that invests in transportation improvements across the county are required. A preliminary draft schedule of all extension plan activities, including the two separate polls/surveys has been developed by the Project Team as a guide over the next two (2) years (reference Appendix A). The two separate polls are envisioned as follows:

Task 1 - Initial Public Opinion Poll of Registered Voters in Fresno County

- *Task 1.1 – Prepare the Opinion Poll/Survey Instrument*

Work with the Project Team (Fresno COG/FCTA project managers, staff, consulting program manager) to prepare the opinion poll/survey instrument and the methodology to be employed for a sampling of the registered voters. This includes a description of the type of registered voters to be included in the poll (high propensity voters or voters voting in the last major election, or other). The sampling should reflect the cultural, social and economic demographics of the County. The poll/survey instrument is to include a set of questions to be polled countywide and a unique set of questions for each Supervisorial district, and each city.

In addition, the poll/survey will reflect the following four (4) major components:

- ✓ Questions that focus on the respondent's knowledge of the existing Measure C.
- ✓ Questions regarding whether the respondent would support an extension of Measure C beyond 2027 and for how long it should be extended.
- ✓ What the sales tax percentage should be to address transportation needs and funding shortfalls.
- ✓ Questions focusing on the types of multimodal or other infrastructure improvements that the respondent would like implemented within the County using extended sales tax proceeds.

After completing the draft poll/survey instrument and the methodologies noted above, the Project Team and the consultant will meet to review the instrument, sampling and survey methodologies and processes. The consultant will revise the poll/survey instrument and the sampling and survey methodologies. The draft poll/survey instrument and polling/survey methods will be presented once to the MC3 Committee for review and comment. The consultant will revise the draft poll/survey instrument and present the final version to the Project Team for final approval prior to conducting the poll/survey.

Task 1.2 – Conduct a Pretest of the Poll/Survey

Using the revised poll/survey instrument, the consultant will conduct no fewer than 20 completed voter surveys to determine any needed revisions to the survey instrument to assure the maximum possible response rate and valid response. Considering the results of the pretest, the consultant will revise the survey instrument and the sample survey methodologies and processes.

The consultant will then review results of the pretest, the final draft of the poll/survey instrument, and the sampling and poll/survey methodologies and processes with the MC3 Committee. The Project Team will review the final draft of the poll/survey instrument with the MC3 Committee. Based on results of the pretest and input from the MC3 Committee and Project Team, the consultant will finalize the survey instrument, sampling and survey methodologies and processes and present the final version to the Project Team for final approval prior to conducting the poll/survey.

- **Task 1.3 - Conduct the Initial Poll**
The consultant will conduct the initial public opinion poll/survey of registered voters to ascertain their past attitudes related to perception of needs, use of transportation systems in Fresno County and travel behavior, favorability of renewing or increasing the sales tax and other methods of funding transportation, specific projects, accountability, mechanisms, confidence in government, tax affordability, and other issues that influence voting behavior. The consultant will be responsible for identifying and interviewing registered voters and representing a uniform sample for the population for each municipality as well as the County. Spanish, Hmong and Punjabi language polls/surveys shall be conducted or available, as needed.
- **Task 1.4 – Document Initial Opinion Poll Findings**
The consultant will interpret the public opinion poll data/results and prepare an administrative draft report. The consultant will then meet with the Project Team to review the administrative draft report, including a standalone executive summary; poll/survey results, including a tabulation of survey analysis and results, and key and detailed findings, conclusions and recommendations; answer questions regarding the implications of the responses, and; discuss related issues. Based on discussion with the Project Team, the consultant will prepare a draft report in which graphics to display poll/survey results is highly encouraged.
- The analysis will incorporate the following items in the draft poll/survey report:
 - ✓ A tabulation of the outcome of all calls or contacts made during the poll/survey (number of refusals, disconnected numbers, numbers that were busy or not answered after three attempts, and language and age issues).
 - ✓ A tabulation of survey results, key findings, detailed findings, conclusions and recommendations reported for each survey independently and collectively for the entire region, each county Supervisorial district, each city, and by voter precinct.
 - ✓ An appendix containing all referenced materials.
- **Task 1.5 – Present Initial Poll Analysis, Results, Findings and Recommendations/Conclusions**
Present the draft written report incorporating follow-on poll/survey analysis, results, findings and recommendations/conclusions to the MC3 Committee. The consultant may be asked to also attend that meeting. Based upon comments received, prepare the final report.

Task 2: Follow-on Public Opinion Poll

- **Task 2.1 – Prepare the Follow-On Opinion Poll/Survey Instrument**
Work with the Project Team to prepare the follow-on opinion poll/survey instrument and the methodology to be employed for a sampling of the registered voters. This includes a description of the type of registered voters to be included in the poll (high-propensity voters or voters voting in the last major election, or other). The sampling should reflect the cultural, social and economic demographics of the county. The poll/survey instrument is to include a set of questions to be polled countywide and a unique set of questions for each Supervisorial district and each city. The questions will focus on voter opinion regarding the administrative draft extension expenditure plan.

Following completion of the draft poll/survey instrument and the methodologies noted above, the Project Team and the consultant will meet to review the instrument and the sampling and survey methodologies and processes. The consultant will revise the poll/survey instrument and the sampling and survey methodologies. The draft poll/survey instrument and polling/survey methods will be presented once to the MC3 Committee for review and comment. The consultant will revise the draft poll/survey instrument and present the final version to the Project Team for final approval prior to conducting the poll/survey.

Task 2.2 – Conduct a Pretest of the Follow-On Poll/Survey

Using the revised poll/survey instrument, the consultant will conduct a recommended number of completed voter surveys to determine any needed revisions to the survey instrument to assure the maximum possible response rate and valid response. Considering results of the pretest, the consultant will revise the survey instrument and the sample survey methodologies and processes.

The consultant will then review results of the pretest, the final draft of the poll/survey instrument, and the sampling and poll/survey methodologies and processes with the MC3 Committee. Based on results of the pretest and input from the MC3 Committee and Project Team, the consultant will finalize the survey instrument, the sampling and survey methodologies and processes, and present the final version to the Project Team for final approval prior to conducting the poll/survey.

- *Task 2.3 - Conduct the Follow-On Poll*
The consultant will conduct the public opinion poll/survey of registered voters to ascertain their attitudes related to information presented in the administrative draft extension expenditure plan. The consultant will be responsible for identifying and interviewing registered voters and representing a uniform sample for the population for each municipality as well as the county. Spanish, Hmong and Punjabi-language polls/surveys shall be conducted or available, as needed.
- *Task 2.4 – Document Follow-On Opinion Poll Findings*
The consultant will interpret the public opinion poll data/results and prepare an administrative draft report. The consultant will then meet with the Project Team to review the administrative draft report including a standalone executive summary; poll/survey results, including a tabulation of survey analysis and results, and key and detailed findings, conclusions and recommendations; answer questions regarding the implications of the responses, and; discuss related issues. Based on discussion with the Project Team, the consultant will prepare a draft report for which graphics to display poll/survey results are highly encouraged.
- The analysis will incorporate the following items in the draft poll/survey report:
 - ✓ A tabulation of the outcome of all calls or contacts made during the poll/survey (number of refusals, disconnected numbers, numbers that were busy or not answered after three attempts, and language and age issues).
 - ✓ A tabulation of survey results, key findings, detailed findings, conclusions and recommendations reported for each survey independently and collectively for the entire county, each county Supervisorial district, each city, and by voter precinct.
 - ✓ An appendix containing all referenced materials.
- *Task 2.5 – Present Follow-On Poll Analysis, Results, Findings and Recommendations/Conclusions*
- Present the draft written report incorporating follow-on poll/survey analysis, results, findings and recommendations/conclusions to the MC3 Committee. Based upon comments received, prepare the final report.

Methods

- The consultant is expected to use the most accurate and effective methods available to obtain actionable data from Fresno County voters, such as: telephone polls/surveys and/or electronic polls/surveys. Poll/survey samples shall be representative of Fresno County's diverse population and electorate and reflect likely outcomes in the November 2026 election. Spanish and Hmong language polls/surveys shall be conducted or available, as needed.

Timeline

- The consultant's Task 1 research and analysis must be complete no later than Aug. 31, 2025. The consultant will be expected to remain available to provide ongoing services through March

31, 2026 to assist the Project Team with the follow-on opinion poll, research and analysis that will be needed to determine how voters are likely to vote on an extension of Measure C inclusive of the funding allocations to the various programs and subprograms, projects and implementing guidelines.

The services listed above collectively comprise the minimum requirements encompassed by the scope of work the consultant will be expected to perform. Proposing firms also should include in their proposed scope of work suggested strategies that have a proven track record of success with similar programs.

COORDINATION

The consultant will take primary direction from the Fresno COG and FCTA project managers. It is intended that all work will be completed within 18 months of negotiating a contract in accordance with the schedule component and that the consultant's work will begin immediately upon receiving 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 in electronic format.

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 and FCTA project managers. 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

<i>Activity</i>	<i>Date</i>
Request for Proposals released	Nov. 1, 2024
Deadline for submitting questions	Nov. 22, 2024
Deadline for proposal submittal	Dec. 4, 2024
Oral interviews/selection process	Dec. 13, 2024
Anticipated Notice to Proceed	Feb. 1, 2025
Anticipated Completion of project	April 30, 2026

III. PROPOSAL REQUIREMENTS

Clarity and conciseness 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 delivered via email must be received at Fresno Council of Governments by **5 p.m. Wed., Dec. 4, 2024.** Proposals not received by that date and time *will not be considered.*

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, if different from the provided proposed project timeline (Appendix B), 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

Fresno COG staff will conduct a cost analysis of the proposed budget. Under various circumstances the budget could be subject to preaudit and/or the final cost subject to post audit by Fresno COG or FCTA. The contractor should have an accounting system capable of segregating direct costs from indirect costs. 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 \$150,000 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 "Hypothetical"). 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 number 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 costs not readily assignable to cost objectives specifically benefiting. 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. Travel expenses and per diem rates are not to exceed the rate specified by the State of California Department of Personnel Administration as specified by the California Department of Transportation’s Travel Policy unless written verification is supplied that hotel rates were not then commercially available at the time and location required.

d. Subconsultant Fees – Subconsultants 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 effect the following insurance policies throughout the term of the contract:

1. Comprehensive general liability insurance with coverage of not less than \$2,000,000 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 30 days advance written notice given to Fresno COG. The consultant shall provide certification of said insurance to Fresno COG within 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.

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. All contractors or subcontractors claiming to be a certified DBE must provide a valid DBE certification.

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 must provide the following information with the initial proposal or before entering into a contractual agreement with Fresno COG:

1. The name, addresses, & phone number of all bidding firms.
2. NAICS code by firm.
3. The dollar amount of participation by each firm.
4. Proof of DBE certification if claimed.
5. Written confirmation named DBE's will participate.
6. If DBE participation is not achieved, evidence of good faith efforts may be required.

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 or FCTA. 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 or by email and five copies of all proposals must be delivered to Fresno COG no later than **Wed., Dec. 4, 2024**. Proposals will not be accepted after 5 p.m. PST. Postmarks will not be accepted. Proposals should be delivered to:

Robert Phipps, Project Manager
Fresno Council of Governments
2035 Tulare Street, Suite 201
Fresno, CA 93721

All proposals will remain firm for a period of 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 proposals
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 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 Nov. 22, 2024 to:

Robert Phipps, Project Manager
Fresno Council of Governments
2035 Tulare Street, Suite 201
Fresno, CA 93721
rhipps@fresnocog.org

All questions and answers will be posted on the Fresno COG website at: www.fresnocog.org/doing-business-with-fresno-cog/

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

DIRECT COSTS

Direct Cost		Amount
Direct Costs Subtotal		

SUBCONSULTANTS

Subconsultants		Total Cost
Subconsultants Subtotal		

PROPOSAL GRAND TOTAL		
---------------------------------	--	--