



MEMORANDUM

November 5, 2020

To: Consultants
From: Theresa Hernandez, Finance & Administration Manager
Subject: Request for Proposals

The Capital Area Metropolitan Planning Organization (CAMPO) is seeking the professional services of a consultant to perform the activities outlined in the attached Request for Proposals (RFP) for **Regional Transportation Demand Management Program**.

Electronic proposals are due to CAMPO by 2:00 p.m. (CT), Friday, December 4, 2020.

Please submit any questions you may have in writing to the attention of Nirav Ved by e-mail to campo.procurement@campotexas.org, no later than 2:00 p.m. (CT), Friday, November 13, 2020. Responses will be posted on CAMPO’s website at www.campotexas.org no later than 5:00 p.m. (CT), Tuesday, November 17, 2020.

It is the proposers’ responsibility to visit CAMPO’s website for any updated information on this RFP.

Due to the ongoing COVID-19 pandemic, effective immediately, the Capital Area Metropolitan Planning Organization is no longer receiving physical hardcopies of proposals. The Capital Area Metropolitan Planning Organization will only solicit submissions of proposals via electronic means.



Request for Proposals (RFP)

Solicitation No. NV-002

Service Description: Professional Services – Regional Transportation Demand Management Program

Request for Proposals Issued: Thursday, November 5, 2020

Proposers are responsible for periodically visiting the Capital Area Metropolitan Planning Organization's website www.campotexas.org for updated information on this RFP.

Pre-Proposal Meeting: 2:00 PM (CT), Tuesday, November 10, 2020

Pre-Proposal meeting via WebEx:
Call-in Number: (844) 992-4726
Access Code: 146 220 9493

Deadline for Questions: 2:00 p.m. (CT), Friday, November 13, 2020

Questions will only be accepted in writing by e-mail to Nirav Ved at campo.procurement@campotexas.org. Responses will be posted to the CAMPO website at www.campotexas.org by 5:00 p.m. (CT), Tuesday, November 17, 2020.

Electronic Proposal Due: 2:00 p.m. (CT), Friday, December 4, 2020

Number of Copies: One electronic document (pdf) less than 10 MB emailed to campo.procurement@campotexas.org

Interview Date(s): TBD

Due to the ongoing COVID-19 pandemic, effective immediately, the Capital Area Metropolitan Planning Organization is no longer receiving physical hardcopies of proposals. The Capital Area Metropolitan Planning Organization will only solicit submissions of proposals via electronic means.

OFFER SUBMITTED BY

By the signature below, I certify that I have submitted a binding offer:

Signature of Person Authorized to Sign Offer

Date: _____

Company Name: _____

Address: _____

City, State, Zip Code: _____

Phone No.: (_____) _____

*****SIGNATURE FOR SUBMITTAL REQUIRED*****

RFP SUBMITTAL

Each proposer of this RFP is requested to present a proposal discussing the Scope of Services as described in Section III. CAMPO reserves the right to reject any or all proposals or portions of proposals, if it is deemed to be in the best interest of CAMPO. This RFP document is organized as follows:

I. Proposal Contents and Specifications

This section contains the specific and general description of the information to be provided within the proposal. Federal requirements and specifications are noted. Due to the nature of this contract, all the contents and specifications may not apply to this contract.

II. Evaluation of Proposals

This section describes the methodology by which the proposals will be evaluated, and firms selected for oral presentations, if required.

III. Scope of Services

This section describes the services to be performed in the study and tasks to be executed.

RFP PROCESS INFORMATION

This RFP will be sent to all firms in CAMPO's consultant database, which satisfies the search criteria of firms with experience in legal services. All requests for this RFP packet will be welcomed. This RFP will be available on CAMPO's website at <https://www.campotexas.org/requests-proposals-qualifications/>.

After the proposals are received, CAMPO's evaluation committee will score the submissions then select the top ranked firm(s). Following approval by the Transportation Policy Board, CAMPO staff will begin negotiations with the top ranked provider.

CAMPO retains the right to select from the firms responding to this RFP. Any or all submissions may be rejected if they do not meet the Evaluation Committee's

criteria or fail to comply with RFP specifications. CAMPO also retains the right to withdraw this RFP at any time.

At any point in the procurement process, any dispute, protest, or claim may be filed. The dispute, protest, or claim should be directed to the CAMPO Executive Director within seven (7) days after the aggrieved party knows or should have known of the facts or events giving rise to the complaint.

CAMPO is responsible for this contracted firm. Further inquiries should be directed to Theresa Hernandez, Finance & Administration Manager at theresa.hernandez@campotexas.org.

SECTION I PROPOSAL CONTENTS AND SPECIFICATIONS

Submissions must include the following:

A. Executive Summary

The executive summary of three (3) pages or less should include a summary of important points/sections of the proposal, project objectives, brief description of each section of attached proposal, and any special considerations. The letter must include the primary contact name, telephone number, and email address for the responding agency.

B. Project Work Program

The consultant should detail their approach to undertaking the tasks listed in this RFP. A recommended methodology for performance of each task identified in the RFP should be included, along with demonstration of ability to meet specified deadlines from CAMPO management as assigned. This project should be completed within 24 months of contract execution, although CAMPO may extend the contract due to extenuating circumstances.

C. Responsibility and Qualifications

The project manager and other key staff members must be specified and a clear indication given as to their involvement in the project, the amount of time they will be on-site and the percent of their time dedicated to this project. Brief resumes of staff members should be included. The successful respondent to this RFP must understand they are expected to provide qualified personnel to accomplish each portion of the work in the scope outlined. Substitutions for essential personnel involved in the tasks will not be allowed without CAMPO's prior approval and resulting delays will be the responsibility of the consultant. CAMPO retains the right to request the removal of any personnel found, in CAMPO's opinion, to be unqualified to perform the work.

D. Prior Experience

Describe only relevant corporate experience and individual experience for personnel who will be actively engaged in the project. Do not include experience prior to 2010. Supply the project title, year, and reference name, title, present address, and phone number of principal person for whom prior projects were accomplished.

E. References

Please provide three references from Governmental agencies that have solicited similar services. References should include contact name, title, agency, email, and phone number.

F. Budget

CAMPO has established a cost ceiling for the requested services not to exceed **\$483,820.00** for the initial 24-month term of the contract and may be extended for up to one additional six (6) month period. An estimated budget shall be included.

G. Disadvantaged Business Enterprise (DBE) Goal

In connection with receiving grants from the U. S. Department of Transportation (DOT), CAMPO has established a goal of 25% Disadvantaged Business Enterprise (DBE) participation in its total annual third-party consulting opportunities. Each proposer is encouraged to take affirmative action and make every effort possible to use DBE firms in the performance of work under this contract. Nothing in this provision shall be construed to require the utilization of any DBE firm, which is either unqualified or unavailable.

H. Title VI Requirements

Successful consultants will be required to comply with all requirements imposed by Title VI of the Civil Rights Acts of 1964 (49 U.S.C. Section 2000d), the Regulations of DOT issued there-under (49 C.F.R. part 21), and the assurances by CAMPO thereto.

I. Conflict of Interests/Debarment

Proposals shall state whether there is a potential conflict of interest and offerors must be cognizant of the requirement for executing a Debarment Certification stating that the firm has not been barred from doing work involving federal funds. A signed Debarment Certification will be required of the successful proposer for each of the firm's team members.

While the above items provide a general description of what sections and information are expected in the proposal, they are not meant to limit or exclude other information from being included. For example, Sections II and III in this RFP contain requirements for information that may not be specifically mentioned in this section. Proposers should include such information in their proposal.

Also, the Texas House Bill 914, codified as Chapter 176 of the Local Government Code, requires vendors and consultants contracting or seeking to do business with CAMPO to file a conflict of interest questionnaire (CIQ). The required questionnaire is located at the Texas Ethics Commission website <http://www.ethics.state.tx.us/>.

The CIQ must be completed and filed with the bid/proposal response. Vendors and consultants that do not include the form with the response, and fail to timely provide it, may be disqualified from consideration by CAMPO.

J. Special Provisions relating to Local Government Officers*

At the time a proposal is submitted, a prospective consultant must disclose whether an owner (in whole or part), officer or employee of the prospective consultant is a local government officer of a political subdivision that (a) conducts business with CAMPO and (b) is located within CAMPO's geographic boundaries.

K. Specific Disclosure, related Certification & Policy Board Review*

If a solicitation indicates that the resulting product of the solicitation shall be presented by CAMPO for the concurrence or approval of a governing body of a political subdivision on which the prospective consultant (or an owner, in whole or in part, officer or employee) serves, any finding of a perceived conflict of interest by the Executive Director of CAMPO may be remedied by the local government officer's certified disclosure of the relationship with the prospective consultant and abstention from the local governing body's participation, consideration or concurrence with the product. Any such certification shall be made in writing and submitted to the Executive Director at the time any response to the solicitation is submitted. The Executive Director shall then transmit the same to the Chair of the Transportation Policy Board. The Chair of the Transportation Policy Board shall present the related solicitation and certification to the Executive Committee of the Transportation Policy Board. The Executive Committee shall review the solicitation and certification, and may (1) take no action or (2) submit the same to the Transportation Policy Board for any action it deems appropriate, in its reasonable discretion, under CAMPO's procurement policies and applicable law. Such action by the Transportation Policy Board may include a finding of a perceived conflict of interest, notwithstanding the consultant's disclosure and certification described above. In the event that the Transportation Policy Board determines that a perceived conflict of interest exists, the Board will notify the prospective consultant in writing of the basis for the conclusion that a perceived conflict of interest exists, without any implied or actual limitation on any legal rights or defenses that might thereafter be asserted.

*For purposes of this provision, "local government officer" has the definition established by Section 176.001{4} of the Local Government Code.

SECTION II EVALUATION OF PROPOSALS

Procedures have been established for the evaluation and selection of a firm that provides for a consistent approach to carry out CAMPO legal service needs. To accomplish this objective, the CAMPO Evaluation Committee will review each submission based on the following criteria:

- Previous Experience - Submissions will be assessed on prior experience of the firm in the subject areas covered in Section III of this RFP. (20 points);
- Understanding of Project Scope – The responding consultant team must present their team’s approach through further clarification and understanding of all tasks involved in this study and the project. Any work on similar type projects may be listed to validate this understanding. The proposal should also include a project timeline/schedule demonstrating completion of tasks within the allotted project timeframe. (25 points);
- Availability of Consultant – This project involves many simultaneous tasks; the consultant team must demonstrate its ability to meet the project schedule. The consultant team should indicate other significant projects being worked on by the principals, % of involvement, and probable completion dates. (15 points);
- Project Management – The responding consultant team should include individuals that have relevant and effective project management experience. This includes a strong project manager, if applicable, deputy project manager, and strong subconsultants. Strong proposals will demonstrate how each team member, including any subconsultants, will be utilized in relevant tasks. (20 points);
- Past Performance – The Consultant must have a demonstrated track record of timely performance, quality, and integrity, as evidenced by a list of client references. (10 points);
- Additional Services, Ideas, Innovation or Products - Any additional services, innovative ideas, graphic design, cost-saving measures, safety-measures, products, DBE/WBE/MBE/HUB usage, etc. will be considered for their usefulness to CAMPO or their contribution to the project. (10 points);

The Evaluation Committee will evaluate all submissions according to the criteria described. Based on scores of written submittals, CAMPO reserves the right to invite top ranked teams to participate in oral presentations. The oral presentation can carry a score of up to 50 points that will factor into the final overall scores (written proposal

plus oral presentation). Following approval by the Transportation Policy Board, CAMPO staff will begin negotiations with the top ranked consulting firm. If a contract cannot be negotiated with the top ranked firm, CAMPO may choose to proceed to negotiate with the next ranked firm, and so on, until a contract has been successfully negotiated.

CAMPO retains the right to select from the firms responding to this RFP. Any or all submissions may be rejected, if they do not meet the Evaluation Committee's criteria or fail to comply with RFP specifications. CAMPO also retains the right to withdraw this RFP at any time.

SECTION III SCOPE OF SERVICES

Description: Regional Transportation Demand Management Program

1. PURPOSE

The Capital Area Metropolitan Planning Organization, hereinafter referred to as CAMPO, seeks offers in response to this Solicitation from firms qualified and experienced in transportation demand management to provide services related to developing, implementing, and monitoring a transportation demand management (TDM) program. The successful firm will provide a fresh look at context sensitive TDM needs within the CAMPO region due to the pandemic, changing demographics and the needs of employers across the region. The successful firm will need to work with private and public sector partners to develop and implement the program and monitor its effectiveness.

2. BACKGROUND

CAMPO is the Metropolitan Planning Organization (MPO) for the Bastrop, Burnet, Caldwell, Hays, Travis, and Williamson counties in central Texas.

The purpose of CAMPO is to coordinate regional transportation planning with counties, cities, the Capital Metropolitan Transportation Authority (Capital Metro), the Capital Area Rural Transportation System (CARTS), Central Texas Regional Mobility Authority (CTRMA), Texas Department of Transportation (TxDOT), and other transportation providers in the region and to approve the use of federal transportation funds within the region.

MPOs are designated for all urbanized areas having a population greater than 50,000 as identified by the U.S. Bureau of the Census. MPOs currently operate under The Fast Act, Fixing America's Surface Transportation Act (Pub. L. No. 114-94), signed into law on December 4, 2015 by President Barack Obama.

3. STUDY AREA

The CAMPO region.

4. SCOPE OF SERVICES

Task 1: Program Administration/Management

This task shall include management of all project activities and work. This task will involve continuous project coordination and administration; preparation of monthly progress reports, invoices and billings; meetings and coordination activities; preparation of

meeting minutes; quality assurance/quality control (QA/QC); and other project management activities specified by CAMPO.

Deliverables:

- Draft/Final Project Management Plan
- Draft/Final QA/QC Plan
- Program Schedule – updated at least monthly
- Monthly Invoices
- Monthly Progress Reports
- Draft/Final Kick-Off Meeting Summary
- Draft/Final Coordination Meetings Summaries
- Action Tracking Log – updated weekly
- Indexed Project File (electronic and hard copy)

Task 2.0 – Outreach and Public Engagement

The consultant will work with CAMPO to develop a comprehensive and inclusive public engagement plan (PEP) that will lead to meaningful participation of various stakeholders.

Task 2.1 – Website and Other Online Engagement Methods

The consultant will work with CAMPO to maintain and operate a TDM online platform designed to provide travelers with information and tools that reduces their reliance on trips via single occupant vehicles.

Task 2.2 – Stakeholder Outreach

Stakeholder outreach will focus on underserved populations that do not or cannot benefit from work from home initiatives.

Deliverables:

- PEP developed in coordination with CAMPO and TxDOT that includes methods, proposed schedule, and target groups/populations.
- Stakeholder outreach database
- Public Involvement summary report
- Public meeting coordination and materials
- Stakeholder outreach coordination and materials
- Environmental Justice meeting coordination and materials
- Online outreach materials

Task 3.0 – Discovery and Data Development

The consultant shall develop methods to gather and analyze data to show, among others, the effectiveness of TDM programs in the region and their effect on traffic conditions. The

consultant will also perform a data driven analysis on potential TDM strategies to ensure racial and socioeconomic equity in implementation and potential benefits.

Deliverables:

- Data acquisition and analysis report

Task 4.0 – Regional Coordination

The consultant shall ensure TDM programs and projects are appropriately coordinated in a regional manner. This task will be executed through the facilitation of inter-local agreements, data sharing agreements, timely notifications of pertinent developments, and other methods to ensure TDM programs can have the most impact possible on a regional scale.

Deliverables:

- Monthly summary of regional coordination activities