



Request for Proposals

For

**Consulting Services for the Development of the
City of Lafayette's Local Roadway Safety Plan**

**City of Lafayette
Engineering Services**

3675 Mt. Diablo Boulevard, Lafayette, CA 94549

Proposal Due Date: Friday, March 11, 2022 by 4PM PST

I. REQUEST SUMMARY

The City of Lafayette is seeking proposals from qualified consulting firms (“Consultant or Consultants”) that can undertake the project management, existing conditions assessment, and development of safety measures in the areas of engineering, education, encouragement, enforcement, emerging technologies along with associated evaluation. The Local Roadway Safety Plan (Plan) will aim to improve the safety of walking and bicycling for our most vulnerable populations in our semi-rural community.

Lafayette was awarded a \$72,000 grant from the California Department of Transportation (Caltrans) for the preparation for this plan. This grant, along with \$8,000 in matching funds, make up the City’s \$80,000 Plan budget. The selected Consultant will be responsible for providing services in accordance with the scope of services outlined in this proposal and ultimately a final Plan that Lafayette’s City Council will adopt.

II. INTRODUCTION

A. Community Profile

The City of Lafayette (City) is located in the western area of Contra Costa County and is situated north of the Town of Moraga, east of the City of Orinda, west of the City of Walnut Creek, and south of Briones Regional Park. The City is approximately 15 square miles with a residential population of approximately 26,000. Lafayette is a general law city that incorporated in 1968 and is governed by a five-member City Council, which operates under a Council/City Manager form of government.

Lafayette is a semi-rural community with relatively low rates of walking and bicycling, outside of the student population. The City has one major off-street multi-use path that forms the backbone of the bicycle network, the Lafayette-Moraga Trail. The Lafayette-Moraga Trail provides direct access to the Lafayette Community Center and its recreational facilities. Additionally, it also serves as a local route to several schools: Burton Valley Elementary School, Lafayette Elementary School, Stanley Middle School, and Acalanes High School. Since the adoption of the Bikeways Master Plan & Master Walkways Plan, the City has worked to connect these off-street paths with on-street bicycle facilities to form a more connected network.

B. Background

The Contra Costa Transportation Authority (CCTA) is currently developing a Vision Zero Framework & Systemic Safety Approach for the entire Contra Costa County. As a part of their effort, the CCTA has purchased data that includes walkway inventory, bicycle lane designations, etc., which will aid in identifying important missing links in our system. All

data the City has access to will be made available for the Consultant to serve the analysis to be contained in this safety plan.

The City has had six fatalities to bicyclists and pedestrians in the last several years and frequently hears from residents concerned about children's safety when going to and from school. Because even one fatality is not acceptable, the Lafayette City Council has recently adopted a Vision Zero Policy. This plan is intended to add structure to that policy, identify areas of concern, recommend specific strategies to prevent transportation collisions from occurring, and provide guidance for implementing safety measures (particularly for active transportation users) City-wide. It is expected that the safety measures under the various "Es" of Engineering, Education, Encouragement, Enforcement, Emerging technologies, and Evaluation to be data based and customized to the City of Lafayette.

C. General RFP Submittal Information

The City's designated panel of staff members/community members will evaluate proposals received. During the review process, the City reserves the right, where it may serve the City's best interest, to request additional information or clarification from those that submit proposals, or allow clarifications, corrections of errors, or omissions. Any and all changes in the RFP will be made by written addendum, which shall be issued by the City and posted on the City's website (www.lovelafayette.org).

The City reserves the right to retain all proposals submitted. Submission of a proposal indicates the proposer's acceptance of the conditions contained in this RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the City and the proposer selected.

The preparation of the proposal will be at the total expense of the proposer. There is no expressed or implied obligation for the City to reimburse responding proposers for any expense incurred in the preparation of proposals in response to this request. All proposals submitted to the City shall become properties of the City and will not be returned. If any information in your proposal is confidential and/or proprietary, please further submit a separate, redacted copy for servicing public records requests.

The City reserves the right to reject any or all proposals, in whole or part, to waive any informality in any proposal, and to accept the proposal which, in its discretion, is in the best interest of the City. Any proposer may withdraw their proposal, without obligation, at any time prior to the scheduled closing time for receipt of proposals.

A withdrawal will not be effective unless made personally or by telephonic notification received prior to the closing date. Proposals may later be referred to the City Council for appropriate action.

All proposals are due not later than **4:00p.m. on Friday, March 11, 2022**. Late submissions will not be accepted. To be considered, proposers must send one (1) color original, one (1) USB flash drive with a searchable PDF copy of the proposal in its entirety and three (3) hard copies of their proposal in a sealed envelope with the name of the company submitting the proposal and the title of **"RFP – Consulting Services for the Development of the City of Lafayette's Local Roadway Safety Plan"** to:

**City of Lafayette
Director of Engineering and Public Works
3675 Mt. Diablo Blvd.
Lafayette, CA 94549**

For a complete list of the City's RFP submittal terms and conditions, legal statements, and insurance requirements, please refer to the exhibits attached hereto.

D. RFP Questions

Questions with regard to this RFP should be submitted by e-mail to, Mike Moran, Director of Engineering and Public Works, at mmoran@lovelafayette.org, by March 1, 2022. All responses will be posted on the City's website and will be released no later than March 4, 2022.

E. Schedule

The City reserves the right to make changes to the below schedule, but plans to adhere to the implementation of this RFP process as follows:

| | |
|-----------------------------------|---|
| RFP release: | February 10, 2022 |
| Deadline for receiving questions: | March 1, 2022 |
| Response to questions: | March 4, 2022 |
| Proposals due: | Friday, March 11, 2022 at 4:00 PM (PST) |
| Finalists selected: | Tuesday, 15, 2022 |
| Vendor selected: | Friday, March 18, 2022 |

III. SCOPE OF SERVICES

The proposer is encouraged to modify or add to the following scope of services based on past successful experiences. The City is seeking an experienced firm with prior experience preparing a Local Roadway Safety Plan/Vision Zero Plan or similar type of plan, for jurisdictions of similar size and environment. The scope of services will include, but are not necessarily limited to the following:

A. Project Management and Coordination Meetings

The designated Consultant Project Manager, under the general direction of the City Project Manager, shall be responsible for overseeing all aspects of project development and coordination as follows:

1. Project Kick-Off Meeting: Meeting with City staff to discuss the plan goals, the role of the Consultant and stakeholders, communication protocol, progress reporting, scheduling and invoicing, key milestones, and what defines success for this project.
2. Selecting a task force of stakeholders to represent Lafayette communities as part of the Project Development Team.
3. Develop a robust Public Outreach Program that will include, website surveys and contact through social media (e.g. Next Door, Facebook, Instagram, Twitter, YouTube, etc.), mailers, and telephone.
4. Project Development Team Meetings: Up-to four (4) Project Development Team (PDT) status meetings will be conducted to maintain a regular and consistent communication on upcoming tasks, identifying potential risks and challenges to success. The consultant shall develop the agenda and prepare a summary of the PDT meetings. The meeting notes will include a list of decisions, actions, and responsible party.
5. Public Meeting: Organize and run one (1) public meeting and other communication means for stakeholder input and feedback.
6. Public Hearings: Three (3) should be scoped for Consultant presentation of the Plan or for Consultant's assistance for a staff presentation of the Plan to the Transportation & Circulation Commission and City Council. This will also provide opportunities to the public to voice their concerns, objectives, and desired safety measures.
7. Oversee the Plan development and ensure that all measures of the project's scope of services are completed in a timely and professional manner with an emphasis on providing the City with a high-quality product.
8. Ensure that the Plan, including all recommended safety measures, meet all applicable Federal, State, and local requirements in anticipation of future grant funding opportunities.
9. Ensure that all appropriate communication, correspondence, and reports are completed on an ongoing basis in a timely manner to the satisfaction of the City.

B. Plan Goals and Objectives

The Consultant shall work with City staff and the project development team to formalize the Plan goals and objectives to safely serve multi-modal mobility in Lafayette.

C. Data Collection and Analysis

As a small city with limited funds, Lafayette does not have an extensive inventory of data. However, the City will provide the Consultant with all data that is currently available, which include daily and peak period traffic counts at a few locations, accident data (where

police reports are available), transit routes/bus stops and frequency of service, existing and planned bikeways, existing and planned walkways, and other Capital Improvements Projects (CIP).

The Consultant shall collect data from different sources to conduct an effective and overall analysis of the City's existing roadway network. The data collected shall place an emphasis on pedestrians/bicycles. Because of the limited quantitative data and relatively low collision rates in the City, a large portion of the data collection may need to come from qualitative sources.

Once the data is collected and analyzed, the Consultant shall develop a greater understanding of issues the City is facing and countermeasures to alleviate those issues.

D. Field Visits

As discussed in the Background section, the City has received numerous comments from concerned citizens regarding student safety when walking or bicycling to and from school. The City has already hired a school safety firm to conduct site visits to each public school to make observations of traffic patterns and roadway characteristics that could highlight potential reasons for the concerns. Based on their evaluation, outreach to stakeholders, and expertise, the school safety firm will make recommendations for the City's consideration to help improve safety measures near schools. Some quicker-build recommendations near schools may already be in place before the LRSP is developed.

The Consultant should review and build upon any recommendations made by the City's school safety firm by visiting each school site. The Consultant's site visits and review of past recommendations will culminate in a location profile for each of the school sites that summarizes its crash activity, physical characteristics, relevant behavioral and social economic context, and likely factors that contribute to collisions or near misses at that location. The intended purpose of the field visits is to customize the safety measures in the LRSP in accordance with road, traffic, safety conditions, and other factors at the different locations rather than offering a generic list of possible improvements. Systemic improvements identified by the US Department of Transportation should be considered when applicable.

E. Safety Measures

The Consultant shall identify safety measures under the various Es, including proven measures from other communities and include them in the Local Roadway Safety Plan. Additionally, the consultant shall conduct a benefit/cost analysis for project alternatives to determine which projects provide the most safety benefit relative to associated costs to help ensure maximum benefits. A master project list shall be developed to help prioritize implementation assuming that some project elements will be complementary and that applying them to multiple locations at once could lead to cumulative safety

benefits and/or cost savings. Opportunities to coordinate implementation of project elements with pavement maintenance, or projects that would be good candidates for safety grant funding, etc. need to be noted when applicable.

In addition to infrastructure/engineering measures, safety measures shall also be identified. Safety education measures (for elementary/middle school age students, high schools, seniors, working adults, etc.) shall also be identified. Public education and engagement can be effective in changing behavior to have sustained impact on building awareness of the need for a culture of "Safety First" and ultimately achieving optimal effect. This is in addition to encouragement initiatives to support the safe use of environment friendly modes of transportation including walking, bicycling, and use of transit.

F. Local Roadway Safety Plan

The results of prior tasks will be incorporated into an Administrative Draft Local Roadway Safety Plan for review by the City's Engineering and Public Works Department. The Administrative Draft will include the Plan goals and objectives, process used for the Plan development, analysis findings, recommended safety measures along with associated prioritization, potential funding sources, and evaluation criteria and future updates. Maps, charts, photos, and concept improvement graphs should be included in the Administrative Draft report as applicable. Staff comments will be incorporated into a Draft Plan report for review by the project development team. The Plan will be responsive to and align with the County's Vision Zero goals. The Consultant shall revise the Draft Plan based on comments compiled and provided by City. In addition to the electronic files, the Consultant will need to provide two hard copies of the Administrative Draft report, three copies of the Draft, and three hard copies of the Final Plan report.

IV. PROPOSAL OUTLINE TO BE SUBMITTED

The proposal shall be organized and submitted with the following elements:

A. Cover Page

B. Table of Contents

C. Executive Summary

Provide a summary describing the proposer's ability to perform the work requested, a history of the proposer's background and experience providing services, the qualifications of the proposer's personnel to be assigned to this project, any subcontractor, sub-Consultants, and/or suppliers and a brief history of their background and experience, and any other information called for by this request for proposal which the proposer deems relevant, including restating any exceptions to this request for proposal. This summary

should be brief and concise to apprise the reader of the basic services offered, experience and qualifications of the proposer, staff, subcontractors, and/or suppliers.

D. Questionnaire/Response to Scope of Services

The proposer shall provide responses and information to fully satisfy each item in the aforementioned scope of services and following questionnaire. Each question item should be presented before the proposer's response. Proposers could also offer additional services that they may see needed for the success of the project. Provide attachments as applicable.

1. Company Information

- a. Company name and address.
- b. Letter of transmittal signed by an individual authorized to bind the respondent, stating that the respondent has read and will comply with all terms and conditions of the RFP.
- c. General information about the primary contact who would be able to answer questions about the proposal. Include name, title, telephone number and email address of the individual.

2. Qualifications and Experience of the Consultant

- a. Describe your firm's history and organizational structure. Include the size of the firm, location of offices, years in business, organizational chart, name(s) of owner(s) and principal parties, and number and position titles of staff.
- b. What is the primary business of the parent company and/or affiliates?
- c. Which office(s) of your organization will have primary responsibility for managing this account? List the members of your team who will be responsible for providing the services and for ongoing support.
- d. What is your firm's experience conducting the services requested? Describe comparable projects performed by your firm in the last three years, including the number of projects, scope of service, and status of projects.
- e. Comment on other areas that may make your firm different from your competitors.

3. Qualifications and Experience of the Proposed Project Team

- a. Which office(s) of your organization will have primary responsibility for managing this account? List the members of your team who will be responsible for providing the services and for ongoing support and share some of their relevant experience.

4. Consultants Scope of Services

- a. Describe the scope of services the Consultant will provide.

- b. Discuss how the Consultant's proposed scope varies from that stated in the RFP and the reasoning and significance of for the changes or additions.

5. Implementation Schedule

Include a detailed implementation schedule with an estimated project start date of April 11, 2022 and note key project milestones and timelines for deliverables.

The Consultant is encouraged to develop additional project schedule details and suggest changes within the basic constraints of the program. It is preferable to maintain the complete project schedule within five to six (5-6) months. Council approval of the Local Roadway Safety Plan is planned for October 2022.

6. References

List the name, address, e-mail address and telephone number of references from at least two (2) similar projects, within the last three years. Include a brief description of the work provided for each reference. California municipal or county projects are preferred. You may offer more than two recent similar projects if desired. The references should include the start date of the project and the date of completion for each project.

7. Fees

- a. Provide your fees for the proposed services. Fee quotes should be detailed by service. Identify all key members including sub-consultants if applicable, in a work chart; including their name, title, hours per task, hourly rate, total hours, direct labor, overhead, and percentage of work by task. Include overall cost proposal.
- b. Describe any remaining fees not previously detailed in the above.

V. EVALUATION OF PROPOSALS

Proposals will be judged on the proposer's ability to provide services that meet the requirements set forth in this document. The City reserves the right to make such investigations as it deems necessary to determine the ability of the proposer to provide services meeting a satisfactory level of performance in accordance with the City's requirements. Interviews and presentations by one, several, or all of the proposers may be requested by evaluators if deemed necessary to fully understand and compare the proposer's capabilities and qualifications. The adequacy, depth, and clarity of the proposal will influence, to a considerable degree, its evaluation.

Proposals will be evaluated on the basis of the following criteria, in no particular order:

1. Understanding of Work Scope
2. Project Approach (Including Innovative Ideas and/or Techniques)

3. Staff Qualifications and Technical Ability
4. Familiarity with Applicable Standards and Procedures
5. Experience with Similar Project Types
6. Fees
7. References, Schedule, and Required Forms

As reflected above, contract award will not be based solely on price, but on a combination of factors as determined to be in the best interest of the City. After evaluating the proposals and discussing them further with the finalists or the tentatively selected advisor, the City reserves the right to further negotiate the proposed work and/or method and amount of compensation.

VI. CONTRACTING REQUIREMENTS

A. Certificate(s) of Insurance

The City will require the successful firm to provide Certificates of Insurance evidencing required coverage types and the minimum limits. See the attached City Draft Standard Agreement for more information on the City's insurance requirements.

B. Standard City Professional Services Agreement

The City will require the successful company to execute a professional services agreement with the City. Please review the attached draft agreement and identify any questions, changes, or areas of concern in your proposal to the City. Any/all requests for changes to the agreement must be included with the responsive proposal. A company's failure to respond with proposed changes to the draft agreement indicates their concurrence with its terms and conditions.