

REQUEST FOR PROPOSALS

for preparation of

**Local Road Safety Plans for
Mendocino County Local Agencies**

for

MENDOCINO COUNCIL OF GOVERNMENTS

Mendocino Council of Governments - Planning
525 South Main Street, Suite G
Ukiah, CA 95482

October 15, 2020

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I. BACKGROUND

A. The Region

The Region, served by the Mendocino Council of Governments' (MCOG) transportation planning activities, exists totally within the boundaries of Mendocino County.

Mendocino County lies within the northern extension of California's Coastal Ranges.

These mountains are characterized by a series of southeast to northwest trending ridges which are separated occasionally by narrow valleys. Although the relief is not particularly great except in the extreme eastern part of the county, the mountainous nature of the area minimizes ground transportation options. Transportation routes tend to be located within intermontane valleys. East-west travel is especially arduous since parallel ridges must be traversed.

B. Population

2020 California Department of Finance population estimates place Mendocino County population at 88,388. This includes an unincorporated population of 59,330 and an incorporated population of 29,058. Four cities share the incorporated population: Ukiah (16,029), Fort Bragg (7,471), Willits (5,117), and Point Arena (441).

The bulk of the population in Mendocino County is concentrated in a few areas of the county. Ukiah, Talmage, Calpella, and Redwood Valley make up the largest single population concentration. Fort Bragg and the coastal area southward to the Navarro River is another population center. Willits, the surrounding Little Lake Valley and Brooktrails subdivision comprise the only other large settlement area in the county. Much of the rest of Mendocino County is rural and undeveloped.

C. Organization and Management

Transportation planning in Mendocino County is the responsibility of the Mendocino Council of Governments, which is the designated Regional Transportation Planning Agency (RTPA). MCOG is a Joint Powers Agency composed of the County of Mendocino, and the cities of Fort Bragg, Point Arena, Ukiah, and Willits. The MCOG Board of Directors is composed of two members of the County Board of Supervisors, one councilmember from each of the four cities, and one countywide representative appointed by the Board of Supervisors. With the addition of a representative of the Caltrans District 1 Director, the MCOG Board becomes the Policy Advisory Committee.

D. Purpose

The Mendocino Council of Governments is soliciting proposals for the development of individual "Local Road Safety Plans" for the County of Mendocino, and each of the four incorporated cities (Ukiah, Point Arena, Willits, and Fort Bragg).

II. PROJECT DESCRIPTION

The purpose of this project is to develop individual Local Road Safety Plans (LRSP) for the County of Mendocino, and Cities of Ukiah, Point Arena, Willits, and Fort Bragg.

The development of Local Road Safety Plans offers a proactive approach to addressing safety needs and demonstrates agency responsiveness to safety challenges. The development process provides a framework for organizing stakeholders to systematically identify, analyze, and prioritize roadway safety improvements on local and rural roads. The process can be tailored to local protocols, needs, and issues; however, safety projects stemming from the plan must be consistent with Federal and State project funding requirements if those funds will be used for project implementation. The plan should be viewed as a living document that can be continually reviewed and updated to reflect changing local needs and priorities.

Unifying the LRSP with the State's Strategic Highway Safety Plan

Each State has a data-driven and comprehensive Strategic Highway Safety Plan (SHSP) that defines goals, objectives, and strategies to reduce fatalities and serious injuries on all public roads. SHSP development is typically led by the State Department of Transportation (DOT) in collaboration with the Governor's Office of Highway Safety, local governments, law enforcement, educators, emergency services, and other stakeholders and is a major component of the Highway Safety Improvement Program (HSIP). The SHSP can specifically include local and rural roads as safety emphasis areas. This makes local and rural road owners important partners in developing an SHSP because nearly 80 percent of all public roads are operated by local or rural governments and approximately 56 percent of all fatalities occur on these roads.

While the SHSP is used as a statewide approach for improving roadway safety, an LRSP can be a means for providing local and rural road owners with an opportunity to address unique highway safety needs in their jurisdictions while contributing to the success of the SHSP.

Useful documents and links

- [National Association of County Engineers \(NACE\) – A Template for Local Roadway Safety Plan \(Word File\)](#)
- [FHWA - Local and Rural Road Safety Briefing Sheets: Local Road Safety Plans](#)
- [FHWA - Developing Safety Plans: A Manual for Local and Rural Road \(2012\)](#)
- [FHWA – Local and Rural Road Safety Program](#)

III. SCOPE OF WORK

RESPONSIBLE PARTIES: The Mendocino Council of Governments (MCOG) will be the lead agency for this project. The project will be conducted by a consultant. A stakeholder group (including local agency staff and others) will meet with the consultant as needed throughout the project.

OVERALL PROJECT OBJECTIVES:

1. **Project Kick-off Meeting; Establishment of Stakeholder Group; Stakeholder Meetings**

- a. Hold project kick-off meeting with MCOG, consultant, and local agency staff. MCOG shall prepare meeting agenda; Consultant shall prepare meeting notes. (MCOG, Consultant, Local Agencies)
- b. Per Caltrans' guidance, consultant shall establish a working group of interested stakeholders/safety partners to provide input into the development of local plans. Composition of stakeholder group shall follow Caltrans' guidance and may include local agency staff as well as other interested stakeholders from the "4E's" of highway safety (engineering, law enforcement, education, and emergency response communities). (MCOG, Consultant, Local Agencies)
- c. Consultant shall meet with MCOG, local agency staff, and stakeholder group as needed throughout the project. Consultant shall propose frequency and schedule of stakeholder meetings and shall be responsible for all aspects of meetings, including preparation of agendas and meeting notes. (MCOG, Consultant, Local Agencies, Stakeholders)

- ***Responsible Parties: MCOG, Consultant, Local Agencies, Stakeholders***

Task	Deliverables
<i>1a</i>	Kick-off meeting agenda (MCOG); Kick-off meeting notes (Consultant)
<i>1b</i>	Stakeholder Roster (Consultant)
<i>1c</i>	Stakeholder meeting agendas & meeting notes (Consultant)

2. **Develop Local Road Safety Plans**

- a. **Review LRSP Requirements** – Consultant shall review Caltrans' requirements for development of LRSPs and ensure that all requirements are addressed. (Consultant)
- b. **Collect & Review Data** – Consultant shall gather and review existing data including Mendocino County Dept. of Transportation's annual Traffic Safety Review, MCOG's Regional Transportation Plan, Statewide Integrated Traffic Records System (SWITRS), local agency plans, and any other relevant data that may be available. (Consultant)

- c. **Analyze Data & Make Recommendations** – Consultant shall analyze last five (5) years of accident and safety data; identify emphasis areas; identify, recommend and prioritize safety countermeasures (including a summary of costs, potential funding sources, timelines and goals). Consultant shall ensure that all recommended safety projects are consistent with Federal and State project funding requirements if those funds will be used for project implementation. (Consultant)
 - d. **Draft Local Road Safety Plans** – Consultant shall incorporate all data collected and analyzed into separate draft plans for review by each local agency and stakeholder group. (Consultant)
 - e. **Final Local Road Safety Plans** – Consultant shall incorporate input from local agencies and stakeholders as appropriate and prepare final plans for each agency. (Consultant)
 - f. **Presentation of Final Local Road Safety Plans** – Consultant shall make separate presentations of final plans to City Councils/Board of Supervisors. (Consultant).
- **Responsible Parties: MCOG, Local Agencies, Consultant, Stakeholders**

Task	Deliverables
<i>2a-d</i>	Draft Local Road Safety Plans for County of Mendocino, and cities of Ukiah, Point Arena, Willits, and Fort Bragg. An electronic copy of each Draft Plan shall be provided. (Consultant)
<i>23e</i>	Final Local Road Safety Plans for County of Mendocino, and cities of Ukiah, Point Arena, Willits, and Fort Bragg. Four print copies, plus an electronic copy, of each Final Plan shall be provided. (Consultant)
<i>2f</i>	Separate Presentations of Final Local Road Safety Plans to County Board of Supervisors, and City Councils of Ukiah, Point Arena, Willits, and Fort Bragg. (Consultant)

IV. PROPOSAL REQUIREMENTS

Each technical proposal shall contain as a minimum, the following elements:

A. Identification of Prospective Contractor

The proposal shall include the name of the firm submitting the proposal, its mailing address, telephone number, e-mail address, and the name of an individual to contract if further information is desired.

B. Management

The prospective contractor shall designate by name the project manager to be assigned to this project. The selected contractor shall not cause the substitution of the project manager without prior written approval of the Mendocino Council of Governments.

C. Personnel

The prospective contractor shall describe the qualifications of all professional personnel to be employed, including a summary of similar work or studies performed, a resume' for each professional, a statement indicating how many hours (estimated) each professional will be assigned to the contract and what tasks each professional will perform. The contractor shall not cause members of the project team to be substituted without prior written approval of the Mendocino Council of Governments.

D. References

The prospective contractor shall provide names, addresses and telephone numbers for at least three clients for whom the prospective contractor has performed work similar to that proposed in this request. A summary statement for each assignment shall be provided.

E. Subcontractors

If subcontractors are to be used, the prospective contractor must submit a description of each person or firm and the work to be done by each subcontractor. The cost of the subcontract work is to be itemized in the cost proposal. Consultant mark-up on sub-consultant costs is not allowed.

NOTE: Subcontractors will be obligated to comply with all applicable Federal and State procedures for this contract.

F. Methodology

The prospective contractor shall describe the overall approach to the project, specific techniques that will be used, and specific administrative and operations management expertise that will be employed.

Proposers' responses to the required tasks outlined in the RFP must be specifically numbered the same as in the RFP. If the responsible party for a certain task is not the Consultant, then that should be noted to maintain the required numbering. If additional tasks are proposed, they should be numbered as sub-tasks under the appropriate existing task.

G. Schedule of Tasks

The proposal shall contain a detailed schedule identifying major tasks to be undertaken to conduct the work and timeframe for each task. The schedule shall also identify all meetings, progress reports, deliverables, and the estimated staffing and hours to accomplish each task and deliverables.

H. Budget

The prospective contractor shall prepare a detailed budget, by task, for the work to be performed. The budget shall itemize all items that will be charged to the project, using fully-weighted hourly billing rates for all personnel. **In addition, the methodology for calculating the fully-weighted rates for all personnel must be shown (e.g. labor, overhead rate, fringe, profit, etc.).** An example of how this methodology may be shown is available in Caltrans Local Assistance Procedures Manual, Exhibit 10-H1 at: <https://dot.ca.gov/-/media/dot-media/programs/local-assistance/documents/lapm/c10/10h.pdf>

Because this project includes development of five separate plans funded with various grant amounts for each local agency, the proposed budget must clearly distinguish costs associated with the development of each individual plan. (See *attached Exhibit 1 – Sample Budget Format*). Invoices must also be separated by individual plan costs.

Consultant mark-up on direct costs or subcontractor costs is not allowed.

Reimbursement for travel-related direct costs (hotels, meals, etc.) is limited to approved State rates which may be found on the Caltrans website: (<http://www.dot.ca.gov/hq/asc/travel/ch12/1consultant.htm>). Receipts are required to be submitted for all direct costs, other than fully-weighted personnel costs.

If subcontractors are to be used, the breakdown of subcontract costs shall follow the same format as that for the prime contractor, including the methodology for calculating fully-weighted rates.

I. Signature

The proposal shall be transmitted with a cover letter that must be signed by an official authorized to bind the proposer contractually and shall contain a statement to the effect that the proposal is a firm offer for a 90-day period. The letter accompanying the technical proposal shall also provide the following: name, title, address, telephone number, and e-mail address of individuals with the authority to negotiate a contract and bind the Consultant to the terms of the contract.

V. CONTRACTOR AWARD

A. Proposal Review

Each proposal will be reviewed to determine if it meets the proposal requirements contained in Section IV. Failure to meet the requirements for the Request for Proposals will be cause for rejection of the proposal.

The Mendocino Council of Governments may reject any proposal if it is conditional, incomplete, or contains irregularities. MCOG 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.

B. Proposal Evaluation

An evaluation committee will evaluate those proposals that meet the proposal requirements and will determine whether interviews will be needed. MCOG reserves the right to select a Consultant based solely on written proposals. Evaluation will be based on proposer's understanding of work scope requirements demonstrated by qualifications of individuals or firm, successful experience and performance with similar projects, proposal contents and methodology, and cost proposal. Scoring will be as follows:

- Qualifications of Individual or Firm (20 points maximum)
- Experience/Performance (30 points maximum)
- Proposal Contents & Methodology (30 points maximum)
- Cost Proposal, Including Budget/Resource Allocation (20 points maximum)

Total Points Possible (100 points maximum)

In the event MCOG elects to conduct interviews, a separate score will be used to rank oral responses, as follows:

- Project Understanding (50 points maximum)
- Project Approach (50 points maximum)

Total Points Possible (100 points maximum)

C. Contract Award

A contract will be negotiated with the individual or firm determined in the proposal evaluation process to be best suited to perform this project. If a contract cannot be negotiated with the individual or firm submitting the highest rated proposal which is in the best interests of the Mendocino Council of Governments, then staff will terminate negotiations with that firm and commence the negotiation process with the firm submitting the second highest rated proposal.

This contract will be awarded using a cost reimbursement payment method. The contract will include all State and/or Federal requirements that "flow down" from the funding sources. (See attached **Exhibit 2** – MCOG Sample Contract)

A contract shall not be awarded to a consultant without an adequate financial management and accounting system as required by 48 CFR Part 16.301-3, 49 CFR Part 18, and 48 CFR Part 31 (per Caltrans' Local Assistance Procedures Manual Chapter 10.5). A pre-award audit may be required.

VI. GENERAL INFORMATION

A. Proposal Submittal

Proposals must be received no later than **5:00 p.m. on November 13, 2020**. Six (6) print copies of the proposal, plus one electronic copy shall be furnished. Proposals may be either mailed or hand delivered to:

Loretta Ellard, Project Manager
Mendocino Council of Governments - Planning
525 South Main Street, Suite G
Ukiah, CA 95482

B. Late Submittals

A proposal is late if received at any time after **5:00 p.m. on November 13, 2020**. Postmarks will **not** suffice. Proposals received after the specified time will not be considered and will be returned to the proposer.

C. Modification or Withdrawal of Proposals

Any proposal received prior to the date and time specified above for receipt of proposal may be withdrawn or modified by written request of the proposer. To be considered, however, any modified proposal must be received by the date and time specified above.

D. Schedule

The tentative schedule of activities related to the Request for Proposals is as follows:

Activity	Date
RFP Mail-out	October 15, 2020
Written Question Submittal Deadline	October 23, 2020
Response to Questions Posted to MCOG's website http://www.mendocinocog.org/	October 28, 2020
Proposal Submittal Deadline	November 13, 2020 - 5:00 p.m.
Review/Ranking of Proposals	November 19-20, 2020
Interviews (if needed)	November 30 – Dec 1, 2020
Contractor Selection & Contract Award	December 4, 2020
Project Starting Date - Notice to Proceed	December 8, 2020
Presentation of Final Report to Local Agencies	February 2022
Final Reports Due	March 31, 2022

E. Property Rights

Proposals received within the prescribed deadline become the property of the Mendocino Council of Governments and all rights to the contents therein become those of the Council.

F. Amendments to Request for Proposals

The Mendocino Council of Governments reserves the right to amend the Request for Proposals by addendum prior to the final date of proposal submission. All addenda will be posted on MCOG's website <http://www.mendocinocog.org/>.

G. Funding

Funding for this project is provided with State (Local Road Safety Program) grant funds, plus matching funds from local agencies.

Funding to complete the five individual Local Road Safety Plans is expected to be available as follows: County of Mendocino (\$148,900); City of Ukiah (\$80,000); City of Point Arena (\$20,000), City of Willits (\$30,000) and City of Fort Bragg (\$30,000), for a total of **\$308,900.**

H. Non-commitment of the Mendocino Council of Governments

This Request for Proposals does not commit the Mendocino Council of Governments to award a contract, to pay any costs incurred in the preparation of a proposal to this request, or to procure or contract for services or supplies. MCOG reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified individual or firm, or to modify or cancel in part or in its entirety the Request for Proposals if it is in the best interest of the Council to do so.

I. Public Domain

All products used or developed in the execution of any contract resulting from this request will remain in the public domain at the completion of the contract.

J. Questions

Questions regarding this Request for Proposals will only be accepted in writing (Correspondence or E-mail is acceptable). Questions should include the individual's name, name of the firm, address, telephone number, and e-mail address. Questions must be submitted no later than **October 23, 2020** to:

Loretta Ellard, Project Manager
Mendocino Council of Governments – Planning
525 South Main Street, Suite G
Ukiah, CA 95482
Email: lellard@dbcteam.net

Questions and answers will be provided in the form of an addendum to this RFP, and will be posted on MCOG's website <http://www.mendocinocog.org/> by **October 28, 2020.**

K. Affirmative Action

Prospective contractors should be aware that the Equal Employment Opportunity Requirement of Executive Order 11246, as amended by Executive Order 11275, Title VII of the Civil Rights Act of 1964, the California Fair Employment Practices Act and other federal and state laws pertaining to equal employment opportunity are applicable to any contract awarded by the Council of Governments.

L. Protest Procedures and Dispute Resolution Process

The Mendocino Council of Governments' "Protest Procedures and Dispute Resolution Process" shall be utilized to resolve any protests or disputes to this procurement process. (See attached **Exhibit 3** - *Protest Procedures & Dispute Resolution Process*)

M. Web Content Accessibility Guidelines

In alignment with Caltrans' requirements that documents posted to public websites meet Web Content Accessibility Guidelines, all final deliverables for this project must be consistent with Web Content Accessibility Guidelines (WCAG) 2.1 Level AA criteria (<https://www.w3.org/TR/WCAG21/>).

To ensure accessibility to the largest audience possible, Arial and Verdana fonts may be used; with a minimum font size of 12 point. Additional information may be found at <https://dot.ca.gov/accessibility> and <https://www.dor.ca.gov/Home/Accessibility101>.

N. MCOG Acknowledgement

The following acknowledgment of participation must appear on the cover or title page of the Final Reports funded under this project: "The preparation of this report was programmed through the Mendocino Council of Governments' FY 2020/21 Transportation Planning Work Program and funded with State (Local Road Safety Program) grant funds, plus local agencies' matching funds." Additionally, the number and dollar amount of all contracts and subcontracts relating to the preparation of the Final Reports must be listed.