



Ecology Action Request for Proposals

Complete Streets to Schools Plans: City of Watsonville, County of Santa Cruz, City of Scotts Valley & Cities of Marina/Seaside

Due Date: July 20th, 2018 5:00 p.m.

(postmarks not accepted, hard copy and email submissions accepted)

Contact:

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Ecology Action
877 Cedar St., Ste. 240
Santa Cruz, CA 95060
(831) 515-1351
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INTRODUCTION

This project will create three Complete Streets to Schools Plans designed to identify barriers to safe sustainable transportation and guide future transportation developments. The three project areas are 1) City of Watsonville, 2) unincorporated Santa Cruz County and the City of Scotts Valley, and 3) Cities of Marina and Seaside. Together, these jurisdictions include 49 K-12 schools. Parents, administrators and students will participate in audits at 46 of the 49 schools with Ecology Action and Public Works staff. Community input will be crucial to create a plan for each school with the goal of decreasing congestion and increasing sustainable transportation options, with a focus on walking and biking.

The Complete Streets Plans will provide a systematic and comprehensive assessment and analysis of the greatest barriers to increased school-based sustainable transportation. Rather than cities and school administrators responding to the traffic issue of the day, this process will yield a vetted and comprehensive list of traffic safety issues impacting sustainable transportation.

This project is funded through three separate Caltrans Planning Grants. The selected consultant will be required to track and document their activities for each of the three projects separately.

SCOPE OF SERVICES

The consultant's primary responsibilities are to lead public meetings to introduce the Complete Streets to Schools planning process, and to provide traffic engineering analysis, insights and observations for 46 schools. The consultant will use this traffic engineering analysis, as well as additional data collected by Ecology Action, to create infrastructure recommendations for each school.

1. Present at Seven Public Meetings Geared Towards School Community

In collaboration with Ecology Action and Public Works staff, Consultant will lead seven public meetings that bring together school administrators, parents, students, interested school community members and neighbors to describe the upcoming process and solicit input and volunteers to act as stakeholders for each school and to participate in audits at each site. Meeting locations are as follows: two meetings in Watsonville, three meetings in unincorporated Santa Cruz County/Scotts Valley, and two meetings in Marina/Seaside. Translators will be available for non-English speaking members, and food and childcare will be provided.

Participants: Ecology Action, Transportation Agency for Monterey County (TAMC) staff, City/County Public Works staff, County Health Departments, Consultant

2. Conduct Travel Audits for at Least Six of the Forty-Six Selected Schools

Conduct walking audits of areas surrounding schools. Survey drop-off/pick-up areas when students are arriving on campus. Survey bike parking facilities. Consultant's main contribution is to provide traffic engineering analysis, insights and observations. This analysis will include issues related to

biking and walking. Consultant will lead at least six audits (two audits for each of the three project areas) and additional audits of challenging school sites, not to exceed fifteen audits in total.

Participants: Ecology Action, TAMC staff, City/County Public Works staff, County Health Departments, Consultant, Community Members

3. Create List of Infrastructure Recommendations for Forty-Six Selected Schools

Review data from each school audit to create list of infrastructure recommendations, in partnership with Ecology Action staff. Recommendations will be the result of participation in audits as well as site visits with Ecology Action staff and review of comments for each school site, to be collected by Ecology Action. The breakdown of schools is as follows; 15 schools in Watsonville, 16 in unincorporated Santa Cruz County/Scotts Valley, and 15 in Marina/Seaside.

Participants: Ecology Action, Consultant

4. Develop Rating System

In partnership with Ecology Action staff, Consultant will develop a rating mechanism based on all data sets and audit findings to prioritize future infrastructure work.

Participants: Ecology Action, Consultant

5. Review Plans and Provide Comments

Review three draft plans prepared by Ecology Action staff, which will encompass all 49 school sites. Plans will include Executive Summary, profiles for each school site detailing current conditions, individual school site recommendations, and prioritized infrastructure and non-infrastructure lists. All survey data and comments will be attached as appendices. Submit three sets of plan suggestions, edits and revisions to Ecology Action staff.

Participants: Consultant

6. Design, Implementation and Evaluation of Pop-Up Infrastructure Demonstrations

Develop drawings for pop-up demonstration infrastructure at two selected sites in Marina/Seaside, including proposed locations of temporary striping, hardscape items such as planter boxes, and signage. Develop detailed materials list/budget and detailed signage plan illustrating set-up of demonstration infrastructure, as well as educational signage indicating changed traffic or parking conditions as part of the demonstration. Local team will work with local agency staff on any necessary permitting, including expected traffic control needs.

Manage event implementation including event preparation, set-up and demonstration treatment installation prior to the event going live. The key outcome is educating the public and getting feedback about the infrastructure; a pop-up tent with overall project information will be set up with maps and other project information and opportunities for feedback. Local team staff will be available for set-up and staffing during the event and will handle event promotion and outreach.

Develop documentation and evaluation plan that includes a survey form and survey implementation actions, overall master plan feedback opportunities (maps and other information at the pop-up tent), photography and a list of metrics to be evaluated after the demonstration.

Participants: TAMC, Ecology Action, Cities of Marina and Seaside Public Works staff, County Health Department, Consultant

These tasks should all be completed by December 31st, 2019.

PROJECT TIMETABLE

Consultant Selection Process (subject to delay)

Release RFP..... June 27th, 2018
Responses due..... July 20th 2018
Select Consultant..... July 27th 2018
Conclude agreement negotiations..... August 8th 2018

Planning and Audits

Public Meetings: August 29th & 30th, September 26th & 27th, October 2nd, 3rd & 4th (dates subject to change)
Travel Audits at Six or More Schools: Fall 2018
List of Infrastructure Recommendations for 46 Schools: October 2018 – May 2019
Develop Rating System: June – August 2019
Review Plan: September – November 2019
Pop-Up Design & Implementation: February – May 2019

PROPOSAL CONTENT AND ORGANIZATION

1. **Project Team.** Discuss overall qualifications of the firm and/or project team (key staff and sub-consultants, as applicable), including:
 - **Firm**--Briefly describe the respondent's firm including the year the firm was established, type of organization (partnership, corporation, etc.), and any variation in size over the last five years. State the firm's qualifications for performing the consulting services requested in this RFP. Briefly describe the firm's experience with similar organizations and experience in projects related to K-12 school transportation master planning and Safe Routes to School and/or Complete Streets initiatives.
 - **Key Personnel**--Describe the qualifications and experience of each professional who



will participate in the project. Include a résumé for each key staff member of the project team. Designate a project manager. At least one staff member who carries a state license as civil engineer or traffic engineer is required.

- **References**--Provide a list of at least three references. Include references from clients of similar agencies and projects, as applicable. References must include client name, address, phone number, and e-mail address. For each reference, describe the nature of the work you performed, approximate dates your firm performed the work, and your firm's professional staff who performed the work.

2. **Project Approach**

Please indicate the approach which your firm will use in this project to give the City a quality product according to the agreed schedule and stated budget.

3. **Budget** -- Current budget for above Scope of Services is \$139,000, with \$40,000 for the Watsonville project, \$44,000 for the County of Santa Cruz project and \$55,000 for the Marina/Seaside project. Please provide individual cost estimates for each of the three plans and itemize deliverables 1- 6 including hours per task.

Please note that this project is funded through three separate Caltrans Planning Grants. The selected consultant will be required to track and document their activities for each of the three projects separately.

CONSIDERATIONS

The successful consultant will be required to enter into a standard agreement with Ecology Action that specifies the scope of service, completion schedule, and an agreed-upon schedule of payment. The consultant shall also meet the requirements of the agreements between the State of California and TAMC, City of Watsonville and County of Santa Cruz (copies attached).

The proposal should be **double-sided and kept to a maximum of six pages**. Proposals must be received by, not postmarked by, the closing date and time. Proposals may be submitted via email, in person or by postal service.

Ecology Action staff will accept questions via email regarding the RFP prior to 5:00 p.m. on July 13th.

Please submit four copies of proposal by 5:00 p.m. on Friday, July 20th, 2018 to:

Amelia Conlen, Planner
Ecology Action
877 Cedar Suite 240
Santa Cruz CA, 95060
aconlen@ecoact.org

PROPOSAL EVALUATION AND SELECTION

Each proposal will be reviewed to determine if it meets the minimum proposal requirements. Ecology Action may reject any proposal if it is conditional, incomplete, fails to meet the requirements of the RFP, or contains irregularities. A selection committee will review all proposals and will make final recommendations based on the proposal and references check.

RFP Response Evaluation

Responses will be evaluated on the following criteria:

<u>Criterion</u>	<u>Points</u>
Firm's demonstrated experience in similar project work	20 points
Key staff experience with similar projects	20 points
References	10 points
Proposed project approach	20 points
Cost	30 points
Total	100

Final Selection and Protests

The RFP process is considered concluded when a letter is sent to all participating consultants indicating which consultant has been selected.

Protestants shall submit a detailed written statement of protest to:

Ecology Action

877 Cedar Suite 240

Santa Cruz CA, 95060

no later than five (5) business days after receipt of the award notice described above.

Thank you for your consideration of this RFP. Ecology Action looks forward to receiving your proposal. If you have any questions about this RFP, please contact Amelia Conlen via email at aconlen@ecoact.org by Friday, July 13th at 5:00 p.m.