



REQUEST FOR PROPOSALS (RFP) FOR THE DEVELOPMENT OF THE VISION ZERO INITIATIVE

June 12, 2018

Introduction

Everyone in San Rafael deserves to feel safe on city streets. That is why our traffic engineering section is joining city leaders to adopt a policy called Vision Zero, with the goal of eliminating all traffic deaths in San Rafael by 2030.

The City's Vision Zero Initiative relies on education, engineering, and enforcement efforts to make traffic deaths in San Rafael nonexistent and we are strongly committed to this work. From protected bike lanes and new traffic signals, to more visible crosswalks and pedestrian countdown signals that tell you how much crossing time remains, we aim to build safety into our streets. The City plans to undertake transportation projects across the City that benefit all road users and partner with planners, police officers, advocates, and policymakers to cultivate safer streets.

San Rafael plans to upgrade its streets with safety and engineering improvements, launch enforcement programs, and embark on education campaigns aimed at addressing the top causes of collisions on San Rafael's roadways. The City plans to expand its data analysis capabilities to develop and implement data-driven solutions. Cross-departmental coordination efforts will be made to increase enforcement of the five most dangerous traffic infractions — running red lights, running stop signs, violating pedestrian right-of-way, speeding, and failure to yield while turning. Therefore, the City is seeking outside assistance for planning, development, community engagement, website services, and evaluation and monitoring plan for the San Rafael Vision Zero Program.

The City hereby requests proposals from qualified consultants for providing various professional services related to the San Rafael Vision Zero Program development (Project). Proposals shall be submitted by firms that have a capable and demonstrable background in the type of work described in the section entitled "Scope of Work" of this notice. In addition, all interested firms shall have sufficient, readily available resources, in the form of trained personnel, support services, specialized consultants, and financial resources to carry out the work without delay or shortcomings.

Project Overview

Through this RFP process, the City intends to procure a qualified Consultant responsible for developing and monitoring the Vision Zero Program for the first three years of the program's life. The City is requesting professional services to develop the City of San Rafael's Vision Zero Program, including but not limited to developing and adopting a policy, planning, community engagement, implementation, and measuring and monitoring effectiveness.

The Vision Zero Policy must be rooted in the understanding that traffic deaths are preventable through the prioritization of proven safety strategies, multi-departmental collaboration toward the shared goal of zero, a focus on data-driven decision-making, and a systems-based approach.

Vision Zero’s approach focuses on four main initiatives:

1. Education
 Effective street safety education creates a common set of expectations and changes behavior, resulting in safer, more livable streets for all. Implement or expand Safe Routes educational programming, such as Safe Routes to School, Safe Routes for Seniors, and Safe Routes for People with Disabilities. This could also include creating a Safe Speeds campaign or requiring additional safety training for frequent drivers, such as fleet operators, taxi drivers, and large vehicle operators.
2. Engineering
 Human failure will be considered and integrated into engineering design to create roads that are more forgiving. Unlike the traditional approach to traffic safety, where the greatest level of responsibility has been placed on individual road users, Vision Zero sets the highest level of responsibility on the system designers. If some road users inevitably fail to follow the rules due to lack of knowledge, discipline, ability, or understanding of the system, the roadway design will ensure that the resulting collisions do not result in people being killed or seriously injured.
3. Enforcement
 By encouraging people to obey the rules of the road, law enforcement will help create safe, livable streets through an increase in police and parking enforcement for the violations that are most frequently related to collisions. Police will focus on enforcing red light and stop sign violations, speeding, pedestrian right-of-way violations, and failure to yield while turning. Parking will focus on double parking, blocking bicycle lanes, blocking sidewalks, and intersection block the box violations. Exploration into new technology for more efficient enforcement, such as automated speed enforcement technology will be made.
4. Evaluation
 Opportunities to measure progress, celebrate success, identify unforeseen challenges, prevent against problematic actions, create an opportunity for course-corrections when needed will be done regularly. A comprehensive, public website to share collision data and progress on Action Plan strategies, and solicit feedback on safety concerns, projects, and strategies will be maintained. Regular reports (at least annually) of progress assessments will be prepared.

Anticipated Schedule

Proposals due to Public Works	11:59 PM, local time, on Monday, July 2, 2018
Consultant Selection	Wednesday, July 11, 2018
Consultant Recommendation Presented to City Council	7:00 PM, local time, on Monday, August 6, 2018
Kick-Off Meeting	Week of August 6, 2018
Present Vision Zero Policy and Resolution to City Council for Adoption (Task 2)	ANTICIPATED 7:00 PM, local time, on Monday, October 1, 2018
Website Development and Communication Plan (Task 3)	ANTICIPATED End of Calendar Year 2018

and Community Engagement (Task 4)	
Draft Action Plan (Task 6A)	ANTICIPATED End of Calendar Year 2018
Revised Draft Action Plan (Task 6B)	Four (4) weeks from receipt of staff comments on Draft Action Plan
Final Action Plan (Task 6C)	Four (4) weeks from receipt of staff comments on Revised Draft Action Plan

Scope of Work

The City is seeking consulting services for the following tasks:

Task 1: Project Management and Coordination

- A. The Consultant shall be responsible for providing all contract management and quality control services throughout the duration of the project. The Consultant shall deliver a high-quality product with budget and on schedule.
- B. The Consultant shall meet periodically with the City to discuss the project, present design options, review alternatives, etc. For cost estimation, monthly meetings for three years may be assumed. The Consultant will be responsible for preparation of meeting agendas and the recording of meeting minutes.
- C. The Consultant shall provide monthly schedule updates in conjunction with submittals of invoices.

Deliverables:

- Finalized budget and detailed project schedule with milestones
- Monthly budget and schedule updates
- Meeting agendas and minutes for all coordination meetings

Task 2: City Resolution of Vision Zero Policy

- A. The Consultant shall prepare a Vision Zero policy to be adopted by City Council by completing a Resolution, Staff Report, and presenting at the City Council Meeting

Deliverables:

- Resolution
- City Council Staff Report
- PowerPoint Presentation for City Council Meeting

Task 3: Communication and Website Development

The Consultant will develop materials for a Vision Zero website that is visual, easy to navigate and reader-friendly within 2 months of the notice to proceed.

A preliminary Communications Plan will be developed in partnership with the City’s Communications team, Public Works staff, and the Consultant within 30 days of notice to proceed to reflect the planning process and how the public and partners will be kept informed throughout the project duration. The Communications Plan will define the type of communications tools to be used and other actions needed to facilitate strong

communication throughout the project duration. The plan shall identify key messages and strategies for communication, branding and audiences. The plan will begin to be implemented during the Action Plan process but will likely identify strategies that go beyond the scope of this contract.

Language should be understandable and relatable to the general public. The plan will remain flexible and be updated periodically to reflect the changes in community engagement.

Deliverables:

- Website that is visual, easy to navigate, reader-friendly, and ADA-compliant
- Communications Plan

Task 4: Community Engagement

The Consultant will work with the City to develop a Community Engagement Plan for the project within eight (8) weeks of the adoption of a Vision Zero resolution and policy. As one of the basic priorities outlined earlier, community engagement is inherent to a successful completion of the project to ensure that decisions are made with the consideration and benefit of the greater public good.

Specific elements of community engagement activities include:

- Working with the City, the Consultant will prepare a plan outlining a process of early and continuous community engagement strategies to inform and obtain input, as well as identify audiences – internal and external.
 - The Consultant is encouraged to incorporate innovative and creative methods to engage external partners and the public beyond the traditional engagement process. Digital engagement strategies and in-person engagement will be developed and executed by the Consultant, with assistance from the City.
- The Consultant will be expected to develop a strategy for the advisory committees of the Action Plan, including preparing for and attending meetings with the Technical Advisory Committee (comprised of City staff and partners in the region who own and manage streets in the City) and the Vision Zero Advisory Committee, which will specifically engage members of the community.
- Developing an approach to ensure that community engagement activities are distributed throughout the city and metrics are developed to measure and evaluate the progress of who is being reached and engaged (e.g. through tracking zip code of respondents), with a plan in place to adjust strategies as needed to ensure a thorough connection throughout all parts of the city.
- Specific techniques will be evaluated on a monthly basis during the community engagement process and should include both quantitative and qualitative measures.

Deliverables:

- Community Engagement Plan and implementation of the digital interface of that plan/support of the in-person implementation of that plan;
- Toolkits and materials for conducting engagement; and
- Monthly evaluation progress reports.

Task 5: Developing the Action Plan: Identification of Priority Areas, Action Steps, and Implementation Framework

The Consultant is responsible for developing action items that constitute the substance of the Vision Zero Action Plan. The goal is to develop a targeted, implementable plan that is short, graphic, and guides the City's specific actions for the next three years. The Plan should clearly demonstrate the rationale for the recommended action items, by relying on a convincing narrative that illustrates high need in initial areas of focus and a rationale for the recommended strategies for making tangible improvements. Identified patterns, hot spots on the High Injury Network, causes of crashes, and strategies for addressing issues should guide the focus of this work.

Action items should be developed for a range of topics, including those related to policy, infrastructure, legislative actions, a communications and education campaign, evaluation measures, data management, enforcement and other relevant topics that arise during the course of developing the Action Plan. Recommendations should be based on a methodology (developed by the Consultant) that incorporates results from collision analysis, and community engagement feedback conducted through this effort, and considers City-established policies around mobility and equity.

An implementation framework should be developed that identifies lead departments or partnering agencies the City should work with to advance each action item. The action items should be tangible items that the City will be able to track and manage over time. Action items should have a specific timeframe identified for implementation.

The Action Plan should be accessible to the general public; to the extent personal stories, graphics, and background data supports the goal of building widespread momentum and support for culture change around Vision Zero, they should be incorporated.

Deliverables:

- Development of a methodology to prioritize geographic-based focus areas in the city, which is to place a high level of consideration on equity implications.
- Identification of initial priority areas of focus within the city based on the articulated methodology.
- Action items and recommended timeframes (short, medium, long) for initial geographic focus areas, which focus on solving the unique problems of those areas.
- Action items and recommended timeframes for items related to policy, infrastructure, legislative actions, a communications and education campaign, evaluation measures, data management, enforcement and other relevant topics that arise during the course of developing the Action Plan.
- A plan for monitoring and tracking progress on stated action items.

Task 6: Plan Production

The Consultant is responsible for producing a draft Vision Zero Action Plan that will be reviewed by City staff. The Consultant should budget for two rounds of revisions, resulting in the final plan.

Deliverables:

- Draft Vision Zero Action Plan in Microsoft Word and PDF.
- Second Draft Vision Zero Action Plan in Microsoft Word and PDF.
- Final Vision Zero Action Plan in Microsoft Word and PDF in a fully accessible format.

City Responsibility

The City shall provide the following:

1. Answering non-technical questions during advertisement period of this RFP. Clarification offered by the City to one consultant shall be distributed to all known participants at the City's discretion.
2. Reviewing all consultants' deliverables and providing comments in a timely manner.

Payment and Cost Estimate

The method of payment to the successful proposer shall be on a time and materials basis with a maximum "not to exceed" fee, as set by the proposer in his/her Proposal, as being the maximum cost to perform all work. This figure shall include direct costs, including labor, overhead, profit, and expenses, such as, but not limited to, transportation, communications, subsistence, materials, and any subcontracted items of work. Progress payments will be based on actual hours, hourly costs, and support service costs charged to the project on a monthly basis. The maximum "not to exceed" cost shall be submitted with the Proposal.

Each invoice submitted to the City for payment shall contain a brief description of the work billed on that invoice, total billed to date, total paid to date, and amount remaining.

Proposal

The Proposal shall be concise, well-organized, and demonstrate an understanding of the proposed Scope of Work and proposed timeline as outlined in this RFP.

Proposals shall be evaluated based on the Evaluation Criteria section of this RFP.

At a minimum, Proposals shall include:

1. Proposals must be electronically mailed in PDF format no later than **11:59 PM, local time, on Monday, July 2, 2018**. Subject line: "Proposal for Professional Services for Vision Zero Program"

Electronically mail to:
Lauren Davini, PE

Lauren.Davini@cityofsanrafael.org

2. Cover letter signed by the person authorized to negotiate a contract for proposed services with the City on behalf of the Proposal team. The cover letter must state that the sample Professional Services Agreement is acceptable as-is.
3. Project understanding outlining the consultant's basic understanding of the project and identifying key issues to be addressed during the project and any insights.
4. A detailed project approach and level of effort, in accordance with the section entitled "Scope of Work" of this RFP.
5. A project schedule including at minimum, those tasks outlined in the section entitled "Scope of Work" of this notice.
6. A Statement of Qualification (SOQ) that includes:
 - a. The proposer's experience and history in performing this type of work, particularly those projects that have been successfully carried through construction.
 - b. References of persons, firms, or agencies that the City may contact to verify the experience of the proposer; include phone numbers.
 - c. An organization chart setting forth the project manager and the staff.
 - d. Experience for each individual expected to perform responsible portions of the work. Do not submit resumes for individuals who do not have a high probability of actually leading or working on the project.
 - e. Experience for each sub-consultant.

The consultant shall be aware of the following:

- Proposals and/or modifications to Proposals received after the hour and date specified in this RFP will be rejected.
- All Proposals shall be submitted according to the specifications set forth in the RFP. Failure to adhere to these specifications may be cause for rejection.
- Once submitted, Proposals, including the composition of the consulting staff, shall not be changed without prior written consent.
- All requests for clarification for this RFP must be made in writing at least 48 hours prior to the due date as set forth in this RFP. Consultants shall contact Lauren Davini at lauren.davini@cityofsanrafael.org.
- The City will only respond to written questions from consultants. The City cannot respond to verbal questions submitted by telephone or in person. All addenda will be posted on the City's Web site. By submitting a Proposal, the proposer affirms that they are aware of any

addenda and have prepared their Proposal accordingly. No allowances will be made for a proposer's failure to inform themselves of addenda content. A link to the addenda may be accessed at <https://www.cityofsanrafael.org/development-of-the-vision-zero-initiative-request-for-proposal/>

- The City reserves the right to revise the RFP prior to the indicated due date. The City may consider extending the due date for RFP due to significant revisions to Scope of Work.

Evaluation Criteria

A review and selection committee, made up of City staff and other professionals, will evaluate the consultants based on the Proposals to determine which consultant is best qualified to perform the work for this project. The committee will then determine a ranking of the consultants at which time negotiations may begin with the most qualified consultant. The consultant fee will be evaluated to determine if the amount of the fee is considered a reasonable cost for the work outlined in the Proposal. If the top ranked consultant has submitted a reasonable fee, the committee will make a recommendation to the Public Works Director that negotiations be opened to ensure that the top ranked consultant has a full understanding of the expectations of the City, that the scope reflects all tasks anticipated and that the fee reflects completion of the project to the satisfaction of the City. In the event that the City and the top ranked consultant are unable to come to an agreement as to scope and fee, the City reserves the right to close negotiations with the top ranked consultant and open negotiations with the second-ranked consultant. Once an agreement is reached involving the scope and fee, the Public Works Director will make a recommendation to the City Council to award the project to the selected consultant and to authorize the Public Works Director to enter into an agreement with that consultant. If the City Council is in agreement with the recommendation, City staff will proceed with the completion of the agreement and prepare the contract for execution.

Ranking of the Proposals will be based on the following point system (100 points maximum):

1. Inclusion of all required items and completeness of the Proposal (5 points)
2. Understanding of the work to be done (25 points)
3. Previous experience of similar projects completed on time and within budget (20 points)
4. Qualified and experienced personnel in the project team (15 points)
5. Capability of developing innovative or advanced techniques (5 points)
6. Familiarity with state and federal procedures (10 points)
7. Commitment to adhering to the project schedule and budget (5 points)
8. Clear description of the tasks and demonstrated technical ability (15 points)

The City will notify each consultant regarding the outcome of the Proposal selection process.

The City may reject any or all of the Proposals if it deems such action are in the public interest.

Special Conditions

- Professional Services Agreement

The consultant selected to provide the scope of work shall use the City of San Rafael's standard Professional Services Agreement. A copy of the template of this agreement is attached to this RFP. Submittal of a Proposal is acceptance of the Professional Services Agreement. Contractually required insurance coverage and endorsement information is shown in the body of the document.

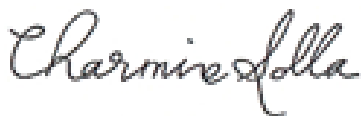
- Reservations
This RFP does not commit the City to award a contract, to defray any costs incurred in the preparation of a Proposal pursuant to this RFP, or to procure or contract for work.
- RFP as a Public Record
All Proposals submitted in response to this RFP become the property of the City and thus become public records and, as such, may be subject to public review.
- Right to Cancel
The City reserves the right to cancel or change, for any or no reason, in part or in its entirety, this RFP, including but not limited to: selection schedule, submittal date, and submittal requirements.
- Additional Information
The City reserves the right to request additional information and/or clarification from any or all respondents to this RFP.
- Public Information
Consultants who wish to release information regarding the consultant selection process, contract award, or data provided by the City at any Public Hearing, must receive prior written approval from the City before disclosing such information to the public.

Attachments

1. City of San Rafael *Professional Services Agreement* Template (subject to change by the City Attorney's office if necessary)

Thank you for your interest in contracting opportunities with the City of San Rafael.

Sincerely,



Charmine Solla, PE, TE
Deputy Director of Public Works