



---

**REQUEST FOR PROPOSAL FOR CONSULTING SERVICES FOR THE  
PLACER COUNTYWIDE ACTIVE TRANSPORTATION PLAN**

**Revised 12/21/23 in Addendum #1**

The Placer County Transportation Planning Agency (PCTPA) is seeking proposals to prepare a Countywide Active Transportation Plan for Placer County's western slope. This Request for Proposals (RFP) describes the project, outlines proposal requirements, lists the criteria that will be used to evaluate the proposals, and details the selection schedule.

Five (5) hard copies and one (1) digital copy on a USB drive of your proposal should be submitted to:

**Placer County Transportation Planning Agency  
Attn: Cory Peterson, Senior Transportation Planner  
2260 Douglas Blvd, Suite 130  
Roseville, CA 95661**

**No later than 4:00 p.m. Pacific Standard Time (PST) on January 25, 2024**

This deadline is firm. Late, emailed, or faxed proposals will not be accepted. Interviews may be scheduled for the week of February 12, 2024.

If you intend to propose on this project, please email Cory Peterson at [cpeterson@pctpa.net](mailto:cpeterson@pctpa.net) with "Placer Countywide ATP Prospective Bidder" in the subject line to be added to the contact list for any communications or addendums.

**Questions are due to PCTPA by December 20, 2023 at 4:00 p.m.** They should be addressed in writing to Cory Peterson, Senior Transportation Planner at [cpeterson@pctpa.net](mailto:cpeterson@pctpa.net). **No other questions will be accepted following this deadline.**

The answers to submitted questions will be posted on PCTPA's website no later than December 21, 2023 at 5:00 p.m.

**An optional pre-proposal conference will be held on December 14, 2023 at 10:00 a.m. on Microsoft Teams.** Please contact [cpeterson@pctpa.net](mailto:cpeterson@pctpa.net) to register and receive information on how to join the meeting. The meeting will be recorded and posted to the PCTPA website for later viewing.

# **REQUEST FOR PROPOSALS PLACER COUNTYWIDE ACTIVE TRANSPORTATION PLAN**

Qualified firms are invited to submit a proposal to provide services to complete a Countywide Active Transportation Plan for Placer County's western slope.

## **I. AGENCY OVERVIEW**

Placer County Transportation Planning Agency (PCTPA) is the Regional Transportation Planning Agency (RTPA) for Placer County's western slope (excluding the Tahoe Basin). Placer County spans from the Sacramento suburbs to the crest of the Sierra Nevada Mountains and the Nevada State Line. PCTPA also serves as the Congestion Management Agency (CMA), Airport Land Use Commission (ALUC), and Local Sales Tax Authority. The agency staffs the South Placer Regional Transportation Authority (SPRTA), and the Western Placer Consolidated Transportation Services Agency (WPCTSA). It is governed by a nine-member Board of Directors that consists of an elected official from each of Placer's six incorporated cities/town, two County Supervisors, and one citizen representative.

## **I. PROJECT SUMMARY & NEED FOR STUDY**

In September 2023, PCTPA was awarded a Caltrans Sustainable Communities grant to prepare the Placer Countywide Active Transportation Plan (PATP), in coordination with the Cities of Auburn, Colfax, Lincoln, Rocklin; Town of Loomis, and County of Placer. The PATP will be developed in coordination with and for these jurisdictions. The City of Roseville is developing their own Active Transportation Plan starting in fall 2023, but will be closely involved in the development of the PATP in order to coordinate the two plans. Note that the PATP will cover PCTPA's planning area only, therefore, it does not include the portion of unincorporated Placer County that is within the Tahoe Basin (see Attachment A for a map of the study area).

Placer County has never had a countywide vision for active transportation. Past active transportation planning efforts have been primarily focused on bicycle routes and generally siloed within city/town boundaries or in the unincorporated area. This has resulted in many areas across the county with disjointed connections. Many areas of Placer County have substandard bicycle & pedestrian access and destinations are often dispersed across suburban and rural areas. PCTPA most recently conducted the Placer County Regional Bikeway Study (2018), which focused on bicycle connections on roadways in unincorporated Placer County. Each incorporated city/town has its own Bicycle Plan, but some of them haven't been updated in over 20 years. (Note: current jurisdiction bike plans can be found at <https://www.pctpa.net/bikeway-planning>). As such, PCTPA wishes to select a consultant that can help to craft this countywide vision and set up Placer's jurisdictions for success in future active transportation funding opportunities. The PATP should identify priority projects countywide and in each jurisdiction that help reduce VMT, improve connectivity within and between jurisdictions, and improve safety for bicyclists and pedestrians across Placer County.

The overall objectives of the Placer Countywide Active Transportation Plan include:

- Identify and prioritize active transportation projects countywide that will best meet regional and state goals and compete for grant funding

- Conduct a robust community engagement effort that will specifically and pro-actively engage disadvantaged communities within Placer’s suburban and rural areas to ensure meaningful participation of all represented groups within our region
- Expand multi-modal infrastructure in a county that has grown by over 17% in the last decade with more growth on the horizon
- Create a more safe and sustainable transportation system that will help to create mode shift and reduce greenhouse gas emissions in Placer County
- Updating local jurisdiction plans, some of which were last updated over 20 years ago
- Identify opportunities for innovative active transportation improvements while creating a context sensitive plan that is responsive to Placer’s unique environment as both a suburban and rural county
- Explore the integration of new technologies, such as e-bikes, e-scooters, or other micromobility devices
- Result in an increase in funded projects that make active transportation infrastructure improvements throughout Placer County

## II. SERVICES REQUESTED

PCTPA intends to retain a qualified firm/team to develop the PATP and work with PCTPA staff, local jurisdiction staff, Caltrans, community based organizations/non-profits, and local bicycle/pedestrian advocates as needed. The PATP is being developed for the Cities of Auburn, Colfax, Lincoln, Rocklin; Town of Loomis, and County of Placer, and as such their staff will be involved in all aspects of the planning effort. Consultants should ensure that adequate time for coordination and their review is built into the project scope, schedule, and budget. Caltrans staff will be involved as well for any potential recommendations on or across state highways. The scope of work will include the formation of a Project Development Team (PDT) that will include personnel from each of the above mentioned agencies/groups, among others.

Below is the requested scope of work of the plan. Note that per Caltrans Transportation Planning grant rules, tasks solely for Project Management **are not** allowed. Hours for project management shall be spread amongst each task.

### **Scope of Work**

#### **Task 1: Existing Conditions & Goals/Objectives**

Under this task, PCTPA and consultant will take a comprehensive inventory of existing active transportation facilities in Placer County by type and jurisdiction. Where available, the condition of such facilities will be documented. Five main activities will occur under this task:

- **Document Existing Conditions:** Provide a comprehensive examination of existing active transportation facilities in Placer County. This includes compiling and updating existing available data on (but not limited to): bicycle facilities, sidewalks, crosswalks, wayfinding signage, bicycle parking, bus stops, shelters, and other transit passenger amenities, etc. Note that this does not include the creation of new data sets; only edits and updates to existing data will be required. Data Collection is below in bullet number #3 as an optional task. The data will be put into a GIS format (if it’s not already) and shared with PCTPA’s member jurisdictions.

- **Literature Review/State of the Practice:** Consultant will (at a high level) review all existing bicycle, pedestrian, trails, and parks master plans for PCPTA’s jurisdictions, as well as the Placer County Regional Bikeway Plan and SACOG Regional Trails Plan. A review of existing programs in Placer County, such as Safe Routes to School, will also be conducted. A summary of each document, as well as an excerpt containing the plan’s proposed projects, will be prepared. This will also include a “state of the practice” review of five Active Transportation Plans from similar sized regions in California (suburban/rural mix preferred) to understand how other parts of the state are effectively, feasibly, and sustainably addressing VMT reduction through active transportation, equity, e-bikes, micromobility, public transit, and more. The summaries will be compiled into a technical memo for PCTPA staff use.
- **Data Collection:** The consultant shall include an optional item to conduct spot data collection as needed of sidewalks within the incorporated cities/town (except Roseville) and select unincorporated communities, in order to aid the identification of gaps in the pedestrian network. Up to 10 bicycle/pedestrian counts may also be conducted as an optional task to estimate demand at key locations. Consultant should include both of these data collection tasks as optional tasks in their cost proposal within the established budget stated in Section III of this RFP.
- **Prepare Base Maps/Update Countywide Bike Map:** Using data from Task 1, the consultant will prepare a series of base maps showing existing active transportation facilities in Placer County. Existing bicycle facilities data will also be used to update PCPTA’s Placer County Bike Map, which is printed and available for distribution. The map hasn’t received an update since 2011. The current Placer County Bike Map can be found on PCTPA’s website at: <https://www.pctpa.net/placer-county-bike-map>. A redesign of this map to pocket size or similar is desirable, as well as exploring digital or app-based options.
- **Develop Plan Goals and Objectives:** Consultant (with PCTPA staff direction) shall develop a set of reasonable and measurable goals with associated objectives that will guide the development and implementation of the PATP. The goals will be in alignment with state goals and PCTPA’s most recently adopted Regional Transportation Plan (RTP). Goals will be vetted by the PATP TAC.

<b>Task 1 Deliverables</b>
• GIS Data of Existing Conditions for Active Transportation Facilities
• Technical Memo on Literature Review and State of the Practice
• Data Collection (Optional Task)
• Base Maps of Active Transportation Facilities in Placer County
• Updated 2024 Placer County Bike Map
• PATP Goals and Objectives

## **Task 2: Community & Stakeholder Engagement**

Community engagement will be at the heart of the development of the PATP. It is critical that Placer’s underserved communities are met where they are, including: areas of low income, age restricted communities/high concentrations of seniors, and underserved rural communities. Pursuant to PCPTA’s Title VI Plan, all outreach materials will be translated into Spanish and Tagalog. Placer County also has a growing Russian speaking community and as such, select outreach materials may

be translated into Russian based on determined need. Outreach will be conducted in two rounds: the first round will be done concurrent with Task 3 and is intended to solicit community feedback on biking/walking concerns and desired projects. The second round will be done after project identification and the community will be asked to comment on and/or rank specific projects. Consultant should propose a community engagement strategy that is proven based on experience in other areas with similar projects, with a particular emphasis on experience in suburban and rural areas.

- **Community Engagement Plan & Materials:** Prior to starting any community engagement, the consultant will submit a Community Engagement Plan to PCTPA staff for review outlining a detailed schedule and plan of events, social media outreach, outreach collateral, community based organizations (CBOs) to meet with, and more. The plan will specifically outline a targeted engagement campaign for disadvantaged and under-represented communities throughout the planning process to ensure understanding of the specific needs and incorporation of priorities of these communities, with a goal of equitable access to safe active transportation. Under this, the consultant will also create materials for each event, such as (but not limited to): flyers, poster boards, maps, social media graphics, promotional videos, etc.
- **Plan Development Team:** PCTPA staff will convene a project development team (PDT) consisting of PCTPA staff, jurisdiction staff, Caltrans staff, Truckee/North Tahoe Transportation Management Association, TRPA, SACOG, CBOs (if applicable), and other interested stakeholders. The purpose of the group will be to review deliverables, discuss strategies, and ultimately act as the sounding board for the plan's development. It is anticipated the group will meet using a hybrid in-person at PCTPA's offices in Roseville and virtual option. Consultant should plan to attend at minimum two of these PDT meetings in person but may use a virtual option otherwise.
- **Online Survey:** Consultant will draft and launch a series of online surveys to better understand the active transportation needs of Placer County residents. The first survey will ask participants to identify locations where they would like to bike/walk, or have biking/walking concerns (safety or otherwise). This will be done with an interactive mapping platform where participants can pin points or draw lines. These inputs will directly influence the development of projects within the PATP. The second survey will ask participants to weigh in on specific projects and indicate their top priorities. The results will be factored into the scoring that is developed to prioritize projects.
- **Pop-Up Events:** PCTPA believes that the most effective outreach is often to meet the community where they are already going. To this end, the consultant and PCTPA staff will organize a minimum of five to seven pop up events, ideally one in each city/town and two in the unincorporated County, during each round of outreach in different areas in the county. To save on costs, PCTPA staff may attend the pop-ups without consultant assistance. Pop-up events will be held in both urban and rural communities. Consultant will work with local community-based organizations (CBOs) within disadvantaged communities to identify the most appropriate place to conduct this outreach and ensure the disadvantaged community is reached. Consultant shall include an optional task within the established project budget in Section III of this RFP to send direct mailers to select rural communities if deemed feasible and beneficial.
- **Live Online Workshops:** The pandemic has shown that online workshops can be highly effective outreach tools that can be used to reach residents who would not normally attend an in-person meeting. PCPTA and the consultant will host a total of four (two per round of outreach) online workshops to solicit feedback from the community. They will be heavily

advertised by the consultant through PCTPA’s established communication channels, including boosted social media posts, email blasts, and flyers at in-person events.

- **Community Based Organization and Tribal Outreach:** Consultant will reach out and conduct focused interviews with CBOs in Placer’s underserved communities to better understand their biking/walking needs and those of their community. The project team will ensure that CBOs are involved throughout the development of the plan. Consultant will also reach out to Native American Tribes in Placer County to ensure their input, including (but not limited to): United Auburn Indian Community and Colfax-Todds Valley Consolidated Tribe of the Colfax Rancheria. Interviews will be done virtually or in-person depending on agreed upon format with CBO or tribe.

<b>Task 2 Deliverables</b>
<ul style="list-style-type: none"> <li>• Community Engagement Plan &amp; Materials</li> </ul>
<ul style="list-style-type: none"> <li>• Two online surveys</li> </ul>
<ul style="list-style-type: none"> <li>• A total of 10 to 14 pop-up events (five to seven pop-ups in two rounds of outreach), with pictures, flyers, and poster boards/maps</li> </ul>
<ul style="list-style-type: none"> <li>• Four online workshops (two per round of outreach), with a meeting summary for each</li> </ul>
<ul style="list-style-type: none"> <li>• Focused interviews with CBOs, with meeting summaries for each</li> </ul>
<ul style="list-style-type: none"> <li>• Bi-Monthly (or as needed) PDT meetings with agendas and meeting summaries</li> </ul>

### **Task 3: Demand Analysis**

Conducting a data driven analysis will be a key part of understanding the gaps and barriers that exist in Placer County’s active transportation network. As a suburban/rural county, Placer County has urbanized areas with residential neighborhoods connected largely by high-stress arterial roadways, as well as rural communities with two lane roads and no shoulders that are not conducive to all but the most fearless cyclist. A series of five analyses will be conducted to identify major gaps in the active transportation network.

- **Level of Traffic Stress Analysis:** The consultant will perform a level of traffic stress analysis (LTS) analysis for Placer County’s roadway network and use it as a way to identify gaps in the low stress network.
- **Collision Analysis:** The consultant will perform an analysis of bicycle and pedestrian collisions within the project area and factor it into project selection. If a jurisdiction has a completed Local Road Safety Plan that previously did this analysis, it may be factored into the PATP analysis in lieu of a separate analysis for that jurisdiction.
- **Equity Analysis:** The consultant will conduct a thorough analysis of equity factors and how they compare with existing gaps in the active transportation network, including (but not limited to): race, income levels, Healthy Places Index, age, and zero car households. Special consideration will also be given to transportation access for rural communities that are currently underserved. PCTPA is currently conducting an Equity Planning Study and has access to the MySidewalk platform, which will be used to conduct this analysis.
- **Community Comments Analysis:** The results of the first round of community engagement will be analyzed and overlaid on maps of existing facilities to identify where gaps and community interest overlap. It will also be analyzed against bicycle/pedestrian

collisions to validate safety concerns, or in some cases to identify locations where collisions are low because community members don't feel safe walking or biking.

- **Key Destinations Analysis:** Consultant will gather a GIS layer of major destinations within Placer County, including (but not limited to): schools, parks, government buildings, grocery stores, post offices, hospitals, transit routes/stops, libraries, etc. This layer will be used to identify gaps in the active transportation network between key destinations and between key destinations and residential areas.
- **Identification of Major Gaps:** The results of the four above analyses will be used to determine major gaps in Placer County's active transportation network. Gaps should show where gaps in the low stress network could be bridged, safety hot spots can be addressed, or equitable access to active transportation for disadvantaged communities can be increased. If conducted, bicycle/pedestrian counts should be factored into the analysis. It will also look for opportunities to close gaps in between jurisdictions and to the active transportation networks of nearby counties. A map of these gaps countywide, including rural communities, and by jurisdiction will be produced.

<b>Task 3 Deliverables</b>
• Map of LTS Analysis Results & Associated Data Files
• Maps and Data from Collision Analysis
• Maps from Equity Analysis Results
• Map of Community Comments alongside network gaps
• Maps from Key Destinations Analysis
• Maps Identifying Major Gaps

#### **Task 4: Identify Network**

Based on the analysis from Task 3, community input, jurisdiction input, past planning efforts, and PCTPA staff input, the consultant will identify a network of active transportation projects separated by jurisdiction. The project list will be accompanied by maps of each jurisdiction with the recommended projects, project lengths, and planning level cost estimates.

- **Recommend Bicycle and Neighborhood Electric Vehicles (NEV) Projects by Jurisdiction:** Consultant will identify a network of proposed bicycle projects connecting destinations within each jurisdiction and interconnecting the jurisdictions. This will include, but not be limited to: Class I, II, III, and IV facilities, as well as end of trip facilities like bicycle parking. Jurisdiction requested projects from previous planning efforts will also be included. The consultant will also consult with the active transportation plans of neighboring jurisdictions, such as TRPA, SACOG, EDCTC, NCTC, Sutter County, Yuba County, Sacramento County, City of Citrus Heights, Sacramento County, and City of Folsom to ensure continuity of facilities between jurisdictions. If applicable, the plan will identify projects that cross jurisdictional lines, including those with neighboring counties. Each project will be accompanied by a brief description and project length.
- **Recommended Pedestrian Projects by Jurisdiction:** Consultant will identify a network of proposed pedestrian projects at key locations within each jurisdiction. Jurisdiction identified projects from previous planning efforts will also be included. If applicable, the plan will identify projects that cross jurisdictional lines, including those with neighboring counties. Each project will be accompanied by a brief description and project length.

- **Program Recommendations:** In addition to infrastructure projects, the consultant will recommend a series of non-infrastructure programs where gaps exist, such as Safe Routes to School, educational programs, enforcement tactics, etc. Consultant will also make recommendations on areas where innovative advancements in active transportation may be made, such as bike share, e-bikes, quick build projects, or micromobility.
- **Jurisdiction Review:** Consultant and PCTPA staff will meet with each jurisdiction to review their respective projects and get their feedback. Requested edits will be made.

Task Deliverables
<ul style="list-style-type: none"> <li>• List and Maps of Recommended Bicycle Projects</li> </ul>
<ul style="list-style-type: none"> <li>• List and Maps of Recommended Pedestrian Projects</li> </ul>
<ul style="list-style-type: none"> <li>• Recommended Non-Infrastructure Programs &amp; Innovative Advancements (Bike Share, E-Bikes, Quick Build Projects, and Micromobility)</li> </ul>

### Task 5: Prioritization & Implementation Plan

Following the selection of projects, the consultant will complete a robust prioritization exercise to identify the top 10 projects countywide, and **up to** five within each jurisdiction. The number of top projects for each jurisdiction may be adjusted based on the size of the jurisdiction. Projects will be ranked on a series of seven categories that are based on the goals of state and federal grants. The purpose is to identify the top projects countywide and within each jurisdiction that are most competitive for grant funding. The criteria each project will be ranked by are:

- Safety
- Community Feedback
- Health
- Environment/VMT Reduction
- Demand
- Connectivity
- Equity
- Project Cost
- Grant Funding Eligibility

The following activities will occur under Task 5:

- **Prioritize Bicycle & NEV Projects:** Using the above criteria, consultant will identify the top 10 bicycle projects countywide and top five bicycle projects in each jurisdiction. A map showing these projects will be produced as well as a brief fact sheet with pictures and project information such as description, map, and any available project costs. Two bike projects in each jurisdiction, as identified by PCTPA, will additionally receive planning level cost estimates, a high quality fact sheet, and high level design on aerial photographs.
- **Prioritize Pedestrian Projects:** Using the above criteria, consultant will identify the top 10 pedestrian projects countywide and top five pedestrian projects in each jurisdiction. A map showing these projects will be produced as well as a brief fact sheet with pictures and project information such as description, map, and any available project costs. Two pedestrian projects in each jurisdiction, as identified by PCTPA, will additionally receive



planning level cost estimates, a high quality fact sheet, and high level design on aerial photographs.

- **VMT Reducing Projects:** Within the ranked projects above, PCTPA is interested in understanding which projects will have the greatest VMT reduction potential. Consultant will identify the top VMT reducing projects within the above projects.
- **Prioritize Non-Infrastructure Programs:** To the extent feasible, consultant will identify top bicycle and pedestrian projects that could be paired with a non-infrastructure program that would complement the infrastructure and strengthen a grant application.
- **Implementation Plan:** The consultant will research potential funding sources for each of the top identified projects and provide a matrix showing potential funding sources for each project. This will be accompanied by an analysis of each grant and the required materials to apply, with these listed out in a technical memo.
- **Jurisdiction Review:** Consultant and PCTPA staff will meet with each jurisdiction to review their project prioritization and make edits accordingly.

Task Deliverables
<ul style="list-style-type: none"> <li>• Map and Fact Sheet for top 10 Bicycle Projects Countywide and Top 5 Bicycle Projects in each Jurisdiction</li> </ul>
<ul style="list-style-type: none"> <li>• Planning Level Cost Estimates and Aerial Drawings for Two Bicycle Projects in Each Jurisdiction</li> </ul>
<ul style="list-style-type: none"> <li>• Map and Fact sheet for top 10 Pedestrian Projects Countywide and Top 5 Pedestrian Projects in each Jurisdiction</li> </ul>
<ul style="list-style-type: none"> <li>• Planning Level Cost Estimates and Aerial Drawings for Two Pedestrian Projects in Each Jurisdiction</li> </ul>
<ul style="list-style-type: none"> <li>• Prioritized Non-Infrastructure Programs to be paired with Infrastructure Projects</li> </ul>
<ul style="list-style-type: none"> <li>• Implementation Plan</li> </ul>

### Task 6: Draft and Final Placer Countywide ATP

After completion of Tasks 1-5, the consultant will produce a Draft and Final Placer Countywide Active Transportation Plan

- **Administrative Draft PATP:** Consultant will produce an administrative Draft PATP for PCTPA staff review. PCTPA will submit comments for consultant to address prior to developing Draft PATP
- **Draft PATP:** The Draft PATP will first be made available to the PDT and Caltrans staff for review. One round of comments will be given to the consultant to address before the document is released for public review. At this time, PCTPA staff will also conduct the second round of governing board presentations to present the draft PATP.
- **Present Draft PATP to PCTPA Board:** PCTPA and consultant staff will present the Draft PATP to the PCTPA Board for review and comment. Comments received at the meeting and incorporate them into the document as appropriate.
- **Final PATP:** Once all comments from the public and elected officials are received, the consultant will revise the document one final time into the Final PATP in an ADA compliant format. It will include all data, maps, and analysis prepared in previous tasks. Credit to Caltrans will be given for the financial contribution.

- **Final Adoption:** PCTPA and Consultant staff will present the Final PATP to the PCTPA Board for adoption.
- **Design Toolkit Appendix:** The consultant will also be tasked to develop a Design Toolkit that outlines potential active transportation treatments and for what situations/facilities they are appropriate. The purpose is to provide a guide for PCTPA and its member agencies to select appropriate and innovative treatments should needs arise. The toolkit will be included in the final PATP as an appendix.

<b>Task Deliverables</b>
• Administrative Draft PATP
• Draft PATP
• Final PATP
• Meeting Agendas and Minutes from Draft and Final PATP Presentations
• Design Toolkit Appendix

### **Optional Task 7: Grant Writing Assistance**

Consultant shall include an optional task to provide grant writing assistance to PCTPA and the member jurisdictions to implement the findings of this plan. Tasks could include (but not be limited to): grant narrative preparation, high-level conceptual drawings, data collection, and coordination with agency staff. This task should be outside of the established budget stated in Section III and will only be authorized if funds are available and the need arises.

### **III. PROPOSAL FORMAT & REQUIREMENTS**

**Please prepare the proposal in accordance with the following requirements. A concise, but complete and readable proposal is expected. Elaborate and/or lengthy submittals are not desired. The maximum length of the proposal is 30 double-sided pages (not including appendices, which may include resumes and project cut sheets).**

1. **Transmittal Letter.** The proposal shall be transmitted with a cover letter describing the team’s interest and commitment to the proposed project. The letter shall also state the team’s ability to comply with contract provisions as outlined in PCTPA’s sample master agreement. The letter shall state that the proposal will be valid for a 90-day period and should include the name, title, address, and phone number, e-mail address, and original signature of an individual with authority to negotiate on behalf of and to contractually bind the team, and who may be contacted during the period of proposal evaluation. **Digital signatures are acceptable**
2. **Project Understanding.** The proposal should demonstrate the team’s understanding of the project, the consultant’s role, including coordination with and approvals from PCTPA, local jurisdictions, and Caltrans, and other interested individuals/organizations.
3. **Approach & Management Plan, and Staffing Plan.** This section shall provide the team’s proposed approach for providing the requested services. See Services Requested (Section II) for background.

Include an organization chart showing the relationships among consultant staff and PCTPA.

The project manager and key team members must be identified on an organization chart. Key team members are expected to be committed for the duration of the project. Replacement of key members will not be permitted without prior consultation with and approval of PCTPA. Provide resumes and references of related project work for any key team members in an appendix. A staffing plan (detailed by month and major task) and an estimate of the total hours (detailed by position) is required.

4. **Work Plan and Project Schedule.** Outline a work plan and schedule to complete the proposed project. The work plan should identify major tasks/subtasks and deliverables. The schedule should show the expected sequence of tasks/subtasks including the time to perform each one, milestones, submittal dates and review periods. Discuss the approach to complete the requested services on schedule and within budget. The planning process is expected to take between 12-18 months. Per Caltrans grant requirements, it shall be completed by June 30, 2026. Consultants should propose a schedule they think is feasible based on their experience, within the given time frame.
5. **Cost Proposal.** A detailed cost proposal shall be submitted in a separate, sealed envelope. Only the cost of the selected firm/team will be opened, with others returned unopened. Costs shall be segregated to show hours for each staff person, rates, and classifications, and administrative overhead. Costs for each milestone or deliverable shall also be provided. If subcontractors are to be used, the prospective contractor must indicate any markup that the prospective contractor plans to take on subcontracts. The same breakdown of subcontract costs shall be provided as is required for contractor costs above. Failure to provide detailed cost breakdowns will be cause for rejection of the proposal. **Rates should show overhead, fringe, profit, and escalation.**  
**The total consultant budget for this contract is an amount not to exceed \$370,000, including optional tasks within Tasks 1-6 above.** Task 7 does not need to fit within this established budget, as it will only be authorized if additional funds are identified and the need arises. The final negotiated cost will be a “not-to-exceed” – establishing a maximum payment under contract.
6. **Reference Projects:** Provide at least three (3) reference projects of similar work that has been performed by the consultant or consultant team and a description of the work performed. Information for each reference must include customer name and address, point of contact (name, telephone number, email) for contractual/administrative matters and technical performance, period of contract performance. The preference is to list work conducted in similar suburban/rural areas and/or with Caltrans planning grants.
7. **Disadvantaged Business Enterprise Participation: This contract has a DBE goal of 17%.** Consultants must make a good faith effort to ensure that DBEs have the maximum opportunity to participate in this contract and meet the goal of 17%.  
Disadvantaged Business Enterprise (DBE) Policy: It is the policy of the U.S. Department of Transportation that minority- and women-owned business enterprises (hereby referred to as DBE's) as defined in 49 CFR Part 23, shall have the maximum opportunity to participate in the performance of contracts financed in whole or in part with federal funds. DBE certified consultants are encouraged to submit proposals. PCTPA will not exclude any person from participation in, deny any person the benefits of, or otherwise discriminate against anyone in connection with the award and performance of any contract covered by 49 CFR, Part 26 on the basis of race, color, sex, or national origin.

DBE Obligation: The recipient or its contractor agrees to ensure that DBE's have the maximum opportunity to participate in the performance of contracts and subcontracts financed in whole or in part with federal funds provided under this agreement. In this regard, all recipients or contractors shall take all necessary and reasonable steps in accordance with 49 CFR Part 23 to ensure that DBE's have the maximum opportunity to compete for and perform contracts. Recipients and their contractors shall not discriminate on the basis of race, color, national origin, or sex in the award and performance of DOT-assisted contracts.

Title VI of the Civil Rights Act of 1964: The contractor agrees to comply with all the requirements imposed by Title VI of the Civil Rights Act of 1964 (49 USC 2000d) and the regulations of the U.S. Department of Transportation issued thereunder in 49 CFR Part 21.

Equal Employment Opportunity: In connection with the performance of the contract, the contractor shall not discriminate against any employee or applicant for employment because of race, color, age, creed, sex, or national origin. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship.

**To be considered responsive, the proposal must include the following:**

A copy of the consultant(s) affirmative action policy (applicable for firms with 50 or more employees); and a discussion of the consultant(s) program for use of DBE's in the performance of this work. Attachment C includes Exhibit 10-I, which identifies PCPTA's established DBE goal of 17% for the subject services. Exhibits 10-01 and 10-02 in Attachment B must be partially filled-out by the prime contractor (lead consultant). Exhibit 17-F is included for future reference.

8. **Other Information.** If the team wishes to provide information not specifically provided for in any other section, include that information in this section.

#### **IV. Pre-Proposal Conference**

**A pre-proposal conference will be held on December 14, 2023 at 10:00 a.m. on Microsoft Teams.** Please contact [cpeterson@pctpa.net](mailto:cpeterson@pctpa.net) to register and receive information on how to join the meeting. All questions asked at this meeting will be posted onto the PCTPA website alongside any questions submitted in writing. The meeting will be recorded and posted to the PCTPA website.

#### **V. RFP Submittal**

Five (5) hard copies and one (1) digital copy on a USB drive of the proposal are due no later than –

**January 25, 2024 by 4:00 p.m.**

**Delivery to:  
Placer County Transportation Planning Agency  
2260 Douglas Blvd, Suite 130  
Roseville, CA 95661  
Attn: Cory Peterson, Senior Transportation Planner**

Proposer assumes all risks related to delivery delays or failures. Late, emailed, or faxed proposals shall not be accepted.

## V. PROPOSAL REVIEW, SELECTION AND WORK INITIATION

All proposals submitted in response to this request will be evaluated and ranked by a selection committee consisting of PCTPA and local jurisdiction staff. The selection committee will use the following criteria and relative weights:

<u>Evaluation Criteria</u>	<u>Maximum Points</u>
Project Understanding	10
Approach and Management Plan	20
Work Plan & Schedule	35
Reference Projects	15
Staffing Plan	20
<b>Total</b>	<b>100</b>

Interviews may be conducted with the highest ranked firms if deemed necessary, though PCTPA reserves the right to award the contract without conducting interviews. Negotiations will begin with the top-ranked firm. If agreement cannot be reached, then negotiations will proceed to the next most qualified team. PCTPA reserves the right to reject any or all proposals, or to waive minor irregularities.

The tentative schedule for proposal review, consultant selection, and project work initiation is as follows. Note that PCTPA reserves the right to change this schedule if necessary.

Pre-Proposal Conference	December 14, 2023 at 10:00 a.m. on Microsoft Teams
Questions due to PCTPA	December 20, 2023 at 4:00 p.m.
Answers posted to <a href="http://www.pctpa.net">www.pctpa.net</a>	December 21, 2023 by 5:00 p.m.
Responses to RFP Due	January 25, 2024 by 4:00 p.m.
Interviews (If Needed)	Week of February 12, 2024
Request PCTPA Board Authorization of Contract and to Negotiate with Top-Ranked Firms/Teams	February 28, 2024 (Tentative)
Notice to Proceed & Start Work	March 2024 (Tentative)

## VI. MASTER AGREEMENT

The selected firm must enter into a Master Agreement with PCTPA for provisions related to compensation, conflict of interest, indemnification, insurance, disclosure of information, etc. See Attachment B for a sample Master Agreement. The specific work tasks shall be indicated via letter(s) of task agreements. The scope, budget, and schedule to complete the subject work will be incorporated into the letter(s) of task agreements. The proposal's Transmittal Letter shall state the team's ability to comply with contract provisions as outlined in PCTPA's sample master agreement or indicate which provisions will require amendments during contract negotiations.

## CONTACT PERSON

The staff contact for this project is:

Cory Peterson, Senior Transportation Planner  
530.823.4032  
[cpeterson@pctpa.net](mailto:cpeterson@pctpa.net)  
Placer County Transportation Planning Agency (PCTPA)  
2260 Douglas Blvd, Suite 130  
Roseville, CA 95661

**Attachment A – Project Study Area**  
**Attachment B – Sample Master Agreement**  
**Attachment C – Forms**