



TRANSPORTATION AUTHORITY OF MARIN

REQUEST FOR PROPOSALS

DATE ISSUED: FEBRUARY 28, 2013

COUNTYWIDE

SAFE ROUTES TO SCHOOLS PROGRAM

PROPOSALS DUE: MONDAY, APRIL 15, 2013 BY 4:00 P.M.

Transportation Authority of Marin
781 Lincoln Street, Suite 160
San Rafael, CA 94901

TRANSPORTATION AUTHORITY OF MARIN

REQUEST FOR PROPOSALS COUNTYWIDE SAFE ROUTES TO SCHOOLS PROGRAM

BACKGROUND

The Transportation Authority of Marin (TAM) is the agency responsible for implementation of Measure A, a one-half cent transportation sales tax, and Measure B, the \$10 Vehicle Registration Fee. It is the intent of TAM to select a qualified consultant to manage and implement the Marin County Safe Routes to School program as defined in the Measure A Marin County Transportation Sales Tax Expenditure Plan, Strategy 4, and Measure B Marin County Vehicle Registration Fee Expenditure Plan, Element 3. (These documents are available on TAM's website: www.tam.ca.gov.)

The Program's goal is to build a physical environment, and encourage a social climate that supports children's ability to walk, bicycle, and carpool or take transit safely to school, in order to:

- Reduce traffic congestion around schools
- Create safer, calmer streets and neighborhoods
- Improve air quality and provide a cleaner environment
- Increase physical activity for children and youth
- Foster a healthier lifestyle for the whole family

The Safe Routes to School program was originally started in 2001 by the Marin County Bicycle Coalition as one of two national model programs funded by the National Highway Traffic Safety Administration (NHTSA). The program was then expanded, first through the City of San Rafael and then through the County to be more inclusive of all Marin County schools. Presently, the Safe Routes to School program is administered by TAM. The Safe Routes to School program in Marin County has been cited as a model to others throughout California and the Country. The successful consultant needs to build upon past successes, maintaining the quality of the program developed to date in Marin and fine tuning and positioning the program for grant-funded expansion.

Over the past 10 years in Marin County, Safe Routes to School programs have been implemented at over 50 schools throughout the County. The program includes classroom education, encouragement through special events and contests, as well as safe routes neighborhood projects, mapping, and engineering assistance. The success of Marin's program is based largely on the broad-based involvement of teachers, engineers, school administrators, law enforcement, local elected officials, and parent volunteers all working together with program staff to ensure that the program is successful over the long term. A successful program has evolved primarily because of the staff team's ability to inspire and manage this tremendous volunteer effort. In 2008, the program was expanded to include focused efforts to implement Street Smarts and SchoolPool programs. These efforts will continue in the new contract.

The selected consultant will refine, expand, and build upon the success of the current Safe Routes to Schools program. The successful proposal must demonstrate:

1. Sufficient administrative capacity to manage public funds, specifically the various scope elements with associated fund sources and their eligibility, and meet all reporting and audit requirements associated with TAM.
2. Experience in developing and implementing large scale bicycle and pedestrian safety programs, similar to the existing successful program elements in Marin, including knowledge of successful programs outside of Marin County that may have features applicable to the County.
3. Experience working with organizational entities such as schools or public advocacy groups. Ability to coordinate various interests including school personnel, parent volunteers, neighborhood association members, public works staff, and local law enforcement to reach consensus on solutions to access issues or challenges. Experience with organizing and working with volunteer organizations.
4. Ability to develop and maintain websites and web-based information.
5. Ability to coordinate programs and projects involving multiple consultants and subconsultants. Ability to coordinate with regional and state Safe Routes programs and present opportunities to TAM.
6. Engineering expertise and experience in working with Public Works Departments and City/Town Engineers to develop conceptual recommendations for, and implementation of, pedestrian and bicycle enhancements.
7. Ability to make presentations to various audiences including elected officials as well as student assemblies or neighborhood task forces.
8. Ability to produce high-quality graphic and educational material for distribution as part of this program, including the production of a monthly newsletter and providing updated information on the Safe Routes to School program for the TAM website.
9. Ability to adhere to strict requirements for team members, including volunteers, who will have personal contact with school children (e.g., as trainers or instructors) to take a criminal background examination.
10. Ability to set criminal background minimum criteria acceptable to TAM that meets federal, state, and local standards. Assure team members meet criteria. Maintain such records in a secure environment.

SCOPE OF SERVICES

The following scope of services provides proposers with an outline of services that are expected to be offered as part of this program. The contract period is envisioned for three years, with the opportunity to be extended for up to two, one-year extensions. As outlined in the Measure A Transportation Sales Tax Expenditure Plan, the program will be assessed every two years by the Technical Advisory Committee (TAC), through a public process involving parents, school officials, and students throughout the County.

TASK 1: MANAGEMENT AND OVERSIGHT

The Consultant will provide appropriate and experienced program management staff to work with TAM and other agencies in managing this countywide program. The Consultant will provide

expertise in appropriate budgeting, evaluation measures, and accountability for all programs. The Consultant will also ensure that program goals are consistent with good engineering practices and applicable design standards, as well as regional and national best practices for Safe Routes to Schools programs. The Consultant must be able to respond to suddenly available grant funding and manage associated growth in the program.

TASK 1A: MANAGE PROGRAM

Manage the consultant team, including the school education and encouragement program, engineering program, and SchoolPool and Street Smarts programs. Conduct regular team meetings and conference calls. Participate in strategy meetings with TAM staff. Interact with Safe Routes teams through regional consortium and working groups. Prepare monthly, quarterly, and annual reports and presentations.

Monthly reports will accompany the Consultant's invoice and will include but not be limited to the following elements:

- A cover sheet with summary description of activities for each Task.
- A spreadsheet matrix showing budget versus actual expenditures for the period and the contract. Note that expenditures must be delineated by each element and sub-element of the program. Fund sources, i.e., sales tax, vehicle registration fee, and grants must be tracked separately.
- A brief narrative describing work performed for each Task.

The quarterly report will include a team meeting with TAM staff. The quarterly report will include but not be limited to the following elements.

- Financial status reports. In cases where program growth is reported, it should be portrayed in both percentages and raw numbers.
- Description of how programs were implemented and progress in achieving program goals.
- Recommendations for changes to program priorities and implementation based on experience.
- A review of activities and challenges for the period and the contract.

Annual reporting data is to be coordinated with publication of TAM's annual report, and will be presented by the Consultant to the TAM Board and Citizens' Oversight Committee (COC). The Annual Report will include but not be limited to the following elements:

- Financial status reports. Deliverables and progress should be tracked separately for each funding source (i.e., sales tax, vehicle registration fee, and grants). In cases where program growth is reported, it should be portrayed in both percentages and raw numbers.
- Performance measures such as the reduction of automobile trips and the resulting improvement in air quality.
- Program level measures such as the number of participating schools added each year, number of students per school, the number of volunteers participating in the program,

the continuation rate for existing schools, travel plans in process and the response time for inquiries.

- Individual School level measures that focus on mode shift and mode maintenance goals for bus transit, carpooling and non-motorized modes. These goals may vary by school due to individual circumstances such as catchment area, strength of team leaders, support of administration, terrain, and availability of bike/pedestrian/bus facilities.
- A brief summary of regional and national Safe Routes Programs that are applicable to Marin County.
- Summary results of annual parent, student, and school surveys.

TASK 1B: COORDINATE WITH TAM PROGRAMS

Coordinate with related TAM programs, including the Crossing Guard and Safe Pathways programs, which are managed separately. The Crossing Guard program provides funding for up to 70 intersections throughout Marin County. The Safe Pathways to School program provides capital improvement funds for the Safe Routes to Schools program. Other fund sources are also expected to be used by local agencies to implement these capital projects.

TASK 1C: STAKEHOLDER OUTREACH

The Consultant will meet with a variety of stakeholder groups as part of regular management of the Safe Routes to Schools program. The Consultant team will present and solicit input from stakeholders to determine how the programs are working, and how they could be improved or expanded.

Stakeholder groups include, but are not limited to:

- The TAM Board and TAM committees, including the TAC and the COC.
- TAM's member agencies: the County of Marin and Marin's 11 cities and towns. The Consultant will prepare presentations for the TAM Board that will include performance highlights as well as financial status reports, in coordination with TAM staff.
- Quarterly review meetings with TAM staff and leadership. The Consultant will review and report program activities and challenges to TAM at quarterly review meetings.
- School officials including those in communities that already participate in Safe Routes to Schools activities and those that have not adopted a Safe Routes programs. Both public and private K-12 schools are included in the Safe Routes to Schools program.
- Countywide Public Works or City Manager meetings, covering the County of Marin and Marin's 11 cities and towns. Safe Routes to Schools can have significant impacts on local jurisdictions because recommendations from this program often require changes to infrastructure to provide improvements for enhanced bicycle and pedestrian access. The Consultant will be available to attend up to three Marin Public Works Association or Marin City Managers Association meetings per year.
- Marin Transit with respect to ongoing transit services, transit facility improvement, and school shuttles.

TASK 1D: INTEGRATE PROGRAM REGIONALLY

Review best practices undertaken by other Safe Routes programs to potentially use within TAM's Safe Routes program. Participate in the regional Spare the Air Youth Technical Advisory Committee meetings on a quarterly basis. Promote TAM's Safe Routes program within Marin County and the Bay Area, as appropriate.

TASK 1F: ESTABLISH SUSTAINABLE FUNDING

- Develop additional Safe Routes-related funding. Research and identify potential local, regional, state, and federal funding sources. Consider both private and public funding.
- Prepare grant applications for both non-infrastructure program funding and infrastructure funding. Coordinate infrastructure grant applications with local jurisdictions, specifically local jurisdiction public works, as appropriate.
- The proposal should discuss the available opportunities for grant funding during the contract period and the likely number of applications submitted during the contract period.

TASK 1G: PROMOTE SAFE ROUTES TO SCHOOL PROGRAM

This task includes regular technical maintenance and upgrades to the program's web and social media sites as well as developing a media plan and strategies for multi-lingual outreach.

- Maintain the program's websites at <http://www.saferoutestoschools.org>, <http://www.streetSMARTSmarin.org/>, <http://schoolpoolmarin.org/>; the Safe Routes web pages on TAM's website at www.tam.ca.gov; and the program's social media sites. This includes adding new or revised materials, programs, and projects.
- Develop a media plan to promote the Safe Routes to Schools program within the schools, as well as on social and print media. The plan will include talking points, designated spokespeople, and a schedule of promotional activities. Prepare print media.
- Include a strategy for promotion of the Safe Routes program to support non-English speaking communities, particularly Spanish-speaking communities. This may include educational materials, promotional materials, and web-based options for multi-lingual education.

TASK 2: PROGRAMMING

The Consultant team will become familiar with previous studies and evaluations of the Safe Routes to School program. New contract implementation activities are expected to begin immediately following expiration of the current consultant contract on June 30, 2013, allowing the seamless continuation of the program.

The Consultant will be responsible for providing all resources necessary for the existing Safe Routes to Schools program, serving all public and private schools in the County with an interest in the program and ability to support Safe Routes activities. The task will continue Safe Routes

activities in schools that already have programs underway. The proposal must identify a specific program of activities, including the type of activities and the number and frequency of the activities proposed at each school.

In all activities, consultant should consider or present strategies to provide culturally appropriate materials to non-English speaking communities.

TASK 2A: FACILITATE DISTRICT TASK FORCES

- Provide logistical support for existing Task Forces including scheduling meetings, developing agendas, providing notification, preparing meeting summaries and facilitating meetings when necessary. Assist the Task Forces in implementation of Travel Plans and discussion of new issues. The Task Forces will include continuation of eight task forces for Dixie, Kentfield, Mill Valley, Novato, Ross Valley, San Rafael, Twin Cities (Corte Madera, Larkspur, Greenbrae), and West Marin School Districts. The following districts will be offered the opportunity to participate in existing Task Forces or to form their own: Reed, Ross, and Sausalito.
- For school districts that are interested but not yet participating in a Task Force, develop a Task Force or facilitate integration to an existing Task Force. Contact the school districts and local jurisdiction's staff, and work to develop volunteer team leaders. Assist Task Forces in setting goals and objectives and establishing a time line for the development of Travel Plans.
- Develop a strategy for creating Travel Plans for those schools that do not yet have them. The strategies will include a discussion of benefits along with costs and schedule. Travel Plans include gathering data for baseline information, walk audit notes, concept plans and identifying education, encouragement, and enforcement activities.
- Update and maintain existing Travel Plans. Each plan will include recommendations for education, encouragement, engineering, enforcement, and evaluation. Travel Plans will include baseline information about the schools, engineering concept plans, goals and objectives, and strategies for engineering enforcement, education and encouragement with an evaluation and an implementation matrix.
- Work with Marin Transit to promote supplemental school service and public transit ridership for students, and to promote youth transit fare discount programs.

TASK 2B: INSTITUTIONALIZE THE PROGRAM

- Encourage school districts and the cities, towns and the county to establish policies supporting Safe Routes to Schools in their jurisdictions. Policies will institutionalize jurisdictional support for Task Forces, Travel Plans, classes, encouragement programs, and survey collection.
- Work with school Parent Teacher Associations (PTAs) to establish Safe Routes teams within the PTA organizational structure. Request PTAs to recruit and support a Safe

Routes Team Leader and ensure that each Team Leader has support for establishing teams for ongoing activities.

TASK 2C: DEVELOP AND SUPPORT EDUCATIONAL OPPORTUNITIES

- Schedule and provide trained instructors to teach bicycle and pedestrian oriented traffic safety courses to all participating schools. Teach pedestrian education to second grade classes. Teach bicycle safety courses to participating fourth and six grade classes. Use existing curriculum and improve upon curriculum where deemed necessary.
- Promote Green Ways class curriculum to all participating schools. Classes can be presented by Safe Routes trained instructors or curriculum instructions can be provided to the classroom teachers.
- Offer two-hour Riding with Youth classes at various locations throughout the county to teach families how to safety bike with their children. Promote the program through the schools and the school's team leaders.

TASK 2D: DEVELOP AND SUPPORT ENCOURAGEMENT OPPORTUNITIES

- Recruit volunteers to act as "Team Leaders" in each school by working with former Team Leaders, PTAs and school officials. Team leaders will serve on the school district Task Forces, run events and contests, and assist in promoting the program. Support Team Leaders by providing training and contest materials, promotional information, and other logistical support. Assist Team Leaders in organizing International Walk to School Day and National Bike to School Day. Assist Team Leaders to establish weekly or monthly Walk and Roll to School Days.
- Develop materials and instructions for contests and events to encourage more walking, biking, and carpool or bus use. Effort should be made to provide culturally appropriate materials to non-English speaking communities.

TASK 2E: ORGANIZE TEEN CLUBS THROUGH EXISTING OR NEW CLUBS

- Develop a strategy for supporting existing and identifying new teacher advisors at participating middle and high schools to assist with Safe Routes teen activities. Work with existing clubs, student leadership, and other opportunities to introduce Safe Routes resources to students. Work with student clubs or classes to develop activities that promote walking, biking, carpooling or bus use (where available). Provide logistical and material support for these activities.
- Include a strategy for facilitating club meetings and other educational activities with the teenagers. Assist students in developing special activities such as bike giveaways and distracted driving programs. Organize field trips for club members and for whole classes where requested. (Consultant shall have liability insurance coverage as shown in the attached sample contract.)

TASK 2F: EVALUATE THE PROGRAM

Evaluation is an important component of the program. Evaluation information may be used to determine structure and goals for the future of the Safe Routes program over the duration of TAM's ½-cent, 20-year transportation sales tax (Measure A) program. Evaluation will use established metrics and benchmarks to determine the success of the program. Maintain confidentiality of student and parent information.

Every year:

- Provide schools with student tally surveys in the fall and spring and oversee the collection and compilation of data.
- Survey school principals or key staff participants in each school to evaluate program performance. Include data and analysis in Annual Report.
- Provide each school principal and team leader with a comprehensive report card of the schools progress and participation in the program. Compile results of the report cards to TAM.
- Working with teen student clubs, assist students in the development and distribution and tabulation of student attitude surveys where requested.

Every two years:

- Distribute parent surveys every two years, or when requested, to evaluate the progress of the program and recommend course corrections.

Every three years:

Prepare an overall Program Evaluation report every three years that highlights the program's educational, encouragement, engineering, enforcement, and funding successes, and provide recommendations to be integrated into the overall program.

The evaluation will document the range of services and programs currently offered, as well as those that may be ongoing, independent of this contract. The Assessment Report will include an analysis of the parent surveys and any other assessment tool results, an analysis of the effectiveness of these programs and recommendations for changes and/or additions to the program. Program cost, management/volunteer protocol, accountability and effectiveness will be examined.

All quantitative and qualitative data related to performance evaluation will be collected and summarized; where previous performance measures were established, a report will be made about the results of those performance measures, and recommendations will be made about whether that performance measure is sufficient. For program elements without established performance measures, and for elements where the previous performance measure was judged to be insufficient, new performance measures will be proposed and refined in collaboration with the client team.

Each program element will be presented using both graphics and text, including a description of the format, content, resources required (hard costs and person-hours) and an evaluation assessment will be performed and presented in tabular and text format. In addition to evaluating each program element, a meta-assessment of volunteer management, reporting protocol, and program structure will be completed.

Present the Program Evaluation report to TAM's TAC, COC, and Board.

TASK 3: PROMOTE SCHOOLPOOL MARIN

SchoolPool is a resource that facilitates carpooling, walking, and biking to schools within local neighborhoods. More information on the existing program is available on the program website (<http://schoolpoolmarin.org/>).

- Provide schools with logistical and material support to organize neighborhood walking school buses, bike trains and carpools. Provide schools with various TAM tools including the SchoolPool website and SchoolPool guidebook. Meet with Team Leaders, principals and other volunteers to develop a comprehensive plan for organizing by neighborhoods, recruiting captains, and launching and promoting SchoolPool.
- Prepare an annual evaluation report to assess the success of SchoolPool, including trip matches, mode share changes, vehicle miles traveled reductions, and greenhouse gas decreases.
- Prioritize expansion of the SchoolPool program to school districts with the largest catchment areas and the best opportunities to reduce congestion or automobile trips. Work with the school district Task Forces and local jurisdictions to prepare SchoolPool Neighborhood Maps. Update and maintain the SchoolPool website to incorporate maps, match users, and update materials.
- Develop a strategy for preparing SchoolPool Neighborhood Maps for all schools in Marin, recognizing prioritization criteria. Note that implementation may extend beyond the contract period.

TASK 4: PROMOTE STREET SMARTS MARIN

Since its 2009 pilot test in Corte Madera, Larkspur and Mill Valley, the Street Smarts program has expanded to include 10 of Marin's cities/towns. Funds from Measure B, the Vehicle Registration Fee, are allocated to cover the estimated annual cost of materials and storage, which are purchased and managed separately.

The Consultant will continue to assist communities in the following activities:

- Facilitate Street Smarts Marin committee consisting of city, town, or county police and public works representatives. Meetings will occur about twice each year. Manage annual banner and sign deployment programs. Expand programs to San Rafael and Marin County, if requested. Manage other key elements of Street Smarts program, including

safety brochures and fliers, display materials, the new pledge program, etc. Maintain the program's website (streetsmartsmarin.org).

- Working with the Street Smarts Marin committee, conduct an evaluation on the success of the program by surveying committee members and the general public.

TASK 5: PLANNING AND ENGINEERING

Planning and engineering services of physical improvements are an important element of the Safe Routes to Schools program. Measure A, the one-half cent transportation sales tax, provides funds for implementation of Safe Pathways projects. Additional funding sources are expected to be developed through Task 1F.

The Consultant will include a California licensed Civil Engineer or Traffic Engineer who is experienced in traffic engineering practices and regularly meet with all stakeholders, including Public Works Directors/City Engineers and local Safe Routes Task Forces, to identify appropriate traffic improvements and other measures that will encourage safe bicycle, pedestrian and transit modes of travel to school. On a limited basis, the engineer may also work with the applicable Public Works staff in developing a conceptual design of appropriate projects, cost estimating, preparing grant applications for construction of potential improvement projects, and coordinating with other local road or bicycle and pedestrian facility upgrades, from various fund sources.

The Consultant must be trained in conducting walkability and bikeability audits. In addition, the Consultant must be knowledgeable of California's Supplement to the Manual of Uniform Traffic Control Devices (MUTCD), California Code of Regulations Title 24, and the Americans with Disabilities Act.

Implementation activities are expected to include, but not be limited to the following:

TASK 5A: PROVIDE PLANNING AND ENGINEERING SERVICES

- Provide ongoing transportation planning and traffic engineering support to local jurisdictional public works departments. Conduct field reviews and meet with public works staff to identify issues and potential remedies. Consultant will offer limited on-call services to local public works departments related to school travel safety needs. Need for support must be coordinated in advance with local public works staff.
- Organize and conduct school area walk audits. Lead Task Force participants, as well as jurisdictional representatives, on audit covering issues identified by the Task Force and/or local jurisdiction. Summarize issues identified during walk audit. Coordinate with local jurisdiction on priority locations, develop consensus on issues, and determine potential short-term and longer-range solutions.
- Engineering services shall be provided by a California licensed Civil Engineer or Traffic Engineer with experience in bicycle and pedestrian safety audits.

TASK 5B: PREPARE CONCEPTUAL PLANS

- Based on the results of the walk audits and consultation with the jurisdictional public works departments, prepare “grant ready” Safe Routes concept plans. The concept plans shall be prepared using the Marin Safe Routes concept plan template. Each concept plan shall illustrate existing conditions and proposed enhancements. Potential measures may include, but are not limited to, street crossing improvements, sidewalk enhancements, added pathways, traffic calming improvements, bicycle lanes, and traffic controls. Concept plans shall use aerial imagery and photosimulations may be used. Each concept plan shall include a planning level cost estimate.
- Prepare corridor plans. Corridor plans illustrate existing conditions and proposed treatments along a linear corridor extending from one-quarter mile to one-mile long. Improvements may range from walkways, bikeways, shared pathways, crossing treatments, and traffic controls. Corridor plans shall use aerial imagery and include planning level cost estimates.
- All concept plans and corridor plans shall be prepared under the guidance of a California licensed Civil Engineer or Traffic Engineer and must be approved by the appropriate public works agency. Note that Task 5B work must be coordinated in advance with local public works staff with prior written approval from TAM, and is subject to case-by-case approval.

TASK 5C: PROVIDE DESIGN FOR “LOW-COST” IMPROVEMENTS

- Provide design services for low-cost Safe Routes improvements that can be implemented in the short-term by local jurisdictions. These include elements such as pavement markings, signage, curb markings, and minor physical improvements. Improvement plans shall be prepared based upon prioritized needs identified by the school district Task Forces and/or jurisdictional public works departments.
- Prepare school area traffic control plans for individual schools. Plans shall be prepared in accordance with the provisions of Part 7 of the California Manual on Uniform Traffic Control Devices (MUTCD). The school area traffic control plans shall cover all streets peripheral to each school, as well as roadways within one-quarter mile of each school. Note that Task 5C work must be coordinated in advance with local public works staff with prior written approval from TAM, and is subject to case-by-case approval. Consultant will obtain sign-off on each of the plans from the local jurisdiction’s Director of Public Works, or his/her designee.
- The proposal should provide a strategy for providing school area traffic control plans for all participating schools. Note that implementation may extend beyond the contract period.

TASK 5D: CREATE SUGGESTED ROUTE MAPS

- Working with school district Task Forces and local jurisdictions, prepare Suggested Route Maps. Maps will be prepared based on field reviews, student enrollment areas,

and key travel patterns, and shall conform to the requirements in the California MUTCD. The Suggested Route Maps shall identify key routes to and from school, with consideration to existing roadway and intersection conditions and presence of sidewalks, pathways, crosswalks, traffic controls, and crossing guards. Maps shall incorporate safety tips. Maps shall be approved by local jurisdictional public works officials before publication and posting to the SchoolPool website.

- The proposal should provide a strategy for completing Suggested Route Maps for all Marin schools. Note that implementation may extend beyond the contract period.

PROPOSAL REQUIREMENTS

Proposals shall be organized in the following format:

1. **Proposal:** The proposal shall not exceed 25 single-sided, 8-1/2" X 11" pages (excluding cover letter, resumes, and additional material). Resumes and other supplemental information should be included in an appendix. The minimum font size shall be size 10.
2. **Cover Letter:** Identify the prime consultant and describe any subcontract arrangements. Identify the person who is authorized to negotiate for the team, and indicate that the proposal represents a firm binding offer for 90 days.
3. **Project Understanding and Approach:** Describe your understanding of the scope of services and your approach to meeting the program goals and objectives outlined in this RFP. Discuss how the services would be performed and how you will respond to the required deliverables.
4. **Team:** Describe your team organization, including the qualifications of the prime consultant and any subconsultants included in the team. Provide references with emphasis on those relating to bicycle and pedestrian education and engineering efforts provided by your team.
5. **Key Staff:** Identify all key team members, including relevant experience and proposed role. Include a statement that key team members will not be removed or reassigned without prior approval of TAM. Include their availability for work on this project/program. Be sure to identify your instructor(s) and engineering support staff and their relevant experience.
6. **Additional Relevant Information:** Provide additional relevant information that may be helpful in the selection process (not to exceed the equivalent of two single-sided pages).
7. **Work Plan:** Provide a proposed work plan for the scope of services outlined in this RFP.
8. **Project Schedule:** Provide proposed schedule, identifying major program milestones and key dates in the project schedule.
9. **Project Budget:** Provide a program budget, showing the budget for each task as outlined in this RFP. Include level of effort for each staff person with billing rates. Identify expected direct and all other applicable charges to program. Fixed costs will be separately identified and tallied. The total amount available to this program is approximately \$700,000 per year, which should include one full year of program operations, program planning, and implementation.
10. **References:** Provide at least three references each (including contact names and current phone numbers and email addresses) from recent work (previous three years) similar to the Safe Routes to School Program for the Project Manager, Project Engineer,

and other key staff members designated for the program. Include a brief description of the projects associated with the reference, and the role of the respective team member.

11. **Professional Services Contract:** Please indicate your willingness to accept the terms and conditions in the Standard Contract (attached), including your ability to comply with TAM's insurance requirements (section 6 of the Standard Contract), or list any requirement to which you take exception, and provide proposed alternate wording. Note that it is not TAM's intent to make substantial changes to the Standard Short Form Contract.

PROPOSAL SUBMITTAL PROCEDURE

The proposal shall be submitted in accordance with the following requirements:

1. The proposal shall be transmitted with a cover letter as described above.
2. The proposal shall be submitted electronically along with one (1) signed original and five (5) photocopies.
3. The proposal shall be addressed to:

Transportation Authority of Marin
781 Lincoln Street, Suite 160
San Rafael, CA 94901
Attention: Suzanne Loosen
Email: sloosen@tam.ca.gov

4. The proposal shall be dispatched in order to be received at the above address by the due date of 4:00 p.m. on Monday, April 15, 2013. Email-only proposals will not be accepted.
5. TAM will notify proposers of its selection or selection for interview on or after Monday, April 22, 2013.
6. Questions pertaining to this RFP, the scope of services, or the proposal should be directed in writing via email to:

Suzanne Loosen
Email: sloosen@tam.ca.gov

A pre-bid conference will be held on Friday, March 15, at 10:30 am. Questions and responses will be posted online on the TAM website on Friday, March 22, 2013 (www.tam.ca.gov under the RFP/RFQ section). Any addendums made to the RFP will be posted on TAM's website; proposers should acknowledge receipt of addendums in their proposal.

PROPOSAL EVALUATION AND AWARD PROCEDURE

The following criteria will be used to evaluate proposals and to select a consultant team to conduct the scope of services.

- Approach to the project and work scope
- Proposed work plan

- Qualifications and experience of the firm and its individual staff in similar undertakings
- Qualifications and experience of the designated project manager
- Quality (concise, relevant, informative, and complete)
- Cost effectiveness
- Ability to assume responsibility in a timely manner

A panel will evaluate all proposals and develop a ranking of the most qualified consultants. The evaluation panel will be drawn from qualified professionals. The evaluation/interview panel may include representatives from TAM, County of Marin, and/or other agencies. Members of the panel will not be revealed before the interviews.

The firms/teams may be invited to an interview to be scheduled after April 22, 2013. The Project Manager, Project Engineer, and key team members should attend the interview.

Once the top firm/team has been determined, staff will start contract negotiations with that firm/team. If contract negotiations are not successful, the remaining firm/teams may be asked to negotiate a contract. The TAM Board of Commissioners is required to approve the negotiated contract, although work may be initiated with a Notice to Proceed (NTP).

SELECTION PROCESS DATES

Following are tentative dates for the selection process:

Distribute RFP transmittal	February 28
RFP posted on TAM website	March 4
Pre-Bid Conference	March 15, 10:30 am
Questions & Answers posted on TAM website	March 22
Proposals Due	April 15
Consultant interviews (if needed)	Week of April 22
Final Selection	Week of April 29
TAM Board Takes Action on Contract	May 23

SOLICITATION DISCLAIMER

TAM reserves the right to reject any and all responses. All responses to this RFP become the property of TAM upon submission. The costs of preparing a proposal and participating in an interview are at the sole expense of the proposer.

DISADVANTAGED BUSINESS ENTERPRISES (DBE) POLICY

TAM is committed to and has adopted a Disadvantaged Business Enterprise (DBE) Policy to ensure non-discrimination in the award and administration of all contracts and to create a level playing field on which DBEs can compete fairly for contracts and subcontracts relating to TAM's construction, procurement, and professional services activities. To this end, TAM has developed procedures to remove barriers to DBE participation in the bidding and award process and to assist DBEs to develop and compete successfully outside of the DBE Program. In connection

with the performance of this contract, the Contractor will cooperate with TAM in meeting these commitments and objectives.

Pursuant to 49 CFR §26.13, and as a material term of any Agreement with TAM, the Contractor hereby makes the following assurance and agrees to include this assurance in any Agreements it makes with subcontractors in the performance of this contract: "The Contractor or subcontractor shall not discriminate on the basis of race, color, national origin, or sex in the performance of this contract. The Contractor shall carry out applicable requirements of 49 CFR Part 26 in the award and administration of U.S. DOT-assisted contracts. Failure by the Contractor or subcontractor to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy as TAM deems appropriate."

TAM implements the DBE policy in accordance with DOT regulations, **and no contract specific DBE participation goal has been established for this contract.** However, Proposers shall cooperate with TAM in meeting its commitments and objectives with regard to ensuring nondiscrimination in the award and administration of TAM Contracts and shall use its best efforts to insure that barriers to DBE's participation do not exist. By submitting a Proposal, a Proposer is deemed to have made the foregoing assurance and to be bound by its terms. For DBE questions and assistance, contact Bill Whitney, DBE Officer, at (415) 226-0823 or bwhitney@tam.ca.gov.