

# REQUEST FOR PROPOSALS

## TRANSPORTATION SALES AND USE TAX REVENUE CONSULTING SERVICES



### TRANSPORTATION AUTHORITY OF MARIN

900 Fifth Avenue, Suite 100 San Rafael, CA 94901

Issued June 20, 2018

**PROPOSALS DUE:**

**3:00 p.m., July 6, 2018**

## **Introduction**

The Transportation Authority of Marin (TAM) is requesting proposals from qualified firms for sales and use tax consulting services as outlines in this Request for Proposal (RFP).

## **Background**

TAM is a joint powers authority comprising Marin's eleven cities and towns and the County of Marin. The TAM Board of Commissioners includes the five members on the Board of Supervisors and an elected official from each city and town. TAM administers the Expenditure Plans for both Measure A, the 20-year, 1/2-cent Transportation Sales Tax, and Measure B, the \$10 Vehicle Registration Fee. Both revenue sources are dedicated to transportation projects and programs in Marin approved by the Marin voters. TAM also serves as Marin's Congestion Management Agency and is responsible for coordinating funding for many of the transportation projects and programs in the County.

## **Scope of Work**

### **1. Required Services**

The consultant will be required to perform the following services:

- ✓ Annual and quarterly tax analysis and reporting services for the agency's Half-Cent Transportation Sales Tax (Measure A)
- ✓ Short-term and long-term revenue projection for Measure A
- ✓ Policy, legislative and regulatory updates, analysis and support as needed for sales and use tax
- ✓ Provide various report including but not limited to reports presented by geographical area, major industry group, comparison of various time period, etc., for Measure A or the general Bradley-Burns Sales Tax
- ✓ Provide TAM staff with easy online access to all reports and analysis tools if available
- ✓ Provide oral and/or written updates to the TAM Board of Commissioners and committees on various sales and use tax related issues if required

### **2. Optional Services**

TAM would also like to explore the option of expanding the scope of work to the following areas:

- ✓ Provide ongoing sales and use tax audit for Measure A sales tax data to identify and recover misallocated and/or underreported tax revenues
- ✓ Meet with TAM staff as necessary to define and review methodology for revenue recovery for Measure A

## **Proposal Requirements**

Receipt of the following material is required by 3:00 p.m. on July 6, 2018, for a proposing firm to be considered:

1. **Five hard copies, plus one electronic copy of the proposal and all its appendices should be addressed to:**

Transportation Authority of Marin  
900 Fifth Avenue, Suite 100  
San Rafael, California 94901  
Attention: Ms. Li Zhang

2. **The proposal should include:**

- a) Cover Letter
- b) Firm Profile and Qualifications
- c) Experience and Qualifications of Project Team
- d) References
- e) Recommended Approach
- f) Fee Proposal

Requirements for each section are described below.

**a) Cover Letter**

A signed letter of transmittal briefly stating the audit firm's understanding of the work to be completed, the commitment to perform the work within the time period, a statement why the firm believes itself to be the best qualified to perform the engagement and a statement that the proposal is a firm and irrevocable offer. List all subcontractors, if any.

**b) Firm Profile and Qualifications**

Provide an overview of your firm, including ownership, staff size, organizational structure, and business strategy. Specify the office and its address that would serve as the "lead office" for this engagement and its primary functions. Include a discussion of the firm's resources, including personnel by category (e.g., management, professional, and clerical).

The firm is also required to submit a copy of the report on its most recent external quality control review, with a statement whether that quality control review included a review of specific government engagements. The firm shall provide information on the circumstances and status of any disciplinary action taken or pending against the firm during the past three (3) years with state regulatory bodies or professional organizations.

**c) Experience and Qualifications of Project Team**

The firm should identify the specific partner who will oversee this engagement and the responsibility levels of specific staff members assigned to the engagement. Resumes of all team members should be included for review.

#### **d) References**

The proposal shall list and describe the firm's qualifications for facilitating the scope of work, including 3 or more references from clients for whom Consultant performed similar services. Information provided shall include:

- Client Name
- Project Description
- Project start and end dates
- Client project manager name, telephone number and e-mail address

#### **e) Recommended Approach**

The proposal should set forth a work plan, including an explanation of the services required under Scope of Work of the RFP. The approach should include major areas to be reviewed, philosophy or approach to providing the full scope of services, as well as proposer's ideas for maintaining open communication with the client.

Describe a specific situation(s) where the firm applied their professional skills and abilities in the following areas:

- a) responsiveness and attentiveness to client's needs,
- b) creative ability,
- c) knowledge and understanding of district add-on tax revenue and trends,
- d) analytic capability, and
- e) oral and written communication.

#### **f) Fee Proposal**

The fee proposal should contain all pricing information relative to performing the scope of services as described in this RFP. The total all-inclusive maximum price to be bid is to contain all direct and indirect costs including all out-of-pocket expenses. Please provide separate fee proposal for the Required Services and the Optional Services under Scope of Work.

Any questions, inquiries and/or additional information required by the respondents concerning this request for proposals should be addressed to:

Transportation Authority of Marin  
900 Fifth Avenue, Suite 100  
San Rafael, California 94901  
Attention: Ms. Li Zhang

Phone: (415) 226 0828  
Fax: (415) 226 0816  
Email: [lzhang@tam.ca.gov](mailto:lzhang@tam.ca.gov)

## **Proposal Evaluation and Award Procedure**

### **1. Review Committee**

A panel will evaluate all submittals and develop a ranking of the most qualified respondents. Staff will make a recommendation of one firm to the Board of Commissioners for its consideration and approval.

### **2. Tentative Selection Schedule**

Release of RFP	June 20, 2017
Deadline for submission of questions	June 29, 2018
Deadline for proposals due to TAM	July 6, 2018
Finalists determined by review committee	July 13, 2018
Oral interviews, if required	Week of July 15, 2018
Board review and approval of the selection	July 26, 2018

### **3. Evaluation Criteria**

TAM will evaluate qualifications submittals based on the following criteria:

1. Firm Qualifications	20%
2. Experience of Project Leader/Key Staff	30%
3. Recommended Approach	25%
4. Responsiveness, Clarity, and Completeness of Proposal	5%
5. Fee Proposal	20%

### **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.