



May 11, 2010

**COMBINED REQUEST FOR PROPOSAL  
FOR THE  
WEST CONTRA COSTA TRANSIT ENHANCEMENT STRATEGIC PLAN  
AND  
WEST CONTRA COSTA/ALBANY TRANSIT WAYFINDING PLAN  
Letter of Invitation**

Dear Consultant:

The West Contra Costa Transportation Advisory Committee (“WCCTAC”) invites your firm to submit a combined proposal to provide transportation planning and design services for two projects aimed at enhancing public transit use in West Contra Costa and Albany: the Transit Enhancement Strategic Plan (“Transit Enhancement project”) and the Transit Wayfinding Plan (“Transit Wayfinding project”).

This letter, together with its enclosures, comprises the Combined Request for Proposal (RFP) for the two projects. Responses to the RFP should be submitted according to the instructions outlined herein.

**Proposal Due Date**

Interested firms must submit eleven (11) copies of their proposal, by 2:00 p.m., Wednesday, June 9, 2010. *Proposals received after that date and time will not be considered.*

Proposals will be considered firm offers to enter into a contract and perform the work described in this RFP for a period of one hundred twenty (120) days from the date of submission.

**WCCTAC Point of Contact**

Proposals and all inquiries relating to this RFP shall be submitted to the Project Manager at the address shown below. For telephone inquiries, call (510) 215-3044. E-mail inquiries may be directed to [christinaa@ci.san-pablo.ca.us](mailto:christinaa@ci.san-pablo.ca.us).

Christina Atienza, Executive Director  
WCCTAC  
13831 San Pablo Avenue  
San Pablo CA 94806

13831 San Pablo Avenue, San Pablo CA 94806  
Ph: 510.215.3035 ~ Fx: 510.235.7059 ~ [www.wcctac.org](http://www.wcctac.org)

El Cerrito

Hercules

Pinole

Richmond

San Pablo

Contra Costa  
County

AC Transit

BART

WestCAT

## **Background**

WCCTAC is a Joint Exercise of Powers (JPA) among the cities of El Cerrito, Hercules, Pinole, Richmond, and San Pablo, Contra Costa County, and transit operators AC Transit, BART, and WestCAT. WCCTAC was created to protect and advance the interests of west Contra Costa County communities with regard to transportation issues in general, and to steward County transportation sales tax funds that flow to West County in particular.

In late 2009, WCCTAC received grants for two planning projects aimed at enhancing transit use:

- 1) A Statewide Transit Planning Studies grant from Caltrans for the Transit Enhancement project, the purpose of which is to develop a plan that would facilitate the integration of land use and transit services through transit enhancement projects; and
- 2) A Safe Routes to Transit grant from TransForm for the Transit Wayfinding project, the purpose of which is to develop a plan to direct pedestrians and bicyclists to and from major transit facilities and major sites in West County and Albany through static roadway signs.

The Consultant(s) retained for the above projects will work in partnership with a Working Group comprised of staff from WCCTAC's member agencies and Albany, who will provide agency-specific direction to the Consultant(s), available information that the Consultant(s) may need, review of Consultant(s) deliverables, and project oversight. Public engagement is expected to be an important component in both projects.

## **Scope of Work, Schedule, and Budget**

A preliminary scope of work for each project is set out in *Appendix A*. The Transit Enhancement and Transit Wayfinding projects are expected to be completed by June 2012 and December 2012, respectively. The total Consultant budget available for the Transit Enhancement project is \$250,000, and for the Transit Wayfinding project is \$69,000.

## **Proposers' Conference and Addenda**

A proposers' conference will be held on Thursday, May 27, at 10:00 a.m. at the San Pablo City Council chambers, 13831 San Pablo Avenue, San Pablo. Any addenda to this RFP will be posted at [www.wcctac.org](http://www.wcctac.org); it is the Consultant's responsibility to check for addenda.

## **Proposal Evaluation**

Proposals will be evaluated in accordance with the evaluation factors listed in Section IV of the RFP. WCCTAC reserves the right to accept or reject any or all proposals submitted, waive minor irregularities in proposals, request additional information or revisions to offers, and to negotiate with any or all proposers.

While it is WCCTAC's objective to retain one Consultant to conduct both projects, any contract award will be to the firm(s) that presents the proposal that, in the opinion of WCCTAC, is the most advantageous to WCCTAC, based on the evaluation criteria in Section IV of the RFP. ***The proposal must be for both projects; proposals submitted for one of the two projects only will not be considered.***

**Consultant Selection Timetable**

Proposers' Conference in San Pablo Council Chambers	10:00 a.m., Thursday, May 27, 2010
<b>Closing date and time for receipt of proposals</b>	2:00 p.m., Wednesday, June 9, 2010
Interviews (if required)	Thursday, June 24, 2010
WCCTAC Board Review and Approval	Friday, June 25, 2010
Execution of contract	Early August 2010

**General Conditions**

All materials submitted by proposers are subject to public inspection under the California Public Records Act (Government Code § 6250 *et seq.*), unless exempt.

For the Transit Enhancement project, all requirements imposed upon WCCTAC as a Subgrantee to MTC will be imposed upon the Consultant, including but not limited to those required under Circular 4220.1E of the Federal Transit Administration (FTA), 49 CFR Part 18, "Uniform Administrative Requirement for Grants and Cooperative Agreements to State and Local Governments," and the FTA Master Agreement (Form FTA MA(15), October 1, 2008). The Agreement between MTC and WCCTAC is enclosed for your reference as *Appendix B*.

For the Transit Wayfinding project, all requirements imposed upon WCCTAC as a recipient of Regional Measure 2 Capital Program funds will be imposed upon the Consultant, including compliance with all relevant provisions in the Regional Measure 2 Regional Traffic Relief Plan Policies and Procedures, as amended on April 22, 2009, and adopted as MTC Resolution No. 3636, Attachment A. The RM2 Policies and Procedures is available for your review at [http://www.mtc.ca.gov/funding/RM2/downloads/P\\_and\\_P\\_Changes\\_for\\_PAC\\_final.pdf](http://www.mtc.ca.gov/funding/RM2/downloads/P_and_P_Changes_for_PAC_final.pdf).

The Consultant will be required to enter into separate contracts with WCCTAC for each project owing to the different grant requirements. All requirements imposed upon WCCTAC as a grantee that will be imposed upon the Consultant as a subgrantee to WCCTAC are non-negotiable.

Thank you for your interest and participation in this procurement process.

Sincerely,



Christina M. Atienza  
Executive Director

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COMBINED REQUEST FOR PROPOSALS

to the

WEST CONTRA COSTA TRANSPORTATION ADVISORY COMMITTEE

for

WEST CONTRA COSTA TRANSIT ENHANCEMENT STRATEGIC PLAN

And

WEST CONTRA COSTA/ALBANY TRANSIT WAYFINDING PLAN

May 11, 2010

13831 San Pablo Ave.  
San Pablo CA 94806

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## **I. BACKGROUND & PROJECT DESCRIPTION**

### ***A. Background***

WCCTAC is a Joint Exercise of Powers (JPA) among the cities of El Cerrito, Hercules, Pinole, Richmond, and San Pablo, Contra Costa County, and transit operators AC Transit, BART, and WestCAT. WCCTAC was created to protect and advance the interests of west Contra Costa County communities with regard to transportation issues in general, and to steward County transportation sales tax funds that flow to West County in particular.

In late 2009, WCCTAC received grants for two planning projects aimed at enhancing transit use:

- 1) A Statewide Transit Planning Studies grant from Caltrans for the Transit Enhancement project, the purpose of which is to develop a plan that would facilitate the integration of land use and transit services through transit enhancement projects; and
- 2) A Safe Routes to Transit grant from TransForm for the Transit Wayfinding project, the purpose of which is to develop a plan to direct pedestrians and bicyclists to and from major transit facilities and major sites in West County and Albany through static roadway signs.

Given the similarity in required expertise, it is WCCTAC's objective to retain only one Consultant to conduct both projects. However, WCCTAC reserves the right to award contracts to different consultants if, in the opinion of WCCTAC, that would be most advantageous to WCCTAC, based on the evaluation criteria in Section IV of the RFP.

### ***B. Project Description***

Project 1 is the West Contra Costa Transit Enhancement Strategic Plan. The focus of the project is on integration of land use and transit services through transit enhancement projects, which are physical or functional elements that are complementary to transit services, but do not themselves entail actual transit provisions – for example a Guaranteed Ride Home Program, which provides taxi vouchers to transit users to ensure that they can get home in the event of an emergency if transit services are unavailable. The desired final outcomes for the project are a toolbox of transit enhancements; a prioritized list of projects in and around the major transit hubs, major employment centers, and priority development areas (PDAs) in West County; and strategies for bundling and sequencing projects to advance usable segments and avail of upcoming funding opportunities. The project is funded out of a Caltrans Planning Grant and must be completed by June 2012.

Project 2 is the West Contra Costa/Albany Transit Wayfinding Signage Plan. The purpose of the project is to direct pedestrians and bicyclists to and from major transit facilities and major sites in West County and Albany through static roadway signs. The desired final outcomes for this project are location recommendations, concept plans, technical specifications, and estimates (35% PS&E) for the signs. The project is funded out of a Regional Measure 2/Safe Routes to Transit grant and must be completed by December 2012.

## **II. SCOPE OF WORK, SCHEDULE, AND BUDGET**

The preliminary scope of work, schedule, and budget by task for both projects are provided in *Appendix A*. The following summarizes the anticipated elements of each project. Tasks are not presented here in the order in which they necessarily need to be accomplished; rather Consultant is encouraged to use their experience and expertise in transit planning to develop their own proposed approach to each of the projects, identify potential synergies, and to flesh out the associated detailed scope of work and associated schedule and budget.

### *Transit Enhancement Project*

1. Project Administration
2. Transit Enhancement Toolbox
3. Transit Enhancement Needs Assessment
4. Recommendations
5. Public Outreach and Engagement

All work is expected to be completed by June 30, 2012. The Consultant budget for the project is \$250,000.

### *Transit Wayfinding Project*

1. Project Administration
2. Field Inventory and Documentation of Related Efforts
3. Standards, Best Practices, and Lessons Learned from Others
4. Recommendations
5. Public Outreach
6. Plans, Specifications, and Estimate (PS&E)

All work is expected to be completed by December 31, 2012. The Consultant budget for the project is \$69,000.

WCCTAC will manage both projects. Consultant(s) will work in partnership with a Working Group comprised of staff from WCCTAC's member agencies and Albany (involved in Transit Wayfinding project only), who will provide agency-specific direction to the Consultant(s), available information that the Consultant may need, review of Consultant deliverables, and project oversight. Owing to the different funding sources, Consultant will be required to maintain separate financial records for both projects.

### **III. FORM OF PROPOSAL**

Proposers must submit eleven (11) copies of their proposal, by 2:00 p.m., Wednesday, June 9, 2010 to be considered. *The proposal must be for both projects; proposals submitted for one of the two projects only will not be considered.*

Proposal content and completeness are most important. Although no page limitation will be imposed, clarity is essential and will be considered in assessing the proposers' capabilities. Proposers are encouraged to print double-sided to conserve paper. Each proposal should include:

#### **A. Transmittal Letter**

A transmittal letter signed by an official authorized to solicit business and enter into contracts for the firm. The transmittal letter should include the name and telephone number of a contact person, if different from the signator. The transmittal letter should also include a statement that the proposal is a binding offer to contract in accordance with the terms of this RFP for one hundred twenty (120) days from the date of submission.

#### **B. Title Page**

The title page should show the RFP subject, the name of the proposer's firm, local address, telephone number, name of contact person, and the date.

#### **C. Table of Contents**

The table of contents should include a clear identification of the material by section and page number.

#### **D. Overview and Summary**

This section should clearly convey the Consultant's understanding of the nature of the work and the general approach to be taken for both projects in general and for each project in particular. It should include, but not be limited to, the following:

1. A discussion of the Consultant's understanding of the purpose of the project;
2. A summary of proposed approach; and
3. The assumptions made in selecting the approach.

#### **E. Detailed Work Plan**

For each project:

1. Discuss how the consultant will conduct each task of the project, identify deliverables, and propose a preliminary schedule. The description of the proposed approach to performing the project should fully discuss the tasks in sufficient detail to demonstrate a clear understanding of the project's objectives. The schedule should show the expected sequence of tasks, subtasks, and important milestones. The selected consultant, in consultation with WCCTAC and Albany (for Transit Wayfinding project only) staff, will develop a final work plan and schedule. Proposers are encouraged to use their expertise

and experience in transit planning and wayfinding to define the scope of work that best suits the objectives of WCCTAC and Albany (for Transit Wayfinding project only).

2. Provide a detailed staffing plan for each task and subtask of the work. Identify all staff by name and the specific tasks for which each individual will be responsible.
3. Describe approach to managing resources and quality results, including a description of the role of any subcontractors, their specific responsibilities, and how their work will be supervised. Describe prior experience if any of working with the subcontractors. Describe response mechanisms for dealing with problems and WCCTAC concerns.
4. Identify potential problem areas, scheduling bottlenecks, critical path items, and any other obstacles to successful and timely completion of the project. Describe how you plan to address and overcome these obstacles.

## ***F. Qualifications and References***

1. Provide brief resumes (two page maximum) for each key staff person assigned to the project, summarizing the individual's training and experience relevant to the project. Include resumes for key subcontractor personnel as well.
2. Provide a brief description (two page maximum) of any previous projects similar to the services requested, indicating the project title, timing, budget, sponsoring agency and sponsor project manager, and roles played by individuals proposed for this study. Include the name of the contact person, agency for whom the work was performed, telephone number, and year that the work was done. References may be checked for one or more of the final candidates.
3. List any contracts with WCCTAC, Albany, El Cerrito, Richmond, San Pablo, Pinole, Hercules, Contra Costa County, AC Transit, BART, or WestCAT entered into by the consultant or any of its subconsultants in the past three years, including a brief description of the scope of work, the contract amount, and date of execution.

## ***G. Budget***

For each project, describe the expected allocation of funds for each task of the detailed scope of work. The budget should include, but not be limited to, a task budget and a line item budget, with billing rates.

1. The task budget should present a breakdown of hours and expenses by subtask and deliverable. It should identify or refer to key personnel or job descriptions in relation to each task.
2. The line item budget should present a breakdown of costs by cost categories, including billing rates for key personnel and job classifications.

## IV. PROPOSAL EVALUATION

WCCTAC staff will conduct an initial review of proposals for completeness and general responsiveness.<sup>1</sup> A panel consisting of WCCTAC and its member agencies and Albany staff will then evaluate the responsive proposals based on the following criteria, in relative order of importance:

- Individual project staff and firm qualifications and experience with: a) transit, pedestrian, bicycle, and transportation demand management planning; b) wayfinding; c) public outreach and engagement; d) working on projects involving multiple jurisdictions; e) consensus-building and meeting facilitation; and f) West County and Albany jurisdictions and knowledge of transit provisions;
- Understanding of the purpose and requirements of the project and the approach to fulfilling each project's objectives;
- Approach to managing, conducting and completing the projects, including but not limited to: proposed work plan and schedule; strategy for managing resources, including subcontractors' personnel and project output; and approach to dealing with project challenges or obstacles;
- Resource allocation (personnel and expenditures), in terms of quality and quantity, to key tasks, including the hours and appropriateness of personnel assigned to each task; and
- Cost effectiveness.

The panel will rank proposers, and short-listed proposers may be interviewed. WCCTAC may request additional information from the short-listed proposers prior to final evaluation. The recommended Consultant(s) will be presented to the WCCTAC Board of Directors for approval.

References may be checked for any and all proposers. WCCTAC reserves the right to select a Consultant(s) based solely on written proposals and not convene oral interviews. Further, WCCTAC reserves the right to accept or reject any and all submitted proposals, to waive minor irregularities, and to request additional information from the proposers at any stage of the evaluation.

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<sup>1</sup> Any proposal that does not include enough information to permit the evaluators to rate the proposal in any one of the evaluation areas will be considered incomplete. A proposal that fails to include one or more items requested in Section III, Form of Proposal, may be considered complete and generally responsive, if evaluation in every category is possible.

## **V. GENERAL CONDITIONS**

### ***A. Limitations***

This request for proposal (RFP) does not commit WCCTAC to award a contract or to pay any costs incurred in the preparation of a proposal in response to this RFP.

### ***B. Award***

Any award made will be to the Consultant(s) whose proposal is most advantageous to WCCTAC based on the evaluation criteria outlined above.

### ***C. Binding Offer***

A signed proposal submitted to WCCTAC in response to this RFP shall constitute a binding offer from the Consultant to contract with WCCTAC according to the terms of the proposal for a period of one hundred twenty (120) days after its date of submission, which shall be the date proposals are due to WCCTAC.

### ***D. Contract Arrangements***

The selected Consultant(s) will be required to enter into separate contracts with WCCTAC for each project owing to the different grant requirements. All requirements imposed upon WCCTAC as a grantee will be imposed upon the Consultant as a subgrantee to WCCTAC, and are non-negotiable.

For the Transit Enhancement project, all requirements imposed upon WCCTAC as a Subgrantee to MTC will be imposed upon the Consultant, including but not limited to those required under Circular 4220.1E of the Federal Transit Administration (FTA), 49 CFR Part 18, "Uniform Administrative Requirement for Grants and Cooperative Agreements to State and Local Governments," and the FTA Master Agreement (Form FTA MA(15), October 1, 2008). The Agreement between MTC and WCCTAC is enclosed as *Appendix B*.

For the Transit Wayfinding project, all requirements imposed upon WCCTAC as a recipient of Regional Measure 2 Capital Program funds will be imposed upon the Consultant, including compliance with all relevant provisions in the Regional Measure 2 Regional Traffic Relief Plan Policies and Procedures, as amended on April 22, 2009, and adopted as MTC Resolution No. 3636, Attachment A. The RM2 Policies and Procedures is available for your review at [http://www.mtc.ca.gov/funding/RM2/downloads/P\\_and\\_P\\_Changes\\_for\\_PAC\\_final.pdf](http://www.mtc.ca.gov/funding/RM2/downloads/P_and_P_Changes_for_PAC_final.pdf).

The contract payment terms will be deliverable-based with a firm fixed price for the deliverable. Invoices shall be submitted no more than once per quarter. Payment will be made within thirty (30) days of receipt by WCCTAC of satisfactory deliverables for which payment is sought.

### ***E. Selection Disputes***

A proposer may object to a provision of the RFP on the grounds that it is arbitrary, biased, or unduly restrictive, or to the selection of a particular consultant on the grounds that WCCTAC procedures, the provisions of the RFP or applicable provisions of federal, state or local law have

been violated or inaccurately or inappropriately applied by submitting to the Project Manager a written explanation of the basis for the protest:

- 1) no later than one week prior to the date proposals are due, for objections to RFP provisions; or
- 2) within three (3) working days after the date on which contract award is authorized or the date the proposer is notified that it was not selected, whichever is later, for objections to consultant selection.

Except with regard to initial determinations of non-responsiveness, the evaluation record shall remain confidential until the WCCTAC Board of Directors authorizes award. In the case of protests of contract award, the protesting proposer has up to five (5) calendar days after submission of a protest to review the record and supplement its protest. Protests of recommended awards must clearly and specifically describe the basis for the protest in sufficient detail for the WCCTAC Executive Director to develop resolution. The Executive Director will respond to the protest in writing.

Authorization to award a contract to a particular firm by WCCTAC Board of Directors shall be deemed conditional until the expiration of the protest period or, if a protest is filed, the issuance of a written response to the protest by the Executive Director.

Should the protesting proposer wish to appeal the decision of the Executive Director, it may file a written appeal with the WCCTAC Board of Directors, no later than three (3) working days after receipt of the written response from the Executive Director. The WCCTAC Board of Director's decision will be the final agency decision.

### ***F. Public Records***

This RFP and any material submitted by a proposer in response to this RFP are subject to public inspection under the California Public Records Act (Government Code § 6250 *et seq.*), unless exempt by law. Proposals will remain confidential until the WCCTAC Board of Directors has authorized award.

## **APPENDIX A SCOPE OF WORK, SCHEDULE, AND BUDGET**

WCCTAC has received grant funding for two projects aimed at enhancing transit use in West Contra Costa and Albany. The primary goals are to advance the environmental goals of Senate Bill 375 and to decrease congestion along the I-80 corridor.

Given the similarity in required Consultant expertise, it is WCCTAC's objective to retain only one Consultant to conduct both projects. However, WCCTAC reserves the right to award contracts to different consultants if, in the opinion of WCCTAC, that would be most advantageous to WCCTAC, based on the evaluation criteria in Section IV of the RFP.

Project 1 is the West Contra Costa Transit Enhancement Strategic Plan. The focus of the project is on integration of land use and transit services through transit enhancement projects, which are physical or functional elements that are complementary to transit services, but do not themselves entail actual transit provisions – for example a Guaranteed Ride Home Program, which provides taxi vouchers to transit users to ensure that they can get home in the event of an emergency if transit services are unavailable. The desired final outcomes for the project are a toolbox of transit enhancements; a prioritized list of projects in and around the major transit hubs, major employment centers, and priority development areas (PDAs) in West County; and strategies for bundling and sequencing projects to advance usable segments and avail of upcoming funding opportunities. The project is funded out of a Caltrans Planning Grant and must be completed by June 2012.

Project 2 is the West Contra Costa/Albany Transit Wayfinding Signage Plan. The purpose of the project is to direct pedestrians and bicyclists to and from major transit facilities and major sites in West County and Albany through static roadway signs. The desired final outcomes for this project are location recommendations, concept plans, technical specifications, and estimates (35% PS&E) for the signs. The project is funded out of a Regional Measure 2/Safe Routes to Transit grant and must be completed by December 2012.

WCCTAC will manage both projects. Consultant will work in partnership with a Working Group comprised of staff from WCCTAC's member agencies and Albany (for Transit Wayfinding project only), who will provide agency-specific direction to the Consultant, available information that the Consultant may need, review of Consultant deliverables, and project oversight. Public engagement is expected to be an important component in both projects.

The following scope of work illustrates the anticipated elements of each of the projects and WCCTAC's best estimate of the schedule and level of effort for each task. Tasks are not presented here in the order in which they necessarily need to be accomplished. The Consultant is encouraged to use their experience and expertise in transit planning to develop their own proposed approach to each of the projects, identify potential synergies, and to flesh out the associated detailed scope of work and associated schedule and budget. If only once Consultant is retained, owing to the different funding sources, Consultant will be required to maintain separate financial records for each project.

## **Project 1: West Contra Costa Transit Enhancement Strategic Plan**

### **PRELIMINARY SCOPE OF WORK**

#### **1. Project Administration**

##### *1.1. Project Management Plan*

Consultant will meet with the Working Group to finalize the approach, detailed work plan, schedule, and budget; establish mutual expectations; define lines of communication, and define other key elements of project management to ensure the success of the project. Consultant will summarize the preceding in a Project Management Plan, which will be subject to review and approval by the Working Group. Consultant may submit a combined PMP for Projects 1 and 2.

**Deliverable 1.1a: Draft Project Management Plan**  
**Deliverable 1.1b: Final Project Management Plan**

##### *1.2. Coordination with WCCTAC Project Manager*

Consultant will coordinate with the WCCTAC Project Manager or designee throughout the duration of the project and will perform only those services that are requested by the WCCTAC Project Manager or designated representative. Consultant's efforts will include, but not be limited to, regular communication with the WCCTAC Project Manager and preparing and submitting brief status updates as requested.

#### **2. Transit Enhancement Toolbox**

Consultant will identify the universe of transit enhancement options that may realistically be recommended and implemented within the next five to ten years, and where appropriate, potential funding sources. The toolbox will include both physical and programmatic elements, such as the following: improvements in and around transit centers and major transit routes including enhanced signage, traveler information kiosks, transit shelters with bike-walk maps or real-time information, bike parking, car sharing, smart parking and parking policies, landscaping, and public art; pedestrian improvements such as sidewalks, pedestrian-scale lighting, and pedestrian signals; bicycle-related improvements such as bike lanes, bike racks at bus stops, bike-sharing, and bike storage facilities; transportation demand management (TDM) strategies for employers, such as transit incentives, the Guaranteed Ride Home Program, assistance with route planning, and employer shuttles; and enhanced access for persons with disabilities, such as accessible pedestrian signals along major transit routes, wheelchair ramps, and audible bus arrival information. Case studies may be included as appropriate.

Consultant will develop for review and approval by the Working Group the recommended organization and design of the toolbox and the list of tools to be included. At a minimum, the toolbox design and organization should be guided by the following functional requirements: inform the ensuing work tasks, facilitate local implementation and sharing with other interested

agencies outside of West County and Albany, and accommodate future expansion. Consultant will also explore opportunities to incorporate the toolbox in appropriate planning documents and processes.

**Deliverable 2a: Draft Transit Enhancement Toolbox**  
**Deliverable 2b: Final Transit Enhancement Toolbox**

### **3. Transit Enhancement Needs Assessment**

Consultant shall identify locations in West County with the highest potential for increased transit ridership through the implementation of transit enhancements, specifically focusing on the areas in and around major transit centers and transit routes, major employment centers, existing and planned transit oriented developments (TODs), and the existing and planned PDAs. Figure 1 shows the major transit provisions in West County, and Figure 2 shows the locations of the PDAs, major employment centers, and transit centers.

Consultant will develop for review and approval by the Working Group the recommended approach for conducting the assessment for where transit enhancements are needed or would be very beneficial. Given the potential breadth and depth of this task, Consultant must be mindful of developing an approach that would stretch the available grant funds in a manner that informs and facilitates future related efforts that may be undertaken after the study is completed. For instance, Consultant may, if feasible, develop boilerplate methodologies for conducting needs assessments for typical situations; employ that methodology in a number sites in West County of varying typology, and prepare a plan for conducting the assessments in other areas that may not be covered under the study, such that the plan may be used by local agencies to conduct the assessment themselves at a later time or to inform a grant proposal for a future phase. The number of sites and situations to which the methodology will be applied and evaluation criteria for identifying those sites will be reviewed and approved by the Working Group. The needs assessment methodologies may also be incorporated into the toolbox if appropriate.

Consultant shall identify what data are needed to conduct the needs assessment. The Working Group will assemble and provide available data to the Consultant including but not limited to: transit ridership; General Plans, Specific Plans, and other relevant studies; plans for the Priority Development Areas (PDAs); major employer information including locations, number of employees, participation in the Countywide and West County TDM Programs; transit route maps and schedules; aerial photos of redevelopment areas, etc. Additional data that may be needed will be collected by the Consultant.

In a technical memorandum with appropriate graphics, Consultant shall summarize for the Working Group's review and approval the methodologies and findings from this task.

**Deliverable 3a: Draft Transit Enhancement Needs Assessment**  
**Deliverable 3b: Final Transit Enhancement Needs Assessment**

#### **4. Recommendations**

Based upon the tools identified in the toolbox and the needs assessment, Consultant shall develop recommended transit enhancement projects in and around the major transit hubs, major employment centers, TODs, and PDAs in West County. The list shall be prioritized. Prioritization criteria will be developed in consultation with the Working Group, and may include but not be limited to the expected degree to which the improvement may increase transit use, project cost, extent of public support, timing for potential funding, and expected additional benefits (such as increased business exposure).

The list shall be organized in a manner that facilitates implementation, recognizing that many different parties may be responsible for advancing the recommendations and that many projects often require cobbling together different fund sources. One possible organization of the list is as follows: a) location of the recommended improvement; b) the lead agency that would be responsible for implementing the improvement (city or county planning departments, city or county public works, city or county redevelopment agency, transit agency, WCCTAC, etc.); c) the implementation timeframe (near, medium, and long-term); and d) the recommended priority (high, medium, low). Consultant shall review the West County Action Plan for Routes of Regional Significance and develop recommendations for how best to fold in the transit enhancement recommendations.

In a technical memorandum with appropriate graphics, Consultant shall summarize for the Working Group's review and approval the recommended projects and strategies. In cooperation with the Working Group, Consultant shall also prepare and make presentations to the WCCTAC Board of Directors. The presentations shall outline the steps followed in the study and the proposed recommendations. Consultant shall incorporate as appropriate comments on the recommendations from the WCCTAC Board.

<b>Deliverable 4.1a:</b>	<b>Draft Recommendations</b>
<b>Deliverable 4.1b:</b>	<b>Final Recommendations – Working Group version</b>
<b>Deliverable 4.1c:</b>	<b>Final Recommendations – WCCTAC Board version</b>
<b>Deliverable 4.2a:</b>	<b>Draft Board Presentation</b>
<b>Deliverable 4.2b:</b>	<b>Final Board Presentation</b>

#### **5. Public Outreach and Engagement**

It is important to engage the public to provide input to the study. In consultation with the Working Group, Consultant shall develop a public outreach and engagement plan designed to elicit the most meaningful input at key points during the development of the project. Preliminary ideas from the Working Group are as follows: conduct a public opinion survey and engage major employers to determine barriers to transit use; conduct a brainstorming session including members of the Working Group, advocates (transit, pedestrian, bicyclist, persons with disabilities, public health, academia), TDM coordinators, etc. to generate ideas for the toolbox; engage the community in a limited number of focus group meetings to elicit recommendations for improvements around existing transit hubs; conduct a limited number of design charrettes to germinate ideas and develop visions for planned TODs and PDAs. Consultant is encouraged to use their experience and expertise to refine these ideas.

The Working Group will make arrangements for hosting events and will conduct the outreach to ensure satisfactory attendance. Consultant shall ensure maximum engagement of the participants and the most efficient use of the available time for the workshop. Consultant will prepare appropriate visual aids, and will summarize the input obtained from each event.

- Deliverable 5.1a: Draft Public Outreach and Engagement Plan**
- Deliverable 5.1b: Final Public Outreach and Engagement Plan**
- Deliverables 5.2a: Summary of Public Outreach Events (prepared for each event)**

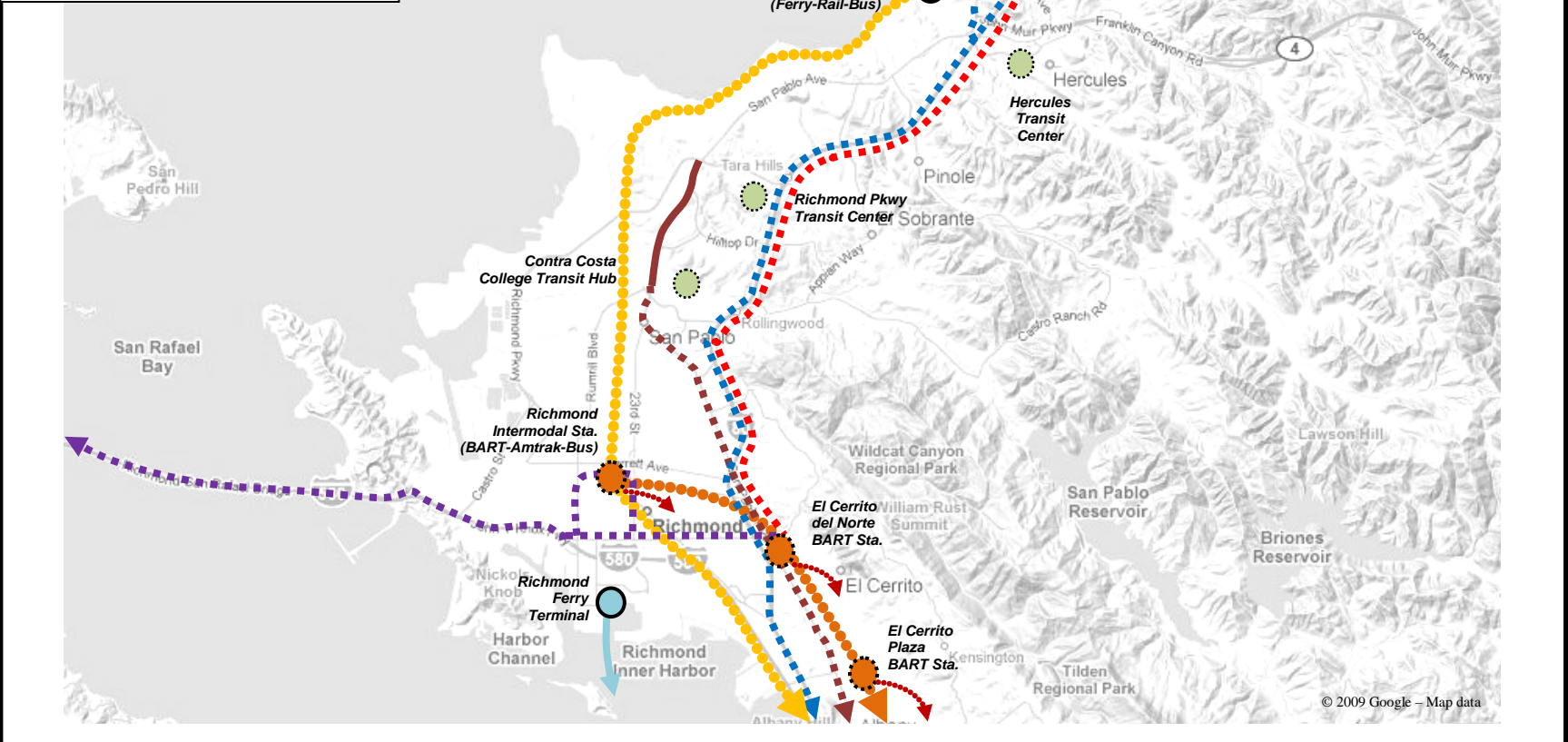
### **PRELIMINARY SCHEDULE AND BUDGET**

The project must be completed by June 30, 2012. The total available funds for the Consultant is \$250,000; no additional funds are available. The preliminary schedule and estimated level of effort for each element of the scope of work are as follows:

<b>Task</b>	<b>Est. Completion</b>	<b>Est. Level of Effort</b>
1. Project Administration	Throughout project	5%
2. Transit Enhancement Toolbox	December 2010	20%
3. Transit Enhancement Needs Assessment	June 2011	35%
4. Recommendations	February 2012	25%
5. Public Outreach and Engagement	October 2011	15%

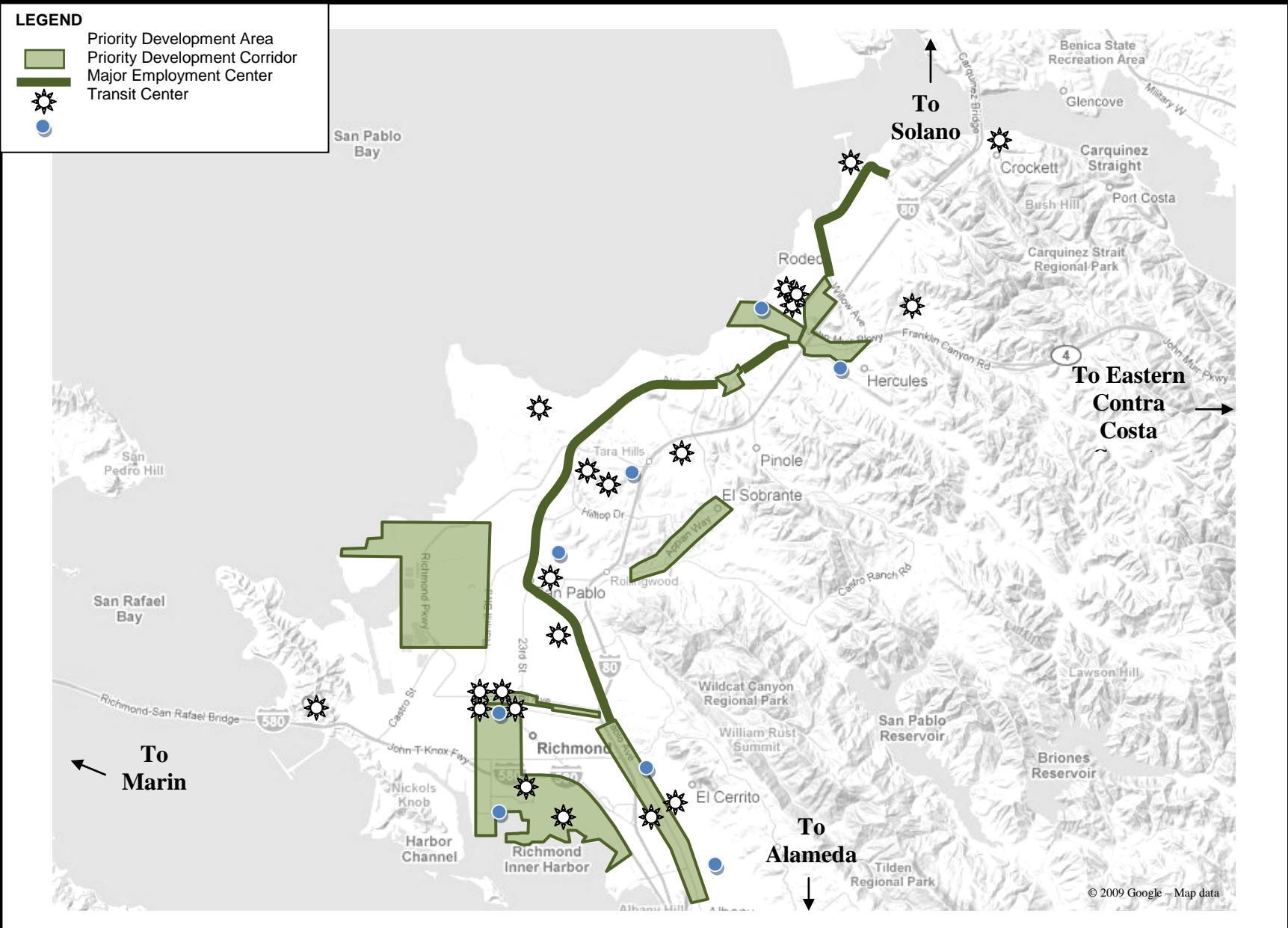
**LEGEND**

- BART
- Capitol Corridor
- AC Transit Rapid Bus
- AC Transit Transbay Route
- WestCAT Transbay Route
- Transit Center
- Ferry Terminal
- Golden Gate Transit
- Vallejo Transit Baylink Express
- Existing
- Planned



West Contra Costa Transit  
 Enhancement Strategic Plan

Figure 1  
 Major Transit Provisions



West Contra Costa Transit  
Enhancement Strategic Plan

Figure 2  
PDAs, Employment Centers, and Transit Centers

## **Project 2: West Contra Costa/Albany Transit Wayfinding Plan**

### **PRELIMINARY SCOPE OF WORK**

#### **1. Project Administration**

##### *1.1. Project Management Plan*

Consultant will meet with the Working Group to finalize the approach, detailed work plan, schedule, and budget; establish mutual expectations; define lines of communication, and define other key elements of project management to ensure the success of the project. Consultant will summarize the preceding in a Project Management Plan, which will be subject to review and approval by the Working Group. Consultant may submit a combined PMP for Projects 1 and 2.

**Deliverable 1.1a: Draft Project Management Plan**

**Deliverable 1.1b: Final Project Management Plan**

##### *1.2. Coordination with WCCTAC Project Manager*

Consultant will coordinate with the WCCTAC Project Manager or designee throughout the duration of the project and will perform only those services that are requested by the WCCTAC Project Manager or designated representative. Consultant's efforts will include, but not be limited to, regular communication with the WCCTAC Project Manager and preparing and submitting brief status updates as requested.

#### **2. Field Inventory and Documentation of Related Efforts**

Consultant will coordinate with public works staff to determine the locations of existing transit and related wayfinding signs in the project area, and verify those locations in field surveys. Base maps are available through high-resolution aerial maps of Contra Costa County, which are available for free at [www.aerialarchives.com](http://www.aerialarchives.com). Figure 3 shows the major transit hubs in West County and Albany and the associated catchment areas, defined to be ½-mile radius for pedestrians and 1½-mile radius for bicyclists. The major transit hubs include El Cerrito Plaza BART, El Cerrito del Norte BART, Richmond Intermodal, Contra Costa College, Richmond Parkway Transit Center, Hercules Transit Center, and Buchanan Transit Center. While not explicitly shown in the figure, it is expected that the study area will also include the San Pablo Avenue Rapid Bus corridor and major trails, including the Ohlone Greenway, Richmond Greenway, and portions of the Bay Trail within the catchment areas.

Consultant will also review and summarize relevant findings from other recently completed or planned initiatives that are related to the project, including but not limited to: Countywide Bicycle and Pedestrian Plan, Regional Bicycle Plan, individual city bicycle and pedestrian plans, local specific plans, MTC Transit Connectivity Study, potential Measure J funding sources, BART's Hub Signage Program, BART's Enhancement Project, and BART's upcoming bicycle plan. BART station origin-destination scatter maps and AC Transit records of boardings and

alightings are available. Consultant will work with the Working Group to identify all plans and reports that should be reviewed.

- Deliverable 2.1a: Draft Wayfinding Sign Inventory**
- Deliverable 2.1b: Final Wayfinding Sign Inventory**
- Deliverable 2.2a: Summary of Related Efforts**

### **3. Standards, Best Practices, and Lessons Learned from Others**

Consultant will review standards and design guidelines documents, including the Manual on Uniform Traffic Control Devices, Caltrans standards, any and all city or County-specific standards pertaining to signs within public rights-of-way, BART's sign standards, and MTC's Transit Connectivity standards.

Consultant will also review best practices for wayfinding including Contra Costa's Trail Design Guidelines, and lessons learned by others who have implemented wayfinding programs. At a minimum, Consultant shall review wayfinding efforts in Oakland, Berkeley, downtown Los Angeles, Portland OR, and Boulder, CO.

The list of standards and guidelines, best practices, and case studies shall first be reviewed and approved by the Working Group. Consultant shall summarize relevant findings from the review of these documents.

- Deliverable 3.1: Draft List of Review Documents**
- Deliverable 3.2: Summary of Standards, Best Practices, and Lessons Learned from Others**

### **4. Recommendations**

Consultant shall develop recommendations for specific design details, including but not limited to sign content, layout and design, frequency, type (confirmation, decision, turn signs), and location. All specifications must be in compliance with any applicable standards. Additional design considerations include how the signs may be integrated with existing and/or future citywide bicycle and pedestrian wayfinding sign programs whose focus may be beyond transit wayfinding, and how to achieve consistency with other related wayfinding programs including the MTC Transit Connectivity Project and bicycle and pedestrian wayfinding programs in West County cities, the county, and transit agencies, plus Albany, Berkeley, Emeryville, and Oakland.

In a technical memorandum with appropriate graphics, Consultant shall summarize the recommendations, including findings from the public outreach efforts, for the Working Group's review and approval. Consultant shall also prepare and make a presentation to the WCCTAC Board of Directors. The presentation shall outline the steps followed in the study and the proposed recommendations. Consultant shall incorporate as appropriate comments on the recommendations from the WCCTAC Board.

- Deliverable 4.1a: Draft Recommendations**
- Deliverable 4.1b: Final Recommendations – Working Group version**

- Deliverable 4.1c: Final Recommendations – WCCTAC Board version**
- Deliverable 4.2a: Draft Presentation to WCCTAC Board**
- Deliverable 4.2b: Final Presentation to WCCTAC Board**

**5. Public Outreach**

Consultant will work with the Working Group to determine the best way to obtain public input throughout the study process. At a minimum, Consultant will engage existing Bicycle-Pedestrian Advisory Committees and Accessibility Task Forces or equivalent at each of WCCTAC’s nine member agencies. Consultant will summarize the public outreach plan in a memorandum, as well as the input received.

- Deliverable 5.1a: Draft Public Outreach Plan Memo**
- Deliverable 5.1b: Final Public Outreach Plan Memo**
- Deliverable 5.2a: Results of Public Outreach Memo**

**6. Plans, Specifications, and Estimate (PS&E)**

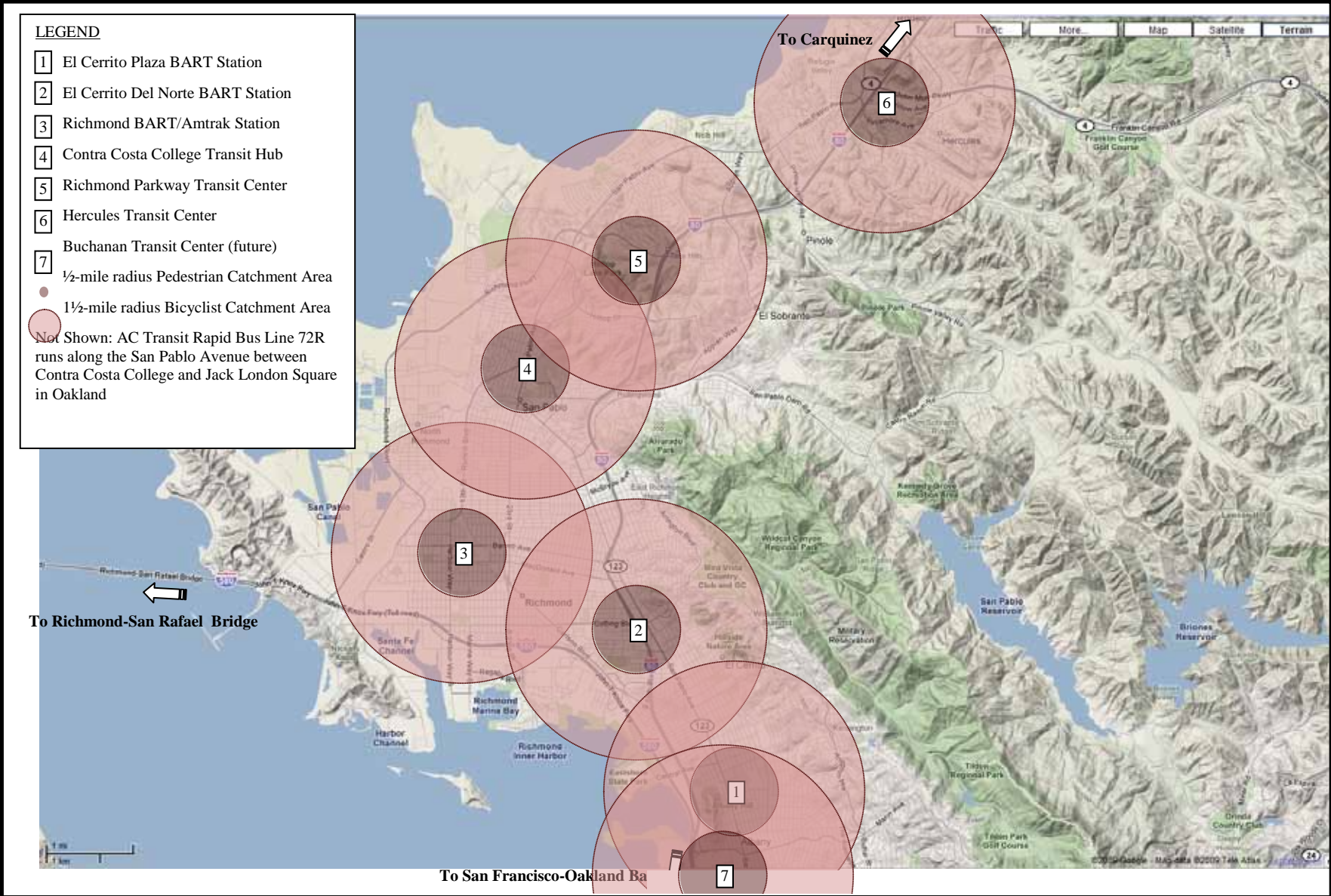
Consultant shall prepare for review and approval by the appropriate jurisdictions, and in accordance with the approved recommendations from Task 4, proposed sign locations, technical specifications, and opinions of probable cost at the “35% complete” PS&E-level for the wayfinding signs. It is preferred that the concept plans be prepared in AutoCAD file format.

- Deliverables 6.1a: Draft Jurisdiction-Specific 35% PS&E**
- Deliverables 6.1b: Final Jurisdiction-Specific 35% PS&E**

**PRELIMINARY SCHEDULE AND BUDGET**

The project must be completed by December 31, 2012, but WCCTAC would prefer to complete the project sooner. The total available funds for the Consultant is \$69,000; no additional funds are available. The preliminary schedule and estimated level of effort for each element of the scope of work is as follows:

<b>Task</b>	<b>Est. Completion</b>	<b>Est. Level of Effort</b>
1. Project Administration	Throughout project	5%
2. Field Inventory & Doc. of Related Efforts	November 2010	10%
3. Standards, Best Practices, Lessons Learned	February 2011	10%
4. Recommendations	June 2011	25%
5. Public Outreach	September 2011	10%
6. 35% PS&E	February 2012	40%



West Contra Costa/Albany  
Transit Wayfinding Plan

Figure 3  
Transit Catchment Areas

**APPENDIX B  
AGREEMENT BETWEEN MTC AND WCCTAC FOR  
TRANSIT ENHANCEMENT STRATEGIC PLAN**

**State Planning and Research Projects  
FTA Section 5304**

**AGREEMENT**

WITNESS: This Agreement has been entered into by and between the

**METROPOLITAN TRANSPORTATION COMMISSION**  
(hereinafter "MTC") and the

**WEST CONTRA COSTA TRANSPORTATION ADVISORY COMMITTEE**  
(hereinafter "Subgrantee")

for the undertaking of the Statewide Transit Planning Study entitled:  
**West Contra Costa Transit Enhancement Strategic Plan**  
(hereinafter "Project")

**TERMS AND CONDITIONS**

The Project shall be undertaken and accomplished in accordance with the terms and conditions specified herein or contained in the Appendices named below, which are attached hereto and by reference incorporated herein. Appendix A contains general provisions applicable to this Agreement. Appendix B identifies the Project Director and the function and composition of the Steering Committee. Appendix C describes the work program for the Project and the deliverable work products. Appendix D contains the Project Budget, by line item and by task, and identifies the funding sources.

The effective date of this Agreement shall be March 4, 2010. The Project shall be completed on or before June 30, 2012, and the Agreement shall terminate on September 30, 2012. The total of all expenses to be incurred in performance of this project is estimated at \$282,393, of which up to \$250,000 will be paid by MTC through the FTA 5304 Grant and \$32,393 will be paid by Subgrantee. No expenses shall be incurred by Subgrantee until MTC issues to Subgrantee a written Notice to Proceed.

## GENERAL PROVISIONS

**1. General:** Subgrantee shall comply with any and all laws, statutes, ordinances, rules, regulations or requirements of the federal, state or local government, and any agency thereof, which relate to or in any manner affect the performance of this Agreement. Circular 4220.1E of the Federal Transit Administration (FTA), 49 CFR Part 18, "Uniform Administrative Requirement for Grants and Cooperative Agreements to State and Local Governments," and the Federal Transit Administration Master Agreement (Form FTA MA(15), October 1, 2008) are each incorporated herein by reference as though set forth in full, and shall govern this Agreement except as otherwise provided herein. Those requirements imposed upon MTC as "recipient" are hereby imposed upon Subgrantee, and those rights reserved by DOT, FTA or Government are hereby reserved by MTC. All references to "Section 5304 funds" refer to FTA State Planning and Research Project funds provided under 49 United States Code Section 5304.

**2. Accomplishment of the Project:** Subgrantee shall accomplish this Project in a timely and satisfactory manner, in conformance with the work program and project budget contained in the appendices hereto, and in compliance with the terms and conditions contained herein.

### 3. Project Accounts, Funds and Costs

**a. Accounts:** In conducting accounting activities, Subgrantee shall comply with provisions contained in 49 CFR Part 18.

**b. Funds:** Subgrantee shall contribute in cash and/or professional services at least eleven point four seven percent (11.47%) of the expenses incurred in the performance of this Agreement as the local share. MTC shall contribute up to eighty eight point fifty three percent (88.53%) in cash upon receipt of an FTA grant for that purpose. Should funds to MTC from the FTA 5304 grant be less than eighty-eight point fifty three percent (88.53%), any difference shall be the responsibility of the Subgrantee.

**c. Allowable Costs:** MTC shall reimburse Subgrantee for those services and expenses required to perform the work in accordance with the project budget (Appendix D). Reimbursement shall be in accordance with the cost principles set forth in Office of Management and Budget Circular A-87, Revised, "Cost Principles Applicable for State, Local and Indian Tribal Governments."

**d. Record Retention and Access to Records:** Subgrantee agrees to retain all books, records, accounts and reports directly pertinent to this Agreement for a period of at least three (3) years from the end of the grant period in accordance with Generally Accepted Accounting Principles (GAAP).

MTC, FTA, the Comptroller General of the United States, Caltrans, or their authorized representatives shall have the right of access to such records to make audits, examinations, excerpts or transcripts.

**e. Audit:** Subgrantee will provide thorough and complete accounting for all

funds expended in the performance of this work, to the extent that such funds are provided by MTC as set forth in Section 3 of this Agreement, consistent with 49 Code of Federal Regulations, Part 18.37(b). Subgrantee shall be responsible for having an audit conducted under the audit requirements of the "Single Audit Act of 1984" as implemented by OMB Circular A-133 and any revision or supplement thereto. Subgrantee shall submit to MTC one copy of its A-133 audit completed in accordance with the above-described single audit requirements within 30 days after completion of the audit, but no later than 6 months after the end of the grant period, or, in the event of early termination, no later than 6 months after the effective termination date.

#### **4. Project Reporting**

**Narrative Progress Report:** Subgrantee shall prepare a narrative progress report covering accomplishments during regular three-month periods. The progress report shall include statements detailing the amount of funds the Subgrantee is claiming, asserting the amount of the local share contribution in relation to the invoiced amount and the source of the local contribution. These periodic reports shall use the format shown in Appendix E and address the questions outlined therein. The three-month reporting periods shall end December 31, March 31, June 30 and September 30. Two copies of the narrative progress reports shall be delivered to MTC within fourteen (14) calendar days after the last day of each reporting period. Progress reports are deliverables under this agreement and, as such, must be reviewed and accepted by MTC prior to MTC approval and processing of reimbursement requisitions submitted after their due dates.

#### **5. Deliverable Work Products**

**a. Schedule:** The delivery date for each work product to be furnished under this Agreement is shown in Appendix C.

**b. Technical Reports/Computer Files:** Subgrantee shall deliver to MTC four (4) copies of any technical reports or other items prepared under this Agreement upon their completion, except as noted below.

**c. Ownership:** Subject to the provisions of Section 18 of the Federal Transit Master Agreement referred to above, all reports, drawings, plans, studies, memoranda, computation sheets and other documents assembled for or prepared by or for, or furnished to, Subgrantee under this Agreement shall be the joint property of Subgrantee and MTC, and shall not be destroyed without the prior written consent of MTC.

**d. Acknowledgment:** All published reports shall contain a credit reference to FTA on the cover or title page.

**6. Requisitions:** Subgrantee shall prepare requisitions for reimbursement for services performed and/or expenses incurred under this Agreement on a quarterly basis. Such requisitions shall be signed by Subgrantee's chief executive officer or a designated representative thereof. Subgrantee shall maintain records of payroll distribution, receipted bills, and such other documentation as may be reasonably required by MTC. Requisitions shall be accompanied by supporting documentation. Where work products are scheduled for delivery within a quarter,

requisitions shall be processed only after review and acceptance of such deliverables by MTC. All invoices must include an updated Appendix E documenting the amount of grant and match funds expended to date, including a clear identification of the amount of grant, match in-kind and cash match amounts for each invoice.

**7. Transmittal:** All project reporting and/or deliverable work products specified herein shall be delivered under cover of a letter of transmittal. Such letters shall reference the name of the Project, all as shown on the signature page of this Agreement, and shall be marked to the attention of the MTC Accounting Section.

**8. Changes:** From time to time, circumstances or conditions may require changes to this Agreement. Changes that are mutually agreed upon between Subgrantee and MTC shall be incorporated in written amendments to this Agreement.

**9. Payment:** MTC shall make payments to Subgrantee as expeditiously as possible, following the review and acceptance of deliverables, and the approval of requisitions.

**10. Termination:** MTC may terminate this Agreement, in whole or in part, at any time upon five working days' prior written notice. If terminated, Subgrantee shall submit a requisition to MTC for an amount representing the reasonable value of services actually performed to the effective date of termination for which Subgrantee has not been previously reimbursed. In no event shall the maximum expenditure allowed under this Agreement be exceeded. Upon payment of the amount found due, MTC shall be under no further obligation to Subgrantee, monetary or otherwise.

**11. Indemnification:** Subgrantee shall indemnify, defend, and hold harmless MTC, its Commissioners, officers, agents and employees from and against all claims, injury, suits, demands, liability, losses, and damages (including any and all costs and expenses in connection therewith), incurred by reason of any negligent or otherwise wrongful act or omission of Subgrantee, its officers, employees, agents, and subgrantees, or any of them, under or in connection with this Agreement.

## **12. Civil Rights**

**a. Equal Employment Opportunity:** In the performance of services under this Agreement, Subgrantee shall not discriminate or permit discrimination against any person or group of persons on the grounds of race, religious creed, color, national origin, ancestry, age, physical handicap, medical condition, marital status or sex, in any manner prohibited by federal, state or local laws. Subgrantees shall comply with applicable provisions of Executive Order 11246, as amended by Executive Order 1375, and as supplemented by Department of Labor regulations.

**b. Title VI:** Subgrantee agrees to comply, and to assure compliance by subgrantees, with all the requirements imposed by Title VI of the Civil Rights Act of 1964 (42 U.S.C. § 2000d) and the regulations of the U.S. Department of Transportation issued thereunder, 49 CFR Part 21, incorporated herein by reference.

**c. Disadvantaged Business Enterprises (DBE):** It is the policy of MTC and the United States Department of Transportation to ensure nondiscrimination in the award and administration of DOT-assisted contracts and to create a level playing field on which disadvantaged business enterprises, as defined in 49 Code of Federal Regulations Part 26, can compete fairly for contracts and subcontracts relating to MTC's procurement and professional services activities.

Subgrantee shall not discriminate on the basis of race, color, national origin or sex in the performance of this contract. Subgrantee shall carry out applicable requirements of 49 CFR Part 26 in the award and administration of DOT-assisted contracts. Failure by Subgrantee to carry out these requirements is a material breach of contract, which may result in the termination of this contract or such other remedy as the recipient deems appropriate.

**d. State Energy Conservation Plan:** Subgrantee shall comply with all mandatory standards and policies relating to energy efficiency that are contained in the State energy conservation plan issued in compliance with the Energy Policy and Conservation Act (42 U.S.C. § 6321).

**e. Debarment:** Subgrantee certifies that neither it, nor any of its participants, principals or subcontractors is or has been debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions, as they are defined in 49 CFR Part 29, by any Federal agency or department.

**f. Clean Air and Water Pollution Acts:** Subgrantee agrees to comply with the applicable requirements of all standards, orders, or requirements issued under the Clean Air Act (42 U.S.C. § 7501 *et seq.*), the Clean Water Act (33 U.S.C. § 1251 *et seq.*), Executive Order 11738, and Environmental Protection Agency regulations (40 CFR Part 15).

**g. Access Requirements for Individuals with Disabilities:** Subgrantee agrees to comply with all applicable requirements of the Americans with Disabilities Act of 1990 (ADA), 42 U.S.C. § 12101 *et seq.*; Section 504 of the Rehabilitation Act of 1973, as amended, 29 U.S.C. § 794; Section 16 of the Federal Transit Act, as amended, 49 U.S.C. § 5310(f); and their implementing regulations.

**h. Lobbying:** Subgrantee agrees to comply with the restrictions on the use of federal funds for lobbying activities set forth in 31 United States Code §1352 and 49 C.F.R. Part 20.

**13. Drug-Free Workplace:** All grant recipients and Subgrantees paid by Caltrans grant funds must comply with the provision of the Government Code outlined in Section 8355, Drug-Free Workplace Certification Requirement.

**14. Jurisdiction And Venue:** This Contract shall be construed in accordance with the laws of the State of California.

*Note: Appendices B through D intentionally excluded in RFP.*