



El Cerrito

TECHNICAL ADVISORY COMMITTEE MEETING NOTICE & AGENDA

Hercules

DATE & TIME: Thursday, February 9, 2017 • 9:00 AM – 11:00 AM
LOCATION: WCCTAC Offices • 6333 Potrero Ave. at San Pablo Avenue, El Cerrito, CA 94530
TRANSIT OPTIONS: Accessible by AC Transit #72, #72R, #72M & El Cerrito del Norte BART Station

Pinole

1. CALL TO ORDER and SELF-INTRODUCTIONS
Estimated Time: 9:00, (5 minutes)*

2. PUBLIC COMMENT
Estimated Time: 9:05, (3 minutes)*

Richmond

The public is welcome to address the TAC on any item that is not listed on the agenda. Please fill out a speaker card and hand it to staff. Please limit your comments to 3 minutes. Pursuant to provisions of the Brown Act, no action may be taken on a matter unless it is listed on the agenda, or unless certain emergency or special circumstances exist. The WCCTAC TAC may direct staff to investigate and/or schedule certain matters for consideration at a future TAC meeting.

San Pablo

3. CONSENT CALENDAR
Estimated Time: 9:08, (2 minutes)*

A. Minutes & Sign in Sheet from January 12, 2017
Recommendation: Approve as presented.
Attachment: Yes

Contra Costa
County

4. REGULAR AGENDA ITEMS

A. West County High Capacity Transit Study

Description: Review draft technical memos on ridership modeling and tier 2 technical screening. Brief update on outreach activities.

Recommendation: Provide comments to staff.

Attachment: Draft Technical memos to be provided under separate cover. When available, these documents will be posted at www.WCCTAC.org

AC Transit

BART

Presenter/Lead Staff: Leah Greenblat, Project Manager and Rebecca Kohlstrand, SMP-Parsons Brinckerhoff

Estimated Time: 9:10, (70 minutes)*

WestCAT

B. OBAG and Measure J Applications

Description: Staff will provide an update on the OBAG2 / Measure J call for projects and will answer questions about the upcoming review process

Recommendation: Receive update

Attachment: No

Presenter/Lead Staff: John Nemeth, WCCTAC ED

Estimated Time:* **10:20, (10 minutes)**

C. TDM Program Elements for City TDM Efforts and Strategic Plan RFP

Description: Staff will provide an overview of available TDM programs and services for municipalities. Staff will also provide a brief overview of the upcoming Countywide TDM Strategic Plan being led by CCTA with involvement from the RTPCs.

Recommendation: Provide comments to staff.

Attachment: Yes

Presenter/Lead Staff: Danelle Carey, TDM Manager

Estimated Time:* **10:30, (10 minutes)**

D. Action Plan Update

Description: CCTA staff will provide an update on the Action Plans and potential updates that respond to SB743.

Recommendation: Provide comments to staff.

Attachment: Yes

Presenter/Lead Staff: Matt Kelly, CCTA Staff

Estimated Time:* **10:40, (15 minutes)**

5. STANDING ITEMS

A. Technical Coordinating Committee (TCC) Report

Recommendation: Receive update.

Attachment: No

Presenter/Lead Staff: WCCTAC's TCC Representatives & WCCTAC Staff

Estimated Time:* **10:55, (5 minutes)**

6. ADJOURNMENT

Description / Recommendation: Adjourn to the next regularly scheduled meeting of the TAC on Thursday, March 9, 2017. (The next regular meeting of the WCCTAC Board is Friday, February 24, 2017.)

Estimated Time:* **11:00 AM**

* Estimated time for consideration is given as a service to the public. Please be advised that an item on the agenda may be considered earlier or later than the estimated time.

I, John Nemeth, declare under penalty of perjury that this agenda has been posted at least 72 hours in advance at the WCCTAC Offices, 6333 Potrero Ave. El Cerrito, CA and on WCCTAC's website: www.wcctac.org.

John Nemeth, Executive Director,
WCCTAC

- In compliance with the Americans with Disabilities Act of 1990, if you need special assistance to participate in the WCCTAC TAC meeting, or if you need a copy of the agenda and/or agenda packet materials in an alternative format, please contact Valerie Jenkins at 510.210.5930 prior to the meeting.
 - If you have special transportation requirements and would like to attend the meeting, please call the phone number above at least 48 hours in advance to make arrangements.
 - Handouts provided at the meeting are available upon request and may also be viewed at WCCTAC's office.
 - Please refrain from wearing scented products to the meeting, as there may be attendees susceptible to environmental illnesses. Please also put cellular phones on silent mode during the meeting.
 - A meeting sign-in sheet will be circulated at the meeting. Sign-in is optional.
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WCCTAC TAC Meeting Minutes

El Cerrito

MEETING DATE: January 12, 2017

Hercules

MEMBERS PRESENT: Julia Schnell, Tamara Miller, Yvetteh Ortiz, Barbara Hawkins, Mike Roberts, John Cunningham, Radiah Victor, Denee Evans

Pinole

GUESTS: Matt Kelly, Hisham Noeimi

STAFF PRESENT: John Nemeth, Leah Greenblat

Richmond

ACTIONS LISTED BY: Joanna Pallock

ADJOURN: 11:25 a.m.

San Pablo

ITEM/DISCUSSION	ACTION/SUMMARY
1. Minutes	Adopted action minutes.
2. San Pablo Avenue Multimodal Corridor Project	Carolyn Clevenger from the Alameda County Transportation Commission (ACTC) provided an overview of the effort to develop a multi-model plan for the San Pablo Ave corridor. WCCTAC has been invited to participate. The proposed study area is between Downtown Oakland and Hilltop Mall.
3. Review of STMP Funding Request	TAC members reviewed and discussed requests for STMP funds. The TAC agreed with staff's proposed recommendation to the Board that CCTA be allocated \$700,000 for the I-80/San Pablo Dam Road Interchange Project. The recommendation also included providing El Cerrito with \$500,000 from Measure J 28b (Subregional Needs) for Ohlone greenway improvements and prioritizing BART's request in a future STMP funding round.

Contra Costa County

AC Transit

BART

WestCAT

4. Update on STMP Nexus Study and Strategic Plan	WCCTAC staff provided an update and mentioned that two consultant teams were interviewed for the Study and that a final decision would be made before the next TAC meeting.
5. Update on High Capacity Transit Study	WCCTAC staff provided an update and notified the TAC that the consultant has produced new technical memos which and will be reviewed at the February 2 TAC/Study Management Group meeting being held at WCCTAC.

Radijah Victor - San Pablo

Sign in Sheet for the WCCTAC Technical Advisory Committee Meeting

WCCTAC TAC	INITIALS	AGENCY	EMAIL	PHONE
Lori Reese Brown		Richmond	Lori_reese-brown@ci.richmond.ca.us	510.620.6869
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Hisham Noeimi	HN	CCTA	hnoeimi@ccta.net	925.256.4731
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Robert Del Rosario		AC Transit	rdelrosa@actransit.org	510.891.4734
Rod Simpson		City San Pablo	Rods@sanpablo.gov	510.215.3036
Lina Velasco		Richmond	lina_velasco@ci.richmond.ca.us	510.620.6841
GUEST				
Dave Campbell	DPC	Bike East Bay	dave@bikeeastbay.org	510.701.5971
Bill Pinkham		CBPAC Rep	Bpinkham3@gmail.com	510.734.8532
Rita Xavier		San Pablo Res.		
Carolyn Clevenger	Alameda CTC → CC		cclevenger@alamedactc.org	510 208 7496
Ryan Greene - Rosel	BART → RGR		rgreene@bart.gov	510 887 4797
Adam Dankberg	AD	Kimley-Horn	adam.dankberg@kimley-horn.com	510-550-0243

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Request for Proposal (RFP) 17-1

for

Strategic Plan for the 511 Contra Costa Program

RESPONSES DUE:

[Publish Date] **by 3:00 p.m.**

Contra Costa Transportation Authority
2999 Oak Road, Suite 100
Walnut Creek, CA 94597

Request for Proposal (RFP 17-1)

for

Strategic Plan for the 511 Contra Costa Program

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Section 1 – Introduction

The Contra Costa Transportation Authority (Authority) is releasing this Request for Proposal (RFP) to interested consultant firms to prepare a Strategic Plan for the 511 Contra Costa Program. In November 2004, Contra Costa voters approved Measure J, a 25-year extension of Measure C, the countywide ½-percent sales tax originally passed in 1988 (Measure C) to fund transportation improvements and growth management in Contra Costa. Both measures authorized the Authority to administer the tax, which will expire in 2034. The Authority is also the designated Congestion Management Agency (CMA) for Contra Costa. As the CMA, the Authority is involved in developing regional transportation and development policies and in setting priorities for federal and State funding.

Funding for 511 Contra Costa comes from two main sources – the Bay Area Air Quality Management District Transportation Fund for Clean Air (TFCA), and Measure J Program 17 – Commute Alternative funds. This funding is split amongst four Regional Transportation Planning Committees (RTPCs) for implementation by a formula that gives equal weight to population and jobs in the sub-regions. The Authority retains program oversight for the Central and East County 511 Contra Costa Program through contracting program delivery to its project management consultant, Stantec. Authority contracts annually with two separate entities to perform program delivery for the Southwest and West County 511 Contra Costa Programs. The two entities are:

- Southwest Area Transportation Committee (SWAT)/City of San Ramon in Southwest County
- West Contra Costa Transportation Advisory Committee (WCCTAC) in West County

These two entities, along with the Authority perform and provide services that cover the entire county. The agencies are responsible for implementing 511 Contra Costa programs and coordinating efforts to share the workload of countywide programs. Each sub-region also undertakes programming that is unique to the challenges their constituents face.

The countywide programs (transit, vanpool, carpool, guaranteed ride home) and employer outreach programs are funded with TFCA dollars.

Countywide Services

Office	WCCTAC	SWAT	CCTA / Stantec	
Sub Region served	West County	Southwest County	Central County	East County
Allocation percentage	22.7%	20.2%	32.4%	24.7%
2016-17 New Funding allocation				
TFCA	\$318,529	\$283,449	\$454,640	\$346,593
Measure J	\$158,900	\$141,400	\$226,800	\$172,900
CMAQ	\$15,890	\$14,140	\$22,680	\$17,290
TOTAL	\$493,319	\$438,989	\$704,120	\$536,783
Countywide Program administered	Guaranteed Ride Home	Vanpool	Drive Less (Carpool, Bike, Walk)	
	Try Transit		Discover and Go (Seasonal)	
Sub Regional Programs	Pass to Class Student Transit Ticket	Southwest Student Transit Ticket	SchoolPool Transit Ticket Program	SchoolPool Transit Ticket Program

	Program	Program		
	BOGO SolTrans FAST and WestCat (Administered by CCTA/Stantec)	High School Carpool to School Program	BOGO County Connection	BOGO TriDelta Transit
	Bike Locker and Rack Program	Bike Locker and Rack Program	Bike Locker and Rack Program	Bike Locker and Rack Program
	Employer Outreach Program	Employer Outreach Program	Employer Outreach Program	Employer Outreach Program
	College Transit	College Transit	Summer Bike Challenge	Summer Bike Challenge
	Electric Vehicle Charging Infrastructure	Lamorinda and TRAFFIX School Bus Program	College Transit	College Transit
		Electric Vehicle Charging Infrastructure	Summer Youth Pass	Summer Youth Pass
			Electric Vehicle Charging	TriDelta Transit

			Infrastructure	Promo
				Electric Vehicle Charging Infrastructure

Section 2 – Background

Since the 1980's, Contra Costa has been a leader in the development and implementation of Transportation Demand Management (TDM) programs. With the cities of Concord, San Ramon and Walnut Creek adopting local Trip Reduction Ordinances in the early 1980's, to reduce congestion, brought on by major relocation of companies from San Francisco to East Bay. Today, the programs are known as "511 Contra Costa". The programs are implemented countywide and are primarily intended to reduce vehicle miles traveled (VMT) and greenhouse gas emissions (GHG) as part of the Contra Costa Growth Management Program, the Congestion Management Program and other legislative mandates (AB 32 and SB 375).

All 19 cities and the County are required to have a TDM ordinance or resolution which includes a commitment to promote alternatives to the single occupant vehicle to reduce VMT. With oversight from the Regional Transportation Planning Committees and the Contra Costa Transportation Authority, 511 Contra Costa has the responsibility to provide TDM programs on behalf of the twenty local jurisdictions. Oversight and implementation of the programs

Beginning with the Federal and California Clean Air Acts of 1990/1998; the 1990 Congestion Management legislation (Proposition 111); the Bay Area Air Quality Management District's (BAAQMD) Regulation 13, Rule 1 in 1992, and its rescission in 1995, TDM has flourished over the past two decades. VMT and GHG emission reduction statistics are exemplary in the 511 Contra Costa Programs.

The Contra Costa Transportation Authority (CCTA) is the oversight agency funding the 511 Contra Costa TDM programs. The TDM programs are first approved by the Regional Transportation Planning Committees (which include SWAT, TRANSPAC, TRANSPAN, and WCCTAC). CCTA annually approves TDM funds from sources including: half-cent sales tax funds, BAAQMD's Transportation Fund for Clean Air (TFCA) and the Metropolitan Commission (TDM) and Air Quality (CMAQ) program funds.

With the passage of Measure C in 1988 and Measure J in 2004, the voters of Contra Costa County approved the county's half cent transportation sales tax and established a Growth Management Program (GMP). Through its countywide and sub-regional TDM programs, 511 Contra Costa provides essential support to Contra Costa jurisdictions in the following areas:

1. Compliance with the TDM ordinance requirements of the Measure J Growth Management Program Compliance Checklist;
2. Implementation of TDM measures in the sub-regional Action Plans;
3. Fulfillment of the TDM priorities of each of the Regional Transportation Planning Committee's (RTPC), including Countywide and local TDM ordinances;
4. Implementation of cost effective Bay Area Air Quality Management District (BAAQMD) TFCA programs to reduce Greenhouse Gas (GHG) emissions;
5. Support and implementation of the TDM elements of the Sustainable Community Strategies of SB 375; and
6. Support employers, with 50 or more employees, to comply with the Bay Area Commuter Benefit Program (SB 1339), by offering commute incentives through the 511 Contra Costa Programs.

Primary funding for the 511 Contra Costa TDM program is derived from Transportation Fund for Clean Air (TFCA) which is provided by the Bay Area Air Quality Management District (BAAQMD) Program Manager Funds and administered locally by the Contra Costa Transportation Authority (CCTA). In addition to these sources Measure J Commute Alternative funding is available to 511 Contra Costa to cover indirect costs associated with programs funded with TFCA grant money, as well as local TDM projects, approved by the RTPCs.

Section 3 - Objectives

The Consultant's objective will be to assist the Authority, SWAT and WCCTAC by developing a strategic plan for the 511 Contra Costa Program. The strategic plan will evaluate existing programs and services and the service delivery model, industry best practices, emerging projects and programs from around the world. The consultant will determine projects and their applicability to Contra Costa and ways in which 511 Contra Costa can better engage new technologies. The plan will also consider recommendations regarding elimination of existing programs, addition of new programs, more efficient delivery of services and improved outreach techniques and marketing. The strategic plan will ensure the program continues to meet its goal to reduce greenhouse gas emissions and vehicle miles traveled. This can be accomplished by establishing a process for performance monitoring using key performance indicators to ensure the programs continue to be cost effective.

Consultants responding to this RFP will be expected to be familiar with commute patterns and congestion issues in Contra Costa County. The plan will also make recommendations to approach; employer based trip reduction strategies and outreach, community and stakeholder outreach (including specific effective outreach methods), both historical and emerging transportation demand management (TDM) programs and techniques, commute alternative programs, and emerging technology for TDM programs. Consultants should also be familiar with the diversity of the County and the commute needs of each sub-region. Proposals should respond to the description of services described below in Section 3 and Attachment 1.

Section 4 – Description of Services

- **Evaluate the Existing Projects and Programs for Meeting Program Objectives.** Using peer best practices, the consultant will identify transportation demand management projects and programs that have the greatest impact based on performance.
- The consultant will work with the Program Managers to evaluate the performance of the existing 511 Contra Costa projects and programs based on mutually agreed upon criteria. Current evaluation is based on BAAQMD's cost effectiveness requirements.
- **Develop a Community and Stakeholders Outreach Plan.** The current structure and implementation of programs has been in place for some time. The Consultant will be tasked with developing an outreach plan that will engage local staff, business community, stakeholders, to gather input and feedback on the current programs and whether or not to re-brand 511 Contra Costa.
- **Evaluate the current Regional Transportation Planning Committee Configuration for Managing 511 Contra Costa and Determine if Restructuring the Program Would Be More Efficient and Effective.** 511 Contra Costa provides TDM services and support to jurisdictions and residents who live and work in Contra Costa County. CCTA recently took over program oversight from

TRANSPAC due to recent changes in employment oversight. In an effort to consider different program models, evaluating the current configuration for managing 511 Contra Costa would determine if restructuring improves project delivery and program effectiveness. Additionally, Consultant will determine if re-branding is necessary for 511 Contra Costa (e.g. name and logo design) and if so, provide a marketing approach to re-introduce the programs under the new brand.

Develop Recommendations for Technology and Future Innovation for the 511 Contra Costa Program. The process by which the program markets itself will change significantly with implementation of new technologies and innovative opportunities.

- **511 Contra Costa Strategic Plan Report.** Consultant shall prepare a draft report incorporating findings and comments from the previous technical memoranda developed within each task. The draft report shall be circulated to the Contra Costa Transportation Authority and the Regional Transportation Planning Committees for final comments. Any final comments shall be documented and incorporated into the final plan if appropriate. **Provide Recommendations for Most Effective Delivery Method of the TDM Strategy** The current programs have been in operation for many years. In today's environment, there are emerging technologies and innovative transportation delivery options that could have a substantially positive effect on greater greenhouse gas reductions and vehicle miles traveled.

A more detailed scope of work is included in Attachment 1. Up to \$100,000 is available to complete the work described herein. Work shall be conducted on a task-order basis.

Section 5 – RFP Submittal Requirements

General Note: Proposals submitted to the Authority in response to this RFP will remain confidential until after the consultant selection process is completed. Once a consultant has been selected, and a recommendation is forwarded to the Authority's Planning Committee, proposal contents may be subject to the Public Records Act.

The proposal should be organized consistent with the requirements provided below. Any other information should be placed in a separate section in an appendix to the proposal.

1. **Cover Letter:** A cover letter describing the firm/team's interest and commitment to perform strategic planning, public opinion polling, focus group, stakeholder interviews, familiarity with Contra Costa County and the county's travel hotspots, community meetings and workshops and communication plans. The person authorized by the firm to negotiate a contract with the Authority shall sign the cover letter. The proposal shall be for a firm 90-day period.
2. **Firm/Team Organization:** Provide an organization chart and describe the role that each firm and team member will play.
3. **Firm/Team Qualifications:** State the qualifications and experience of the individual members of the consultant team. Please emphasize the specific qualifications and experience with direct application to the services being requested by the Authority. Unless beyond the consultant's control, we expect the key team members designated in the firm/team's proposal to remain with the project. Approval to replace key team members of the project team is subject to advance notification and consultation with Authority staff.
4. **Approach:** Summarize the firm/team's approach to the work to be performed, demonstrating an understanding of the services to be provided. Identify any issues that need to be resolved and proposed solutions.
5. **Detailed Work Program:** A detailed work program for the services described herein. Include a matrix of the key team members, their overall availability, the percentage of time that they would dedicate to the project, and the number of hours they would expend on each major task. (Note: Supplemental cost information shall be submitted under separate cover at the time of the interview.)
6. **References:** Provide at least three references each (names, current phone numbers, and e-mails) from recent similar work for the Project Manager and key

team members. Include a brief description of the projects associated with the references.

7. **Additional Information:** Provide additional relevant information, including general firm qualifications, which may be helpful in the selection process (not to exceed 5 pages).

SUPPLEMENTAL QUESTIONNAIRE TO BE SUBMITTED PRIOR TO THE INTERVIEW

Firms/teams tentatively selected for an interview may be asked to submit responses to a supplemental questionnaire that will be distributed separately following the receipt of proposals.

SUPPLEMENTAL COST INFORMATION TO BE SUBMITTED AT THE INTERVIEW

Firms/teams selected for an interview shall submit the following in a sealed envelope at the time of the interview:

1. Proposed changes to terms and conditions of the standard Authority agreement (see Attachment 4);
2. For each consultant firm, a completed Exhibit D in the standard agreement, including information regarding labor rates, Federal Acquisition Regulations (FAR) multiplier, and additional direct costs. Authority policy limits the total multiplier including fee to 3.0.

SUBMITTAL PROCEDURE

Please provide one electronic copy of your proposal to the Authority offices by the deadline shown in Section 8 below (Note: No paper copies required). The entire proposal shall be printable in 12 point or larger type, and shall not exceed 35 pages, including the additional information referred to above. The proposals should be submitted electronically to:

dbodon@ccta.net

Diane Bodon, Planning Assistant
(925) 256-4720

Contra Costa Transportation Authority
2999 Oak Road, Suite 100
Walnut Creek, CA 94597
Attn: Diane Bodon, Planning Assistant

Proposers will receive an e-mail confirmation of receipt. Late proposals will not be accepted.

Please direct any questions you may have to:

Peter Engel, Director of Programs
Contra Costa Transportation Authority
2999 Oak Road, Suite 100
Walnut Creek, CA 94597
(925) 256-4741
pengel@ccta.net

Section 5 – Selection of Consultant

The proposals will be evaluated and scored (maximum of 100 points) using the following criteria:

1. Qualifications and specific experience of key project team members
2. Understanding of project requirements, including opportunities and constraints that could influence the Authority's success in achieving its objectives
3. Understanding of the purpose and requirements of the project and the approach to be followed in performing the work
4. Relevant experience in implementing similar projects
5. Satisfaction of previous clients

6. Knowledge/understanding of the travel patterns of Contra Costa County
7. Ability to communicate Ability to create inclusive programs/projects that address and understand the different demographics of Contra Costa County (such as communities of concern).

In the evaluation process, emphasis will be placed upon each firm/team’s overall qualifications and demonstrated experience to perform the services and work described in this RFP, understanding and quality of response to the tasks in Section 3 and Attachment 1, and ability to accomplish the objectives delineated in Section 2.

A review panel of TDM staff will develop a short list of recommended firms. Based on that initial review, not more than three of the firms/teams will be invited to an interview. The Project Manager and key team members should attend the interview. The panel will rank the firms and recommend approval of the ranking to the Authority, as well as provide any additional direction it deems appropriate for the negotiations.

Once the top firm/team has been selected, staff will start contract negotiations with that firm/team. If contract negotiations are not successful, the second ranked firm/team may be asked to negotiate a contract with the Authority staff. The Authority will ultimately approve the negotiated contract, although work may be initiated with a Notice to Proceed (NTP) prior to formal Authority approval.

Section 6 – Selection Process Dates

___, 2017

Notification to firms to submit proposals,
and publication of the RFP on the
Authority website

___, 2017

Pre-bid Conference
Contra Costa Transportation Authority
2999 Oak Rd., Suite 100
Walnut Creek, CA 94597

, 2017

Proposals are due by e-mail or delivered by DVD/CD at the offices of the Contra Costa Transportation Authority, 2999 Oak Road, Ste. 100, Walnut Creek, CA 94597. (Note: No paper copies required) by 3:00 p.m. local time. Late submittals will not be accepted

Week of , 2017 (*tentative*)

Interviews by Review Panel

Wednesday, 2017 (*tentative*)

The Authority Planning Committee approves the recommended firm/team

Week of , 2017

Staff begins negotiations with top-ranked firm.

, 2017

Authority board approves selection of consultant and issues notice to proceed

, 2017

Authority Board approves contract

Attachment 1 – Scope of Work

General Note:

- 1) All deliverables shall be prepared in *preliminary draft form* for review by CCTA staff, then *draft form* for review by the appropriate standing committee, then *final form* for public release;
- 2) The Authority reserves the right to modify this scope of work, based on its review of the proposals received and negotiations with the consultant selected to accomplish the effort.

Task 1 – Finalize Scope of Work and Budget based on Negotiation and Proposal of Selected Consultant
Task 2 – Review and Evaluate Existing 511 Contra Costa Programs. The strategic plan will evaluate existing services with respect to delivery of TDM related strategies in the sub-regional Action Plans and TFCA policies and requirements. Review and evaluate the delivery of the programs and projects with respect to sub-regional and countywide needs to determine the most cost effective approach.

Task 3 – Document Emerging TDM Programs Globally and Industry Best Practices that could be Effective in Contra Costa. **The consultant will document** industry best practices, emerging projects and programs from around the world and their applicability in Contra Costa and ways in which 511 Contra Costa can engage new technologies and leverage funds from private sector stakeholders.

Task 4 – Recommendations for Ongoing Programs. Based on Tasks 2 and , consultant will provide recommendations for programs and projects (both current and new) that should continue. For the recommended programs, the consultant will provide appropriate performance indicators and monitoring plans to ensure the programs are achieving the desired results. Consultant shall also recommend delivery models that will be the most cost effective. The consultant will also develop recommendations for how the costs of the countywide programs and services are to be shared and maintained among three sub-regional programs.

Possible *Task 5 – Recommendations for Outreach and Marketing the New Program. Develop a “rebrand” of 511 Contra Costa OR justification as to why . (should this be considered an option add-on task)? By making it option we can chose to use the same consultant, or if we feel after working with them we would want someone other than the existing consultant, it allows us the flexibility to create a separate SOW. Might even consider that for the following task as well.*

Based on task 4, consultant will provide an outreach and *marketing* plan to best implement *the existing* recommended projects *and new programs* for 511 Contra Costa. Additionally, the consultant will provide performance indicators for the outreach methods proposed, outlining the most impactful approach to effectively reach all stakeholders.

Task 6 – Final Draft Report

Task 7 – Presentations to Sub-Regional Committees and CCTA

Task 8 – Develop Final Report.