



REQUEST FOR PROPOSALS

EL DORADO HILLS COMMUNITY TRANSIT NEEDS ASSESSMENT AND US 50 CORRIDOR TRANSIT OPERATIONS PLAN

DECEMBER 20, 2011

**EL DORADO COUNTY TRANSPORTATION COMMISSION
2828 EASY STREET, SUITE 1
PLACERVILLE, CALIFORNIA 95667
(530) 642-5260
www.edctc.org**

EL DORADO COUNTY TRANSPORTATION COMMISSION

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I. INTRODUCTION

The El Dorado County Transportation Commission (“EDCTC” or the “Commission”) is the Regional Transportation Planning Agency (RTPA) for El Dorado County. EDCTC represents the regional transportation planning interests and is responsible for coordinating regional transportation for the western slope of El Dorado County and the City of Placerville. This planning and programming authority does not include that portion of the County within the Tahoe Regional Planning Agency (TRPA) boundaries. TRPA is the RTPA for the Tahoe area.

The Commission shall be composed of the following members: four Supervisors appointed by the El Dorado County Board of Supervisors, two Council Members appointed by the City Council of each incorporated city in the portion of El Dorado County outside of the Tahoe Basin, unless there is only one incorporated city, in which case that city shall appoint three Council Members. The City Council of the City of South Lake Tahoe shall appoint one Council Member to serve as an ex officio non-voting member and the District Director of the California Department of Transportation (Caltrans, District 3) shall designate one ex officio non-voting member. The respective jurisdictions shall also appoint a Supervisor or Council Member to serve as an alternate.

DUTIES AND RESPONSIBILITIES

The duties and responsibilities of the Commission include the following:

1. Establishment of rules and regulations to provide for administering transportation planning and allocating the Transportation Development Act (TDA) Funds.
2. Receipt and approval of claims for TDA Funds.
3. Conduct public meetings and hearings as required by law.
4. Administer the regional transportation planning process
5. Every five years update and adopt a Regional Transportation Plan.
6. Every two years adopt a Regional Transportation Improvement Program.
7. Work with the Sacramento Area Council of Governments, as the federally-designated transportation planning agency for El Dorado County to determine air quality conformity of transportation plans, programs, and projects.
8. Oversee the delivery of State Transportation Improvement Program projects, pursuant to the requirements of Senate Bill 45 (Statutes of 1997) and the April, 1998 Memorandum of Understanding with Caltrans.
9. Coordinate, consult, and collaborate with the Shingle Springs Rancheria.
10. Conduct outreach efforts to the traditionally under-represented and under-served populations such as the elderly, disabled, low-income, and minority (i.e. Black, Hispanic, Asian American, American Indian/Alaskan Native, and Pacific Islander) community groups.
11. Administer the El Dorado County Airport Land Use Commission and related aviation system planning activities.
12. Administer the El Dorado County Freeway Service Patrol.

II. BACKGROUND

The El Dorado County Transit Authority (EDCTA) operates under a joint powers agreement with El Dorado County and the City of Placerville to provide public transportation services on the Western Slope of El Dorado County. EDCTA is the sole transit operator in Western El Dorado County, operating a wide range of services including local fixed routes, deviated fixed routes, demand response, intercity commuter bus service, and contracted social service transportation. A five-member Board of Directors governs the EDCTA, with three members appointed by the County Board of Supervisors and two members appointed by the Placerville City Council.

The Western El Dorado County 2008 Short-Range Transit Plan (SRTP) is the existing document that guides the implementation of service and capital improvements to the El Dorado Transit System.

III. PROJECT SUMMARY AND DESCRIPTION

EDCTC is pursuing the development of a Community Transit Needs Assessment and Transit Operations Plan for El Dorado Hills and an associated US 50 Corridor Transit Operations System Implementation Plan. This Planning effort has two distinct components which are closely related:

1. The Community Transit Needs Assessment for El Dorado Hills will accomplish two essential goals:
 - a. Conduct a Needs Assessment for Community Transit Service in El Dorado Hills.
 - b. Develop a Transit Operations Plan that will support the implementation of Community Transit Service in El Dorado Hills.
2. The US 50 Corridor Transit Operations System Implementation Plan will:
 - a. Develop a US 50 Corridor Based Transit Operations System that will improve the convenience and efficiency of El Dorado Transit's Operations.
 - b. Support improved regional and local community route service in and throughout the communities of Placerville, Pollock Pines, Diamond Springs, Cameron Park, and El Dorado Hills.
 - c. Include a strategic implementation plan that will guide El Dorado Transit's transition to US 50 Corridor based transit operations.

While this two-part planning effort has two distinct components, it will be completed and developed within a single planning document. This will also be a collaborative work effort between the consultant, EDCTC, and EDCTA. EDCTC and EDCTA will manage the public outreach effort, develop mapping, and prepare non-motorized infrastructure cost estimates. The Scope of Work and Services on page 4 provides further detail on Consultant, EDCTC, and EDCTA responsibilities and deliverables.

Part 1: Community Transit Needs Assessment and Operations Plan for El Dorado Hills

El Dorado Hills is an urbanized community offering residents many of the amenities and services associated with urban living and a high quality of life. The population is comprised

of a highly-skilled workforce, high concentrations of seniors and children, and low-income residents.

The growing urban community of El Dorado Hills is not currently served by daily, regularly-scheduled public transit service. Existing transit services do not provide regularly scheduled connections between community activity centers such as schools, commercial, recreational, and residential areas. Existing dial-a-ride services in the El Dorado Hills area are limited and not widely utilized. Public transit access and connections from El Dorado Hills to regional centers such as the County Government Center in Placerville, and regional employment centers such as Rancho Cordova, Folsom, and Sacramento is currently limited. The needs assessment should also consider transportation to and from other areas within the county to activity centers in the El Dorado Hills area, including the business park located south of US 50. Comments received through many of EDCTC's public outreach and planning efforts have indicated that El Dorado Hills residents have a strong desire for a local transit service. Comments include those made during EDCTC's annual Public Transit Citizen Participation Process Public Hearings. The Community Transit Needs Assessment will consider the population, volume of commuter traffic, transit-dependent population, existing activity centers, and growing urban nature of the community to determine if there is a nexus to support implementation of community transit service.

Part 2: US 50 Corridor Transit Operations System Implementation Plan

Currently, El Dorado Transit's system is configured as a "pulse point" transit network, wherein all local buses serve a single transfer point (at the Missouri Flat Transfer Center near Placerville) scheduled, as best as possible, to allow direct transfers between buses at this transfer point. This strategy best suits relatively compact urbanized areas, with a strong activity zone near the center of the overall service area. El Dorado Hills is located a significant distance from the current county center/transfer point and therefore would not be effectively or efficiently served by integrating into the current transit framework. To better serve the entire County, including El Dorado Hills and all communities along the US 50 Corridor, EDCTC and EDCTA are developing an alternative transit operations plan to provide an integrated Corridor-based transit service that better supports local service in El Dorado Hills and neighboring communities. The concept to transition to a US 50 Corridor Based transit operations system was first presented in the Western El Dorado County 2008 Short-Range Transit Plan.

Overall Plan Outcomes

To begin to design transit service in El Dorado Hills an El Dorado Hills Community Transit Needs Assessment and US 50 Corridor Transit Operations Plan will be developed. This combined effort will include:

- delivery of a community outreach effort to determine an appropriate, sustainable, environmentally friendly and effective transit service reflecting the needs of the community
- development of a transit needs assessment to identify demand, routes, and transit infrastructure
- performance of a technical and fiscal analysis and resulting recommendations to transition to a US 50 Corridor Based Operations system that will expand and enhance transit access to communities situated along the US 50 Corridor
- design of a new Corridor Based Transit Operations System to improve efficiency by making hourly connections with community shuttle routes, demand response, flex routes or other alternative service types for the communities along the 50 Corridor, including El Dorado Hills

Anticipated Accomplishments and Final Deliverables:

- conduct in depth public outreach to determine and identify potential community transit ridership in El Dorado Hills, both residential and commercial, taking into account all age groups and income levels
- determine and map the transit route, destinations, activity centers, and ridership zones for the El Dorado Hills and US 50 Corridor Operations
- determine the transit service type, route, number of vehicles required, and service frequency and timing for El Dorado Hills Community Service and US 50 Corridor Operations
- include a demographic analysis of El Dorado Hills including population, persons with disabilities, poverty, age distribution, population concentrations, and zero vehicle households
- determine transit stop locations, both interim and ultimate, and identify non-motorized infrastructure needs that will support use of the transit system
- develop consistent scheduling of regional transit connections to and from Rancho Cordova, Folsom and Sacramento
- include results of an online survey that will gather information from the general public regarding their interest in the potential service types and destinations
- include three public workshops to engage the public throughout the development of the plan
- develop a financial analysis that identifies potential funding sources for implementation of community service in El Dorado Hills and will determine annual operations costs, and required subsidy for service in El Dorado Hills
- develop a financial analysis and funding strategy to efficiently transition the existing pulse-point network to a US 50 Corridor based operations system
- develop planning level cost estimates for the associated new construction of ADA compatible transit stops, sidewalks, curb ramps, Class I bike paths and/or Class II bike lanes
- include demographic information and will document the planning process, survey results, and public input received
- include maps of the proposed transit service and a proposed operations schedule for the US 50 Corridor Operations Plan, to include a list of proposed non-motorized improvements, and where appropriate, conceptual designs for transit pullouts or related infrastructure.

The plan will determine the level of demand or need for community transit service in El Dorado Hills and will provide for the strategic implementation of that service, followed by a transition to a US 50 Corridor Operations System. The financial analysis will provide a funding strategy that will be utilized by El Dorado Transit to smoothly transition into the new service and associated operations plan. Implementation of each improvement will be conducted in a phased approach. For capital infrastructure improvements, interim stops will be identified for utilization in the near term while permanent stop locations are designed and constructed. The completed final plan will provide for an efficient and timely transition toward an effective new transit system that enhances the movement of people in the El Dorado Hills area and provides extended benefits to the communities along the US 50 Corridor.

IV. SCOPE OF WORK AND SERVICES

TASK 1: MEETINGS AND INFORMATION REVIEW

- 1.1 Conduct an initial scoping meeting with the EDCTA and EDCTC staff to refine scope of work

- 1.2 Review current EDCTA transit operations
- 1.3 Hold joint meetings with EDCTC and EDCTA staff during the development of the plan as necessary
- 1.4 Review all pertinent information including the geographic and demographic makeup of the service areas, Triennial Performance Audits, previous Short- and Long-Range Transit Plans, US 50 Corridor Transit Plan, EDCTA Design Manual and Park & Ride Capital Plan, unmet transit needs analysis/testimony and public participation process testimony, recently completed on-board survey and marketing survey data and other planning documents related to the study
- 1.5 Provide monthly progress reports to the EDCTC staff

TASK 1 Consultant Deliverables: *Transit Service Information Summary, Meeting Summaries, Monthly Progress Reports*

TASK 2: PUBLIC OUTREACH AND PROJECT ADVISORY COMMITTEE MEETINGS

- 2.1 With input from the consultant, EDCTC and EDCTA staff will identify El Dorado Hills community groups with potential transit users and advocates.
- 2.2 EDCTC and EDCTA will conduct meetings with community stakeholders in El Dorado Hills.
- 2.3 EDCTC, EDCTA and the consultant will meet with the Project Advisory Committee members throughout the duration of the project. A minimum of three Project Advisory Committee Meetings are anticipated. The Project Advisory Committee will include EDCTA and EDCTC Staff, interested members of the El Dorado Hills community, EDCTA Transit Advisory Committee members, El Dorado County Department of Transportation staff members, and EDCTC Social Services Transportation Advisory Council members.
- 2.4 EDCTC and EDCTA will advertise and conduct public meetings. A minimum of three public meetings are anticipated. Consultant will be in attendance to present technical information. If deemed necessary, information shall be provided in Spanish, and a translator shall be available at the public meetings. Public meetings will be advertised in local newspapers, on buses, and on the EDCTA and EDCTC websites.
- 2.5 EDCTC will develop and maintain a project web page. Consultant will develop a survey for administration online and at community and public meetings.

Task 2 EDCTC/EDCTA Deliverables: *El Dorado Hills Stakeholder Contact List and Meeting Schedule. El Dorado Hills Stakeholder Meeting Summaries. Public Meeting Flyers, Press Releases, Newspaper Advertisements, Project Web Page, Spanish Translation.*

Task 2 Consultant Deliverables: *Survey Instrument, Survey Data, and Analysis.*

TASK 3: EL DORADO HILLS COMMUNITY TRANSIT NEEDS ASSESSMENT

- 3.1 Consultant will conduct a demographic analysis of El Dorado Hills to help determine potential transit ridership.
- 3.2 With input from EDCTC and EDCTA staff, Consultant will determine Ridership Zones and Activity Centers in El Dorado Hills.
- 3.3 In coordination with the consultant team, EDCTC will map Ridership Zones and Activity Centers.
- 3.4 Consultant will develop alternatives for El Dorado Hills Community Transit Service and will develop an Operations Schedule.

- 3.5 Consultant will determine fares, estimate the fare box revenue, and determine the effectiveness of the proposed El Dorado Hills Community Transit Service.
- 3.6 Consultant will determine the impact of the new service on the existing transit services provided by El Dorado Transit.
- 3.7 Consultant will determine transit route and stops. In coordination with the consultant team, EDCTC will develop a detailed map of route with stops.
- 3.8 In coordination with the consultant team, EDCTC will determine, map and develop planning level cost estimates for non-motorized and transit stop infrastructure to support the proposed El Dorado Hills Community Transit Route.
- 3.9 Consultant will develop El Dorado Hills Community Transit Funding Plan.

Task 3 EDCTC/EDCTA Deliverables: *Ridership Zone and Activity Center Maps, Route Map with Transit Stops, Map and Cost Estimates for Transit Stop and Non-Motorized Infrastructure Needs.*

Task 3 Consultant Deliverables: *El Dorado Hills Demographic Analysis, Ridership Zone and Activity Center identification, El Dorado Hills Community Transit Service Alternatives, Operations Schedule and stop locations, El Dorado Hills Community Transit Service Funding Plan.*

TASK 4: US 50 CORRIDOR TRANSIT OPERATIONS SYSTEM IMPLEMENTATION PLAN

- 4.1 Consultant will develop a US 50 Corridor Operations System Route Plan and Schedule.
- 4.2 Consultant will determine Capital Needs and Financial Impact of implementation of US 50 Corridor Operations system. Financial analysis will determine necessary changes to the existing fare structure including financial impact of transfers, passes, etc.
- 4.3 Consultant will develop a strategic transition plan for EDCTA to transition to a US 50 Corridor Operations System.

Task 4 Consultant Deliverables: *US 50 Corridor System Route Plan and Schedule, Capital and Financial Analysis and Plan, Strategic Transition Plan Narrative.*

TASK 5: DRAFT EL DORADO HILLS COMMUNITY TRANSIT NEEDS ASSESSMENT AND US 50 CORRIDOR TRANSIT OPERATIONS PLAN

- 5.1 Consultant will prepare a draft plan for review by EDCTC, EDCTA, and the Project Advisory Committee, EDCTC will provide mapping data and non-motorized infrastructure cost estimates.
- 5.2 Consultant will provide 15 Copies of the Draft Plan to EDCTC.
- 5.3 EDCTC and EDCTA will distribute draft plan to advisory committees, including the Project Advisory Committee, the EDCTC Social Services Transportation Advisory Council, the EDCTA Transit Advisory Committee, the EDCTC Technical Advisory Committee, and the EDCTC and EDCTA Boards.
- 5.4 Consultant will present draft plan to advisory committees, including the Project Advisory Committee, the EDCTC Social Services Transportation Advisory Council, the EDCTA Transit Advisory Committee, the EDCTC Technical Advisory Committee, and the EDCTC and EDCTA Board of Directors.

Task 5 Consultant Deliverables: *Administrative Draft Plan, Draft Plan, PowerPoint Presentation.*

TASK 6: FINAL EL DORADO HILLS COMMUNITY TRANSIT NEEDS ASSESSMENT AND US 50 CORRIDOR TRANSIT OPERATIONS PLAN

- 6.1 Consultant will incorporate any public comments received and finalize draft plan.
- 6.2 Consultant will provide a digital copy and 15 hard copies of the final plan to EDCTC.
- 6.3 EDCTC and EDCTA will distribute final plan to advisory committees, including the Project Advisory Committee, the EDCTC Social Services Transportation Advisory Council and EDCTA Transit Advisory Committee, and EDCTC Technical Advisory Committee.

Task 6 Consultant Deliverables: *Final Plan, in both digital and hard copy formats.*

V. CONTACT PERSON

Jerry Barton
Senior Transportation Planner
El Dorado County Transportation Commission
2828 Easy Street, Suite 1
Placerville, CA 95667-3907
(530) 642-5267
jbarton@edctc.org

VI. PROJECT BUDGET

The consultant project budget for this planning effort shall not exceed \$53,000.

VII. RFP TIMETABLE

December 20, 2011 Issue Request for Proposals
January 27, 2012..... **Closing Date for Receipt of Proposals**
February 1, 2012 Finalists contacted to schedule interviews,
if required
February 7, 2012 Conduct interviews, if required
March 1, 2012..... Contract award

Proposals must be **received** no later than **4:00 pm on Friday January 27, 2012** at the EDCTC office.

**EL DORADO COUNTY TRANSPORTATION COMMISSION
2828 EASY STREET, SUITE 1
PLACERVILLE, CA 95667**

Proposals must be submitted in a sealed envelope that is clearly marked **“EL DORADO HILLS COMMUNITY TRANSIT NEEDS ASSESSMENT AND US 50 CORRIDOR TRANSIT OPERATIONS**

PLAN.” If mail delivery is used, the proposer should mail the proposal early enough to provide for arrival by this deadline. Proposer uses mail or courier service at his/her own risk. EDCTC will not be liable or responsible for any late delivery of proposals. **Postmarks will not be accepted.** Until award of the contract, the proposals shall be held in confidence and shall not be available for public review. Upon award of a contract to the successful proposer, all proposals shall be public records. No proposal shall be returned after the date and time set for opening thereof.

By submitting a proposal, the proposer certifies that his or her name or firm's name, as well as that of proposer subcontractors, does not appear on the Comptroller General's list of ineligible contractors for federally assisted projects.

VIII. GENERAL CONDITIONS

A. Limitations

This Request for Proposal (RFP) does not commit EDCTC to award a contract, to pay any costs incurred in the preparation of the proposal in response to this request, or to procure or contract for services or supplies. EDCTC expressly reserves the right to reject any and all proposals or to waive any irregularity or information in any proposal or in the RFP procedure and to be the sole judge of the responsibility of any proposer and of the suitability of the materials and/or services to be rendered. EDCTC reserves the right to withdraw this RFP at any time without prior notice. Further, EDCTC reserves the right to modify the RFP schedule described above.

B. Award

EDCTC plans to ask RFP finalists to present oral presentations, if required, regarding their firms and any special expertise in the necessary areas. All finalists may be required to participate in negotiations and submit such price, technical, or other revisions of their proposals as may result from negotiations. EDCTC also reserves the right to award the contract without discussion, based upon the initial proposals. Accordingly, each initial proposal should be submitted on the most favorable terms from a price and a technical viewpoint.

C. RFP Addendum

Any changes to the RFP requirements will be made by written addenda by EDCTC and shall be considered part of the RFP. Upon issuance, such addenda shall be incorporated in the RFP documents, and shall prevail over inconsistent provisions of earlier issued documentation.

D. Verbal Agreement or Conversation

No prior, current, or post award verbal conversations or agreement(s) with any officer, agent, or employee of EDCTC shall affect or modify any terms or obligations of the RFP, or any contract resulting from this RFP.

E. Precontractual Expense

Precontractual expenses are defined as expenses incurred by proposers and selected contractor in:

1. Preparing proposals in response to this RFP;
2. Submitting proposals to EDCTC;
3. Negotiations with EDCTC on any matter related to proposals; and

4. Other expenses incurred by a contractor or proposer prior to the date of award of any agreement.

In any event, EDCTC shall not be liable for any precontractual expenses incurred by any proposer or selected contractor. Proposers shall not include any such expenses as part of the price proposed in response to this RFP. EDCTC shall be held harmless and free from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.

F. Signature

The proposal shall provide the following information: name, title, address, and telephone number of the individual with authority to bind the company and also who may be contacted during the period of proposal evaluation. The proposal shall be signed by an official authorized to bind the consultant(s) and shall contain a statement to the effect that the proposal is a firm offer for at least a ninety (90) day period. Execution of the contract is expected by March 15, 2012.

G. Term

The term of the contract will be fourteen months from approximately March 2012 to May 2013, or upon completion of the project. Project shall be completed prior to June 30, 2013, or as agreed upon by the proposer and the EDCTC Project Manager.

H. Fiscal Out Clause

The Agreement may be terminated at the end of any fiscal year, June 30th, without further liability other than payment incurred during such fiscal year, should funds not be appropriated by EDCTC to continue services for which the agreement was intended.

I. Insurance

The successful firm shall provide evidence of the following insurance requirements: General liability insurance in an amount not less than \$1,000,000 naming the El Dorado County Transportation Commission as an additional insured.

J. Contract Arrangements

The proposer is expected to execute a contract similar to EDCTC's Professional Services Agreement, which meets the requirements of SAFETEA-LU.

1. Disadvantaged Business Enterprise (DBE) Policy: It is the policy of the U.S. Department of Transportation that minority- and women-owned business enterprises (hereby referred to as DBE's) as defined in 49 CFR Part 23, shall have the maximum opportunity to participate in the performance of contracts financed in whole or in part with Federal funds. DBE certified consultants are encouraged to submit proposals. EDCTC will not exclude any person from participation in, deny any person the benefits of, or otherwise discriminate against anyone in connection with the award and performance of any contract covered by 49 CFR, Part 26 on the basis of race, color, sex, or national origin.
2. DBE Obligation: The recipient or its contractor agrees to ensure that DBE's have the maximum opportunity to participate in the performance of contracts and subcontracts financed in whole or in part with Federal funds provided under this agreement. In this regard, all recipients or contractors shall take all necessary and reasonable steps in accordance with 49 CFR Part 23 to ensure that DBE's have the maximum opportunity to compete for and perform contracts. Recipients and their

contractors shall not discriminate on the basis of race, color, national origin, or sex in the award and performance of DOT-assisted contracts.

3. Title VI of the Civil Rights Act of 1964: The contractor agrees to comply with all the requirements imposed by Title VI of the Civil Rights Act of 1964 (49 USC 2000d) and the regulations of the U.S. Department of Transportation issued there under in 49 CFR Part 21.
4. Equal Employment Opportunity: In connection with the performance of the contract, the contractor shall not discriminate against any employee or applicant for employment because of race, color, age, creed, sex, or national origin. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship.

Each proposal, to be considered responsive, must include the following:

1. A copy of the consultant(s) affirmative action policy (applicable for firms with 50 or more employees); and
2. A discussion of the consultant(s) program for use of DBE's in the performance of this work, including the following:
 - The names and addresses of DBE firms that will participate;
 - The description of the work each named firm will perform; and
 - The dollar amount of participation by each DBE firm.

Conflict of Interest

Firms submitting proposals in response to this RFP must disclose to EDCTC any actual, apparent, or potential conflicts of interest that may exist relative to the services to be provided under Agreement for consulting services to be awarded pursuant to this RFP. If this firm has no conflict of interest, a statement to that effect shall be included in the proposal.

IX. PROPOSAL CONTENT AND ORGANIZATION

Proposals should be limited to specific discussion of the elements outlined in this RFP. The intent of this RFP is to encourage responses which meet the stated requirements and which propose the best methods to accomplish the work.

The organization of the proposal should follow the general outline below. Each proposal should consist of a technical proposal (items 1-7 below) and a cost proposal (item 8).

1. Transmittal Letter
The transmittal letter should include the name, title, address, phone number, and original signature of an individual with authority to negotiate on behalf of and to contractually bind the consultant(s) firm, and who may be contacted during the period of proposal evaluation. Only one transmittal letter need be prepared to accompany all copies of the technical and cost proposals.
2. Table of Contents
A listing of the major sections in the proposal and the associated page numbers.

3. Introduction

In this section, the proposer should demonstrate an adequate understanding of the role and relationships of EDCTC and EDCTA, and an awareness of issues specific to the provision of transit service in El Dorado County.

4. Technical Approach

Technical approach should include:

- a) A brief description of the consultant(s) firm, including the year the firm was established, type of organization of firm (partnership, corporation, etc.), and any variation in size over the last five years, along with a statement of the firm's qualifications for performing the subject consulting services;
- b) A brief description of the firm's experience with similar projects;
- c) A thorough explanation of the consultant's proposed course of action. References should be made to the RFP requirements and the consultant's plans for meeting those requirements; and
- d) An itemized description of the proposed project schedule and the end products to be produced.

5. Project Management

The proposer must prepare an explanation of the project management system and practices to be used to assure that the proposed services are completed timely and that the quality of the products will meet EDCTC's requirements.

6. Consultant Staff

The proposal must describe the qualifications and experience of each professional who will participate in the project, including a resume for each member of the project team. A project manager must be designated, and an organizational chart showing the manager and all project staff proposed who will provide services must be included.

7. Consultant Qualifications and References

The proposal must include a list of references for similar clients. References should include client contact names, addresses, phone numbers, descriptions of the type of work performed, approximate dates on which the work was completed, and professional staff who performed the work. If a subcontractor is proposed, two to three similar qualifications and references should be provided for the subcontractor. The proposal must also include discussion of the consultant's affirmative action policy, use of DBE's in the performance of this work, and disclosure of any actual, apparent, or potential conflicts of interest.

8. Cost Proposal

The cost proposal shall describe both the hourly rate for principal(s) and employees to be assigned to this contract, by task, and a summary of any other related costs that are to be billed directly and a total "not-to-exceed" amount for this proposal.

9. Number of Copies

The proposer must provide five (5) bound copies and one (1) unbound original (suitable for reproduction) of all submittals in response to this Request For Proposals.

All proposals shall be **received** no later than **4:00 pm on January 27, 2012** at the El Dorado County Transportation Commission, 2828 Easy Street, Suite 1, Placerville, California 95667. All proposals shall be submitted in a sealed envelope that is clearly marked "**EL DORADO HILLS COMMUNITY TRANSIT NEEDS ASSESSMENT AND US 50 CORRIDOR TRANSIT OPERATIONS PLAN.**" Late proposals will not be accepted.

All proposals, whether selected or rejected, shall become the property of the El Dorado County Transportation Commission.

All proposals received prior to the date and time specified above for receipt may be withdrawn or modified by written request of the proposer. To be considered, the modification must be received in writing, and in the same number of copies as the original proposal, prior to the date and time specified for receipt of proposals.

X. PROPOSAL EVALUATION AND SELECTION

A proposal review panel made up of members of EDCTC and the selected Evaluation Committee will evaluate the proposals. Proposers may be telephoned and asked for further information, if necessary, and may be expected to appear for oral interviews on the date identified in the project timetable. Previous clients will also be called. The panel will make recommendations to the EDCTC Executive Director on the basis of the proposal, oral interview, and reference check. EDCTC reserves the right to select a consultant based solely on written proposals and not convene oral interviews.

Upon receipt of the proposals, a technical evaluation will be performed. Each of the major sections of the proposal will be reviewed and evaluated with criteria designed to help judge the quality of the proposal. Evaluation criteria will include such considerations as:

- understanding the purpose and requirements of the El Dorado Hills Community Transit Needs Assessment and US 50 Corridor Transit Operations Plan
- familiarity with the project area and the type of issues and problems associated with the project;
- ability to meet the project's goals and objectives;
- approach to be followed and the tasks to be performed, including detailed steps, resources required and proposed project schedule;
- qualifications, specific experience, and technical competence of the personnel to be assigned to this contract;
- cost estimate including hourly fee schedule of staff, by task, and total bid amount.

In addition, the participation of qualified disadvantaged and minority-owned firms in this project is strongly encouraged.

XI. PAYMENT SCHEDULE

Fees shall be billed on a monthly basis. Ten percent (10%) of the total contract amount will be withheld until successful completion of the contract. All invoices will be mailed to the EDCTC office at 2828 Easy Street, Suite 1, Placerville, CA 95667.