

Request for Proposals (RFP)
City of Albany, CA



**Planning Consulting Services for the
Albany Local Road Safety Plan**

Issue Date: October 12, 2021

Deadline for Submissions:
Tuesday, November 16, 2021, at 5pm

The City of Albany is requesting proposals from qualified firms or individuals to provide professional services to assist the City in developing a Local Road Safety Plan. This document outlines the scope of work for consulting services. Electronic proposals will be accepted until November 16, 2021, at 5pm. Proposals shall be submitted to:

Justin Fried
1000 San Pablo Avenue
Albany, CA 94706
jfried@albanyca.org
Attention: RFP Albany Local Road Safety Plan

Background

The City of Albany is a residential community located in northern Alameda County, approximately fourteen (14) miles northeast of San Francisco. The City encompasses 1.7 square miles and is bounded by the City of El Cerrito to the north and the City of Berkeley to the south. The City is bound by San Francisco Bay to the west and has public beach access along the Bay frontage. Both I-80 & I-580 are located in the City limits, on the west side of the City.

Scope of Services

The City of Albany is seeking proposals from consultants with demonstrated expertise in road safety and active transportation to prepare a Local Road Safety Plan (LRSP). Preparation of this Plan will include community engagement, an analysis of current conditions, identifying emphasis areas, and determining strategies for improvement. In addition to motor vehicle safety, the plan will focus on the safety conditions of bicyclists, pedestrians, and transit riders.

The Consultant must have demonstrated experience with community engagement, and an understanding of roadway characteristics and traffic calming strategies. The Consultant should also have experience with Active Transportation planning and an understanding of safety measures for bicyclists, pedestrians, and transit riders. Ideally, the Consultant will have experience creating an LRSP. The City also seeks a consultant with an understanding of issues related to social and racial justice and experience advancing equity and diversity in all aspects of their work.

Tasks:

Task 1- Project Management

Consultant shall provide project management activities required to complete the project on time and within budget and address the City's concerns. A project work plan shall be developed to serve as a communication tool for all team members. A draft work plan shall be distributed at the project kick-off meeting. Project management activities shall include:

- Prepare Work Plan (include information on project team, including team member contact information; detailed scope of work; project schedule including deliverables and meeting

dates; and project budget)

- Attend Kick-off Meeting and prepare agenda and meeting minutes.
- Attend stakeholder meetings with City staff to review and discuss project deliverables. Prepare agenda and meeting minutes.
- Perform coordination with City and Consultant team members.
- Provide budget and schedule tracking
- Prepare monthly invoices and project status reports

Task 2 - Review of Existing Data and Plans

Consultant shall review existing data and plans including:

- Active Transportation Plan - Existing Conditions
- SWITRS/TIMS Collision Data
- Available data from Caltrans, the Alameda County Transportation Commission, and the Metropolitan Transportation Commission
- City Traffic Count Data and Engineering & Traffic Surveys
- Current City Project Plans and Designs

Task 3 - Community and Partner Engagement

The Consultant will work with the City to identify partners for the planning process. The Consultant will supply materials for community engagement and participate in several Transportation Commission meetings. If desired by the Consultant and the City, the Consultant may additionally facilitate meetings with partners and community engagement events. The Consultant should have experience with community engagement, reaching diverse groups, and managing competing priorities. They should also have an understanding of the safety concerns of roadway users and the barriers to active transportation adoption.

Task 4- Goals and Vision

Assist City and partners to develop goals and vision for the plan. Make sure goals are Albany-specific and realistic based on priorities, cost constraints, and staff capacity.

Task 5- Data Collection

The Consultant will collect and organize data relating to collisions, existing policies and programs, and roadway conditions. The Consultant will update the city's existing bicycle facilities map and propose data collection for vehicle, bicycle and pedestrian counts to inform the safety analysis. The consultant will also collect data regarding the perception of safety for active transportation users and types of infrastructure or messaging that improve perception of safety.

Task 6- Data Analysis

The Consultant will complete an analysis of the collected data to identify areas with major safety concerns. This will include a detailed analysis of collisions including the severity and location of crashes, with particular attention to those involving bicyclists, pedestrians, and transit riders similar to an existing conditions analysis in an active transportation plan. The analysis should focus on the major causes of collisions and safety hazards and address varying roadway volumes and uses. Roadway conditions and existing policies may also be analyzed to create a detailed understanding of the safety issues in the City. The Consultant will organize and present the major findings of their analysis to the City and partners.

Task 7- Strategy Development

Based on the data analysis, the Consultant will develop a problem statement and suggest emphasis areas for the City to focus its efforts. Once the emphasis areas are chosen, the Consultant will work with the City and partners to develop goals for each emphasis area and will recommend strategies to meet each goal. Each strategy recommendation will include an analysis of cost implications and safety benefits.

Task 8- Evaluation and Implementation

The Consultant will work with the City and partners to develop a plan for implementation of the LRSP, incorporating priorities, staff capacity, and concurrent projects. The Consultant will also create easy-to-use metrics for staff to track and evaluate progress on the plan.

Task 9- Prepare Written Plan

The final LRSP will be a written document, prepared by the Consultant, conforming to State standards. It will include the products of each section described above.

Proposal Requirements

The following materials should be submitted with the proposal.

Cover Letter

The cover letter should briefly state the consultant's understanding of the work to be performed, the commitment to perform the work in the required timelines, and why the consultant believes it is best qualified to perform the duties and tasks outlined and described in the Scope of Services contained in this request.

Qualifications

The proposal should include the following information and materials:

- **Qualifications and Related Experience of Personnel Who Will Perform Work.** Résumés of all personnel who are proposed to provide professional services to the City of Albany within the Scope of Services outlined and described in this request should be included.
- **Prior Relevant Experience.** A description of prior work experience and projects relevant to the Scope of Services outlined and described in this request should be included.
- **References of Local Government Clients.** Please include a list of at least three local government clients located in California for which the consultant has rendered professional services relevant to the Scope of Services outlined and described in this request.

Approach, Scope, and Timelines

Provide a proposed approach and projected timeline to conduct and complete the steps in the Scope of Services. Briefly describe the methodology and organizational approach the Respondent would use to assist the City, including critical elements and special methodologies that would be used to ensure that City objectives are satisfied.

Cost

The project should not exceed \$45,000 and include contingency funding. Respondents should provide:

- Cost Estimate with justification
- Justification of hours and costs may be required prior to final selection, and will be required prior to execution of a contract
- Hourly rates for all personnel on the project
- Options for reducing or adding services, including services that could be performed by city staff. In particular, please list options for adding services related to community and partner engagement.

Selection Criteria and Process

The City will evaluate applications based upon the following criteria:

- Completeness of response to the RFP
- Experience and demonstrated success of the Respondent in assisting municipalities with a Local Road Safety Plan or similar project. Experience with projects in the Bay Area environs and in cities comparable to Albany will be given greater weight. As part of this process, client references may be contacted
- Writing and formatting skills
- Evidence of the Respondent's ability to provide deliverables in a cost effective and timely manner
- Ability to communicate effectively about the subject matter
- Compensation rates
- Other extraordinary elements or creative approaches to the project. This particular selection criterion is intended to allow the City to expressly consider creative aspects of proposals that do not necessarily fall into other selection criteria.

As a part of its evaluation, the City may request additional information or data from Respondents, and may request Respondents to make in-person presentations of their qualifications to a panel of City representatives.

The City of Albany is an equal opportunity employer and does not discriminate on the basis of race, color, gender, gender identity, religion, national origin, age, sex origin, or disability. We strongly encourage small, local, women-owned, and minority-owned businesses to apply.

General Conditions

1. Any material clarifications or modifications to the RFP or the selection process will be made in writing and provided to all recipients of the RFP.
2. The City reserves the right to:
 - Waive minor irregularities
 - Modify or cancel the selection process or schedule at any time

- Negotiate with the second choice Respondent if it is unable to negotiate an acceptable contract with the first choice Respondent within a reasonable period of time
- Reject any and all proposals, and to seek new qualifications when it is in the best interest of the City to do so
- Seek any clarification or additional information from Respondents as is deemed necessary to the evaluation of a response
- Judge the veracity, substance, and relevance of the Respondents' written or oral representations, including seeking and evaluating independent information on any of the Respondents' work cited as relevant experience
- Contract with separate entities for various components of the services

3. All expenses related to any Respondent's response to the RFQ, or other expenses incurred during the period of time the selection process is underway, are the sole obligation and responsibility of that Respondent. The City will not, directly or indirectly, assume responsibility for such costs except as otherwise provided by written agreement.

4. The professional selected will be required to sign the City of Albany's standard Agreement for Consultant Services (ACS) and meet the City's Insurance Requirements (IR), a copy of the agreement and insurance requirements are available upon request. The contract for the performance of these services will provide that: (i) the consultant will perform its services at the direction of the City in a manner consistent with State law and City policies; and (ii) the consultant will be subject to the State law and the City's conflict of interest policies.

Submit a Proposal

Proposals are due by Tuesday, November 16, 2021, at 5pm
Proposals must be sent to:

Justin Fried
1000 San Pablo Avenue
Albany, CA 94706
jfried@albanyca.org
(510) 528-5759

Registration of Intent to Submit Proposal

Interested parties are requested to contact Justin Fried, at jfried@albanyca.org to register their intent to respond to the RFP. Registration ensures that any modification to the RFP process can be transmitted as quickly as possible to all interested parties. A written confirmation of registration will be sent by email within two business days. If you do not receive a written confirmation or have any questions regarding the RFP, please contact Justin Fried, at jfried@albanyca.org. It is the responsibility of the respondents, before submitting a response to the RFP, to ascertain if the City has issued any notices, clarifications, addenda, or other communications to responders. Oral explanations or instructions from City staff shall not be considered binding on the City.