

**VENTURA COUNTY TRANSPORTATION COMMISSION
REQUEST FOR PROPOSAL
FOR
DEVELOPMENT AND DESIGN OF
THE VENTURA COUNTY REGIONAL
BICYCLE WAYFINDING PROGRAM**

INTRODUCTION

The Ventura County Transportation Commission (VCTC) has issued this Request for Proposal (RFP) to obtain professional services from a qualified firm to develop a countywide bicycle wayfinding program and route plan. All work will be done in accordance with Federal, State and local rules and regulations, and the Scope of Work in this RFP.

BACKGROUND

The VCTC authorized the Ventura County Regional Bicycle Wayfinding Project on February 7, 2014. The Project will identify intercity and cross county bicycle routes, develop common signage, as well as identify and prioritize gaps in the regional network. Directional signage will facilitate intercity bicycle travel as an alternative to the automobile and assist the region in meeting the goals of the 2012 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS).

The Project will design a regional/intercity bicycle wayfinding system throughout the County as well as connect with Santa Barbara and Los Angeles Counties. While each city and the County will have portions of the regional network in their jurisdiction, the focus of the project is regional in nature rather than developing local bicycle routes. Signage will only be allowed on existing designated bicycle facilities to ensure the safety of bicyclists. Roads identified as critical for bicycle travel but not designated as bikeways will be considered for future signage and prioritized for funding opportunities. The Project also will identify gaps in routes and missing links for priority funding. A Regional Bicycle Improvement Project list would be developed from improvements identified in the study.

This project is Phase 1 to establish a regional bicycle wayfinding program and route plan in Ventura County. The next project, Phase 2, will include fabrication and installation of all or a portion of the wayfinding system. Phase 2 is a separate project and not included in this Scope of Work.

QUALIFICATIONS

The VCTC is seeking proposals from qualified firms with proven experience developing bicycle wayfinding programs and route plans. Proposals should specify how long the company submitting the proposal has been in the business of developing bicycle wayfinding services similar to those described in this RFP. Proposals should include bicycle wayfinding projects completed by the company similar to that described in this RFP with contact information for references. At a minimum, proposals should include the company or agency name, project location, services provided including deliverables, examples of design material and product, dates services were provided, and contact person(s) name, telephone number and address. Proposals shall also include proposed staffing and organization of personnel to be assigned to the project including resumes.

SCOPE OF WORK

The consultant will work alongside VCTC staff and a project administrative consultant to complete the scope of work described below. There are available bicycle route inventories from completed studies that the consultant should utilize to identify routes. VCTC staff will be responsible for administering the project and overseeing the consultant's work on this project working closely with VCTC's Transportation Technical Advisory Committee (TTAC), local jurisdictions and bicycle groups. The VCTC project administrative consultant already hired by VCTC will be primarily responsible for planning and facilitating public meetings and other community outreach related to this project. The consultant, however, will be responsible for developing material to be used by VCTC to obtain public input on project deliverables. Printing and mailing costs associated with public communications shall be VCTC's responsibility. The VCTC desires the selected contractor to perform work further divided into six tasks:

- Route Inventory and Assessment
- Sign Design Protocol
- Route Selection & Sign Placement
- Sign Specifications and Estimates
- Program Administration
- Project Management

The proposal must include all items that the consultant believes are necessary to complete the project even if not included in the Scope of Work below.

A. ROUTE INVENTORY AND ASSESSMENT

Task A consists of the following four activities:

1. Examine existing inventory of bicycle routes and plans.
2. Identify principal destinations and attractions.
3. Identify preliminary route alternatives including pros and challenges.
4. Produce report that summarizes findings from activities 1, 2 & 3 above.

1. EXAMINE EXISTING INVENTORY OF BICYCLE ROUTES, PLANS, DESTINATIONS & ATTRACTIONS

The consultant shall review previously completed bicycle route studies and plans including: the Ventura County Regional Trails and Pathways Final Master Plan Report (County of Ventura, 1995); the Ventura County Regional Bikeways Plan (VCTC, 1996); the Ventura Countywide Bicycle Master Plan (VCTC 2007), bicycle plans from local agencies in Ventura County, and the VCTC bicycle map.

2. IDENTIFY PRINCIPAL DESTINATIONS AND ATTRACTIONS

The consultant shall identify principal destinations and attractions for the wayfinding system including, but not limited to: arts and culture destinations, landmarks, civic buildings, parks and recreational facilities, and other popular destinations for visitors. The consultant shall provide a list of these facilities and create Environmental Systems Research Institute, Inc (ESRI) shapefiles (.shp) for display on maps.

3. IDENTIFY PRELIMINARY ROUTE ALTERNATIVES

The consultant shall identify preliminary route alternatives including the pros and challenges

associated with each route alternative, and missing gaps and links. Signage will only be allowed on existing designated bikeways to ensure the safety of bicyclists. The consultant is expected to test and ride the routes with bicycle groups (assume five 8-hour days). Routes identified as critical for bicycle travel but not designated as bikeways shall be considered for future signage and prioritized for funding opportunities (refer to Task C.3).

4. PRODUCE TASK A REPORT

The consultant shall produce a report on Task A summarizing the findings from activities 1 through 3 including a list of destinations, attractions, and ESRI shapefiles that identify the preliminary routes, destinations and attractions.

B. SIGN DESIGN PROTOCOL

Task B consists of the following three activities:

1. Describe existing local jurisdiction sign design standards and requirements that could affect the design of the regional bicycle wayfinding sign.
2. Develop sign design alternatives and recommendations.
3. Produce report that summarizes findings and recommendations from activities 1 and 2 above.

1. DESCRIBE DESIGN STANDARDS AND REQUIREMENTS

The consultant shall describe existing design standards and requirements for bicycle wayfinding signs and related infrastructure, and identify regulations from local jurisdictions in Ventura County (all 10 cities and the County) that may affect the design of the regional bicycle wayfinding sign. The consultant shall also describe best practices and lessons learned from other jurisdictions that have installed bicycle wayfinding systems.

2. DEVELOP SIGN DESIGN ALTERNATIVES AND RECOMMENDATIONS

The consultant shall work with all local jurisdictions in Ventura County to design wayfinding signs. The consultant shall develop bicycle wayfinding sign alternatives including CA-MUTCD, modified CA-MUTCD and original designs developed by the consultant. At least one design alternative should allow for individual jurisdictional branding while maintaining consistency throughout the County. The consultant shall describe the pros and challenges for all sign design alternatives.

3. PRODUCE TASK B REPORT

The consultant shall produce a report summarizing the findings from activities 1 and 2 including the sign design alternatives. Upon review and comment by VCTC and stakeholders, the consultant shall recommend the best sign design alternative for the Program and include it in the draft report.

C. ROUTE SELECTION AND SIGN PLACEMENT

Task C consists of the following four activities:

1. Identify preferred route alternatives and recommendations.
2. Identify locations for bicycle wayfinding infrastructure.
3. Identify gaps and missing links.
4. Produce report that summarizes findings from activities 1, 2 & 3 above.

1. IDENTIFY PREFERRED ROUTE ALTERNATIVES AND RECOMMENDATIONS

The consultant shall identify and recommend preferred routes for installation of the regional wayfinding system based on input received from VCTC and stakeholders from Task A. The consultant shall create ESRI shapefiles that identify the preliminary routes, destinations and attractions.

2. IDENTIFY LOCATIONS FOR WAYFINDING INFRASTRUCTURE

The consultant shall identify locations within the recommended routes to install bicycle wayfinding signs and related infrastructure, and identify challenges associated with installing bicycle wayfinding infrastructure where applicable. The consultant shall specify the type of sign proposed for each location. The consultant shall create ESRI shapefiles including longitude and latitude to identify the location of signs and related infrastructure.

3. IDENTIFY GAPS AND MISSING LINKS

The consultant shall identify gaps and missing links in the system including a description of the type of improvement(s) needed and general benefits associated with closing the gaps and desired connections. A Regional Bicycle Improvement Project list will be created from gaps and missing links identified under this activity. The consultant shall create ESRI shapefiles that locate the missing gaps and links.

4. PRODUCE ROUTE PLAN

The consultant shall produce a plan (draft and final) including ESRI shapefiles that describe and illustrate the recommended routes, sign type and location (including sign message). This information shall be included in the draft and final program reports.

D. SIGN SPECIFICATIONS AND ESTIMATES

Task D consists of the following three activities:

1. Develop sign drawings, specifications and cost estimates.
2. Develop cost estimates to maintain the system.
3. Produce report that summarizes findings from activities 1 and 2 above.

1. DEVELOP DRAWINGS, SPECIFICATIONS AND COST ESTIMATES

The consultant shall develop drawings, specifications and cost estimates for producing and installing the wayfinding signs and related infrastructure recommended in Tasks B and C.

2. DEVELOP COST ESTIMATES TO MAINTAIN THE SYSTEM

The consultant shall develop cost estimates to operate and maintain the system based on the program administration recommendations provided in Task E.

3. PRODUCE SUMMARY OF FINDINGS AND RECOMMENDATIONS

The consultant shall summarize its findings, options and recommendations to operate the system and include them in the draft and final program and reports.

E. PROGRAM ADMINISTRATION

Task E consists of the following two activities:

1. Identify management options to operate and maintain the system.
2. Produce report that summarizes findings and recommendations from activity 1 above.

1. IDENTIFY MANAGEMENT OPTIONS TO ADMINISTER SYSTEM

The consultant shall identify management options and recommendations to administer, operate and maintain the wayfinding system using examples from other jurisdictions whenever possible. The options and recommendations should be developed with the

expectation that the wayfinding system will be expanded beyond that developed under this Scope of Work.

2. PRODUCE SUMMARY OF FINDINGS AND RECOMMENDATIONS

The consultant shall summarize its findings, options and recommendations to operate and maintain the system and include them in the draft and final program and reports.

F. PROJECT MANAGEMENT

The consultant shall establish a clear and consistent communication framework for the duration of the Project. Proposals should include an effective project management approach that includes regular project updates and coordination between consultant members. Proposals that include a team of consultants should identify the lead firm and the project principal. Task F consists of the following two activities:

1. Provide regular updates to the VCTC project manager.
2. Present draft and final reports to the VCTC Transportation Technical Advisory Committee (TTAC) and the VCTC policy board.

1. PROVIDE BI-MONTHLY UPDATES

The consultant shall provide at least one written project update summary to VCTC each month for the duration of the project. The summary shall include accomplishments and challenges during the last period, and proposed work and action items for the next period.

2. PROVIDE PRESENTATIONS TO TTAC and VCTC BOARD

The consultant shall present the draft and final reports to the TTAC and the VCTC policy board.

GENERAL REQUIREMENTS

INSURANCE

Consultant shall procure and maintain for the duration of the contract insurance against claims for injuries to persons or damages to property that may arise from or in connection with the performance of the work hereunder by the consultant, its agents, representatives, or employees.

MINIMUM SCOPE AND LIMIT OF INSURANCE

Coverage shall be at least as broad as:

1. Commercial General Liability (CGL): Insurance Services Office Form CG 00 01 covering CGL on an "occurrence" basis for bodily injury and property damage, including products-completed operations, personal injury and advertising injury, with limits no less than \$1,000,000 per occurrence. If a general aggregate limit applies, either the general aggregate limit shall apply

separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.

2. Automobile Liability: Insurance Services Office Form Number CA 0001 covering, Code 1 (any auto), or if Consultant has no owned autos, Code 8 (hired) and 9 (non-owned), with limit no less than \$1,000,000 per accident for bodily injury and property damage.
3. Workers' Compensation insurance as required by the State of California, with Statutory Limits, and Employer's Liability Insurance with limit of no less than \$1,000,000 per accident for bodily injury or disease. (Not required if consultant provides written verification it has no employees)
4. Professional Liability (Errors and Omissions) Insurance appropriate to the consultant's profession, with limit no less than \$1,000,000 per occurrence or claim, \$2,000,000 aggregate.

If the consultant maintains higher limits than the minimums shown above, the VCTC requires and shall be entitled to coverage for the higher limits maintained by the contractor.

Other Insurance Provisions

The insurance policies are to contain, or be endorsed to contain, the following provisions:

Additional Insured Status

The VCTC, its officers, officials, employees, and volunteers are to be covered as additional insureds on the auto policy with respect to liability arising out of automobiles owned, leased, hired or borrowed by or on behalf of the consultant; and on the CGL policy with respect to liability arising out of work or operations performed by or on behalf of the consultant including materials, parts, or equipment furnished in connection with such work or operations. General liability coverage can be provided in the form of an endorsement to the consultant's insurance (at least as broad as ISO Form CG 20 10, 11 85 or both CG 20 10 and CG 23 37 forms if later revisions used).

Primary Coverage

For any claims related to this contract, the consultant's insurance coverage shall be primary insurance as respects the VCTC, its officers, officials, employees, and volunteers. Any insurance or self-insurance maintained by the VCTC, its officers, officials, employees, or volunteers shall be excess of the consultant's insurance and shall not contribute with it.

Notice of Cancellation

Each insurance policy required above shall state that coverage shall not be canceled, except with notice to the VCTC.

Waiver of Subrogation

Consultant hereby grants to VCTC a waiver of any right to subrogation that any insurer of said consultant may acquire against the VCTC by virtue of the payment of any loss under such insurance. Consultant agrees to obtain any endorsement that may be necessary to effect this waiver of subrogation, but this provision applies regardless of whether or not the VCTC has received a waiver of subrogation endorsement from the insurer.

Acceptability of Insurers

Insurance is to be placed with insurers with a current A.M. Best's rating of no less than A: VII, unless otherwise acceptable to the VCTC.

Claims Made Policies

If any of the required policies provide coverage on a claims-made basis:

1. The Retroactive Date must be shown and must be before the date of the contract or the beginning of contract work.

2. Insurance must be maintained and evidence of insurance must be provided for at least five (5) years after completion of the contract of work.
3. If coverage is canceled or non-renewed, and not replaced with another claims-made policy form with a Retroactive Date prior to the contract effective date, the consultant must purchase "extended reporting" coverage for a minimum of five (5) years after completion of contract work.

Verification of Coverage

Consultant shall furnish the VCTC with original certificates and amendatory endorsements or copies of the applicable policy language effecting coverage required by this clause. All certificates and endorsements are to be received and approved by the VCTC before work commences. However, failure to obtain the required documents prior to the work beginning shall not waive the consultant's obligation to provide them. The VCTC reserves the right to require complete, certified copies of all required insurance policies, including endorsements required by these specifications, at any time.

Subcontractors

Consultant shall require and verify that all subcontractors maintain insurance meeting all the requirements stated herein.

Special Risks or Circumstances

VCTC reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.

Deductibles and Self-Insured Retentions

Consultant shall disclose to and obtain the approval of VCTC for any self-insured retention and/or deductible of all insurance policies required by this Agreement before beginning any of the services or work called for by any term of this Agreement/approval of this agreement by VCTC. The VCTC may require the consultant to provide proof of ability to pay losses and related investigations, claim administration, and defense expenses within the retention. Further, if any insurance policy required by this Agreement includes a self-insured retention that must be paid by a named insured as a precondition of the insurer's liability, or which has the effect of providing that payments of the self-insured retention by others, including additional insureds or insurers do not serve to satisfy the self-insured retention, such provisions must be modified by special endorsement so as to not apply to the additional insured coverage required by this agreement so as to not prevent any of the parties to this agreement from satisfying or paying the self-insured retention required to be paid as a precondition to the insurer's liability. Additionally, the certificates of insurance must note whether the policy does or does not include any self-insured retention and also must disclose the deductible.

PERMITS

Consultant shall, at consultant's expense, obtain all necessary permits and licenses necessary to perform and complete the work under this Agreement, give all notices, and pay all fees and taxes required by law. Any permits required from VCTC shall be granted to consultant at no cost.

INDEMNIFICATION

Notwithstanding the existence of insurance coverage required of consultant pursuant to this Agreement, consultant shall save, keep, indemnify, hold harmless and defend VCTC and its appointed and elected officials, officers, employees and agents, from every claim or demand made and every liability, loss damage or expense of any nature whatsoever and all costs or expenses incurred in connection therewith, which arise at any time, by reason of damage to the property of, or personal

injury to, any person, occurring or arising out of the performance of consultant, its officers, agents or employees, including but not limited to, its subcontractors, of the work required pursuant to this agreement, occasioned by any alleged or actual negligent or wrongful act or omission by consultant including any such liability imposed by reason of any infringement or alleged infringement of rights or any person or persons, firm or corporation, in consequence of the use in the performance of Consultant of the work hereunder of any article or material supplied installed pursuant to this agreement. In the event claims losses, damages, or expenses are caused by joint or concurrent negligence of the VCTC and consultant, they shall be borne by each party in proportion to its negligence.

NON-DISCRIMINATION

Consultant shall not discriminate in the hiring of employees or in the employment of subcontractors on the basis of sex, race, religion, age, natural origin, handicap, or any other basis prohibited by law. Consultant shall comply with the provisions of the Fair Employment and Housing Act and applicable laws promulgated thereunder.

RECORDS AND AUDITS

The consultant accounting systems shall conform to generally accepted accounting principles (GAAP), enable the determination of costs at interim points of completion, and provide support for reimbursement payment vouchers or invoices. All accounting records and other supporting papers, except for the audit working papers, of consultant connected with performance under this Agreement shall be maintained for a minimum of three years from the date of final payment to consultant and shall be held open to inspection and audit by representatives of the State Auditor General.

PRELIMINARY SCHEDULE

The preliminary schedule and milestones are listed below.

<u>DATE</u>	<u>MILESTONES</u>
04/03/15	VCTC approves RFP; RFP is released
06/01/15	Proposals due in response to this RFP
06/15/15	Consultant interviews are held (if needed)
06/22/15	Consultant is selected
07/10/15	VCTC Board awards contract; Project begins
01/04/16	Consultant delivers Draft Program report
Jan/2016	Bicycle groups and public review & comment on Draft Program
Feb/2016	VCTC committees review & comment on Draft Program
Mar/2016	Consultant delivers Final Program report
04/01/16	VCTC Board approves Program; Project ends

COST PROPOSAL

Proposals shall include a lump sum cost for the work described in this proposal. The cost proposal should include payment based on the scope of work contained in this RFP.

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PROPOSAL REQUIREMENTS

Proposers shall submit one (1) original with wet signature, 6 copies of the proposal, and an electronic copy no later than **4:00 P.M. Pacific Time Monday, June 1, 2015. Proposals delivered after the stated time will not be considered. Electronic submissions alone will not be accepted.**

Proposals shall be delivered to the VCTC offices at:

Ventura County Transportation Commission 950
County Square Drive, Suite 207
Ventura, CA 93003

The following information, at a minimum, must be provided by the firms responding to this Request for Proposal:

- Proposals should include bicycle wayfinding projects completed by the company similar to that described in this RFP with contact information for references. At a minimum, proposals should include the company or agency name, project location, services provided including deliverables, examples of design material and product, dates services were provided, and contact person(s) name, telephone number and address.
- Names and qualifications of the firm's principals and other key personnel to be assigned to this project including project organization chart.
- A proposed scope of work including a discussion of the tasks and activities to be accomplished.
- Names and qualifications of proposed subcontractors and their personnel to be assigned to this project.
- Cost proposal.

CONTRACT CERTIFICATION

The Workers Contract Certification found in Attachment 1 is a part of this RFP and will become a part of the contract for consultant services.

CONSULTANT SELECTION PROCESS AND CRITERIA

VCTC reserves the right to reject any and all proposals, whole or in part, submitted and to request additional information. A consultant selection committee comprised of VCTC and local agency staff will evaluate each proposal according to the criteria listed below. The selection committee will also evaluate reference checks and other information gathered independently. Contract negotiations will be initiated with the firm that the VCTC deems best qualified to complete the scope of work. If agreement cannot be reached, then negotiations will proceed to the next most qualified consultant.

Criteria	Weight
Professional qualifications: experience with similar projects	30%
Understanding of the work; quality and responsiveness of the proposal	25%
Proposed approach for completing work	20%
References and work sample	15%
Cost	10%
Total	100%

VCTC CONTACT INFORMATION

All questions, comments and proposals should be directed to:

Steve DeGeorge, Director of Technology
Ventura County Transportation Commission
950 County Square Drive, Suite 207
Ventura, CA 93003

Phone: (805) 642-1591 (ext. 103)

Email: sdegeorge@goventura.org

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ATTACHMENT 1

WORKER'S COMPENSATION INSURANCE CERTIFICATE

As required by Section 1860 of the California Labor Code (Chapter 1000, Statutes of 1965), the Consultant shall secure the payment of Workmen's Compensation to its employees in accordance with the provisions of Section 3700 of the California Labor Code and shall furnish VCTC with a certificate evidencing such coverage together with verification thereof as follows:

"I am aware of the provisions of Section 3700 of the Labor Code which require every employer to be insured against liability for Workmen's Compensation or to undertake self-insurance in accordance with the provisions of that code, and I will comply with such provisions before commencing the performance of the work of this Contract."

SIGNED: _____
(Consultant)

DATE: _____