



METROPOLITAN
TRANSPORTATION
COMMISSION

Bay Area Metro Center
375 Beale Street, Suite 800
San Francisco, CA 94105
415.778.6700
www.mtc.ca.gov

Jake Mackenzie, Chair
Sonoma County and Cities

Scott Haggerty, Vice Chair
Alameda County

Alicia C. Aguirre
Cities of San Mateo County

Tom Azumbrado
U.S. Department of Housing
and Urban Development

Jeannie Bruins
Cities of Santa Clara County

Damon Connolly
Marin County and Cities

Dave Cortese
Santa Clara County

Carol Dutra-Vernaci
Cities of Alameda County

Dorene M. Giacomini
U.S. Department of Transportation

Federal D. Glover
Contra Costa County

Anne W. Halsted
San Francisco Bay Conservation
and Development Commission

Nick Josefowitz
San Francisco Mayor's Appointee

Jane Kim
City and County of San Francisco

Sam Liccardo
San Jose Mayor's Appointee

Alfredo Pedroza
Napa County and Cities

Julie Pierce
Association of Bay Area Governments

Bijan Sartipi
California State
Transportation Agency

Libby Schaaf
Oakland Mayor's Appointee

Warren Slocum
San Mateo County

James P. Sperring
Solano County and Cities

Amy R. Worth
Cities of Contra Costa County

Steve Heminger
Executive Director

Alix Bockelman
Deputy Executive Director, Policy

Andrew B. Fremier
Deputy Executive Director, Operations

Brad Paul
Deputy Executive Director,
Local Government Services

May 21, 2019

BENCH:
2016 Electronic Payment Implementation and Operations
(approved by the MTC Operations Committee May 13, 2016)

Mini Procurement:
Request for Proposals for
Bay Bridge Forward: Commuter Parking Communications/Outreach

Dear Consultant:

MTC invites firms prequalified on the 2016 Electronic Payments Implementation and Operations Bench, approved by the MTC Operations Committee on May 13, 2016 ("Bench") for Service Category E: Communications and Customer Information Services to submit a proposal for the Bay Bridge Forward: Commuter Parking Communications/Outreach Project ("Project"). See Attachment A, Scope of Work, for more information about the project scope.

I. MINIMUM QUALIFICATIONS:

Only firms that have been prequalified on the Bench for Service Category E: Communications and Customer Information Services may submit a proposal in response to this procurement.

II. SUBMITTAL DEADLINE AND SCHEDULE

Interested firms must submit their proposal by **4:00 p.m. on Tuesday, June 4, 2019** in accordance with the instructions contained in Section V, Proposal Submittal Requirements to be considered. **Proposals received after that date and time will not be considered.**

Deadline for questions/ clarifications on RFP	Tuesday, May 28, 2019, 4:00 p.m.
Closing Date/ time for receipt of SOQs	Tuesday, June 4, 2019, 4:00 p.m.
Interviews, if needed	Week of June 10, 2019
MTC Operations Committee Approval	July 12, 2019

*Dates are approximate and subject to change

III. DISADVANTAGED BUSINESS ENTERPRISE (DBE) REQUIREMENTS

This project is financed partially by federal funding, in which case federal third-party contracting requirements shall apply. Effective July 2012, the California department of Transportation (Caltrans) requires recipients of DOT grant funds through Caltrans to impose the following DBE utilization requirements on its consultants and contractors. Consultant's DBE participation on this Agreement will assist Caltrans in meeting its federally-mandated statewide overall DBE goal. **The DBE goal for this project will be calculated at the time of task order issuance.**

IV. BACKGROUND AND SCOPE OF WORK

The Bay Bridge Forward initiative is a suite of operational improvements aimed at increasing person throughput on the San Francisco-Oakland Bay Bridge – in other words, move more people in fewer vehicles on the Bay Bridge during rush hours. To encourage mode shift, one key strategy is to build new commuter parking hubs on Caltrans airspaces under freeways, specifically at I-880/High and I-880/Fruitvale Ave. in Oakland and I-80/Buchanan Ave. in Albany. In addition to these lots, MTC is coordinating with AC Transit and private shuttle operators to provide connecting public/private transit. All three lots are currently under design and will go into construction in June 2018 with the goal of opening for service by early 2019. Unlike State-owned and operated park-ride lots, these lots will include parking fee, real-time parking information, and opportunities to shift to transbay express bus transit, private shuttles, or organized or casual carpools and vanpools. Amenities such as bike racks, bike lockers and EV charging stations will also be available.

The proposer selected for this project (“Consultant”) shall assist staff in implementing public awareness, customer communication, customer education, outreach, and other information services to support the launch of the new commuter parking hubs. MTC staff seeks a creative and innovative approach to communications and marketing to educate the public about the new commuter hubs and to ensure that the lots are well-utilized. Consultant must bring creativity and innovation with a modern twist into the thinking behind the marketing efforts, as well as produce high-quality, high-impact collateral, messages and communication mechanisms. MTC embraces traditional marketing approaches that have a proven track record of success, but would also like to push the envelope to ensure that the hubs are successful.

The MTC Project Manager will provide overall direction and guidance to the Consultant, but the expectation is that the Consultant will lead and deliver the promotion and marketing efforts within budget and schedule.

MTC expects the work to commence by summer 2018, and be completed by no later than December 31, 2020.

The approximate budget for this project is \$300,000. Additional funding is subject to budget approval.

IV. FORM OF PROPOSAL

The proposal must be signed by an official authorized to solicit business and enter into contracts for the firm and should include the following: (Page limits, where specified are recommendations only and counted by single-sided pages on 8.5 x 11 inch paper, though overall presentation will be evaluated accordingly)

A. Technical Proposal, consisting of:

1. Title Page, which includes the name of the Proposer’s firm, local address, telephone number, name of contact person, contact person’s email address, and the date.

2. Approach to the Project - (no more than 4 pages):

Describe the firm's understanding of the project and the firm’s approach to completing all tasks

described in Attachment A, Scope of Work. The firm should list all assumptions and indicate key challenges that may be faced in completing the work and suggest how it plans to overcome such challenges.

3. Firm Qualifications - (no more than 4 page):

Provide the firm's (and subconsultants', if applicable) qualifications and experience in completing projects that are similar to the work listed in Attachment A, Scope of Work. Similar/related projects should have been completed within the past five (5) years.

4. Proposed Staffing Plan and Availability - (no more than 2 page):

Identify key staff, their location, and their role(s) and relevant experiences for the project. For each task, provide the names of proposed staff and the percentage of their time available for this project to perform the work specified in Attachment A, Scope of Work. Identified key staff must individually demonstrate experiences similar to the work outlined in Attachment A, Scope of Work. This discussion should include subconsultants, if applicable. One-page resumes may be submitted as an appendix to the proposal.

B. COST PROPOSAL

Based on the staffing plan described above, and using the table provided in Attachment B, Cost Proposal as a basis, provide a breakdown of the expected expenditures of funds for each task contained in Attachment A, Scope of Work. The budget should include, but is not limited to, a task budget and line item budget with billing rates for each phase. Optional tasks and related costs that are not specifically requested in the RFP must be clearly marked as “additional” or “optional” tasks.

The approximate budget for this project is \$300,000. Additional funding is subject to budget approval.

V. FORM OF SUBMITTAL

1. Interested firms must submit their proposal electronically by uploading their proposals to the MTC website at <https://mtc.bonfirehub.com> by **the closing date/ time for receipt of proposals**. Proposals submitted by hard copy, email or fax will not be considered.

2. The Transmittal Letter of the Proposal is to be addressed as follows:

Attention: Andrew L. Nguyen
Metropolitan Transportation Commission
Bay Area Metro Center
375 Beale Street, Suite 800
San Francisco, CA 94105

3. The Title Page of the Proposal must include the name of the Proposer's firm, local address, telephone number, name of contact person, contact person's email address, and the date.

4. Proposals must be received on MTC's procurement webservice, Bonfire, at <https://mtc.bonfirehub.com> **no later than the date and time indicated**. MTC is not responsible for proposals delayed for any

reason. The online proposal submission system will not allow for any proposals to be accepted after the stated date and time.

5. Proposer agrees and acknowledges all RFP specifications, terms and conditions and indicates ability to perform by submission of a proposal.
6. A signed proposal submitted to MTC in response to this RFP shall constitute a binding offer from Proposer to contract with MTC according to the terms of the proposal for a period of one hundred twenty (120) days after the proposals are due to MTC.
7. A proposal may be withdrawn at any time before the date and time when proposals are due by submitting a written request for its withdrawal to the MTC Point of Contact indicated on the cover letter of the RFP.
8. This RFP does not commit MTC to award a contract or to pay any costs incurred by any Proposer in the preparation of a proposal in response to this RFP.
9. MTC reserves the right in its sole discretion not to enter into any contract as a result of this RFP. If the selected Proposer fails to enter into a contract with MTC in a timely manner as determined by MTC, in accordance with the terms and conditions of this RFP, MTC reserves the right to reject the proposal and enter into a contract with the next highest scoring Proposer.
10. Online Vendor Registration is required to be eligible for contract award. Proposers should visit MTC's website at <https://mtc.bonfirehub.com> to register in the MTC Vendor Database.

VI. EVALUATION

Proposals will be evaluated based upon the following factors:

1. Qualifications and specific experience of the team and key personnel to complete work specified in Attachment A, Scope of Work (25%)
2. Approach to completing the work (25%)
3. Price (20%)

Percentages will be developed, based on the relative difference between the lowest overall price and each other Proposal. The lowest price will receive 100% of the available Price points. See below for an example:

	A	B	C
Proposer	Proposed Total Price	% of Price Evaluation Points Assigned	Final Evaluation Points Assigned
Proposer X	\$250,000	100 %	20
Proposer Y	\$269,000	\$250K divided by Proposer Y overall price = 93%	18.6
Proposer Z	\$275,000	\$250K divided by Proposer Z overall price = 91%	18.2

4. Cost effectiveness (20%)
5. Presentation, as evidenced in written and oral communications (10%)

VII. AWARD

MTC reserves the right to award the contract with or without interviews based upon the proposals received. Any award made will be to the Consultant(s) whose proposal is most advantageous to MTC based on the evaluation criteria defined in the above section. MTC reserves the right to accept or reject all proposals submitted, waive minor irregularities, request additional information, or revisions to offers, with any or all proposers.

If the selected firm fails to enter into a contract with MTC in a timely manner as determined by MTC, in accordance with the terms and conditions of this RFP, MTC reserves the right to reject the proposal of the selected firm and enter into a contract with the next highest scoring firm. MTC also reserves the right to cancel this mini-procurement and re-procure for this project, if it is determined to be in its best interest to do so.

VIII. Public Records

This RFP and any material submitted in response to this RFP are subject to public inspection under the California Public Records Act (Government Code §6250 *et seq.*), unless exempt by law. Other than proprietary information or other information exempt from disclosure by law, the content of proposals submitted to MTC will be made available for inspection consistent with its policy regarding Public Records Act requests.

If the Proposer believes any proposal content contains trade secrets or other proprietary information that the Proposer believes would cause substantial injury to the Proposer's competitive position if disclosed, the Proposer may request that MTC withhold from disclosure such proprietary materials by marking each page containing proprietary information, including financial information, if any, required to be submitted under Section VII of this RFP, as confidential and shall include the following notice at the front of its proposal:

“The data on the following pages of this proposal, including financial information submitted under Section VII of the RFP marked along the right margin with a vertical line, contain technical or financial information that constitute trade secrets and/or that, if disclosed, would cause substantial injury to the Proposer's competitive position. The Proposer requests that such data be used for review by MTC only, but understands that exemption from disclosure will be limited by MTC's obligations under the California Public Records Act. If an agreement is awarded to the Proposer submitting this proposal, MTC shall have the right to use or disclose the data, unless otherwise provided by law. [List pages].”

Failure to include this notice with relevant page numbers shall render any “confidential/proprietary” markings inadequate. Individual pages shall accordingly not be treated confidentially. By submitting a proposal with portions marked as confidential or proprietary, a Proposer represents it has a good faith belief that such portions are exempt from disclosure under the California Public Records Act. **Any**

language purporting to render the entire proposal confidential or proprietary will be regarded as ineffective and will be disregarded. In addition, the Proposer may not designate any required proposal forms or the cost proposal as confidential. Consequently, any language purporting to render any proposal forms or the cost proposal as confidential or proprietary will be regarded as ineffective and will be disregarded.

In the event properly marked data is requested pursuant to the California Public Records Act, the Proposer will be advised of the request. If the proposal requests that MTC withhold such data from disclosure and MTC complies with the Proposer's request, the Proposer shall assume all responsibility for redacting the proposal; defending any challenges resulting from the non-disclosure; indemnifying, defending MTC and holding MTC harmless from and against all claims, legal proceedings, and resulting damages and costs (including but not limited to attorneys' fees that may be awarded to the party requesting such Proposer information); and paying any and all costs and expenses relating to the withholding of the Proposer information. Proposer agrees that MTC's sole involvement in any litigation resulting from MTC's withholding of records shall be to retain the records until otherwise ordered by a court.

If the Proposer does not follow all of the requirements in this section for withholding proprietary information as exempt from disclosure under the California Public Records Act, MTC shall have no obligation to withhold the information from disclosure, and the Proposer shall not have a right to make a claim or maintain any legal action against MTC or its commissioners, officers, employees or agents in connection with such disclosure.

VII. Organizational Conflict of Interest

By submitting a proposal, the Firm represents and warrants that no commissioner, officer or employee of MTC is in any manner interested directly or indirectly in the proposal or in the contract that may be made under it or in any profits expected to arise there from, as set forth in California Government Code Section 1090.

The Firm further warrants and represents that it presently has no interest and agrees that it will not acquire any interest that would present a conflict of interest under California Government Code Sections 1090 *et seq.* or 87100 *et seq.* during the performance of services under any contract resulting from this RFP and that it will not knowingly employ any person having such an interest. Violation of this provision may result in the contract being deemed void and unenforceable.

Whenever MTC is awarding a contract that involves the rendering of advice, it will consider whether there exists the potential for bias, because of other activities, relationships or contracts of the Firm, and if so, whether any potential bias can be mitigated acceptably by MTC and the Firm. After award, the Consultant shall take all reasonable measures to preclude the existence or development of an organizational conflict of interest in connection with work performed under the agreement resulting from this and other MTC solicitations. An organizational conflict of interest occurs when, due to other activities, relationships, or contracts, a firm or person is unable, or potentially unable, to render impartial assistance or advice to MTC; a firm or person's objectivity in performing the contract work is or might

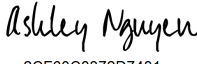
be impaired; or a firm or person has an unfair competitive advantage in proposing for award of a contract as a result of information gained in performance of this or some other project.

The Firm shall not engage the services of any subcontractor or independent contractor on any work resulting from this RFP if the subcontractor or independent contractor, or any employee of the subcontractor or independent contractor, has an actual or apparent organizational conflict of interest related to work or services contemplated resulting from this RFP.

The MTC standard consultant agreement is available upon request. Should you wish to receive a copy of the MTC standard consultant agreement or have any questions about this RFP, please contact Andrew L. Nguyen at 415-778-6651, or email at alnguyen@bayareametro.gov.

Thank you for your interest.

Sincerely,

DocuSigned by:

2CF60C8372D7481...
Ashley Nguyen
Director, Design and Project Delivery

APPENDIX A, PRELIMINARY SCOPE OF WORK

BAY BRIDGE FORWARD: COMMUTER PARKING COMMUNICATIONS/OUTREACH

Consultant shall assist MTC staff in promoting and marketing new Pivot Point commuter parking hubs located at I-880/High St. (Oakland), I-880/Fruitvale Ave. (Oakland), and I-80/Buchanan Ave. (Albany), which will advance to construction in June 2018 and targeted for opening by January 2019. MTC created the brand Pivot Point for these commuter parking lots for purposes of introducing park-rides as multi-modal hubs, making them appear to be more “privately owned” given that a parking fee is being levied, and disassociating them from the current State-owned and operated park-ride lots that are not priced (with a few exceptions). Notably, this is MTC’s first foray into building and operating park-ride lots. MTC views these hubs as a pilot project, and depending on how well the pilot performs, this may determine the project’s future.

The project goals includes, but not limited to: 1) inform the public of the availability of new commuter parking; 2) explain how the commuter parking lots work in terms of mobile payment, real-time parking availability, designated bike facilities, carpool spaces and EV charging spaces, and connections to public transit; 3) jump start usage and accelerate the rate of growth in utilization over time; 4) maintain and build loyalty of lot users; 5) link the commuter parking lots to supporting services such as connecting AC Transit transbay express bus services, casual carpooling opportunities, carpool apps, and so forth; 6) leverage available MTC resources such as 511, Clipper or FasTrak to enhance marketing efforts; and 7) forge new partnerships with businesses and employers who support mode shifts and have access to potential users.

The services to be performed by Consultant shall consist of services requested by the MTC Project Manager or a designated representative including, but not limited to, the following:

All references to deliverables in this scope of work include one draft and one final version, unless otherwise specified. All draft deliverables will be referred to and commented on by MTC, and comments will be integrated into the final deliverable.

Task 1: Communications/Outreach Plan

Create a comprehensive communications/outreach plan (“Communications and Outreach Plan”) that meets project goals and provides a framework on when and how the commuter parking hubs are promoted. The plan should include a wide range of creative communications and marketing strategies and be flexible to allow changes/modifications to goals, services, and strategies. The plan should identify scope, costs and timelines for every strategy or group of strategies, with the most emphasis on activities to occur within the first six to 12 months of the opening of the commuter hubs.

Task 2: Plan Implementation

Execute the Communications and Outreach Plan, including assessments of the effectiveness of the various strategies in terms of successes and failures. Where changes are warranted, modify near-future communications, outreach and marketing approach and strategies, and then implement them. This task may have a number of subtasks to correspond to the implementation timeline, with assumptions such as more rigorous effort at the beginning.

**Attachment B
Cost Proposal**

Based on the staffing plan described above, and using the table provided in Attachment B, Cost Proposal as a basis, provide a breakdown of the expected expenditures of funds for each task contained in Attachment A, Scope of Work. The budget should include, but is not limited to, a task budget and line item budget with billing rates for each phase. Optional tasks and related costs that are not specifically requested in the RFP must be clearly marked as “additional” or “optional” tasks.

The approximate budget for this project is \$300,000. Additional funding is subject to budget approval.

[This document is uploaded separately on Bonfire]