

Request For Proposals County of Fresno

Number: 24-039

Consultant Services for Safe Streets for All Action Plan

Date Released: August 12, 2024

Proposer's Conference (optional)

To be held via Zoom: 1:30 PM, Wednesday, August 21, 2024 (PST)
Link will be posted on website.

Inquiries and Requests For Clarification (RFCs):

Due: 4:00 PM, Friday, September 6, 2024 (PST)

<https://www.fresnocountyca.gov/Departments/Public-Works-and-Planning/Request-For-Proposals/RFP-Safe-Streets-for-all-Action-Plan-PWP24-039/Request-for-Clarification-Form>

Proposal

Due prior to: 5:00 PM, Friday, September 13, 2024 (PST)

SOQs will be received at:

<https://www.bidexpress.com/businesses/36473/home>

Sign up for updates and addenda:

<https://www.fresnocountyca.gov/Departments/Public-Works-and-Planning/Request-For-Proposals/RFP-Safe-Streets-for-all-Action-Plan-PWP24-039>



Department of Public Works and Planning

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Attachments

Attachment A: Consultant Evaluation Sheet

Attachment B: Appendix I

Attachment C: Interim Implementation Guidance for the Justice40 Initiative Memorandum

Attachment D: Draft Agreement

Attachment E: Self-Dealing Transaction Disclosure Form

Attachment F: Fresno County Multi-Jurisdictional Local Road Safety Plan (link: <https://www.fresnocog.org/project/2021-regional-safety-plan-local-road-safety-plan/>)

1. Introduction

Fresno County Department of Public Works and Planning is seeking a qualified consultant to update and expand the existing Local Road Safety Plan to include all required SS4A action plan components, thus enabling the County to apply for SS4A implementation grant funding. The Consultant will develop an Action Plan using inclusive and representative processes to pursue a comprehensive approach to advancing equity. This update/expansion will also include any newly identified safety projects, including projects identified during stakeholder outreach. An optional Proposer’s Conference will be held online on Wednesday, August 21st, at 1:30 pm.

It is the intent of the County to enter into an agreement with one consulting company to exclusively provide the professional services as described herein for a one-time service. However, the County reserves the right, at its sole discretion, to terminate this RFP process or negotiations with a selected company and begin a new RFP process, or to contract with more than one firm, if needed to perform all of the services. Nothing herein, or in the process, shall be construed as having obligated the County to pay for any expenses incurred by

respondents to this RFP, or to the selected company prior to Fresno County Board of Supervisor approval of an Agreement.

2. Project Description and Background

The County of Fresno (County) is seeking submittals from a consultants (Consultant) to develop a Comprehensive Safety Action Plan (Action Plan). The County was awarded a grant from the U.S. Department of Transportation (DOT) through the Safe Streets and Roads for All (SS4A) grant program. This grant will support the County's efforts to develop an Action Plan.

The purpose of the Action Plan is to improve roadway safety by significantly reducing roadway fatalities and serious injuries through action plan development and implementation focused on all users, including pedestrians, bicyclists, motorists and micromobility users. The Action Plan aims to improve roadway safety by developing a comprehensive action plan based on a Safe System Approach and implementing projects and strategies that significantly reduce transportation-related fatalities and serious injury accidents for all road users.

The Action Plan will undertake a robust safety investigation on the jurisdictional roadways. This will be done through a more in-depth look at location-based crash data, causal factors, and complete streets principles to identify broad engineering, education, and enforcement strategies that consider local context. Efforts should guide in shaping future implementation projects through SS4A, or other applicable federal or state transportation related funding programs that can contribute to meeting performance measures at the state and federal levels.

The Action Plan will identify a comprehensive set of projects and strategies, that are data driven, and incorporate best practices, stakeholder input, and equity, to address safety problems. Innovative strategies and technologies will be molded to the needs of the County, promoting safety and equity. The identified strategies will be those with the greatest potential to reduce fatal and serious injury crashes and reduce crash rates on County roads.

The Action Plan will consider other factors in addition to safety, including equitable investment in the safety needs of underserved communities. As part of this effort, a public involvement process that focuses on reaching underserved, underrepresented, and

vulnerable populations will be undertaken to ensure inclusion and equity for all persons within the County. Within the planned output are progress and transparency methods that measure progress over time after the Action Plan is completed.

The Action Plan will demonstrate engagement with a variety of public and private stakeholders and seek to adopt strategies to promote safety, employ low-cost, high-impact strategies that can improve safety, ensure equitable investment in the safety needs of underserved communities, including rural communities and incorporate evidence-based projects and strategies.

Identification of action items will comply with USDOT's required components including goal setting, safety analysis, public engagement, equity analysis, policy and process proposals, and progress reporting.

Although the Cities of Fowler, Clovis, Fresno and Parlier have received SS4A funding, our Safety Action Plan will be inclusive of all Fresno County and will be a collaboration with all jurisdictions. The cities listed above will have their own outreach component and the County will work in partnership to achieve the goals of SS4A.

3. Consultant Services

Scope of Work and Expected Deliverables

Outlined below is the scope of services that will guide the development of the Action Plan. Consultants submitting proposals are encouraged to suggest additional project tasks that take a creative approach to safety solutions as a demonstration of their expertise and competence with quality consulting work and procedures.

The scope of work is to create an Action Plan that meets or exceeds the requirements of plans eligible to receive federal SS4A implementation funding. The requirements are stated in Appendix I (extrapolated from the FY 2022 SS4A NOFO, Section 2.i.). The final Action Plan must, at minimum, include the following components:

Leadership Commitment and Goal Setting: At the culmination of the development of the Action Plan, the consultant and County staff will make presentation to the Fresno County Board of Supervisors with a recommendation of one, or both, of the following: (1) the target date for achieving zero roadway fatalities and series injuries, OR (2) an ambitious

percentage reduction of roadway fatalities and serious injuries by a specific date with an eventual goal of eliminating roadway fatalities and series injuries. (The County will determine the goal for the Action Plan, option 1 and/or 2.) If necessary, the Consultant will coordinate and present Action Plan to additional stakeholders at the State, FCOG, and City level to receive support for the commitment to reaching the goal.

Planning Structure: The County, with assistance from the Consultant, will establish a Safe Streets for All Study Review Committee (SRC). The SRC may include representatives from the County of Fresno, Cities within Fresno County, representatives from unincorporated areas, Community Service Districts, Community Based Organizations, Caltrans, Public Health, schools, community members, and/or the FCOG. Additional stakeholders may include representatives from the “4E’s” of highway safety (engineering, law enforcement, education, and emergency response). Membership of the SRC shall also be representative of each of the Board Districts of Fresno County. The SRC will review the Consultant work products and provide guidance and input. The Consultant will be required to attend meetings, provide an agenda, meeting materials and meeting notes for SRC meetings. The County, with assistance from the Consultant, will make key decisions and report as appropriate to the SRC. SRC meetings will be held bi-monthly and will be virtual and/or in-person.

Safety Analysis: The Consultant will conduct a road safety analysis based on the existing conditions and historical trends to provide a collision baseline level within the County. Geospatially locate collisions in a geographic information system (GIS) to map and organize the collision data. Collision analysis will include, but is not limited to, collision severity; collision type; primary collision factor; collision location; collision time; collision and fatality demographics (age, sex, race and ethnicity) roadway user involvement; and other applicable high frequency collision trends identified such as near local schools; school aged children; seniors; nighttime collisions; alcohol or drug impaired collisions, etc. Consultant shall analyze traffic accident rates and develop a HIN by identifying the highest concentrations of traffic collisions resulting in fatalities and serious injuries. HIN analysis will include, but is not limited to, top 20 high-risk intersections and roadway segments; for 1) vehicles 2) pedestrians and 3) bicyclists; (total of 60) high frequency collision types and primary collision factors; built environment features; and identification of other relevant systemic factors that

may contribute towards fatal and serious injury collisions. The analysis should also review demographic and socioeconomic data to assess disparities in severe and fatal crashes in disadvantaged communities as defined by the US DOT.

Developing a High Injury Network (HIN) will allow for the understanding and identification of collision frequencies, collision density and collision rates. The HIN by itself will not assess whether a location or street is dangerous, but rather identify where there is a greater opportunity for serious injury or death at a certain location.

Demonstration Projects: With the preliminary HIN analysis, the Consultant shall recommend several low-cost, high-impact demonstration projects as a part of their analysis and provide preliminary scoping and estimates for each and shall be prepared to assist the County in implementation and follow up data analysis for at least one of them. Assistance shall include gathering and preparation of technical data, specifications, plans, and estimates requisite to implement the selected project or projects, bidding assistance (if necessary), and construction/post-construction impact analyses.

Cost Benefit Analysis: The consultant will perform an economic analysis that demonstrates the value of investments in road safety based on hidden costs to areas such as: law enforcement, emergency medical response and legal proceedings. Cost-benefit analysis will be used to evaluate investment decisions by translating safety and risk concepts into monetary values. Consultant shall analyze specific safety concerns and potential strategies to address safety enhancements. Examples include:

SAFETY CONCERNS

- Speeding
- Lighting/Visibility
- Fixed Objects Analysis
- Bike and pedestrian serious injuries and deaths
- Distracted Driving
- Sideshows (Automobile exhibition)

POTENTIAL STRATEGIES TO ADDRESS SAFETY ENHANCEMENTS

- Roadway/intersection concept design (roundabouts, rumble strips, signage, lighting, pavement markings, signals, traffic calming devices, geometric improvements)

- Safety Assessments for School Routes
- Potential Funding Sources
- Education and Outreach

Engagement and Collaboration: The consultant will develop a robust engagement plan with the public and relevant stakeholders, including the private sector and community groups, that allows for both community representation and feedback. Information received from the engagement and collaboration will be analyzed and incorporated into the Action Plan. A strong emphasis should be placed on equity in outreach activities especially to underserved communities. This engagement plan should include, but is not limited to the following:

- Identification of and engagement strategies for underserved communities, pedestrians, bicyclists, and groups disproportionately impacted by traffic risks and are not typically engaged by safety planning.
- Online and in-person communication strategy for sharing plan information and engagement events with residents and stakeholders.
- Identification of and engagement activities for the public and private sector, community groups (community-based organizations) and relevant stakeholders.
- A minimum of 10 engaging public workshops, 5 of which will occur at times and locations such that underserved communities are provided equal opportunity for input to obtain feedback on plan recommendations.
- The consultant will provide translation services in Spanish and other necessary languages (as determined by the County) at meetings, workshops and for presentation materials.
- The consultant shall follow guidelines from The U.S. Department of Transportation's guidebook, Promising Practices for Meaningful Public Involvement in Transportation Decision-Making.

Website: The Consultant shall create a public-facing website that meets all the American with Disabilities Act (ADA) compliance criteria, to share progress and solicit feedback on safety concerns, projects, and strategies. The website will document progress during this work and provide timely updates and information. This content will include but is not limited to, information about upcoming engagement opportunities and summaries of data and surveys. The website will feature County of Fresno branding. Within the website, the

Consultant will develop a dashboard that will present crash data, the high-injury network, crash and contributing factor profiles, safety profiles, identified problems, and solutions, including an assessment of the impact on vulnerable and equity populations. The data dashboard will be created in consultation with County staff. The website will also include road safety information and tips to alleviate injury through implementation of safe driving practices.

The Consultant will be responsible for posting updates on the website until the Action Plan is finalized, at which time the Consultant will train County staff on updating the system. The website and dashboard must be easily editable by the County. The consultant will turn over website and dashboard content, hosting, and administration to the County at the conclusion of their work.

Equity: The Action Plan will utilize inclusive and representative processes to pursue a comprehensive approach to improving equitable approaches to road safety analysis and related improvements. Underserved communities are to be identified through available data and supplemental analyses. The analysis will include population characteristics and initial equity impact assessments for HIN locations and the proposed projects and strategies. This task builds on the completed road safety analysis and will allow socio-demographic data to be overlaid with technical transportation system data and will help inform and identify intersections and road segments of need. The Consultant will include efforts to remove barriers to and provide equal access to opportunities and benefits proposed and increase investment in underserved communities.

An underserved community as defined by the Office of Management and Budget's Interim Guidance for the Justice40 Initiative (Attachment C) and the Historically Disadvantaged Community designation, which includes U.S. Census tracts.

Policy and Process Changes: The Consultant shall provide an assessment of current policies, plans, guidelines, and/or standards (e.g., manuals) to identify opportunities to improve how processes prioritize transportation safety. The USDOT National Roadway Safety Strategy Safe System Approach acknowledges that both human mistakes and human vulnerability must be incorporated into the discussion of roadway safety, the Action Plan will recognize that to attain the goal of reducing fatalities, safety countermeasures will have to focus on more than just infrastructure recommendations but encompass programs

and policy decisions that impact both human behavior, emergency response, and administrative actions.

The assessment must include a discussion of equity impacts to underserved communities for the recommended policies, processes, and projects recommended in the Action Plan. The Action Plan will discuss implementation steps the recommended policies or processes through the adoption of revised or new policies, guidelines, and/or standards, as appropriate. The consultant should provide trainings, materials, and/or workshops for revised or new policies/standards that arise from the Action Plan. The Consultant and County staff will work with the public and elected officials to implement and adopt the recommended policy, guidelines, or standards.

Strategy and Project Selection: The Consultant will identify a comprehensive set of projects and strategies, shaped by data, the best available evidence, and equity considerations, as well as stakeholder and public input, that will address the safety problems described in the Safety Plan. These strategies, countermeasures, and projects focus on a Safe System Approach, effective interventions, and consider multidisciplinary activities. Once identified, the list of projects and strategies will be prioritized by time ranges for when the strategies and countermeasures can be deployed (e.g., short-, mid-, and long-term timeframes). The list should include specific projects and strategies, or descriptions of programs of projects and strategies, and explains the prioritization criteria used. The list should contain interventions focused on infrastructure, behavioral, and/or operational safety. The list will be ordered, within each timeframe by order of magnitude determined by the estimated project cost and significant challenges to implementation. Additionally, funding sources other than SS4A implementation funds should be evaluated for projects. For information accessibility, the list of projects and strategies will be mapped for public review.

Progress and Transparency Methods: The Consultant shall establish a method to measure progress over time after the Action Plan is developed or updated, including outcome data. Means to ensure ongoing transparency shall be established with residents and other relevant stakeholders. This shall include annual public and accessible reporting on progress toward reducing roadway fatalities and serious injuries, and public posting of the Action Plan online.

Disadvantaged Business Enterprise (DBE) Participation

Disadvantaged Business Enterprises (DBEs) are strongly encouraged to submit proposals in response to this solicitation. Other proposers are encouraged to engage DBE subconsultants where appropriate. The County of Fresno is an Equal Opportunity Employer with a commitment to workforce diversification.

The provisions of 49 CFR, Part 26 (“Participation by Disadvantaged Business Enterprises in Department of Transportation Financial Assistance Programs”) require that a local agency receiving federal-aid funds complies with DBE program and that DBE firms have an opportunity to participate in the projects, and DBE participation is encouraged.. It is the Consultant’s responsibility to be fully informed regarding the requirements of 49 CFR, Part 26.

Requested Consultant Services

A. Consultant Team:

- a. The Consultant can propose a team made up of as many or as few subconsultants needed to perform the work. A multi-disciplinary team of transportation planners, engineers, and public outreach specialists is envisioned by the County.

B. Roles:

- a. County has dedicated staff to coordinate with the consultant on all work products and provide all data.

C. Expertise

- a. This RFP was provided to consulting firms with specific skills to accomplish one or more deliverables. The most competitive consultant will not only be a multi-disciplinary team familiar with the transportation system and population County of Fresno, as well as successful implementation of similar plans in other areas.

D. Required Meetings

- a. Project Kick-off Meeting
- b. Biweekly check-in Meetings With County staff

- c. Stakeholder Meetings (number and format to be proposed/negotiated)
- d. Final Project Presentation (Board of Supervisors)

4. Anticipated Schedule

The RFQ process will be administered according to the following schedule:

- RFQ issuance August 12, 2024
- Proposers Conference (Optional) August 21, 2024 AT 1:30 PM PST
- Deadline for submitting RFC's September 6, 2024 AT 4:00 PM PST
- Deadline for submitting proposals September 13, 2024 AT 5:00 PM PST
- Proposal Review (Short List) Meeting September 26, 2024
- Interviews (Can be done online) October 10 & 11 2024
- Negotiation Completion October 24, 2024
- Agreement to Board of Supervisors December 17, 2024

ACTION PLAN SCHEDULE

Milestone	Schedule Date
Planned Draft Action Plan Completion Date:	March 31, 2026
Planned Action Plan Completion Date:	March 1, 2027
Planned Action Plan Adoption Date:	May 1, 2027
Planned SS4A Final Report Date:	August 1, 2027

5. Services Required

The Consultant shall propose a schedule for the completion of the identified deliverables in accordance with the programing for the project. The Consultant is encouraged to identify any factors that will or may affect the completion of the project and to discuss the means, if any, of minimizing their impact on the schedule. The fee proposal shall be prepared to match the tasks listed in the Consultant’s proposed project schedule.

All invoices for work performed under this RFP must reference the mini-RFP number listed above and, in the case of multiple Tasks, the Task Number(s) for the invoiced work.

6. Services Performed by the County

The County will provide the services and materials listed below in support of the Consultant's professional services. The County does not give warranty, expressed or implied, regarding the accuracy of studies and reports. The Consultant will be responsible for the evaluation of all information supplied by the County.

- Provide a County representative to oversee and collaborate grant implementation, and to interface with funding agencies to ensure compliance.
- Examine documents submitted to County by Consultant and timely render decisions pertaining thereto.
- Attend and participate in meetings with the Consultant and other agencies as necessary.
- Provide any documents retained by the County that would assist in completion of the SS4A Action Plan, including but not limited to: accident reports, as-built drawings, traffic studies.
- Provide Demonstration Project procurement oversight and labor compliance, as required.

7. RFP Submittal Requirements

The Department will review each Proposal to determine the competence and qualifications of the company. Please provide the listed information in the following sequence:

- Company name, address, phone number, and email address
- Type of organization (sole-proprietorship, partnership, or corporation)
- A list of names containing: the majority owner(s), any employees promoting the contract, and any employees responsible for the proposal (SB 1439)
- Firm Principals and Key staff who will be responsible for the agreement, and their educational background, credentials, and experience.
- Subconsultants who will perform portions of the work, and their key staff, educational background, credentials, and experience.
- Consultant qualifications to perform the work.
- Project Approach/Methodology:

A statement and discussion of the project objectives, concerns, and key issues.

The approach for performing the tasks must include a Scope of Work along with the process for executing the requirements and objectives of the project.

A discussion of the difficulties expected or anticipated in performing the tasks, along with a discussion of how the consultant proposes to overcome or mitigate against those difficulties.

A schedule for completion of the work, including performance and delivery schedules of the project tasks, milestones, and significant events.

A statement of the extent to which the consultant's proposed approach and Scope of Work will meet or exceed the stated objectives discussed in this RFP. Furthermore, a discussion of how the consultant would modify the project, and/or schedule to better meet these objectives.

- A list of suggested or optional tasks that the Consultant feels may be necessary or desired to complete the SS4A Plan.
- Include a Conflict-of-Interest Statement. The proposing Consultant shall disclose any financial, business, or other relationship with the County that may have an impact upon the outcome of the contract.
- Indicate if the proposing Consultant was involved with any litigation in connection with prior projects. If yes, briefly describe the nature of the litigation and the result.
- Do not submit a fee Proposal at this time: The fee proposal shall be submitted by only short-listed consultants at the time of the interview.
- Describe your efforts and commitment to use DBE subconsultants in this work. DBE participation is optional, but encouraged.
- Agreement Statement. The proposing Consultant shall disclose any issues or needed changes to the proposed contract agreement included as Attachment D - Draft Agreement. The Consultant shall provide a brief statement affirming that the proposal terms shall remain in effect for ninety (90) days following the date proposal submittals are due.

- Upon award the successful proposing Consultant will be required to complete and submit with the agreement a Self-Dealing Transaction Disclosure Form at the time of award. This form is provided for the proposer in Attachment E.
- List the name, phone number, and email address of at least four additional client references.

Proposal Submittal Instructions

Register with the Bid Express service in order to submit your proposal on the Bid Express website. This service is FREE to submit a proposal for Fresno County (the County has paid a fee to Bid Express for this service, so no fees should be charged to you). To access the solicitation for free, do not use the “Start your subscription” button, but choose “I will pay as I go for now.” A Digital ID is not required in order to use this service (electronic signature is selected by default and either “electronic signature” or “Digital ID” is acceptable).

Where attachments are requested, each requested document must consist of a separate file with a maximum of 10MB per file. Additional file upload fields are provided, each of which has a 10 MB limit which may be used for larger documents. Example: If a requested document is 15 MB, split the document into 2 files with filenames of Filename-1 of 2.pdf and Filename-2 of 2.pdf and attach Filename-1of2.pdf in the usual file upload field and upload Filename-2of-2.pdf under “Additional Documents (Use if needed).”

8. Evaluation

A Selection Committee made up of County staff and other stakeholders will review the proposals based upon the criteria contained in Attachment A. The firms will be ranked, and a shortlist of 2-4 consultants will be invited to interview. At the time of the interview, the fee proposal shall be submitted in a separate pdf with password-protection that prevents opening or viewing without the password by short-listed finalists at the time of the interview.

Upon completion of the interview, top-ranked consultant will be requested to submit the password to the Fee Proposal for review and negotiation. If Negotiation with the top-ranked consultant is unsuccessful, the password for the fee proposal will be requested from the next-ranked consultant.

Upon successful negotiation, the Selection Committee will make a recommendation to the Department Head who will make a recommendation to the Board of Supervisors for award.

The County reserves the right to conduct a background inquiry of each proposer which may include collection of appropriate background history information, contractual and business associations and practices, employment histories and reputation in the business community. By submitting a Proposal to the County, the proposer consents to such an inquiry and agrees to make available to the County such books and records the County deems necessary to conduct the inquiry.