

# REQUEST FOR PROPOSALS

## CONSULTANT SERVICES TO UPDATE THE VENTURA COUNTY COMPREHENSIVE TRANSPORTATION PLAN



### VENTURA COUNTY TRANSPORTATION COMMISSION

751 E. DAILY DRIVE, SUITE 420

CAMARILLO CA 93010



**DATE OF ISSUE:** JANUARY 8, 2021

**PROPOSALS DUE:** FEBRUARY 5, 2021 / 4:00PM PST

## **INTRODUCTION**

The Ventura County Transportation Commission (VCTC) is seeking proposals from qualified consultants to complete an update to the countywide Comprehensive Transportation Plan (CTP) for Ventura County as described in this Request for Proposals (RFP), funded by the California Department of Transportation (Caltrans) Sustainable Transportation Planning - Sustainable Communities Grant Program, with matching funds from VCTC.

## **BACKGROUND**

Located on the coast of California between Los Angeles and Santa Barbara Counties, Ventura County has a unique combination of open space, agricultural and urban land uses. Ventura County's 1,843 square miles encompass a diverse geography from rugged mountain terrain to coastal plains and offshore islands. Ventura County's population of approximately 850,000 largely resides within the ten incorporated cities in the southern portion of the County.

Major arterial highways connect urban and agricultural areas of the County and serve import/export of freight from the Port of Hueneme. Recent transportation modernization efforts include US 101 Communities Connected Multimodal Corridor Study, Transportation Emergency Preparedness Plan, Ventura County Freight Corridors Study, US 101 High Occupancy Vehicle / Express Bus Lanes Project, and updates to the Ventura County Traffic Model. However, no comprehensive document addressing transportation opportunities has been developed to prioritize and implement transportation projects countywide.

The CTP update will provide a comprehensive planning document that incorporates existing land uses, community priorities, and local transportation solutions with a special emphasis on inclusion of disadvantaged and underserved communities. The final Plan will provide a series of community-based transportation priorities with implementable next steps that will help to meet State and regional goals and provide a framework for the next Regional Transportation Plan and Sustainable Communities Strategy (RTP/SCS) development. The final plan will also consider the relationship between transportation and the socioeconomic, land use and unique regulatory environment in the County. Land use policies and patterns in Ventura County concentrate urban growth within incorporated cities and urban growth boundaries. Therefore, it will be imperative for the CTP update to prioritize potential transportation infrastructure improvements while considering the limited funding available.

Several overlapping plans exist to address transportation issues within the County; however, they are either outdated, do not reflect current community priorities, or lack implementable local solutions. According to Connect SoCal, the region's 2020 RTP/SCS, 57% of funding for local transportation projects is expected to come from local sales tax, yet Ventura County is the only County in the region without a dedicated local sales tax for transportation improvements.

The CTP update will include best practices for public outreach and engagement, such as participatory budgeting, interactive multimedia workshops, and virtual public engagement tools, that will provide the community with engagement opportunities necessary to educate and empower residents to be actively involved in the transportation planning process.

Regional connectivity, active transportation networks, reducing greenhouse gas emissions from transportation, age and demographic shifts, availability and affordability of housing proximate to high-quality, low-emission transportation options, efforts to address highway congestion and the associated environmental and health impacts, mitigating and adapting to a changing climate, preparing for significant

future shifts in the transportation technologies, and addressing issues of equity and access are all essential to establishing a resilient transportation future.

The CTP update will be developed as a long-range policy document, built from community-based, local priorities and community-expressed need to enhance regional connections. It is aimed at ensuring mobility and enhancing the quality of life for all Ventura County residents. The CTP will examine key regional issues such as reducing greenhouse gas emissions, enhancing climate-resilient transportation networks, improving mobility for all modes of transportation, and exploring various funding strategies and options from the federal, state, regional, and local levels. The Plan is intended to provide a framework for future community-based planning and collaboration and inform Ventura County's long-range transportation decisions. As part of the CTP update, VCTC plans to incorporate a coordinated update to the Congestion Management Program (CMP). There is significant crossover between the CTP and the CMP, and consolidation of the two documents into one guiding countywide transportation plan would lead to better informed transportation infrastructure investment decisions and improved mobility for all Ventura County residents.

The CTP update will address these issues through robust community engagement and will incorporate existing land use, transportation, and housing plans to identify current community transit and transportation priorities. In light of the COVID-19 pandemic, public outreach is expected to incorporate best practices in online and other alternative community engagement tools to supplement in-person workshops and public meetings, if and when public health guidelines permit gatherings.

Results will include:

- Extensive Outreach (anticipated to encompass approximately 50% of the total budget)
  - Interviews with local policy makers
  - Development of an advisory committee from a regional and interdisciplinary perspective
  - Multiple online meetings of 8 to 10 Local Advisory Groups, Regional Advisory Group for County-wide perspective
  - Diverse stakeholder inclusion, including elected officials, transit agencies, businesses, environmental advocates, community groups, health officials, elderly, disadvantaged communities, and others
  - Participatory budgeting
  - Interactive, bilingual, online workshops to inform vision and design
  - Online outreach campaign (Twitter, Facebook, Instagram and interactive website)
  - Development of outreach tools to engage youth, such as a virtual toolkit for teachers and/or virtual field trip to inform students and their parents about transportation in our community and to receive feedback from youth and families about transportation challenges and priorities
  - Pop-up outreach and engagement stations/kiosks across the county, such as at grocery stores, where residents can learn and provide feedback in a dispersed setting
  - Targeted outreach for inclusion of disadvantaged and Tribal communities
  - Print media outreach
- Community needs assessment and existing conditions report
- Identification of funding sources and scenarios for future implementation
- A prioritized list of transportation issues to address that can be implemented by VCTC and used to inform the next RTP SCS update
- Final CTP Update Document

### **Overall Project Objectives**

- Increase community engagement in transportation planning process, with emphasis on disadvantaged and highly impacted communities
- Implement Regional Transportation Plan (RTP) Sustainable Communities Strategy (SCS) to reduce transportation GHG emissions and improve air quality
- Reduce highway vehicle hours of delay
- Create a comprehensive inter-city bicycle network connection
- Reduce overall VMT through prioritized investments and system efficiencies
- Increase accessibility, regularity, and continuity of regional public transit
- Align intercity corridor transportation network with current and projected use patterns
- Inform and prioritize future transportation investments in Ventura County
- Coordinate local transportation, housing, and land uses to inform next SCS update
- Implement existing multimodal plans, including US 101 Multimodal Corridor Study, Transportation Emergency Preparedness Plan, and Ventura County Freight Corridor Study
- Assess transportation needs, projects, and funding for next 20-30 years
- Advance efforts to reduce single occupancy vehicle trips and transportation related GHG emissions
- Identify funding assessment and implementation strategies for immediate implementation

## SCOPE OF WORK

### 1. Project Initiation

Project initiation will involve an initial series of meetings and actions to finalize project scope and convene major project initiators, including a consultant, VCTC, and Caltrans.

#### Task 1.1: Project Team Meeting

- 1.11 Project kick-off with VCTC and consultant to discuss project expectations, timeline, invoicing, and other relevant project management information. Meeting notes will be documented.

#### Task 1.2: Community Needs Assessment & Existing Conditions Report

- 1.21 Gather existing conditions and background data to identify previous CTP implementation progress, improvement opportunities, and potential constraints for further implementation. The Existing Conditions Memo should incorporate best practices in gathering and analyzing existing conditions and background data, such as growth scenario-based model runs, origin-destination mapping, assessing congestion and traffic impacts from cross jurisdictional commuting, vehicle miles travelled per capita by trip type by jurisdiction, telework/telecommute impacts, transit service, collision data, and infrastructure conditions.
- 1.22 Complete a community needs assessment, with emphasis on identifying unmet needs of regional plans related to transportation and underrepresented and disadvantaged communities, equity and access to transportation infrastructure and services.

Task #	Deliverable
1.1	Project Meeting Notes
1.2	Community Needs Assessment & Existing Conditions Memo

### 2. Outreach Framework

Outreach will be a primary focus of the CTP update, and VCTC will build upon previous outreach efforts to establish and strengthen Local Advisory Groups and an outreach framework of best practices. All meetings will be publicly noticed with additional targeted outreach through community groups and local media channels. As a result of the COVID-19 pandemic, the original plans and methodology for in-person meetings and workshops has shifted. All meetings will still be publicly noticed with additional targeted outreach through community groups and local media channels. However, meetings are proposed to occur online using innovative new strategies for the best possible engagement. If conditions should change during the study period that allow for public gatherings, in-person meetings will be resumed if feasible. Outreach and public notices will be in English and Spanish with a translator present at all meetings and workshops. Additional targeted efforts will be made to provide listening sessions with Native American Tribal Governments and other EJ communities.

### Task 2.1: Regional Advisory Group Convened

2.11 Consultant will engage with VCTC to identify and convene a Regional Advisory Group to provide a countywide perspective and guidance in plan development and assist in creation of Local Advisory Groups.

### Task 2.2: Local Advisory Groups Identified

2.21 Consultant will engage with VCTC and Regional Advisory Group to identify community leaders, target outreach groups (Task 1.2: Community Needs Assessment), and key stakeholders to identify Local Advisory Groups to serve as primary outreach gateways to local communities and interest groups and provided guidance in development of the Plan to address local communities' needs. As part of the Outreach Framework process, VCTC and the Consultant will develop an extensive outreach database of key stakeholder groups as follows:

- VCTC Commissioners
- Neighborhood Organizations
- Transportation Advocates
- Businesses and Large Employers
- Staff from Local Jurisdictions and Partner Agencies
- Open Space Advocates
- Members of Underserved/Disadvantaged Communities
- Youth and Families
- Elected Officials
- Local Transit Providers
- Native American Tribal Representatives
- Active Transportation Advocates
- Environment and Natural Resource Advocates
- Non-profit and Social Service Agencies
- Chambers of Commerce and Small/Local Business Organizations

### Task 2.3: Public Outreach Framework

2.31 Consultant will prepare a draft outreach framework of best outreach practices and techniques, including best practices for virtual meetings due to the COVID-19 pandemic prior to the first meeting of Local Advisory Groups (Task 3.1). The framework will iterate from attendee feedback in outreach meetings for a final outreach document included in the Plan appendices.

### Task 2.4: Interagency Outreach

2.41 Consultant will perform outreach to local agencies (cities, counties, transit agencies, etc.) to identify any existing or upcoming updates to relevant housing, transportation, and existing land use plans. (e.g., County and City General Plan Housing Elements, Safety Elements, Environmental Justice Elements, Climate Action and Adaptation Plans) that will inform the CTP update.

Task #	Deliverable
2.1	Regional Advisory Group Convened
2.2	List of 8-10 Local Advisory Groups & Members
2.3	Draft Outreach Framework Document
2.4	List of Existing and Planned Housing, Transportation, Climate, and Land Use Plans/Policies Relevant to CTP

### **3. Public Workshops and Meetings**

#### **Task 3.1: Community Listening Session/Workshops #1**

- 3.11 One presentation at each Local Advisory Group (8-10) on the existing CTP status, update process, and initial opportunity for input to develop a shared visioning of Plan. These virtual workshops will introduce the project to the public, define project parameters, inform the community of project opportunities and constraints, and solicit opinions from the community to shape development of the draft plan.
- 3.12 Up to 10 meetings will be held online via telecommunication platform (such as Zoom), or if possible, at a primary outreach facilitates in each of the local communities (Camarillo, Conejos Valley, Moorpark, Ojai, Oxnard, Port Hueneme, Simi Valley, Fillmore, Santa Paula, and Ventura) to gain guidance in development of the Plan and to address local communities' needs. The meetings will follow local and state COVID-19 safety and health protocols. The workshops and meetings are planned to occur online unless in-person meetings become acceptable by local and state health guidelines.
- 3.13 Attendees will be surveyed for outreach methods at each workshop and the public outreach framework will be updated with results.

#### **Task 3.2: Community Workshops #2**

- 3.21 Online interactive multi-lingual workshops with each Local Advisory Group incorporating graphic presentations, open house style discussions (if allowable), and interactive feedback such as clicker technology (or online polling) and facilitated breakout groups to present project scenarios and identified opportunities. Workshops will be designed to gain a countywide perspective and guidance in plan development.
- 3.22 Participatory budgeting and visioning process to identify priority projects and issues.
- 3.23 Continue to solicit feedback from the community to shape Task 4.1, Draft CTP Update. Attendees will be surveyed for outreach methods at each workshop and the public outreach framework will be updated with results.
- 3.24 Report summarizing outreach efforts and results to date.

#### **Task 3.3: Community Workshops #3**

- 3.31 Opportunity for community feedback on the draft plan, developed in Task 4.1.
- 3.32 Online round table discussion and interactive digital feedback to identify recommended changes or additions to the draft Plan.
- 3.33 Report summarizing outreach efforts and results to date.

### Task 3.4: Digital Outreach

- 3.41 Website with dual functionality as communication hub for planning and outreach efforts as well as public information portal for engaged stakeholders (Spanish and English).
- 3.42 Social media outreach campaign (Twitter, Instagram, Facebook) with the purpose of increasing age diversity of community engagement (Spanish and English).
- 3.43 Op-eds, press releases, and traditional outreach to increase knowledge of and participation in update process. (Up to 20, Spanish and English).

### Task 3.5: Focused Outreach & Interviews

- 3.51 Review of community workshop online attendance and participation in digital engagement efforts and Task 1.2 (Community Needs Assessment) to verify focus communities' representation in plan development.
- 3.52 Identify issues to participation and perform additional targeted survey outreach to priority communities for feedback including identified disadvantaged communities and tribal governments. Update outreach framework as needed.
- 3.53 Develop a virtual toolkit and lesson plan for teachers to use with middle and/or high school students to learn about transportation in our county, and to gather feedback on transportation challenges and ideas from youth and families.

Task #	Deliverable
3.1	PowerPoint Presentation, Workshop Summary, Photos, Shared Visioning Statement
3.2	PowerPoint Presentation, Workshop Summary, Photos
3.3	Workshop Summary, Feedback Notes, Photos
3.4	Bilingual Interactive Website, Social Media Outreach Summary, Survey and Print Media Outreach Summary
3.5	Focused Outreach Notes and Feedback, Virtual toolkit and lesson plan

## 4. Comprehensive Transportation Plan Update

### Task 4.1: Draft Update

- 4.11 Based on the community and agency input from Task 2, a draft report will be prepared. The draft report will be presented at Workshop #3 for public comment.
- 4.12 During plan drafting consultant will produce chapters of each of the following sections as milestones for review during the process.
  - Visions, Goals, Scope
  - Connection to Existing Plans (Housing, Land Use, Transportation)
  - Existing Conditions, Current and Anticipated Issues



- Outreach, Equity, and Affected Communities
- Local Projections and Scenarios
- Community Effects (HPI, VMT, Housing, GHG, Climate Change, etc.)
- Findings and Recommendations
- Funding and Implementation Strategies
- Solutions and Performance Measures

**Task 4.2: Present Draft to VCTC Commission**

4.21 Based on the outreach summary report from Task 3.2: Community Workshops, and draft CTP plan from Task 4.1, a PowerPoint informational update will be presented to the VCTC Commission, including update on project status, timeline, and public feedback.

**Task 4.3: Joint Committee Meeting**

4.31 Coordinate a joint session among the VCTC committees to review the draft CTP update. Solicit feedback, respond to any questions, and resolve any critical issues.

**Task 4.4: Final CTP**

4.41 Complete the final report that addresses the comments given from Joint Committee Meeting and final round of community workshops. An ADA accessible electronic copy of the final report will be submitted to Caltrans. The final report shall credit the FTA, FHWA, or Caltrans’ financial contribution on the cover or title page.

**Task 4.5: VCTC Commission Meeting**

- 4.51 Presentations summarizing CTP update efforts and final CTP.
- 4.52 Presentations at the VCTC Commission meeting. Resolution of any critical issues and second hearing if necessary.
- 4.53 Action taken by VCTC Board to Adopt/Accept/Reject final Comprehensive Transportation Plan.

Task #	Deliverable
4.1	Draft Report, Section Milestone Chapters
4.2	PowerPoint Presentation
4.3	Joint Committee Feedback Notes
4.4	Final Draft Report
4.5	Presentation, Final Report

**Project Schedule**

The Consultant shall complete the CTP update within 24 months of Notice to Proceed. The Consultant shall include a draft study schedule in their proposal and a final schedule within thirty (30) days of Notice to Proceed. In accordance with provisions of the Grant Award, the CTP update must be finalized no later than February 28, 2023, and no extensions will be allowed.

## PROPOSAL REQUIREMENTS

### Proposal Deadline

Five (5) hardcopies and one (1) electronic copy in PDF format on a USB flash drive of the Consultant's proposal shall be submitted by **February 5, 2021** no later than **4:00 P.M.** (electronic submissions will not be accepted). **Proposals delivered after the stated date and time will not be considered and returned to the proposing firm unopened.** Proposals shall be delivered to the VCTC offices at:

Ventura County Transportation Commission  
Comprehensive Transportation Plan Update  
ATTN: Caitlin Brooks  
751 E. Daily Drive, Suite 420  
Camarillo, CA 93010

There is no expressed or implied obligation for the VCTC to reimburse responding firms for any expenses incurred in the preparation or delivery of proposals in response to this RFP. All proposals and material submitted will become the property of VCTC and will not be deemed confidential or proprietary. VCTC reserves the right to retain all proposals submitted and use any idea in a proposal regardless of whether that proposal is selected. All submissions are considered a matter of public record.

This RFP does not commit VCTC to award a contract, to pay any costs incurred in the preparation of a proposal for this RFP, or to procure or contract for any services. VCTC reserves the right to waive any irregularities or informalities contained with the RFP, and/or reject any or all proposals received for this request, negotiate with any qualified source, or to cancel the RFP in part or whole.

### VCTC Contact Information

All questions, comments and proposals should be directed to:

Caitlin Brooks, Program Manager  
Ventura County Transportation Commission  
751 E. Daily Drive, Suite 420  
Camarillo, CA 93010  
Phone: (805) 642-1591 (ext. 102)  
Email: [cbrooks@goventura.org](mailto:cbrooks@goventura.org)

### Required Proposal Content

Proposals shall include the following required elements. Any proposal not containing the required elements will be deemed to be nonresponsive and incomplete, and removed from any further consideration.

1. **Title Page** - Indicate RFP subject and number, name of proposer's firm, address, telephone number, name of contact person, and date of proposal.
2. **Table of Contents** - Identify the material in the proposal by section and page number.
3. **Letter of Transmittal** - Briefly state the proposer's understanding of the work to be done and commit to perform the work within the specified time period and budget. The letter should be signed by someone authorized to bind the consultant team. Include the names and contact information of all subcontractors. Provide the names and titles of individuals authorized to

represent the proposer. Letter should include acknowledgement of all addenda and proposed exceptions to the draft contract. Letter should be no longer than three pages.

4. **Profile of the Proposer** – Describe the firm’s resources and provide evidence that it has the ability to complete the work solicited by this RFP in the timeframe proposed.
5. **Summary of Proposer's Qualifications** - Describe similar projects performed. Provide a list of references for which similar work has been performed, as well as references for any proposed subcontractors. Include sample reports or sample materials produced. Sample reports can be summarized here and submitted in an Appendix digitally.
6. **Proposed Staffing** – Provide a list of proposed staff, their qualifications and backgrounds identifying the proposed project manager and staff positions for the study. Indicate what proportion of their time key personnel will devote to this project and include statements that each of those key people have time to meet those obligations.
7. **Technical Approach** – Describe how the plan update is proposed to be conducted, including public outreach, data collection and compilation, analysis, consensus building and stakeholder approvals. Describe project management techniques and strategies to ensure quality and deliver project on time and within budget.
8. **Preliminary Schedule** - Provide a draft schedule for study completion.
9. **Cost Structure** - Provide a detailed cost breakdown, including estimated time by task, hourly rates, estimated travel time and travel expenses and materials cost.

### **Proposal Evaluation**

Proposals will be reviewed by a Consultant Selection Panel comprised of study stakeholders selected by the VCTC. Interviews, if required by VCTC at its sole discretion, will be held virtually via Zoom on February 15, 2021. If interviews are conducted, Proposers may be asked to submit additional documentation at or after the interview stage. Each proposal will be scored according to the criteria below and the proposal receiving the highest score will be invited to negotiate an agreement for consultant services. If an agreement for consultant services cannot be reached, VCTC reserves the right to enter into negotiations with the next highest scoring proposer. In addition, VCTC reserves the right to select a proposal without conducting interviews or abandon this RFP. Final selection of a consultant and authority awarding the contract to proceed with these services shall be at the sole discretion of the VCTC Board.

VCTC reserves the right to award in whole or in part, by item or group of items, when such action serves the best interest of VCTC. The Consultant will be selected based on qualifications and demonstrated competence and the contract may not be awarded to the lowest responsible proposer. When selecting the Consultant, the skill and ability of the project team performing the services is a key component of the selection criteria.

Proposals will be evaluated according to the following criteria:

<b>CRITERIA</b>	<b>SCORE</b>
Demonstrated financial resources to perform work specific to this RFP and the ability to meet the schedule	10 Points
Experience with similar projects / Portfolio	20 Points
Technical approach and Scope of Services, how the firm proposes to conduct the CTP Update, including public outreach, data collection and compilation, analysis, deliverables, consensus building and stakeholder approvals.	25 Points
Evidence of full understanding of the work to be performed and project objectives as well as assigned personnel qualifications and availability.	25 Points
Cost	20 Points
<b>Total</b>	<b>100 Points</b>

### **Request for Proposals Schedule**

The proposal schedule is subject to change. Firms considering responding to the RFP should monitor VCTC's website for changes. Firms that submit a proposal will be notified by email of any change in dates or times.

- Request for Proposals released: January 8, 2020
- Pre-proposal meeting: January 22, 2021 at 10 a.m. Pacific (Via Zoom)
- Question submission period ends: January 27, 2021
- Questions answered: January 29, 2021
- Deadline for Proposal Submission: February 5, 2021
- Proposal review and evaluation: February 8 – February 12, 2021
- Oral interviews: February 15, 2021
- Contract negotiations with first ranked consultant: February 22-26, 2021
- Approximate Contract Award and Notice to Proceed: March 5, 2021

### **Additional Information**

The complete Request for Proposals, questions and responses, and the proposal results will be posted on VCTC's website at: <https://www.goventura.org/work-with-vctc/contracts/>

### **Form Consulting Services Agreement**

A form Consulting Services Agreement is attached hereto and incorporated herein. Firms interested in responding to this RFP should be prepared to enter into the agreement under the standard terms and should be able to provide the required insurance. If VCTC is unable to negotiate a satisfactory agreement with the top-ranked proposer, with terms and conditions VCTC determines, in its sole judgment, to be fair and reasonable, then VCTC may commence negotiations with the next most qualified proposer in sequence, until an agreement is reached or determination is made to reject all submittals. VCTC and Consultant may agree to add additional work to the Project work scope by a later agreement. VCTC may elect to stop work at any time in the contract and will pay for work completed to that point on a time and material basis.

**Relationship to Final Agreement**

This Request for Proposals shall be included in its entirety in any agreement between VCTC and the firm selected by the Consultant Selection Panel.

**Attachments**

A. Form Consulting Services Agreement