



**REQUEST FOR PROPOSALS
PROFESSIONAL SERVICES
FOR THE
VISION ZERO ACTION PLAN
CITY PROJECT NO. WT23042**

Issued by:

City of Stockton

Public Works Department

22 E. Weber Avenue, Room 301

Stockton, CA 95202

Date Issued: Thursday, October 19, 2023

Date Proposals Due: Wednesday, November 8~~th~~¹⁵, 2023 by 3:00 P.M.

LATE SUBMITTALS WILL NOT BE ACCEPTED

1.0 INTRODUCTION

The City of Stockton (City) requests proposals from qualified consultants to provide professional consulting services to assist the City with developing a comprehensive Vision Zero Action Plan. The City will evaluate all submitted written proposals and rank the qualified consultants based on the published criteria. The most qualified and responsive consultant will be invited for further discussions to clarify the technical approach, qualifications, and capabilities provided in response to the RFP. The City will invite the top-ranking consultant to negotiate fees in order to enter into a professional services contract.

2.0 BACKGROUND

On November 15th, 2021, President Biden signed the Bipartisan Infrastructure Law. This law provides investment in the nation’s infrastructure, competitiveness, and communities.

The Bipartisan Infrastructure Law established the Safe Streets and Roads for All (SS4A) discretionary program. This program appropriates five billion dollars for fiscal years 2022-2026. The SS4A program funds initiatives through grants with the goal of preventing roadway deaths and serious injuries.

The City of Stockton, with over 300,000 residents, has a robust transportation network with many roadway safety challenges. Roadway corridors must share the right of way amongst vehicles, bicyclists, and pedestrians. Achieving accommodations for all users is challenging, especially for non-motor vehicle users.

City was selected as a grant recipient under the Fiscal Year 2022 SS4A program provided by the U.S. Department of Transportation. The grant will enable the City to develop a comprehensive Vision Zero Action Plan aimed at eliminating roadway fatalities and serious injuries.

3.0 PROJECT OVERVIEW AND GOALS

Development of a comprehensive Vision Zero Action Plan for the purpose of achieving Vision Zero goals.. The consultant must demonstrate prior experience working with government agencies developing vision zero plans. The Plan would be used to achieve multi modal safety for all modes of transportation including motorized vehicles, bicycles, pedestrians and transit. The ideal consultant should demonstrate expertise in several areas including:

- Development and Implementation of Citywide transportation master plans
- Development and Implementation of vision zero action plans in other jurisdictions
- Development of Local road safety plans
- Bicycle and pedestrian safety plans

City's existing General Plan, Bike Master Plan, and Systemic Safety Analysis Report / Local Road Safety Plan should be leveraged to the extent where it is applicable to achieving Vision Zero goals.

4.0 SCOPE OF WORK

The consultant shall perform the following tasks as part of developing the Vision Zero Action Plan:

- Conform with Grant Terms and Conditions
- Develop Vision Zero Policy
- Incorporate all safety transportation programs/plans under one program including but not limited to:

NTMP – Neighborhood Traffic Management Program

SRTS - Safe Routes to School Program

ATP - Active Transportation Program

SSARP - Systemic Safety Analysis Program

LRSP - Local Road Safety Plan

Pedestrian Safety Plan

Bicycle Safety Plan

Smart City-Autonomous Vehicle Plan

Long Range Transportation Program/Manage Specific Street Plans

Traffic Investigations Program Create a procedure to implement and oversee investigations of traffic complaints through Ask Stockton. This includes all requests for speed, crosswalks, school safety, parking zones, stop signs, traffic operations, traffic signals, and signs/markings.

- Provide Vision Zero overview and core principles.
- Salient features of Vision Zero vs other safety plans.
- Identify Vision Zero mission statement and goals for City.
- Data collection (e.g., crash data, roadway characteristics) and data analysis.

- Identifying low-cost, high-impact strategies to improve safety.
- Identify Priority Safety Corridors (a.k.a. high injury corridors).
- Propose list of safety counter measures to apply to problem areas (for example, propose Quick build programs, data driven safety improvement, intersection improvements, speed management, speed limit reduction, signaling improvements, proactive safety measures such as near miss detection and mitigation measures, road safety measures after daylight (night), visible safety messaging at prominent locations, Engineering, Enforcement, Engagement, Education, Equity, etc.)
- Implementing evidence-based projects or strategies.
- Community outreach to seek feedback and inform the public for transparency.
- Outreach with robust community engagement with a variety of stakeholders.
- Propose text for the Vision Zero Action Plan on City website.
- Develop Vision Zero Action Plan.
- Propose methods for continuous data collection and analysis. Propose process/metrics for before and after analysis for projects.
- Propose process for the City to review new Capital Improvement Projects (CIP) for compliance with Vision Zero policy.
- Identify projects within the Priority Safety Corridor, prioritize and provide a rough order of magnitude estimate.
- Propose establishment of Vision Zero Task Force to monitor continuous progress.
- Propose Vision Zero funding sources for implementing Vision Zero.
- Propose programmed safety initiatives.
- Propose any text for General plan updates for private/public projects' adherence to Vision Zero policy.
- Adopting innovative technologies or strategies to promote safety and equity.
- Assist the City with all grant agreement deliverables.
- Propose timeline with milestones/steps to achieve Vision Zero goals.

• **Task 1: Project Initiation & Management**

Within two weeks of contract execution, City and consultant will have a kick-off meeting to frame the Vision Zero Action Plan goals and finalize the schedule. The consultant shall prepare and provide a draft data request list for the process, specifically for any items in Task 2.

- Task 1 Deliverables: Kick-off meeting agenda, updated schedule, Summary of kick-off meeting notes, Initial list of existing and needed data. Monthly meeting agendas, notes and action items.

• **Task 2: Develop Vision Zero Policy**

The consultant shall prepare the draft Vision Zero Policy. City staff will review the draft policy. The consultant shall develop the final Vision Zero Policy. The consultant will also be involved in preparing and presenting to Council, attending City Council and commission meetings to approve and adopt policy.

- Task 2 Deliverables: Develop Draft Vision Zero Policy, Final Vision Zero Policy, materials and draft message for City leaders for City Council and commission meetings.

• **Task 3: Data Collection, Existing Conditions and Analysis**

Collect data and identify existing conditions. Some of the information may include but is not limited to:

- Land uses and major trip generators in the City.
- Demographics.
- Property boundaries.
- Traffic volume and speed data.
- Bicycle and pedestrian counts at intersections.
- Bicycle Level of Traffic Stress.
- Collision data for the past 10 years- bicycle, pedestrian, and vehicle collisions data from State Integrated Traffic Records System (SWITRS), and or City Police Department o Schools' walk, bike and attendance data.
- Bus stop ridership and facilities.
- Existing bicycle facilities.

- Sidewalk inventory.
- ADA curb ramp inventory o ADA Transition Plan.
- Crosswalk inventory (mid-block or at intersection).
- In-progress active transportation projects.
- Collect New Data; After reviewing the available data, the consultant and City staff will determine if the existing data is adequate or if new data is required. The consultant shall allocate a portion of the project budget for data collection activities.
- Conduct field audits as necessary.
- Perform analysis on the data to draw inferences and recommendations to guide/inform the action plan.

• Task 4: Community Engagement, Workshops, and Vision, Mission Statement and Goals

The consultant will develop, mission statement, and goals based on local, regional, State and Federal guidelines and through interactions with City staff. The consultant will work closely with City staff to identify the Vision Zero Task Force, which could include the City of Stockton Police Department, City of Stockton Fire Department, Public Works, Stockton Unified School District, Lodi Unified School District, San Joaquin County, and pedestrian and bicyclist advocacy groups, and elected officials. The Task Force will support the City in monitoring and implementing the Action Plan, developing educational programs, identifying effective and feasible strategies for such programs and overall, Action Plan, and reviewing the draft Action Plan.

Consultant shall research and develop a coded database of potentially interested parties, which will be updated throughout the project with names from the public meeting(s) sign-in; information from the project team; and from telephone, e-mail and personal contacts. The database will be coded according to interest and involvement with the Plan.

The consultant, in coordination with the City, will determine a location to have the meetings. The Consultant will schedule the meetings and make all meeting arrangements; write, design, and issue meeting notices by first-class mail to stakeholders and by third-class mail to nearby residents; prepare agendas, sign-in sheets, comment sheets, signage, and other print materials; facilitate meeting proceedings; assist with exhibits and a PowerPoint presentation to illustrate concepts and plan elements; provide refreshments; record public comments/assist with appropriate responses; and prepare a detailed meeting report.

The consultant will hold and facilitate three (3) Task Force meeting and three (3) community meetings. The consultant will also be required to attend and present at planning commission meetings, public hearing meetings, and meetings with stakeholders

as required for the duration of the project.

- Task 4 Deliverables: The consultant shall prepare community engagement plan and materials, host and facilitate three (3) Task Force meeting and three (3) community meetings, agenda, notes, and meeting materials, and a memorandum summarizing the recommended community outreach activities that will be done for the plan. The consultant will develop mission statement and goals. The consultant will also develop a broad framework for the Task Force that identifies the role of the Task Force, processes for them to monitor and implement the Action Plan.

• Task 5: Identification of Vision Zero Corridors and Focus Areas

The consultant shall utilize the collision factor analyses and other collision data or analysis that was collected and developed from Task 3 to identify Priority Safety Corridors. The purpose of selecting Vision Zero focus areas is to focus on feasible, achievable, and functional actions that meet the Vision Zero goals which were developed in Task 4.

- Task 5 Deliverable: List of Vision Zero Priority Safety Corridors.

• Task 6: Identification of Vision Zero Counter measures

The consultant shall utilize the collision factor analyses results that are identified in Task 3 and identify what counter measures as listed in the scope of services are appropriate and effective for each Priority Safety Corridors and collision type/profile.

- Task 6 Deliverable: List of counter measures to address primary collision factor(s) at each Priority Safety Corridors.

• Task 7: Capital Improvement Projects List for Vision Zero Action Plan

Develop a list of identified projects that are within the Priority Safety Corridors and Counter Measures to be evaluated and listed as Vision Zero projects.

- Task 7 Deliverables: List of Vision Zero projects in each Priority Safety Corridors and the deficiency or issue the CIP project will address.

• Task 8: Action Plan Strategy

Based on the project prioritization, cost estimate, and project location, the consultant shall develop a high-level phasing plan and implementation strategy for all identified projects.

- Task 8 Deliverables: High-level phasing plan and List of Action Plan strategies.

• Task 9: Vision Zero Action Plan- Educational Program

By reviewing the collision statistics and identifying target groups, the consultant shall develop a list of educational programs that are actionable and achievable at the local level.

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The consultant shall get input from Vision Zero Task Force and other relevant agencies to evaluate the effectiveness and cost of each program.

- Task 9 Deliverables: List of educational and programs for inclusion in the final Vision Zero Action Plan.

• **Task 10: Traffic Enforcement Program**

By reviewing the collision patterns and the primary collision factors, the consultant shall identify the best practices of enforcement programs. The consultant shall consult with the local enforcement agencies such as City Police Department, Sheriff Department and Vision Zero Task Force to develop a list of actionable traffic enforcement programs that are aligned with Vision Zero goals.

- Task 10 Deliverables: List of traffic enforcement programs for inclusion in the final Vision Zero Action Plan.

• **Task 11: Continuous Data Collection and Analysis**

The Consultant shall provide the processes and methods for continuous data collection, analysis, data analytics tools, and metrics for before and after analysis for projects identified in Task 7 and methodology applicable for future projects. Strategies for making the continuous data, analysis, trends, and digital maps with data available for public consumption and transparency.

- Task 11 Deliverables: Document continuous data collection & analysis processes and methods before and after metrics and methodology as noted in Task 11.

• **Task 12: Proposed Text for General Plan update for adherence to Vision Zero Policy**

The Consultant shall draft the proposed text for General plan updates for private/public projects' adherence to Vision Zero policy.

- Task 12 Deliverables: Draft proposed text for General plan updates as noted above.

• **Task 13: Draft and Final Vision Zero Action Plan**

The consultant shall prepare the draft Vision Zero Action Plan by combining previous deliverables along with proposed timeline/milestones to achieve Vision Zero goals. City staff will review the draft plan. The consultant shall finalize the Vision Zero Action Plan upon review and approval of the City.

- Task 13 Deliverables: Draft Vision Zero Action Plan and Final Vision Zero Action Plan.

• **Task 14: ~~Draft and Final Vision Zero Action~~ **Plan Project Update Webpage****

The consultant shall prepare and host a project update web page which can be linked into the City web site.

- Task 14 Deliverables: Provide a draft project update for City review prior to posting on a host page.

5.0 SCHEDULE (subject to change)

Draft Action Plan Completion:	1/31/24 February 2024
Action Plan Completion:	10/1/24 November 2024
Action Plan Adoption:	6/2/25 June 2025
SS4A Final Report:	9/30/25 September 2025

6.0 PROJECT GENERAL INFORMATION

6.1 Proposal Submissions

Proposals shall be submitted no later than 3:00 PM on November 2 15, 2023 to:

JAMES WONG
CITY OF STOCKTON
22 E. WEBER AVENUE, ROOM 301
STOCKTON, CA 95202

The proposal should be sealed in an envelope which is clearly marked on the outside with “**VISION ZERO ACTION PLAN, Project WT23042**”. The cost proposal must be in a sealed envelope separate from the proposal. Late Proposals will not be accepted. An electronic copy of the proposal should be emailed to Nguyet Pham at nguyet.pham@stocktonca.gov and James Wong at james.wong@stocktonca.gov. This electronic submittal should not include the cost proposal.

6.2 Acceptance or Rejection of Proposal

The City reserves the right to negotiate an agreement with the consultant submitting the highest-ranking proposal. Also, the City reserves the right to reject any and all proposals or to waive any irregularity in a proposal if it is deemed to be in the best interest of the City. Failure to submit all requested information could be

grounds to reject the proposal.

6.3 Proposal Questions and Requests for Clarification

Any question or request for clarification shall be submitted in writing to:

James Wong at james.wong@stocktonca.gov

Requests for clarification shall be submitted at least seven (7) business days prior to the proposal due date. If a response warrants an addendum to the RFP, such addendum will be posted on BidFlash at least two days prior to the proposal due date. It is the proposer's responsibility to check the website for any addendums or responses to questions. The website address is as follows:

<http://www.stocktonca.gov/services/business/bidflash/pw.html?dept=Public Works>

6.4 Causes for Disqualification

Any of the following may be considered cause to disqualify a proponent without further consideration:

- A. Evidence of collusion among proponents;
- B. Any attempt to improperly influence any member of the evaluation panel;
- C. Any attempt to communicate in any manner with a City of Stockton elected official during the RFP/bid process will, and shall be, just cause for disqualification/rejection of proponent's proposal/Proponent's bid submittal and considered non-responsive.
- D. A proponent's default in any operation of a professional services agreement which resulted in termination of that agreement; and/or
- E. Existence of any lawsuit, unresolved contractual claim, or dispute between proponent and the City.
- F. No person, consultant, or corporation shall be allowed to make or file or be interested in more than one bid for the same supplies, services, or both; provided, however, that subcontract bids to the principal bidders are excluded from the requirements of this section: Section 3.68.120 of the Municipal Code.

6.5 Licensing Requirements

Any professional certifications or licenses that may be required are the sole cost and responsibility of the proposer. A City of Stockton business license is required.

Please contact the City of Stockton Business License Customer Service at (209) 937-8313.

6.6 Insurance Requirements

The proposer must obtain and maintain the required insurance. Proposer should review Attachment A, Instructions to Proposers for information regarding insurance, indemnification, Disadvantaged Business Enterprises, prevailing wages, etc. Failure to comply with the Instructions to Proposers may be grounds for rejection.

6.7 Department of Industrial Relations

Please refer to Attachment A, Instructions to Proposers, for registration requirements with the Department of Industrial Relations.

6.8 Product Ownership

Any work product (ie: documents, files, drawings, etc.) resulting from the performance of work in the contract will become property of the City, which need to be submitted to the City before contract completion. This includes all work performed by subconsultants.

7.0 REQUIRED PROPOSAL CONTENT

The proposal shall contain the following, at a minimum:

- Cover Letter
- Table of Contents
- Executive Summary
- Project Team
- Project Understanding
- Detailed Work Plan
- Examples of experience with similar types of work
- References
- Schedule
- Cost Proposal (Separate Sealed Envelope)

~~The body of the technical proposal shall not exceed 25 pages with a minimum font size of 10. Proposer shall submit 3 bound sets of the proposal. The maximum allowable length is exclusive of any folder, cover, or section dividers. Proposals shall be no more than 35 pages, including resumes and the cover letter.~~

The body of the technical proposal shall not exceed 30 single-sided pages (or 15 double sided pages) with a minimum font size of 10. Fonts specifically within tables, in image captions, and or figure headings are allowed to be smaller than the stated minimum and should be legible. Proposer shall submit four (4) bound sets of the proposal, one (1) unbound proposal, and an electronic PDF copy of the proposal. The maximum allowable length is exclusive of any cover, cover letter, folder, table of contents, resumes, or section dividers. Forms required per Instructions to Proposers (Attachment A) should be submitted as part of the appendix and will not be counted towards the page limit.

7.1 Cover Letter

The letter shall be signed by an official with the authority to negotiate and contractually bind the consultant with the City of Stockton. Provide name, title, address, email, and telephone number for this officer. Describe any subcontract arrangements or licensing agreements. Include any potential conflict of interest.

7.2 Table of Contents

The proposal should include a table of contents.

7.3 Executive Summary

The Executive Summary shall include a summary of the proposal, emphasizing the approach to be taken and including a work plan, schedule, and description of the capabilities of the Consultant and sub consultant.

The summary should convey an understanding of the purpose of the project and the services required for performance.

7.4 Project Team

Describe your team organization including the qualifications of the prime consultant and any sub consultants. Provide an organizational chart of the proposed team structure.

The following should be addressed:

- Demonstrate the consultant’s experience in each of the areas of expertise needed to successfully complete the project. This should include a description of prior experience in working with public agencies, including working with City staff.
- Ability for project team to perform the proposed work within the time limits of the project, considering their current and projected workload and assignments.
- Ability to provide quality control of all deliverables and be responsive to all issues in a timely manner.
- Provide project team resumes

7.5 Project Understanding

Describe your understanding of the needs of the Vision Zero Action Plan, Project No. WT23042.

7.6 Detailed Work Plan

Provide a proposed work plan for development and implementation of the program as described in the Scope of Work. Describe the proposed approach and the activities to be accomplished. Describe how the team will complete each task. Alternative approaches to the project can be submitted if a rationale is given for the suggested changes. Information on software which will be used to prepare all working documents and final documents shall be provided to the City.

7.7 Examples of Experience with Similar Types of Work

Provide examples of projects similar in scope and size to this project.

7.8 References

Provide three client references for the consultant, two of which are familiar with the project manager and key personnel. This shall include the name, company, contact information, and description of related work that was provided to the client.

7.9 Schedule

The Consultant shall prepare and provide a comprehensive schedule to reflect the timeframe for each task of the proposed scope of work, utilizing the latest version of Microsoft Project. The project schedule shall show the task, duration, milestones, assignments, critical paths, and other relevant information. Assume a project start date of late January 2024. The project schedule will be maintained and updated monthly.

~~Provide a Microsoft Project Schedule with key dates, milestones, and critical path.~~

The selected consultant shall be expected to begin work within two weeks of contract signing ~~and complete all tasks within one calendar year of the notice to proceed.~~

7.10 Cost Proposal

Proposer shall submit a cost proposal as part of their overall proposal.

Identify all key members, including sub consultants, in a work chart, including their name, title, hours per task, hourly rate, total hours, direct labor, overhead, and percentage of work by task. Include total fee for all costs to complete all the tasks.

The cost proposal must be in a sealed envelope separate from the proposal.

8.0 PROPOSAL EVALUATION

The Consultant Selection process will follow the timeline shown: Event

	<u>Date</u>
Post Request for Proposals	October 12 19, 2023
Written Questions submitted by	October 25 November 7, 2023
Response to Written Questions	October 27 November 9, 2023
Proposals Due	November 2 15, 2023
Negotiations	November 2023
City Council Approval	January February 2024

Dates are tentative.

8.1 Proposal Evaluation

The selection committee will evaluate all proposals. This is a qualifications- and cost-based selection, so ranking will be in accordance with the attached Evaluation Scoring Worksheet (See Attachment B – Evaluation Scoring Sheet). Cost will be a factor in evaluation, but selection is predominately qualifications based. Cost proposals will not be opened until after other categories have been evaluated. Local preference will also be a factor, so Stockton consultants are encouraged to propose. Also, non-Stockton consultants should make an effort to use Stockton consultants whenever possible. Points will be weighted based on the amount of work being performed by the local consultants and/or businesses.

8.2 Negotiations

City staff will begin negotiations with the highest ranked consultant. If an agreement cannot be reached after a reasonable period of time, as

determined by the City, then the City will terminate negotiations with the highest-ranked consultant and proceed with the second-ranked consultant, and so on. The compensation discussed with one prospective Consultant will not be disclosed or discussed with another Consultant.

The selected consultant will be expected to enter into a Professional Services Contract with the City. Proposers should direct their attention to Attachment A – Instructions to Proposers for the most current insurance and indemnification language. It is expected that the successful proposer will accept these terms without modification.

The contract shall not be in force until the Council approves the contract and the City Manager signs it. Work performed before the issuance of a Notice to Proceed cannot be paid by the City.

ATTACHMENTS:

Attachment A – Instructions to Proposers

Attachment B – Evaluation Scoring Sheet