



FCTA Professional Consulting Services

SALES TAX EXTENSION
IMPLEMENTATION
PLAN & SERVICES

REQUEST FOR PROPOSALS

Proposal Date:

3:00 pm-Friday

September 13, 2019



Moving Forward

MEASURE C IN FRESNO COUNTY

The Fresno County Transportation Authority (FCTA) is a local transportation authority organized and existing pursuant to California Public Utilities Code Division 15 (Sections 142000-142277, inclusive). The FCTA was created in 1986, when Fresno County voters passed Measure C, a one-half percent sale and use tax, with a goal of improving the overall quality of Fresno County's transportation system. In its first 20 years, Measure C delivered more than \$1 billion worth of improvements to state highways and streets and roads, helping to build additional lanes and thus enhancing the regional transportation system.

As a result of the successful 1986 Measure, Fresno County residents voted in 2006 to extend Measure C for an additional 20 years. Funding from the Measure C Extension (2007-2027) has and will continue to benefit daily commuters, transit riders, and other Fresno County residents with unique mobility needs. The 2006 Measure C Extension has funded improvements to local roadways by repairing potholes and paving streets, building sidewalks, bike paths and trails, as well as funding transit, ride-share incentive programs, and environmental enhancement programs that lessen the impact of greenhouse gas and other vehicle emissions in the Central Valley.

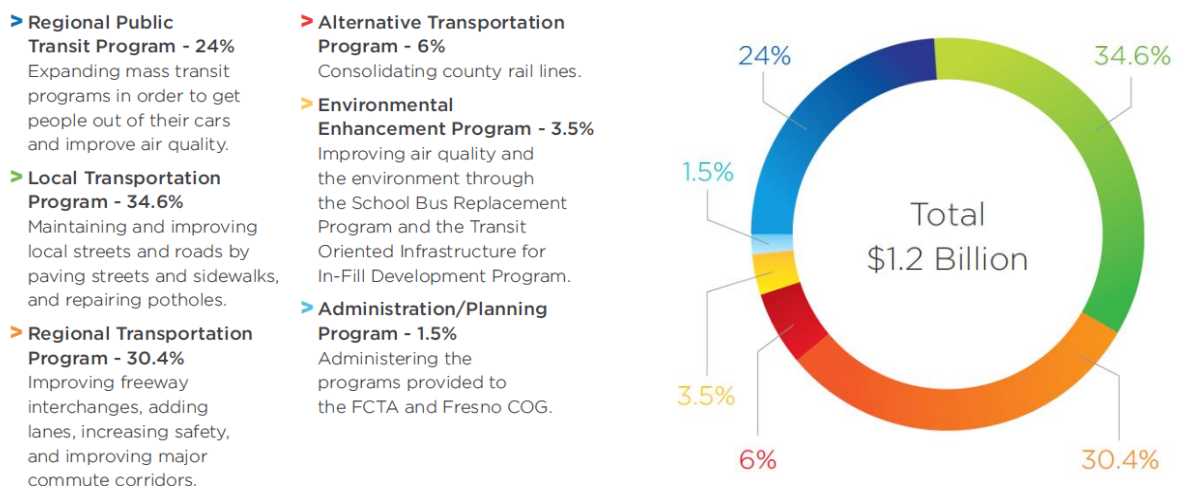
For more information about the FCTA, please go to: www.MeasureC.com.

THE FCTA

The FCTA has a staff of three (3) full-time employees (Executive Director, Contracts Administrator, and Program Manager). All other services are provided by consultants acting as independent contractors pursuant to contract. Budgeted revenues during Fiscal Year (FY) 2019-20 are \$86,030,980, 34.6% of which is passed through to local agencies (the cities and the County).

Policy direction is provided by a nine-member governing board of local elected officials (County supervisors, mayors and/or city councilpersons) and two public members at large (representing the urban and rural areas of the County). The FCTA is responsible for administering the Measure C program and the countywide Regional Transportation Mitigation Fee (RTMF). The RTMF was mandated in the Measure C Extension Expenditure Plan and approved by the voters in 2006 to fund specific infrastructure improvement projects.

The six major programs of the Measure C Extension are described and shown below:



FRESNO COUNTY TRANSPORTATION AUTHORITY REQUEST FOR PROPOSALS - SALES TAX EXTENSION IMPLEMENTATION PLAN AND SERVICES

At their August 7, 2019 meeting, the Fresno County Transportation Authority (FCTA) Board authorized staff to proceed with efforts to place renewal of Measure C on the 2022 ballot. FCTA is seeking proposals to assist with the development of a sales tax extension plan and services including preparation of a draft and final Expenditure Plan currently intended to be presented to the voters of Fresno County in November 2022.

SCOPE OF SERVICES

Assist FCTA and Fresno Council of Governments (FCOG) staff in the development of a strategy for extending the current Measure C for an additional duration of 20-30 years. This strategy must include the following elements:

1. Initiate and coordinate stakeholder interviews to determine the public's knowledge of past Measure C projects and programs, and the public's view of outstanding transportation and mobility needs.
2. Assist in the formation of a Measure C Renewal Steering Committee made up of agency representatives and community stakeholders which will provide input and guidance and have the primary responsibility to develop a draft and final expenditure plan for the Measure C Extension.
3. Prepare the scope of work and procurement documents for approval by FCTA for a Facilitation Consultant to lead the efforts of the Steering Committee. Coordinate proposal reviews and assist in consultant selection.
4. Assist in the procurement and selection of a polling firm or firms, and in the development of a polling program designed to evaluate the public's view of outstanding transportation and mobility needs within Fresno County, and to determine their willingness to continue the Measure C sales tax in order to fund priority transportation projects and programs.
5. Provide support to the Steering Committee in determining the appropriate fund allocations by category and mode.
6. Assist the Steering Committee in identifying regional projects, developing preliminary cost estimates for these projects, and prioritizing identified projects for inclusion in the Expenditure Plan.
7. Identify Federal and State funding programs and opportunities that could be used to leverage Measure C funds.
8. Assist in development and implementation of consensus building and public outreach programs. FCTA has outreach consultant contracts in place, but will need to procure additional support in this area.
9. Prepare presentation materials and graphics as requested by FCTA, FCOG, and the Steering Committee.
10. Prepare, based primarily on input and guidance from the Steering Committee, the draft and final Expenditure plans for consideration by the voters.

The services listed above collectively comprise the minimum requirements encompassed by the scope of work the consultant will be expected to perform. Proposing firms also should include in their proposed scope of work suggested strategies that have a proven track record of success with similar programs.

PROPOSAL REQUIREMENTS

Proposing firms should submit the following: ***Important—Please submit your RFP responses with tabs or sections corresponding to the items below. This will assist the review team during evaluation of your firm's proposal.***

- ✓ Overall Firm Qualifications – Include statement on length of time firm has been in business and locations of office(s).
- ✓ Related Work Experience & References – Provide at least three (3) descriptions of relevant work previously conducted for this agency or other Self-Help Counties. All project descriptions should include references and cost of work conducted. The submittal of examples from previous work is highly encouraged.
- ✓ Resumes – Please provide resumes for all proposed staff including a statement on how long they have been employed by the proposing firm.
- ✓ Scope of Work – Provide an approach for implementing and accomplishing each of the tasks identified above, as well as any suggested additional tasks and strategies. Provide a description of deliverables for each task. Provide an overall schedule showing completion of all activities in time for inclusion of the new Measure on the November 2022 ballot
- ✓ Cost Proposal – Provide a cost proposal that includes; billing rates of staff, level of effort by staff for each task, and cost for each task, including direct costs. Use the Standardized Cost Proposal format included with this RFP.

EVALUATION PROCESS

Following the review and screening of all proposals, two or more firms may be invited to participate in the final selection process. This process may include the submission of additional information regarding costs, and explanation of strategies. The proposals will be evaluated and a short list will be developed by an Authority Committee, which also may schedule and conduct Interviews with short listed firms prior to making its recommendation for final selection by the Authority Board. The selection committee reserves the right to make a final selection recommendation without an interview.

PROPOSAL SUBMITTAL

The deadline to submit proposals is Friday, September 13, 2019. Postmarks will not be accepted. The proposal must be signed by an authorized company representative and should be on company letterhead. **The cost proposal must be all inclusive of anticipated costs for all phases of producing and proofing the work, including but not limited to research, reasonable changes, and applicable taxes.** Additional charges will not be allowed without the express, advanced consent of the Authority.

In order to be included in the evaluation process, five (5) copies of your firm's formal written proposal along with a flash drive containing the proposal must be received by the Authority at the address shown below no later than 3:00 p.m. on September 13, 2019. Late proposals will not be accepted and will be ineligible for consideration.

**Denise DiBenedetto, Contracts Administrator
Fresno County Transportation Authority
2220 Tulare, Suite 2101
Fresno, CA 93721**

Sealed packages must be clearly marked **“Proposal for Measure C Sales Tax Extension and Implementation Plan”**. All proposals will be evaluated on the basis of written responses to the items set forth above. Please limit your written responses. Creativity together with conciseness and brevity in the proposal are encouraged. All candidates will be notified as to the results of the evaluation process.

OTHER INFORMATION

It is expected that the engagement will be for a period of three years, with negotiated extensions allowed if required. The Fresno Council of Governments (FCOG) will consider the 2022 renewal of Measure C at their September 26, 2019 meeting. Should FCOG not concur with 2022 renewal at their September meeting, the contract schedule and duration could be subject to change or cancellation.

Invoices will be accepted and paid based on the accepted rates for each hour Consultant is engaged in performing the services identified above. Payment will be made to the selected company within 30-days of submittal to the Authority of a properly completed invoice.

Any inquiries concerning this RFP or for more information must be directed to Denise DiBenedetto, Contracts Administrator at (559) 600-FCTA. It is intended that the selection shall be made on merit alone, consistent with the process set forth herein. Accordingly, no contact of any kind, by or on behalf of any proposing firm, should be made with any FCTA Board members or their staff, or with the Authority staff, other than as provided above. Adherence to this condition will assure that all information requests, and particularly the specific information or information referral each proposer receives, will be consistent, uniform, and available to all proposers. Proposing firms are hereby advised that violation of this condition may be cause for immediate rejection of the proposal.

FCTA may investigate the qualifications of a proposing firm and any listed subcontractors, require confirmation of information furnished by a proposing firm, and require additional evidence of qualifications to perform the work described in this RFP

FCTA reserves the right to:

1. Reject any or all of the proposals if it deems such action is in the public interest
2. Issue subsequent Requests for Proposals
3. Cancel the entire Request for Proposals
4. Remedy technical errors in the Request for Proposals process
5. Seek the assistance of outside technical experts in proposal evaluation
6. Approve or disapprove the use of particular subcontractors
7. Negotiate with some, all, or none of the respondents to the RFP

8. Solicit best and final offers from all or some of the proposers
9. Accept an offer other than the lowest price offer
10. Waive informalities and irregularities in proposals and the bid process.

The RFP does not commit FCTA to enter a contract, nor does it obligate FCTA to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract.

SELECTION TIMELINE

The RFP timeline is as follows:

RFP Issued	Wednesday August 21, 2019
Deadline for Questions, Clarifications	Friday, September 6, 2019
Proposals Due	Friday, September 13, 2019
Determination of Short List	Friday, September 27, 2019
Consultant Interviews, if necessary	September 30 - Oct 8, 2019
Recommendation to the Board	Wednesday, October 30, 2019

AWARD OF CONTRACT

The Authority reserves the right to reject any and all proposals or to select one or more firms. Award of contract, if any, will be made for one or more of the line items to the firm or firms having submitted a bid proposal that in the sole opinion of the Authority will provide the best and most responsive service, and whose qualifications and experience best address the needs of the Authority, with regard to such item(s). The Authority may award to a proposer covering one, all, or any combination of line items proposed. Any such award shall be expressly conditioned upon the subsequent execution by the successful bidder of an appropriate written agreement, as more thoroughly set forth below.

The Authority is under no obligation to accept the lowest bidder, as cost is only one factor to be considered in evaluation of the bid proposals. The Authority reserves the right to engage in further negotiations regarding proposed services and costs with any short-listed firm prior to making its recommendation(s) for award. The content of all proposals shall be maintained as confidential until any such negotiations have been fully and finally concluded.

The terms and conditions of the work shall be set forth in writing in one or more final Professional Services Contract(s) ("Agreement"), the provisions of which shall be consistent with the proposal and any such additional terms as may be negotiated. The effectiveness of the contract award shall be expressly conditioned upon subsequent execution by the successful bidder of such written Agreement.

FCTA, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 USC 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21 Nondiscrimination in Federally Assisted Programs of the Department of Transportation issues pursuant to such Act, hereby notifies all bidders that it will affirmatively insure that on any contract entered into pursuant to this advertisement, minority businesses enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration of an award.

ATTACHMENTS

- A: Standardized Cost Proposal
- B: Measure C 2006 Expenditure Plan
- C: Measure C 2017/18 Annual Report
- D: 2006 Measure C Extension Ballot Language