



FCTA Professional Consulting Services

SALES TAX EXTENSION
Facilitation Services

REQUEST FOR PROPOSALS

Proposals Due:

**12:00 PM –
Monday, March 23, 2020**



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 sales 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.

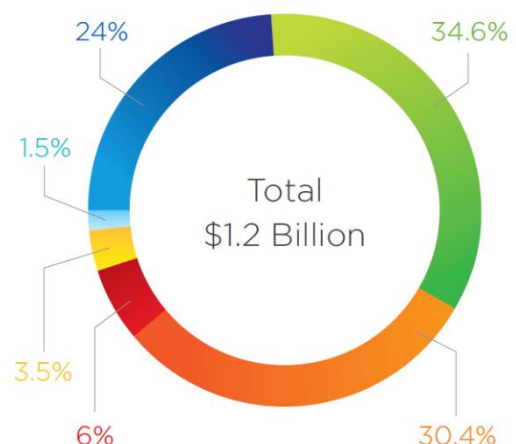
THE FCTA

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

- > **Regional Public Transit Program - 24%**
Expanding mass transit programs in order to get people out of their cars and improve air quality.
- > **Local Transportation Program - 34.6%**
Maintaining and improving local streets and roads by paving streets and sidewalks, and repairing potholes.
- > **Regional Transportation Program - 30.4%**
Improving freeway interchanges, adding lanes, increasing safety, and improving major commute corridors.
- > **Alternative Transportation Program - 6%**
Consolidating county rail lines.
- > **Environmental Enhancement Program - 3.5%**
Improving air quality and the environment through the School Bus Replacement Program and the Transit Oriented Infrastructure for In-Fill Development Program.
- > **Administration/Planning Program - 1.5%**
Administering the programs provided to the FCTA and Fresno COG.



The FCTA is also 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.

FRESNO COUNTY TRANSPORTATION AUTHORITY REQUEST FOR PROPOSALS – FACILITATION SERVICES

FCTA is seeking proposals from experienced facilitation firms/agencies to assist with the development of a sales tax extension plan and services including preparation of a draft and final Expenditure Plan to be presented to the voters of Fresno County in November 2022.

At its August 2019 Authority meeting, the Board agreed to proceed with efforts to place renewal of Measure C on the 2022 ballot. At their September 26, 2019 meeting, the Fresno Council of Governments (Fresno COG or FCOG) Policy Board also authorized staff to proceed with renewal in 2022. Since that time, the Authority retained VRPA Technologies to assist FCTA with development of a Measure C Expenditure Plan. FCTA, FCOG and VRPA staff-initiated work activity as part of their Project Team efforts. Responsibilities of the Project Team include:

- ✓ Assist with the formation of a Measure C Renewal Executive Committee and the Measure C III Working Group, which will provide input and guidance and have the primary responsibility to develop a draft and final Expenditure Plan for the Measure C Extension. Discussion of the Executive Committee and Working Group is provided below.
- ✓ Assist with the procurement and selection of a facilitator and a polling firm or firms.
- ✓ Provide support to the Executive Committee and the Working Group in determining the appropriate fund allocations by category and mode.
- ✓ Assist the Executive Committee and Working Group in identifying regional projects, developing preliminary cost estimates for these projects, and prioritizing identified projects for inclusion in the Expenditure Plan.
- ✓ Identify Federal and State funding programs and opportunities that could be used to leverage Measure C funds.
- ✓ Assist with 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.
- ✓ Prepare presentation materials and graphics as requested by FCTA, FCOG, the Executive Committee, and the Measure C III Working Group.
- ✓ Prepare, based primarily on input and guidance from the Executive Committee and the Working Group, the draft and final Expenditure plans for consideration by the voters.

Measure C Extension Executive Committee

The Measure C Extension Executive Committee will be formed by March/April 2020 to assist the Fresno County Transportation Authority (FCTA), and the Fresno Council of Governments (Fresno COG/FCOG) with development of the 2022 Measure C ½ Percent Sales Tax for Transportation Extension. The Measure will be placed on the November 2022 General Election ballot for approval by voters. The Executive Committee would be comprised of community leaders of various public and private backgrounds. The Committee would be responsible for review of related information and to make recommendations to the FCTA and FCOG Boards regarding Extension Programs/Subprograms and the Final Extension Expenditure Plan.

Executive Committee responsibilities include, but are not limited to the following:

- ✓ Review Measure C III Working Group products (transportation needs by mode, existing funding by mode, funding shortfalls by mode, determining the amount and duration of the extension, matching funding shortfalls with funding potentially available through the extension, individual program/subprogram definition, requirements and projects, performance measures, accountability standards, and implementing guidelines).
- ✓ Understand transportation needs and challenges by mode, existing funding available to the various modes, and the funding shortfall for each mode.
- ✓ Work with the Facilitator to achieve consensus regarding Extension Plan content noted above.
- ✓ Assist with development of polling efforts and integrating the polling with the funding recommendations from the Working Group (see below).
- ✓ Provide information and feedback to other related stakeholders.
- ✓ Assist with preparation of the Draft and Final Measure C Extension Expenditure Plan.
- ✓ Forward recommendations related to development of the Expenditure Plan to the FCTA and FCOG Boards for discussion, as necessary.
- ✓ Recommend approval of the Final Expenditure Plan to the Authority and COG Policy Board.
- ✓ Assist with the presentation of Measure C Extension Program information at public workshops or joint agency workshops.

FCTA and FCOG staff would be responsible for preparing the meeting agendas, mailing the meeting packages, preparing most agenda items, as well as technical data and information to be distributed to the Executive Committee, and presenting the information to the Executive Committee.

Measure C III Working Group

Supporting the Executive Committee will be a Measure C III Working Group. This Working Group will also be formed by March 2020 and will focus on every aspect of expenditure plan development and make recommendations to the Executive Committee. The Working Group will consist of representatives from all local agencies, other regional agencies, state agencies with transportation or transportation related responsibilities, modal advocates, and special interest groups. It will be this group's responsibility to identify all transportation needs, by mode, existing funding available to the various modes, and the funding shortfall for each mode. They will then match the funding shortfalls with the funding potentially available through a renewed Measure C.

Working Group responsibilities include the following:

- ✓ Review alternatives regarding the duration of the proposed Measure C Extension based on polling and funding need and recommend a preferred alternative to the Executive Committee
- ✓ Review sales tax funding alternatives (recommend an appropriate funding percentage to the Executive Committee; i.e. .5%, .75%, etc. based on polling and funding need).
- ✓ Understand transportation needs and challenges by mode, existing funding available to the various modes, and the funding shortfall for each mode
- ✓ Help match the funding shortfalls with the funding potentially available through the Measure C Extension.
- ✓ Help develop preliminary recommendations to the Executive Committee regarding allocations by program/subprogram, and assist with development of implementing guidelines, performance measures, and accountability standards for each funding program/subprogram.
- ✓ Assist with development of project lists and evaluation processes.
- ✓ Forward draft Working Group products (transportation needs by mode, existing funding by mode, funding shortfalls by mode, determining the amount and duration of the extension, matching funding shortfalls with funding potentially available through the extension, individual program/subprogram definition, requirements and projects, performance measures, accountability standards, and implementing guidelines) to the Executive Committee for review and feedback.
- ✓ Provide information and feedback to other related stakeholders.
- ✓ Assist with preparation of the Measure C Extension Draft Expenditure Plan.

FCTA and FCOG staff would be responsible for preparing the meeting agendas, mailing the meeting packages, preparing most agenda items, as well as technical data and information to be distributed to the Working Group, and presenting the information to the Working Group.

SCOPE OF SERVICES

The Authority is releasing this RFP to interested consultant firms to conduct facilitation services to assist the Authority and its Committees/Groups with development of the Extension Expenditure Plan. FCTA is the contracting agency for purposes of this Request For Proposals (RFP). A consultant selection committee composed of FCTA, FCOG, Authority, and Local Agency staff will review each proposal consistent with criteria established in this RFP and based upon the degree to which the scope of services is addressed as noted below. Final selection of the consultant for this effort will be made by the FCTA, based on the selection committee recommendation. Tasks requested of the consultant include the following:

Task 1 – Facilitate Executive Committee Meetings

The Facilitator will meet and establish effective working relationships with members of the Measure C Extension Executive Committee including the Authority, Fresno COG, a wide range of community interest groups, local jurisdictions, and related agencies to solicit views on the extension of Measure C and build a consensus on the eventual Extension Expenditure Plan to be included in the ballot measure. The Executive Committee will be responsible for developing the Final Expenditure Plan and recommending approval of the Plan to the Authority and Fresno COG Policy Board.

The Facilitator will assist FCTA by facilitating scheduled meetings of the Executive Committee as they formulate the Expenditure Plan. A Preliminary Draft Schedule of all Extension Plan activities has been developed by the Project Team as a guide for when major Executive Committee meetings may occur over the next two years (reference Appendix A). The Executive Committee is composed of less than 20 agency representatives from throughout the region (reference Appendix B). The Executive Committee must provide the direction to the Project Team to prepare the Draft Extension Expenditure Plan by February 2022. The deadline to prepare and adopt the Final Expenditure Plan is May/June 2022. Given these deadlines, it will very important for the Facilitator to coordinate, communicate effectively, and build collaborative efforts toward successful development of the Extension Plan.

The Facilitator will be required to strengthen and build relationships amongst Executive Committee members, help define the mission, vision and purpose of the Executive Committee, and to develop Committee goals and objectives. In addition, the Facilitator(s) must be senior level and have extensive experience with multiple stakeholders, including the ability to manage highly contentious and/or political situations. The Facilitator must also have extensive experience providing strategic advice to media organizations in the commercial or private sectors.

Each Executive Committee meeting is expected to be at least two (2) hours in duration. Early Executive Committee meetings will focus on meeting procedures and development of the initial Voter Opinion Poll including the survey instrument and the sampling and survey methodologies and processes (the Initial Voter Opinion Poll/Survey must be completed and documented by July 2020). A Follow-On Poll/Survey will be conducted by the same polling firm once the Preliminary Draft Expenditure Plan has been prepared to “test” its contents and voter support for the Sales Tax Extension. The Committee will then review transportation needs in the County, which will help formulate Committee recommendations regarding Measure duration alternatives, the alternative amounts of funding expected from the Measure Extension ($\frac{1}{2}$ $\frac{3}{4}$, or 1 percent sales tax renewal or increase), and how Measure proceeds should be allocated to various modes and individual projects.

The Project Team will be responsible for preparing the meeting agendas, mailing the meeting packages, preparing agenda items and technical data and information to be distributed to the Executive Committee, preparing meeting minutes and/or notes, and presenting the information to the Committee.

Task 2 – Meet with the Project Team

The Facilitator will be expected to meet with the Project Team in person or by conference call at least two times per month including just prior to Executive Committee meetings. Preference would be to meet with the Project Team in person on the same day as the Executive Committee meetings to review the agenda and discuss potential issues.

The Project Team will keep the Facilitator continually informed regarding discussions and work products resulting from the Project Team and the review of such materials by the Working Group so that should the Project team need the assistance of the Facilitator at select meetings, they will be fully informed and have a complete understanding of the issues and background involved.

Task 3 – Executive Committee Discussion Guide/Ground Rules

The Facilitator will assist the Project Team with development of a discussion guide or set of ground rules regarding meeting logistics, decisions, and behavior, as well as Membership Responsibility, Process, Diverging Views, Public and Press Contact, and Attendance at Executive Committee Meetings.

Task 4 – Executive Committee and Other Stakeholder Meetings/Interviews

Assist the Project Team with meeting/interviews with individual Executive Committee members or other related stakeholders to discuss issues of importance to the Extension effort. It is assumed that 20 such meeting/interviews may be conducted over the next two (2) years.

Task 5 – Other Facilitation Services

The consultant will provide on-call facilitation services for Working Group meetings, when requested. Should the Project Team need assistance addressing issues or achieving consensus related to the Extension Plan development process, the Facilitator may be requested to assist with or resolve such issues.

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 the Project Team, which also may schedule and conduct Interviews with short listed firms prior to making its recommendation for final selection by the Authority Board.

PROPOSAL SUBMITTAL

The deadline to submit proposals is Monday, March 23, 2020 at 12:00 PM by electronic transmission through email or through email with a file share program link to the proposal file, along with six (6) printed copies of the proposal sent to FCTA offices. A confirmation email will be sent by FCTA staff once the email submittal has been received or the file has been downloaded from a share file site.

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. Late proposals will not be accepted and will be ineligible for consideration. Please transmit the proposal to:

Denise DiBenedetto, Contracts Administrator

Fresno County Transportation Authority

2220 Tulare Street Suite 2101

Fresno, CA 93721

559.600.3282

denise@thefcta.com

All proposals will be evaluated considering 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 22 months, with negotiated extensions allowed, if required. Invoices will be accepted and paid based on the accepted rates for each hour the 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 or its consultants, 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.

SELECTION TIMELINE

The RFP timeline is as follows:

RFP Issued	Friday, February 28, 2020
Deadline for Questions, Clarifications	Friday, March 13, 2020
Proposals Due	Monday, March 23, 2020, 12:00 PM
Determination of Short List	Tuesday, March 25, 2020
Consultant Interviews, if necessary	Week of April 6, 2020
Recommendation to the Board	Wednesday, April 22, 2020

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.

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
- E. Detailed Schedules