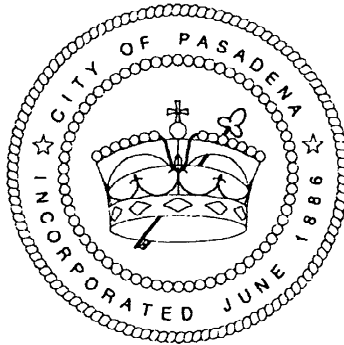


**CITY OF PASADENA**  
**REQUEST FOR PROPOSALS**



**CONSULTANT SERVICES TO PREPARE  
A STUDY AND ANALYSIS REPORT FOR  
STRATEGIES TO REDUCE TRAFFIC CONGESTION IN  
PASADENA**

**OCTOBER 2005**

# REQUEST FOR PROPOSALS

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**REQUEST FOR PROPOSALS  
CONSULTANT SERVICES TO PREPARE  
A STUDY AND ANALYSIS REPORT FOR  
STRATEGIES TO REDUCE TRAFFIC CONGESTION IN PASADENA**

**1.0 INVITATION FOR PROPOSALS**

The City of Pasadena is seeking proposals from qualified contractors for professional and technical services to prepare a study identifying strategies that will result in either a 10 percent or 25 percent reduction in P.M. Peak Period vehicle traffic.

To be accepted and considered, eight (8) original copies of the proposal must be received **no later than 4:00 p.m. on Thursday, November 10, 2005.** **Proposals received after this deadline will not be considered.** Proposals shall be submitted to:

Mark Yamarone, Principal Transportation Planner  
City of Pasadena  
Department of Transportation  
221 E. Walnut Street, Suite 210  
Pasadena, CA 91101

The outside of the submittal package must be clearly marked "City of Pasadena Proposal Traffic Reduction Strategies Study." Submission of a proposal shall constitute acknowledgement and acceptance of all terms and conditions contained in this RFP and all exhibits and attachments hereto.

**The schedule for this contract is:**

Distribution of RFP	October 12, 2005
Inquiries due in Writing	October 20, 2005, 10 a.m.
Pre-bid meeting – Not Mandatory	October 27, 2005, 2 p.m.
Responses to Inquiries Sent Out	November 7, 2005
Proposals Due	November 10, 2005, 4 p.m.
Review of Proposals	November 14 – 17, 2005
Selection of Contractor/City Council Authorization to Award Contract	December 12, 2005
Study Commences	January 9, 2006
First Draft of Study Due	April 7, 2006
Final Study Due	May 5, 2006

All interested parties are invited to attend a **non-mandatory pre-bid meeting on Thursday, October 27 at 2:00 p.m. at 117 East Colorado Boulevard, 4<sup>th</sup> Floor Conference Room, Pasadena, CA.** Written inquiries will be accepted at this time. Responses to any inquiries unable to be answered at the pre-bid meeting will be sent out via e-mail (or faxed if requested) by November 7, 2005.

## **2.0 DEFINITIONS**

- A. City means the City of Pasadena, California
- B. City Manager means the City Manager, City of Pasadena, California or any properly authorized representatives.
- C. City Staff means the employees of the City of Pasadena, California.
- D. Contractor means the person, firm or corporation selected by the City to provide the services outlined in this RFP or the agent or legal representative who may be appointed to represent such person, firm or corporation in the signing and performance of the contract.
- E. Department means the Department of Transportation, City of Pasadena, California.
- F. Director means the Director of Transportation, City of Pasadena, California or any persons who have been authorized as designee(s).
- G. Proposal means all narrative, documents, reports, forms, supplemental material and other items sent to the City in response to this RFP.
- H. Proposer means the person, firm or corporation submitting a proposal in response to this RFP.
- I. Request for Proposals (RFP) means all narrative, documents, reports, forms, supplemental material, exhibits, attachments, addenda and other items referenced in this document.

## **3.0 BACKGROUND**

The City of Pasadena has a population of approximately 141,000 and is visited by millions of people annually. It is located about 10 miles northeast of the Los Angeles Civic Center, encompasses a total of 23 square miles, and has approximately 344 miles of streets. On November 8, 2004 the Council adopted the Mobility Element of the 2004 General Plan. The purpose of the Mobility Element is to provide a multi-modal plan for the movement of goods and services around and through the city. The General Plan promotes the priority of non-auto trips and sets the tone for the Mobility Element with the Guiding

Principle "Pasadena will be a city where people can circulate without cars." The Mobility Element relies upon an integrated and multi modal transportation system that provides choices for everyone living and working in the city. Implementing the Mobility Element will assist Pasadena in becoming a more livable city for the 21<sup>st</sup> Century.

The Mobility Element was a product of two years of community outreach. Through workshops, community meetings, Commission meetings, public hearings and City Council meetings, the public and policy makers were able to craft a document that focused on the following four major objectives:

- Promote a livable community
- Encourage non-auto travel
- Protect neighborhoods by discouraging traffic from intruding into community neighborhoods
- Manage multimodal corridors to promote and improve citywide transportation services.

In discussions regarding the implementation of the 2004 Mobility Element the City Council directed staff to seek proposals from qualified firms to prepare a study that would develop and analyze for effectiveness strategies that would reduce P.M. Peak Period traffic on Pasadena streets by 10 percent or 25%.

#### **4.0 SCOPE OF WORK**

##### **4.1 General**

The City of Pasadena is seeking proposals from qualified contractors for professional and technical services to prepare a study identifying strategies that will result in either a 10 percent or 25 percent reduction in P.M. Peak Period vehicle traffic.

##### **4.2 Project Description**

The purpose of the Traffic Reduction Strategies Analysis is to develop and analyze for effectiveness strategies that would reduce P.M. Peak Period traffic on Pasadena streets by 10 percent or 25 percent.

The required components of the study are the following:

1. A review of the City's Mobility Element and Neighborhood Traffic Management Plan Guidelines;
2. A review and summary of case studies from other cities throughout the world where traffic reduction strategies have been implemented including an analysis of effectiveness of the strategies;
3. A study that documents the strategies that would be required to achieve a 10 percent and a 25 percent reduction in P.M. Peak Period vehicle traffic;

4. An analysis of the economic impacts resulting from the implementation of the proposed traffic reduction strategies.

The traffic reduction strategies could include the following:

- Strategies to get people out of cars and into transit and/or other modes of transportation (rail, bicycle, walking). Including significant increases to local transit service.
- Strategies to reduce regional trips passing through Pasadena on City streets. Including diverting traffic around the city on existing highways.
- Strategies to reduce the demand for Pasadena to be a destination of new traffic.

The results of the analysis shall be provided in a report and presentations made to the Transportation Advisory Committee, the Economic Development and Technology Committee and the City Council. The selected firm shall provide 25 printed copies of its report as well as provide a Microsoft-compatible electronic format version, PDF format is acceptable.

Additional information on the City's 2004 Mobility Element and Neighborhood Traffic Management Program is available at [www.ci.pasadena.ca.us/trans/](http://www.ci.pasadena.ca.us/trans/).

#### **4.3 General Requirements**

The City intends to award the professional services contract for this project to one consulting firm. A single Project Manager will be designated by the consulting firm to manage and coordinate all consultant services related to the Traffic Reduction Strategies Study. The designated Project Manager shall be the primary point of contact with City staff and representatives and may be called upon to support the City at City Council meetings, etc. as the need arises.

A proposal package shall be submitted to the City by each contractor and shall include a detailed scope of work and cost proposal. Proposal packages shall be submitted in a sealed envelope clearly marked with the consulting firm's name, address and telephone number. In addition, the envelope shall be clearly marked "**City of Pasadena Proposal for Traffic Reduction Strategies Study.**"

#### **4.4 City Provided Services**

The City will provide to the selected contractor existing and forecast traffic data developed as part of the 2004 Mobility Element. The City will provide this data at no cost to the contractor. However, the City assumes no responsibility for the accuracy of any information supplied. The contractor shall be responsible for evaluation of all information supplied by the City.

## **5.0 EVALUATION PROCEDURES AND CRITERIA**

All proposals will be reviewed by the City to determine if they contain the minimum essential requirements outlined in the RFP, including instructions governing submission and compliance with standard City requirements. Those proposals deemed non-responsive will be disqualified without further evaluation, and the proposer will be immediately informed.

Evaluation of the proposals will be based on the qualifications-based selection process in which the evaluation of proposals will not be limited to price alone. Each proposal shall be scored on a 100-point scale and will be evaluated based on the following criteria:

### **A. Firm's Qualifications (30 Points)**

- Demonstrated capability on similar recent projects
- Management, experience and organization capabilities
- References

### **B. Project Understanding and Approach (30 Points)**

- Demonstrated knowledge of the project and identification of potential issues
- Clearly stated methodology for accomplishing the study
- Work plan for timely and efficient completion of the project

### **C. Price (30 Points)**

### **D. Local Pasadena Business Preference (5 Points)**

The City of Pasadena has historically required that the qualifications-based selection process for City contracts include a 5% local preference rating criteria and encourages local employment practices.

### **E. Small and Micro-Business Preference (5 Points)**

Small and micro-business preference. Proposers that have been certified by the State of California as a small or micro-business shall receive a 5% preference.

## **6.0 CONTENTS OF PROPOSAL**

Proposals must include, but need not be limited to, the following information:

### **6.1 Experience of Firm**

Provide information about the experience of the firm and how long it has been in business. The proposal shall include at least three recent projects of similar size and scope to the one described in this RFP.

### **6.2 Team Organization**

Provide an organization chart showing key members of the contractor project team. Provide the names and functions of key project staff that will be assigned to perform the work, including the project manager, task/discipline leaders and other key staff that will be assigned to the project. Include experience and qualifications of key team members. Also include the name and contact information of the person authorized to represent the firm in the RFP process.

### **6.3 References**

Provide a list of at least three clients, including contact information, for which similar or comparable services to those described in this RFP were performed within the past five years.

### **6.4 Project Understanding and Approach**

Describe the methodology that will be used to accomplish the project scope of work in a timely and efficient manner. Identify and briefly discuss key issues specific to this project that are considered critical to completing the project on schedule and within budget. Discuss how the key issues will be managed.

### **6.5 Work Plan/Schedule**

The contractor's plan for successful and timely completion of the project is critical. The proposal shall include a detailed work plan and schedule as well as a description of tasks, subtasks and deliverables that will be provided by the contractor.

### **6.6 Price**

Include a complete and detailed listing of the proposal cost. At a minimum, this shall include an itemized account of all management/personnel rates and fees which will be directly or indirectly charged to the City; an itemized summary of all anticipated expenses; an itemized summary of all costs which will be paid by the contractor exclusively; an itemized summary of all costs which will be paid by the contractor but directly or indirectly charged to the City; an itemized summary of



all costs which will be paid by the City exclusively; and a detailed summary of hourly pay rates for personnel assigned to this project.

The relationship between direct labor charges and overhead charges will be a factor in the City's review of price information.

#### **6.7 Local Pasadena Business Preference**

The City is committed to promoting the economic health and well being of its residents. Indicate if the firm's headquarters are located in the City of Pasadena and if the firm agrees to recruit Pasadena residents initially and to give them preference, if all other factors are equal, for any new positions which result from the performance of this contract.

#### **6.8 Small and Micro-Business Preference**

Evidence of certification from the State of California as a small or micro-business, if claiming such preference.

### **7.0 INSTRUCTIONS AND QUESTIONS**

Questions regarding this RFP may be directed only to the person designated below. Do not contact any other City employee or official regarding this RFP.

Mark Yamarone, Principal Transportation Planner  
City of Pasadena  
Department of Transportation  
221 E. Walnut Street, Suite 210  
Pasadena, CA 91101  
Phone (626) 744-7474  
FAX (626) 396-7260  
E-mail [myamarone@cityofpasadena.net](mailto:myamarone@cityofpasadena.net)

#### **8.0 ADDENDA**

Any interpretation or correction of this RFP will be made only by addendum. Copies of such addenda will be mailed or delivered to those persons who have received an RFP.

#### **9.0 CERTIFICATE OF INSURANCE**

Proof of liability insurance is not required to be submitted with your proposal, but will be required prior to the City's award of the contract. A copy of the City standard has been attached as Exhibit C.

## **10.0 EQUAL EMPLOYMENT OPPORTUNITY IN CONTRACTING**

Policy - The City of Pasadena is committed to a policy of Equal Employment Opportunity in Contracting. Qualified firms including small businesses and businesses owned by women, minorities, and disabled persons are encouraged to submit bids or proposals. Contractors expressly agree to comply with the City's ordinances and regulations regarding Equal Employment Opportunity in Contracting.

Compliance – To the extent permitted by law, the contractor expressly agrees to establish compliance with the Pasadena Municipal Code and the Rules and Regulations adopted pursuant to it.

The successful bidder may be required to submit documentation during the term of the contract to evidence ongoing compliance with the Pasadena Municipal Code. Such documentation may include, but not be limited to, certified payroll records.

Questions regarding the Pasadena Municipal Code may be directed to the Department of Finance, Purchasing and Payables Division, at (626) 744-6755.

## **11.0 LIVING WAGE COMPLIANCE CERTIFICATION**

This contract will be subject to the City of Pasadena's Living Wage Ordinance, Pasadena Municipal Code Chapter 4.11. The Ordinance requires that contractors providing labor or services to the City under contracts in excess of \$25,000:

- Pay no less than eight dollars and seventy-eight cents (\$8.78) per hour plus medical benefits of no less than one dollar and fifty cents (\$1.50) per hour, or ten dollars and twenty-eight cents (\$10.28) per hour without medical benefits to all employees who spend any of their time providing labor or delivering services to the City of Pasadena. Additionally, in January 2006 and each January thereafter the Living Wage rate shall be adjusted by the change in the Consumer Price Index, for the Los Angeles/Riverside/Orange County area, all urban consumers, for the most recently available 12-month period.
- Notify employees who spend any of their time providing labor or delivering services to the City of Pasadena who make less than twelve dollars (\$12) per hour of their possible right to the Federal Earned Income Tax Credit (EITC) under § 32 of the Internal Revenue Code of 1954, 26 U.S.C. § 32, and making available to such employees forms required to secure advance EITC payments.

The selected contractor will be required to evidence of compliance with the Living Wage Ordinance by submitting payroll records as requested by the City. Each record shall include the full name of each employee performing labor or providing services under the contract; job classification; rate of pay; and benefit rate.

A copy of the Living Wage Compliance Certificate has been attached as Exhibit D and must be filled out entirely and submitted with the proposal.

**12.0 PROOF OF AUTHORITY**

If the proposer is a corporation, formal proof of the authority of the officer signing the bidder's proposal to bind the corporation must be submitted with said proposal. A copy of the corporate resolution or minutes can be adequate proof. A simple letter is not sufficient.

**13.0 WITHDRAWAL OF PROPOSAL**

Any bidder may withdraw its proposal, either personally or by telephonic or written request, at any time prior to the due date for proposal submittal.

**14.0 ASSIGNMENT**

Inasmuch as this agreement is intended to secure the specialized services of the contractor, the contractor may not assign, transfer, delegate or subcontract any interest herein without the prior written consent of the City.

**15.0 FIRM COMMITMENT OF AVAILABILITY OF SERVICE**

Once a proposal is opened, a proposer is expected to maintain an availability of service as set forth in its proposal for at least four months after due date for submitting proposals.

**16.0 RESERVATIONS**

The City reserves the right to reject any or all bids and any item or items therein, and to waive any non-conformity of proposals with this RFP, whether of a technical or substantive nature, as the interest of the City may require.

**17.0 AFFIDAVIT OF NON-COLLUSION**

Each proposer shall submit a single copy of the Affidavit of Non-Collusion included herein as Exhibit E.

**18.0 DOCUMENTS TO BE CONSTRUED TOGETHER**

The RFP, the proposal, and all documents referred to in the RFP, and all modifications of said documents, shall be construed together as one document.

**19.0 ERRORS AND OMISSIONS**

Proposer and/or the contractor shall not be allowed to take advantage of any errors or omissions in the RFP. Full instructions will be given if such error or omission is discovered and timely called to the attention of the City.

**20.0 RFP NOT CONTRACTUAL**

Nothing contained in this RFP shall create any contractual relationship between the proposer and the City. The City accepts no financial responsibility for costs incurred by any proposer regarding this RFP.

**21.0 STANDARD TERMS AND CONDITIONS**

Prior to the award of any work hereunder, the City and contractor shall enter into the written contract attached hereto as Exhibit F. Proposers responding to this RFP are strongly advised to review all the terms and conditions of the contract.

**22.0 PATENT, COPYRIGHT, TRADE SECRET AND TRADEMARK FEES**

Each proposer shall include in the price bid any patent fees, royalties and charges on any patented article or process to be furnished or used in the prosecution of the work.

**23.0 TAXES**

Price bid shall include all federal, state, local and other taxes if applicable.

**24.0 TAXPAYER PROTECTION AMENDMENT**

Under the provisions of the City of Pasadena Taxpayer Protection Amendment of 2000 ("Taxpayer Protection Act"), the Contractor will be considered a "recipient of a public benefit." The full provisions of the Taxpayer Protection Act are set forth in Pasadena City Charter, Article XVII. Under the Taxpayer Protection Act, City public officials who approve this Contract are prohibited from receiving gifts, campaign contributions or employment from Contractor for a specified time. This prohibition extends to individuals and entities that are specified and identified in the Taxpayer Protection Act and includes Contractor and its trustees, directors, partners, corporate officers and those with more than a 10% equity, participation, or revenue interest in Contractor. Contractor understands and agrees that: (A) Contractor is aware of the Taxpayer Protection Act; (B) Contractor will complete and return the forms provided by the City in order to identify all of the recipients of a public benefit specified in the Taxpayer Protection Act; and (C) Contractor will not make any prohibited gift, campaign contribution or offer of employment to any public official who approved this Contract.