



Memorandum

To: Consultants
From: Theresa Hernandez, Finance & Administration Manager
Subject: Request for Proposals (NV-004)
Date: December 10, 2024

The Capital Area Metropolitan Planning Organization (CAMPO) is seeking the professional services of a consultant to perform the activities outlined in the attached Request for Proposals (RFP) for the Regional Transportation Demand Management Program.

A pre-proposal meeting with the option of either in-person or virtual attendance will be held for consultants on Monday, December 16, 2024, at 11:00 AM (Central). Information and access links to this meeting are provided in the RFP. Please submit any questions by email to the attention of Nirav Ved, Data and Operations Manager, at campo.procurement@campotexas.org, no later than 12:00 PM (Central) on Friday, December 20, 2024. Responses will be posted on CAMPO's website at www.campotexas.org no later than 5:00 PM (Central) on Monday, January 6, 2025.

Please note, it is the proposers' responsibility to visit CAMPO's website for any updated information regarding this RFP. Electronic proposals are due to CAMPO by 5:00 PM (Central) on Friday, January 17, 2025, in accordance with the submission requirements found in the RFP.

Thank you,

Theresa Hernandez
Finance & Administration Manager
Capital Area Metropolitan Planning Organization

**CAPITAL AREA METROPOLITAN PLANNING ORGANIZATION
REQUEST FOR PROPOSALS (RFP)**

GENERAL INFORMATION

Solicitation No: NV-004

Service description: Regional Transportation Demand Management Program

Date Issued: 5:00 PM (Central), Tuesday, December 10, 2024

Submission Deadline: 5:00 PM (Central), Friday, January 17, 2025

Submission Format: Electronic (PDF) document, file size less than 10 MB, 40 pages maximum (inclusive of everything), 8.5"x11" page size, font size 11 or larger for body text

Submissions Location: Proposals are to be submitted through email at campo.procurement@campotexas.org

Interview Date Range: February 3-5, 2025

PRE-PROPOSAL MEETING

Date: 11:00 AM (Central), Monday, December 16, 2024

Location Address: 8303 N MoPac Expy., Suite A210, Austin, TX 78759

Room Number: CAMPO Large Conference Room

Online Option: Microsoft Teams

Meeting Link: [Pre-Proposal Meeting - Solicitation No: NV-004](#)

Meeting ID: 215 229 402 094

Passcode: rU6LD9cA

[Download Teams](#) | [Join on the Web](#)

INQUIRIES

Submission Deadline: 12:00 PM (Central), Friday, December 20, 2024

Submission Format: campo.procurement@campotexas.org

Response Posting: www.campotexas.org

Response Posting Date: 5:00 PM (Central), Monday, January 6, 2025

CONTACT

Name: Nirav Ved

Title: Data and Operations Manager

Address: 8303 N MoPac Expy., Suite A210, Austin, TX 78759

Phone: (737) 230-1591

Email: campo.procurement@campotexas.org

Offers must be received by CAMPO by the submission deadline posted above. All updates regarding this solicitation can be found at <https://www.campotexas.org/requests-proposals-qualifications/>. It is the responsibility of the Offeror to view the procurement web page for all updates including addenda associated with this solicitation.

OFFER SUBMITTED BY

By the signature below, I certify that I have submitted a binding offer:

Name:

Company Name:

Address:

Phone:

Email:

Signature:

Date:

RFP SUBMITTAL

Each respondent of this RFP is requested to present a proposal discussing the scope of work as described in Section III. CAMPO reserves the right to reject any or all proposals or portions of proposals, if it is deemed to be in the best interest of CAMPO. This RFP document is organized as follows:

I. Proposal Contents and Specifications

This section contains the specific and general description of the information to be provided within the proposal. Federal requirements and specifications are noted. Due to the nature of this contract, all the contents and specifications may not apply to this contract.

II. Evaluation of Proposals

This section describes the methodology by which the proposals will be evaluated, and firms/individuals selected for proposal interviews.

III. Scope of Work

This section describes the work to be performed in the study and tasks to be executed.

RFP PROCESS INFORMATION

This RFP will be sent to all consultants in CAMPO's consultant database, which satisfies the search criteria of firms with experience in transportation planning, environmental planning, transportation engineering/design, or environmental engineering/design.

All requests for this RFP packet will be welcomed. This RFP will be available on CAMPO's website at <https://www.campotexas.org/requests-proposals-qualifications/>.

After the proposals are received, CAMPO's evaluation committee will score the submissions then select the top ranked firms. Following approval by the Transportation Policy Board, CAMPO staff will begin negotiations with the top ranked provider.

CAMPO retains the right to select from the firms responding to this RFP. Any or all submissions may be rejected, if they do not meet the Evaluation Committee's criteria or fail to comply with RFP specifications. CAMPO also retains the right to withdraw this RFP at any time.

At any point in the procurement process, any dispute, protest, or claim may be filed. The dispute, protest, or claim should be directed to the MPO Executive Director within seven days after the aggrieved party knows or should have known of the facts or events giving rise to the complaint.

CAMPO is responsible for this contracted project. Further inquiries should be directed to Theresa Hernandez, Finance & Administration Manager, at 737-224-3358.

SECTION I
SUBMISSION CONTENTS AND SPECIFICATIONS

Submissions must include the following:

A. Executive Summary

An executive summary of two pages or less to include a summary of the important aspects of the proposal including project objectives, a brief description of each section of the proposal, and any special considerations. The letter must include the primary contact name, telephone number, and email address for the submitting firm.

B. Project Work Program

The consultant should detail their approach to undertaking the tasks listed in this RFP including a recommended methodology for each task along and demonstration of ability to meet specified deadlines as assigned.

C. Project Management and Team

The project manager and other key staff members must be specified, and the consultant must describe how their management and team structure will deliver a successful project. Brief resumes of staff members should be included. The successful respondent will provide qualified personnel to accomplish each portion of the work in the scope outlined. Substitutions for essential personnel involved in the tasks will not be allowed without CAMPO's prior approval and resulting delays will be the responsibility of the consultant. CAMPO retains the right to request the removal of any personnel found, in CAMPO's assessment, to be unqualified to perform the work.

D. Schedule

The schedule will demonstrate how the consultant intends to complete work within the timeframe specified by this RFP. At a minimum, the schedule should include a breakdown by tasks, milestones, major deliverables, and critical events. This project should be completed within 18 months of contract execution, although CAMPO may extend the contract due to extenuating circumstances.

E. Availability of Consultant

The consultant will indicate the availability of the project manager and other key staff members to complete the work described in this RFP. For all staff defined in Section C (Project Management and Team), the consultant will provide all other projects being worked on by key staff, percentage of involvement, role, and estimated completion dates of those projects. The consultant will also specify the ability of key staff members to attend in-person meetings within the six-county CAMPO region and to work at the CAMPO office.

F. Prior Experience

Describe relevant individual experience for personnel proposed for the project. Do not include experience 10 years prior to the issuance of the RFP. Provide the project title, year, and reference name, title, agency, email, and phone number of principal person for whom the prior projects were accomplished.

G. Past Performance

Please provide three references from Governmental agencies that have contracted with the submitting consultant for similar services. References should include contact name, title, agency, email, and phone number. Strong proposals will include references from the projects detailed in Prior Experience.

H. Other Requirements and Disclosures

a. Disadvantaged Business Enterprise (DBE) Goal

In connection with receiving grants from the U. S. Department of Transportation (DOT), CAMPO has established a goal of 25% Disadvantaged Business Enterprise (DBE) participation in its total annual third-party consulting opportunities. Each proposer is encouraged to take affirmative action and make every effort possible to use DBE consultants in the performance of work under this contract. Nothing in this provision shall be construed to require the utilization of any DBE consultant, which is either unqualified or unavailable.

b. Title VI Requirements

Successful consultants will be required to comply with all requirements imposed by Title VI of the Civil Rights Acts of 1964 (49 U.S.C. Section 2000d), the Regulations of DOT issued there-under (49 C.F.R. part 21), and the assurances by CAMPO thereto.

c. Conflict of Interests/Debarment

Proposals shall state whether there is a potential conflict of interest and offerors must be cognizant of the requirement for executing a Debarment Certification stating that the consultant has not been barred from doing work involving federal funds. A signed Debarment Certification will be required of the successful proposer for each of the consultant's team members.

While the above items provide a general description of what sections and information are expected in the proposal, they are not meant to limit or exclude other information from being included. For example, Sections II and III in this RFP contain requirements for information that may not be specifically mentioned in this section. Proposers should include such information in their proposal.

Also, the Texas House Bill 914, codified as Chapter 176 of the Local Government Code, requires vendors and consultants contracting or seeking to do business with CAMPO to file a conflict of interest questionnaire (CIQ). The required questionnaire is located at the Texas Ethics Commission website <https://www.ethics.state.tx.us/forms/conflict/>.

The CIQ forms must be completed and included with the proposal for both the primary consultant and any subconsultants/vendors. Consultants that omit required CIQ forms will have their proposal disqualified from consideration by CAMPO.

d. Special Provisions relating to Local Government Officers*

At the time a proposal is submitted, a prospective consultant must disclose whether an owner (in whole or part), officer or employee of the prospective consultant is a local government officer of a political subdivision that (a) conducts business with CAMPO or (b) is located within CAMPO's geographic boundaries.

e. Specific Disclosure, related Certification & Policy Board Review*

If a solicitation indicates that the resulting product of the solicitation shall be presented by CAMPO for the concurrence or approval of a governing body of a political subdivision on which the prospective consultant (or an owner, in whole or in part, officer or employee) serves, any finding of a perceived conflict of interest by the Executive Director of CAMPO may be remedied by the local government officer's certified disclosure of the relationship with the prospective consultant and abstention from the local governing body's participation, consideration or concurrence with the product. Any such certification shall be made in writing and submitted to the Executive Director at the time any response to the solicitation is submitted. The Executive Director shall then transmit the same to the Chair of the Transportation Policy Board. The Chair of the Transportation Policy Board

shall present the related solicitation and certification to the Executive Committee of the Transportation Policy Board. The Executive Committee shall review the solicitation and certification, and may (1) take no action or (2) submit the same to the Transportation Policy Board for any action it deems appropriate, in its reasonable discretion, under CAMPO's procurement policies and applicable law. Such action by the Transportation Policy Board may include a finding of a perceived conflict of interest, notwithstanding the consultant's disclosure and certification described above. In the event that the Transportation Policy Board determines that a perceived conflict of interest exists, the Board will notify the prospective consultant in writing of the basis for the conclusion that a perceived conflict of interest exists, without any implied or actual limitation on any legal rights or defenses that might thereafter be asserted.

*For purposes of this provision, "local government officer" has the definition established by Section 176.001{4} of the Local Government Code.

SECTION II EVALUATION OF SUBMISSIONS

Procedures have been established for the evaluation and selection of a consultant that provides for a consistent approach to carry out CAMPO's regional and transportation planning needs. To accomplish this objective, the CAMPO Evaluation Committee will review each submission based on the following criteria:

- **Executive Summary, Proposal Clarity, and Format (15 Points)**
Submissions will be evaluated based on the clarity and format of the summarized project proposal (executive summary), as well as the proposal as a whole.
- **Project Work Program (20 Points)**
The responding consultant team must present their team's approach through a clear, detailed narrative that displays an in-depth understanding of all tasks involved in this study and the project. Any work on similar type projects may be listed to validate this understanding.
- **Project Management and Team (20 Points)**
The responding consultant team should include individuals that have relevant and effective project management experience. This includes an experienced project manager, deputy project manager if applicable, and strong subconsultants. Proposals must demonstrate how each team member, including any subconsultants, will be utilized in relevant tasks.
- **Schedule (10 Points)**
Submissions must include a detailed schedule and include tasks, deliverables, and milestones. The schedule must demonstrate how the project team intends to complete all tasks in the Project Work Program within the allotted timeframe.
- **Availability of Consultant (10 Points)**
This project involves many simultaneous tasks; the consultant team must demonstrate its ability to meet the project schedule and indicate all other projects being worked on by key staff, percentage of involvement and role in those projects, and probable completion dates.
- **Prior Experience (15 Points)**
Submissions will be assessed on prior experience of the proposed personnel in the subject areas covered in Section III of this RFP.
- **Past Performance (10 Points)**
The consultant must have a demonstrated track record of timely performance, quality, and integrity, as evidenced by a list of client references.

Additional services, ideas, innovation or products, such as graphic design, cost-saving measures, outreach methods, products, DBE/WBE/MBE/HUB usage, etc., will be considered in the evaluation with additional points being awarded in the categories above for the use of these strategies.

The Evaluation Committee members will individually evaluate all submissions according to the criteria described. Based on proposal scoring results, CAMPO reserves the right to invite top ranked teams to participate in oral presentations. The oral presentation can carry a score of up to 25 points that will factor into the final overall scores (written proposal plus oral presentation). Following approval by the Transportation Policy Board, CAMPO staff will begin negotiations with the top ranked consulting consultant.

If a contract cannot be negotiated with the top ranked consultant, CAMPO may choose to proceed to negotiate with the next ranked consultant, and so on, until a contract has been successfully negotiated.

CAMPO retains the right to select from the consultants responding to this RFP. Any or all submissions may be rejected if they do not meet the Evaluation Committee's criteria or fail to comply with RFP specifications. CAMPO also retains the right to withdraw this RFP at any time.

SECTION III SCOPE OF WORK

Service Description: Regional Transportation Demand Management Program

1. PURPOSE

The Capital Area Metropolitan Planning Organization, hereinafter referred to as CAMPO, seeks offers in response to this Solicitation from firms qualified and experienced in transportation demand management to provide services related to developing, implementing, and monitoring a transportation demand management (TDM) program. The successful firm will implement a TDM program that addresses the needs of the residents within the CAMPO region since the onset of the COVID-19 pandemic. The successful firm will need to work with private and public sector partners to develop and implement the program and monitor its effectiveness.

2. BACKGROUND

CAMPO is the Metropolitan Planning Organization (MPO) for the Bastrop, Burnet, Caldwell, Hays, Travis, and Williamson counties in central Texas.

The purpose of CAMPO is to coordinate regional transportation planning with counties, cities, the Capital Metropolitan Transportation Authority (Capital Metro), the Capital Area Rural Transportation System (CARTS), Central Texas Regional Mobility Authority (CTRMA), Texas Department of Transportation (TxDOT), and other transportation providers in the region and to approve the use of federal transportation funds within the region.

MPOs are designated for all urbanized areas having a population greater than 50,000 as identified by the U.S. Bureau of the Census. MPOs currently operate under The Fast Act, Fixing America's Surface Transportation Act (Pub. L. No. 114- 94), signed into law on December 4, 2015 by President Barack Obama.

3. STUDY AREA

The CAMPO region.

4. TIMELINE AND BUDGET

The Regional Transportation Demand Management Program shall be completed within 48 months of Notice to Proceed. The budget for this work shall not exceed **\$3,600,000**.

5. SCOPE OF SERVICES

TASK 1 – PROGRAM ADMINISTRATION AND MANAGEMENT

This task shall include management of all project activities and work. This task will involve continuous project coordination and administration; preparation of monthly progress reports, invoices and billings; meetings and coordination activities; preparation of meeting minutes; quality assurance/quality control (QA/QC); and other project management activities specified by CAMPO.

Deliverables

- Draft/Final Project Management Plan
- Draft/Final QA/QC Plan
- Program Schedule – updated at least monthly
- Monthly Invoices
- Monthly Progress Reports
- Draft/Final Kick-Off Meeting Summary
- Draft/Final Coordination Meetings Summaries
- Action Tracking Log – updated weekly
- Indexed Project File (electronic and hard copy)

TASK 2 – OUTREACH AND PUBLIC ENGAGEMENT

The consultant will work with CAMPO to develop a comprehensive and inclusive public engagement plan (PEP) that will lead to meaningful participation of various stakeholders.

Task 2.1 – Website and Other Online Engagement Methods

The consultant will work with CAMPO to maintain and operate a TDM online platform designed to provide travelers with information and tools that reduces their reliance on trips via single occupant vehicles.

Task 2.2 – Stakeholder Outreach

Stakeholder outreach will focus on entities that most likely affect travel patterns on a regional scale such as large employers and other trip generators.

Deliverables

- PEP developed in coordination with CAMPO and TxDOT that includes methods, proposed schedule, and target groups/populations.
- Stakeholder outreach database
- Public Involvement summary report
- Public meeting coordination and materials
- Stakeholder outreach coordination and materials
- Environmental Justice meeting coordination and materials
- Online outreach materials

TASK 3 –Discovery AND DATA DEVELOPMENT

The consultant shall review and evaluate methods for the purpose of evaluating the effectiveness of the Regional TDM Program and its effect on traffic conditions in the region. In particular, the consultant will identify metrics to gauge the program’s effectiveness.

The consultant will prepare and conduct a periodic survey of participants in the Regional TDM Program to identify shifts in travel patterns. This survey should provide more granular information than can be captured by large datasets that are focused on counting cars and trucks.

Deliverables

- Annual report on the effectiveness of the Regional TDM Program
- Report on travel survey results

TASK 4 – REGIONAL COORDINATION

The consultant shall ensure the Regional TDM Program is appropriately coordinated in a regional manner. This task will be executed through the implementation of strategies that are produced from the program’s stakeholder outreach efforts. These strategies include, but are not limited to:

- SchoolPool
- Essential Worker Outreach
- Congested Corridors Program
- Construction Mitigation
- Regional Guaranteed Ride Home Program
- Park and Ride Campaigns
- Large Event Carpools

Deliverables

- Annual summary of regional coordination activities