REQUEST FOR PROPOSAL

Traffic Sign Inventory and Retroreflectivity
Data Collection Service
Unincorporated Areas of Alameda County
California

May 2011

Dear Consultant:

You are invited to submit a proposal to provide Traffic Sign Inventory and Retroreflectivity Assessment Data Collection Service to the Alameda County Public Works Agency (ACPWA). The following information is provided to assist you in preparing and submitting your proposal.

I. INTRODUCTION

This Request for Proposal (RFP) describes the project, the required scope of services and the information that must be included in the proposal. Failure to submit information in accordance with the RFP’s requirements and procedure may be cause for disqualification.

a) After reviewing the RFP, it is the intention of the Alameda County Public Works Agency to enter into an Agreement\(^1\) with the successful consulting firm.

b) Consultant is required to submit a Certificate of Insurance showing the required coverage (see Exhibit A).

c) The criteria for selection will be based on the thoroughness and completeness of the RFP as described in Section VI of this RFP.

d) For subcontracting information, please refer to Section VI, h.

The selected firm must have the ability to respond quickly to requests by County staff for field or office services, and must have extensive knowledge of, and capability in using Microsoft Office softwares (Word, Excel, Access), MaintStar System Software, AutoCAD, ARC Info, and ARC Map.

II. BACKGROUND

The Alameda County Public Works Agency is seeking proposals to collect information for the County’s Traffic Sign Inventory Database for all traffic signs located on County-maintained roadways. Information to be collected is shown in Section III – Scope of Work. The County maintains approximately 473 miles of roads. Exhibit B shows a list of roadways currently maintained by the County.

\(^1\) Copy of Agreement can be viewed on our website at [www.acgov.org/pwa](http://www.acgov.org/pwa) (under Doing Business With Us/Consultant Services, click on Current List of RFPs/RFQs)
III. SCOPE OF WORK

1. **Sign Inventory Information** – the consultant shall travel to all County-maintained roadways and collect the following information for the signs installed along these roadways:

   - Word description of each sign and mile marker (e.g. 35 mph speed limit sign, pedestrian crossing warning sign).
   - Sign code in accordance with the 2010 edition of *California Manual on Uniform Traffic Control Devices (California MUTCD)* (e.g. R1-1, W1-5). If the sign is not an MUTCD sign, use “N-STD” as the sign code.
   - Date the sign was installed based on the informational sticker affixed on the back of the sign.
   - Type of sign backing material.
   - Height of the sign measured from top of ground.
   - General roadway direction the sign serves (e.g. northbound traffic).
   - Type of sign support structure (e.g. post, signal standard, streetlight standard) including a unique identifier that the consultant will assign to each individual sign support structure.
   - Physical condition of each sign support.
   - Location of the sign including the name of the road the sign is located, nearest address number (if available), reference distance from the nearest intersection or mile marker, and the geographical position information based on the Global Positioning System (GPS). Allowable positional variation from the actual sign location is ± 3 feet.
   - General lateral position of the sign (overhead, median, or road-side).
   - Digital photograph of each traffic sign. Minimum acceptable resolution for digital photograph is 2,600 pixels in length by 1,950 pixels in width. All digital photographs must be in JPEG format.
   - If the sign is obstructed or its visibility is limited, add a note in the comment column to explain the source or reason of obstruction (e.g. overgrown foliage).
   - Physical condition of the sign (e.g. damaged, faded, vandalized).
   - Date the inventory was taken.
   - Name of the person conducting the inventory.
2. **Retroreflectivity Assessment** – for each sign identified in the sign inventory above, the consultant shall perform retroreflectivity assessment using the *Visual Nighttime Inspection* method in accordance with FHWA publication *Maintaining Traffic Sign Retroreflectivity (2007 Edition)*.

- Using the Visual Nighttime Inspection method, the consultant shall record the retroreflectivity level of each sign as either Acceptable or Unacceptable. The consultant shall also record the date of the nighttime retroreflectivity assessment.

- The consultant shall identify all signs with retroreflectivity below the minimum levels as shown in Table 2A-3 of the *California Manual on Uniform Traffic Control Devices (2010 Edition)*.

- If necessary, the Consultant may measure the signs with retroreflectometers to verify the assessment using the Visual Nighttime Inspection method.

- The consultant shall ensure that all nighttime inspectors are properly trained. At a minimum, the inspectors shall be at least 60 years old (in accordance with FHWA) with vision that is within the legal limits of the State of California. Inspectors must observe “calibration signs” prior to each inspection run. At least one calibration sign shall be prepared for each sign color combination shown in Table 2A-3 of the *California Manual on Uniform Traffic Control Devices (2010 Edition)*. Calibration signs shall be at or near the minimum retroreflectivity levels and be viewed in a manner similar to nighttime inspections.

- Inspection vehicles shall be either a sport utility vehicle or pick-up truck. The maximum age of inspection vehicles shall be 10 years old. The consultant shall ensure that the windshield and headlamps of the inspection vehicles are cleaned prior to each inspection run.

3. **Sign Inventory & Assessment Database System Development** – the consultant shall develop a database system to include the following features:

- Sign inventory information described in (1) above.

- Sign assessment information described in (2) above.

- User interface modules to allow the County to input future data, query existing data, and generate reports for various needs. The consultant shall work with the County when designing interface modules to ensure that the modules meet the working needs of the various users.

- The database system shall be compatible with Microsoft Excel, Microsoft Access, and MaintStar System Software. In addition, the database system shall allow users to download the data to a comma-delimited format file.

- The database system shall be linked to the digital photographs of the signs.
• The database system shall be password-protected and allow the County to assign various access permissions (e.g. view-only) to users. If the database system is an internet-based system, it shall be operated on a secure site.

• The database system shall include a base map to be provided by the County. The base map shall indicate all applicable roadways within the County right-of-way and shall designate such roadways by proper roadway name. The base map shall allow users to pan and zoom to various locations of the base map. The base map shall display sign symbols along the roadways to identify the sign type (e.g. yellow diamond for warning sign, red octagon for stop sign).

• The database system shall also include up to 10 blank fields or additional modules to allow future data input such as sign removal or replacement date, work order reference number, and sign inspection dates

Before beginning work, the consultant shall meet with Alameda County Public Works Agency Traffic Engineering Staff to verify the extent of the data collection area and the required information the consultant must collect.

IV. TIME, DATE AND PLACE OF SUBMITTAL

To be considered, you must submit five (5) copies of the proposal

BY: 2:00 pm on Tuesday, June 14, 2011

TO: Alameda County Public Works Agency
    399 Elmhurst Street
    Hayward CA 94544

ATTN: JOHN BATES

NO FAXED OR ELECTRONIC SUBMITTALS WILL BE ACCEPTED.

V. MANDATORY PRE-PROPOSAL MEETING

A mandatory pre-proposal meeting will be held on Wednesday, June 1, 2011 at 1:30 P.M. at Alameda County Public Works Agency, 399 Elmhurst Street, Room 216A, Hayward to answer questions.

VI. PROPOSAL CONTENTS

Proposals must not be more than 20 single sided pages (not counting the front and back covers of the proposal, dividers that contain no information and pages listing References). Proposal content and completeness are important and clarity and conciseness are essential and will be considered in assessing the bidder’s capabilities.
In order to simplify the process and to obtain the maximum degree of comparability, the proposal, should be organized in the following manner:

a) Transmittal letter: A brief discussion of the services to be provided by the Consultant.

b) Title page: The title of the Project Proposal. This should include the RFP subject, the name of the proposer’s firm, location address, telephone number, name of the contact person, e-mail address, and the date. Indicate Small Local Emerging Business (SLEB) firm(s) and other firms serving as sub-consultants.

c) Table of Contents: A listing of the contents of the proposal. This should include a clear identification of the material by section and page number.

d) Narrative: The Consultant shall provide a narrative (maximum of two pages) outlining the reasons why your firm should be selected to provide the on-call services.

e) Experience: This section should describe the Consultant’s experience in performing similar projects. If the proposal is a team effort, the allocation of work to the team members should be indicated. The following should be included:

  * Organizational work assignments structure, including work elements and sub-elements performed by sub-consultants.
  * Staffing plan, including the names, titles, qualifications and experience of all key personnel (including Associate or Principal in charge, Project Manager, Design Engineer and of sub-consultants and their key personnel) and the assignment of personnel to individual work elements. Any changes in staffing must be mutually agreed upon by the Consultant and ACPWA. Resumes should be attached as appendices. Staffing assignments should be specific enough to demonstrate understanding of skills required and commitment of proper resources.

Because of the highly technical nature of the work proposed under this contract, changes in staffing that result in a substitution of less qualified personnel may be grounds for termination of the contract.

  * Management approach, including the role of the prime consultant and sub-consultants, and any specific features of the management approach that require explanation. Include a description of sub-consultant supervision.

f) Schedule: Include a schedule showing the anticipated duration to perform the work described in Section III.

g) References: Include the title and brief descriptions of similar projects for which the Consultant has provided similar services. Include the names of the contracting agency and the name and phone number of an agency representative familiar with your work.

h) Firm and Sub-consultants: If a portion(s) of the work is subcontracted and if Consultant is not a small local emerging business (SLEB), Consultant will be required to partner, joint venture or sub-contract a minimum of 20% of the estimated contract award to a small local emerging business in order to be eligible for the contract award.
In the event Consultant can show the absence of available local firms or where costs are increased because of the Joint-Venture/Subcontracting (JV/SC) participation, County may waive the participation level.

For more information regarding the SLEB program, go to: http://www.acgov.org/gsa/sleb

It is the express purpose of the County of Alameda Public Works Agency’s Business Outreach Program to strongly encourage the participation of socially and economically Disadvantaged Business Enterprises (DBEs) and Small Local Emerging Businesses (SLEBs) in the County of Alameda Public Works contracts to ensure that all contracting firms receive an equal opportunity to compete and receive work on County contracts, and specifically to maximize opportunities for DBEs and SLEBs to participate in the County contracting process.

Indicate if prime has an office located in Alameda County. Indicate if firm and other firms serving as sub-consultants are DBE and/or SLEB.

i) **Project Cost and Fee Schedule:** Provide a fee schedule to be used for the duration of the contract to establish the charge rates for the services listed. The fee schedule should establish charge rates detailed enough to cover the services, including hourly rates for all labor categories, markups for direct costs, vehicle mileage rates, etc. The project fee schedule shall be submitted in a separate sealed envelope. This will only be opened after selecting the successful consulting firm(s). The Alameda County Public Works Agency reserves the right to negotiate the cost proposal with the successful consulting firm(s).

j) **Contract Negotiation Authorization:** Include the name, e-mail address, and phone numbers of individuals authorized to negotiate this contract and contractually bind consultants and who may be contacted during the period of evaluation. A copy of ACPWA’s Standard Agreement form and insurance requirement are enclosed for advanced review. The Consultant shall identify any agreement and insurance waivers requested.

k) **Sample Work:** Include sample sign inventory database and nighttime sign retroreflectivity assessment reports that your firm has completed in the last two years for other public agencies.

**VII. CONSULTANT SELECTION CRITERIA**

Upon receipt and review of proposals, a short list of qualified consultants will be developed. The top ranking consultants will be contacted to arrange an interview. Based upon that interview and review of the proposals and any supporting documents, the consultants will be ranked.

The top ranked consultants will be invited to negotiate the scope of work and fees. If an acceptable contract cannot be negotiated, the next consultant on the list will be contacted and so forth. The selected consultants would be required to submit proof of insurance.

The proposal should address those tasks identified above and any other tasks that the consultant feels are appropriate based upon the project description. Each proposal received will be evaluated according to the following evaluation criteria:
**PROPOSAL CONTENT**

The proposal will be rated on the overall quality and adequacy. The proposal should indicate that the consultant possesses the knowledge and the understanding of the required work. The proposal will also be evaluated on the consultant’s general attitude and interest in providing the required services.

**PROJECT TEAM EXPERIENCE/QUALIFICATIONS**

The consultant’s overall experience and qualifications will be evaluated. The areas of evaluation may include the experience on collecting sign inventory information, conduct retroreflectivity assessment, and building user-friendly database with the collected information.

**WORK PLAN**

The consultant’s proposed project approach, methodology, and schedule will be evaluated. The consultant should also demonstrate the ability and the resources available to successfully complete the project on time and within budget.

**MANAGEMENT PLAN**

The consultant’s approach to the planning, organizing and management of a project will be evaluated. The area of evaluation may include project team structure, organizational work assignments structure, the role of prime consultant and sub-consultants, and the description of sub-consultant supervision.

**REFERENCES**

The consultant will be evaluated based on the professional reputation of the firm and the quality of other similar projects based on inquiries to former clients.

**SELECTION SCHEDULE**

The following is the anticipated schedule for Consultant selection:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Thursday, May 19, 2011</td>
<td>Issue Request for Proposal to consultants</td>
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<tr>
<td>Wednesday, June 1, 2011</td>
<td>Mandatory pre-proposal meeting</td>
</tr>
<tr>
<td>Tuesday, June 14, 2011</td>
<td>Proposal submittal due date (late submittals will not be accepted)</td>
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<tr>
<td>Tuesday, June 21, 2011</td>
<td>Notify short list of consultants</td>
</tr>
<tr>
<td>Thursday, June 29, 2011</td>
<td>Oral interviews</td>
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<tr>
<td>Wednesday, July 6, 2011</td>
<td>Announce consultant selection and begin to negotiate contract</td>
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<tr>
<td>Tuesday, September 13, 2011</td>
<td>Approval of contract</td>
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<tr>
<td>Tuesday, September 27, 2011</td>
<td>Issue Notice to Proceed for consultant to begin work</td>
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If you have any questions concerning this request for proposals, please contact John Bates at (510) 670-6456.

We look forward to receiving your proposal.

Yours truly,

Arthur G. Carrera, P.E.
Engineering and Transportation Program Manager

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