



REQUEST FOR PROPOSAL FOR  
**Intelligent Transportation System (ITS) Master Plan**

*Engineering Department*  
CITY OF COACHELLA

**Released on Nov 8, 2013**

## **Intelligent Transportation System (ITS) Master Plan**

### **REQUEST FOR PROPOSAL (“RFP”)**

#### **1. BACKGROUND**

Funded by a South Coast Air Quality Management District (AQMD) AB 1318 Grant Award, the City of Coachella is undertaking a traffic signal synchronization project to connect 11 signaled intersections along Harrison Street and Grapefruit Blvd from Avenue 54 to Avenue 48 in the City of Coachella.

The project begins with development of an ITS Master Plan. The purpose of the ITS Master Plan is to evaluate existing hardware and software including types of signal controllers, communications systems, and traffic management systems; and provide recommendations for new technology that will lay the framework for design and implementation of the synchronization project.

The Plan will also include signal timing and synchronization plans for morning, midday, evening peak hours, and weekend peak hours for the project area. Additionally, the City expects the Plan to propose broadband or fiber optic ITS elements like closed circuit television and changeable message signs.

#### **2. SCHEDULE OF EVENTS**

This request for proposal will be governed by the following schedule:

Release of RFP	November 8, 2013
Deadline for Written Questions	November 20, 2013
Responses to Questions Posted on Web	November 26, 2013
Proposals are Due	December 2, 2013
Interviews	December 4, 2013
Proposal Evaluation Completed	December 9, 2013
Approval of Contract	December 11, 2013

#### **3. SCOPE OF WORK**

There are currently 11 signalized intersections along Harrison Street and Grapefruit Blvd between Avenue 54 and Avenue 48 in the project area. None of the 11 intersections are tied to a signal master nor do they communicate to any outside agency. While not part of the scope of this project, but rather for informational purposes, there is currently one state highway arterial running through the City (S.R. 86), and one federal highway (I-10). There is no communication between City and State traffic signals.

The comprehensive plan for coordination shall incorporate communication with the City of Indio and County of Riverside Transportation & Land Management Agency (RTLMA) traffic signals, investigation of a communication link with the Coachella Valley Association of Government (CVAG) Hwy 111 Interconnectivity Program (which includes eight other Coachella Valley cities' interconnected signals), and incorporation of future Closed Circuit Television (CCTV) and changeable message signs.

The following is a general description of the anticipated project components and tasks. These components are somewhat flexible and the consultant is encouraged to provide recommendations with respect to scope and order of completion. A detailed work plan, including a breakdown of specific tasks and phasing is required as part of the consultant's proposal.

### **Task 1. Review the Existing Signal System**

Initial effort will be to review the existing City traffic signal system. As stated, none of the City's intersections are tied together and there is no outside communication. The consultant will be able to discuss current operations with City Staff to gain a full understanding of the existing operation.

The City doesn't have any type of interconnect system or traffic control center. Several years ago (prior to the City taking over Harrison Street), Caltrans ran conduit along Harrison Street between Avenue 52 and Park Lane, which landed at the controller on Grapefruit and Park Lane. While the controller is ready to go, it requires network addresses and an updated 170E controller to be functional.

**Deliverable:** A technical memorandum summarizing findings and identifying deficiencies.

### **Task 2. Evaluate Surrounding Systems**

Since a goal of the City is to have communications with surrounding cities and the County, the consultant shall investigate existing and proposed traffic signal systems in the City of Indio and Riverside County, and evaluate possibilities for two way communication between the two entities. In a similar sense, the consultant shall evaluate CVAGs Hwy 111 Interconnectivity Program and investigate communication possibilities with on-street masters.

**Deliverable:** A technical memorandum summarizing findings and identifying opportunities for communication.

### **Task 3. Prepare a Traffic Signal System Master Plan/Develop Systems Engineering**

#### *1. Systems Engineering Management Plan (SEMP)*

Based on the findings of the initial tasks, the consultant shall develop a Traffic Signal System Master Plan, including a Systems Engineering Management Plan which sets the methodology for the implementation of the City's traffic signal system and communication to the City's Traffic Management Center. The SEMP shall follow requirements and guidelines developed by the Federal Highway Administration and shall be suitable for inclusion as an attachment to the Traffic Signal System Master Plan (TSSMP) report.

While the City of Coachella currently has no traffic control software, the consultant shall investigate other traffic signal systems and present their applicability to the City's needs.

The objective of the TSSMP and SEMP is to present a multi-step process that the City can achieve a fully functional Traffic Management Center with communication to all signalized locations and outside agencies. A proposed order of implementation of these improvements is as follows:

1. Establish a stable two-way communication link with all city-owned traffic signals. The communication system recommended must be capable of second-by-second two way communication and must be compatible with future improvements (i.e. fiber optics or broadband). Although not envisioned in the near future, any communication upgrades must consider the implementation of traffic responsive or traffic adaptive signal control as well as other high-bandwidth peripherals.
2. Establish a stable two-way communication link with the City of Indio, RTLMA, and CVAG (if applicable). The link should enable City of Coachella Staff to have viewing capabilities of the current signal timing traffic signal operations and video feeds from these agencies' traffic operations centers.
3. A communication framework shall be developed to accommodate the deployment of closed circuit television and other high-bandwidth peripherals like gunshot detection and video surveillance systems. The ability to utilize this communication system for future changeable message sign operation shall also be considered.
4. For each of these steps, any necessary physical improvements to the City's traffic management center must be identified.

An estimate of probable cost must be prepared for each item, including bundling of these improvements into feasible packages for implementation. Possible funding mechanisms shall also be identified.

## 2. *Meetings*

Several meetings between the consultant and City staff are envisioned during this task as the consultant develops various alternatives.

**Deliverable:** A Traffic Signal System Master Plan (TSSMP) presented in 8 ½" by 11" format. The SEMP is to be submitted as a separate document. Both the TSSMP and SEMP shall be signed and sealed by a Civil Engineer registered to practice in the State of California.

### **Task 4. Prepare a Strategic Deployment Plan**

The consultant shall develop a deployment plan that will allow the City to strategically implement the TSSMP based on needs and funding. A critical path diagram shall be provided to show the dependencies of each project, sequence of deployment and tasks that can be performed simultaneously.

Each phase of work shall be linked to the AQMD AB 1318 funding source (City Staff to provide upon request) and qualification requirements stated. Any future issues or timing constraints that would impact the funding strategy must also be identified.

**Deliverable:** A deployment plan shall be submitted as described above.

## 3. *Schedule*

The consultant shall perform the above tasks according to the preliminary schedule shown below. Notice to proceed is anticipated on **December 19, 2013**.

A draft TSSMP and SEMP must be submitted by **Feb 24, 2014**. Upon receipt of City comments, a revised report is expected within ten working days.

## **4. PROPOSAL FORMAT GUIDELINES**

Interested contractors are to provide the City of Coachella with a thorough proposal using the following guidelines:

Proposal should be typed and should contain no more than 30 typed pages using a 12-point font size, including cover letter, vendor application form, and resumes of key people, but excluding Index/Table of Contents, tables, charts, and graphic exhibits. Each proposal will adhere to the following order and content of sections. Proposal should be straightforward, concise and provide "layman" explanations of technical terms that are used. Emphasis should be concentrated on conforming to the RFP instructions, responding to the RFP requirements, and on providing a complete and clear description of the offer. Proposals, which appear unrealistic in the terms of technical commitments, lack of technical

competence or are indicative of failure to comprehend the complexity and risk of this contract, may be rejected. The following proposal sections are to be included in the bidder's response:

#### **A. Cover Letter**

A cover letter, not to exceed three pages in length, should summarize key elements of the proposal. An individual authorized to bind the consultant must sign the letter. The letter must stipulate that the proposal price will be valid for a period of at least 180 days. Indicate the address and telephone number of the contractor's office located nearest to Coachella, California and the office from which the project will be managed.

#### **B. Background and Project Summary Section**

The Background and Project Summary Section should describe your understanding of the City, the work to be done, and the objectives to be accomplished. Refer to Scope of Work of this RFP.

#### **C. Methodology Section**

Provide a detailed description of the approach and methodology to be used to accomplish the Scope of Work of this RFP. The Methodology Section should include:

1. An implementation plan that describes in detail (i) the methods, including controls by which your firm manages projects of the type sought by this RFP; (ii) methodology for soliciting and documenting views of internal and external stakeholders; (iii) and any other project management or implementation strategies or techniques that the respondent intends to employ in carrying out the work.
2. Detailed description of efforts your firm will undertake to achieve client satisfaction and to satisfy the requirements of the "Scope of Work" section.
3. Detailed project schedule, identifying all tasks and deliverables to be performed, durations for each task, and overall time of completion.
4. Detailed description of specific tasks you will require from City staff. Explain what the respective roles of City staff and your staff would be to complete the tasks specified in the Scope of Work.

#### **D. Staffing**

Provide a list of individual(s) who will be working on this project and indicate the functions that each will perform. Include a resume for each designated individual.

Upon award and during the contract period, if the contractor chooses to assign different personnel to the project, the Contractor must submit their names and qualifications including information listed above to the City for approval before they begin work.

#### **E. Qualifications**

The information requested in this section should describe the qualifications of the firm, key staff and sub-contractors performing projects within the past five years that are similar in size and scope to demonstrate competence to perform these services. Information shall include:

1. Names of key staff that participated on named projects and their specific responsibilities with respect to this scope of work.
2. A summary of your firm's demonstrated capability, including length of time that your firm has provided the services being requested in this Request for Proposal.
3. Provide at least five local references that received similar services from your firm. The City of Coachella reserves the right to contact any of the organizations or individuals listed. Information provided shall include:
  - a. Client Name
  - b. Project Description
  - c. Project start and end dates
  - d. Client project manager name, telephone number, and e-mail address

#### **F. Fee Proposal**

The separately submitted fee proposal shall include a summary of the hours proposed, broken down by task and employee classification. Subconsultants and reimbursables shall also be indicated.

The total funding available for this project is \$75,000. The proposal scope shall be written to conform to this limitation. If the consultant identifies work items that should be included in the study, but cannot be performed within the \$75,000 budget, these items shall be identified in both the scope and fee proposal with the costs outlined as above.

## 5. PROCESS FOR SUBMITTING PROPOSALS

### Content of Proposal

The proposal must be submitted using the format as indicated in the proposal format guidelines.

### Preparation of Proposal

Each proposal shall be prepared simply and economically, avoiding the use of elaborate promotional material beyond those sufficient to provide a complete, accurate and reliable presentation.

### Number of Proposals

Submit four (4) copies of your proposal plus one disk copy in sufficient detail to allow for thorough evaluation and comparative analysis.

### Submission of Proposals

Complete written proposals must be submitted in sealed envelopes to:

Jonathan Hoy, P.E., City Engineer  
RE: Intelligent Transportation System Master Plan  
City of Coachella  
1515 Sixth Street  
Coachella, CA 92264

and received no later than 4:00 p.m. (P.S.T) on December 2, 2013. Proposals will not be accepted after this deadline. Faxed or e-mailed proposals will not be accepted.

### Inquiries

Questions about this RFP must be directed in writing, via e-mail to:

Jonathan Hoy, City Engineer: [jhoy@coachella.org](mailto:jhoy@coachella.org); **and**  
Mitch Nieman, Grants Manager: [mnieman@coachella.org](mailto:mnieman@coachella.org)

### Amendments

The City reserves the right to amend this RFP prior to the proposal due date. All amendments and additional information will be posted to the City website. Bidders should check this web page daily for new information.



From the date that this RFP is issued until a firm is selected and the selection is announced, firms are not allowed to communicate for any reason with any City employee other than the City representatives listed above regarding this RFP. Refer to the Schedule of Events of this RFP or the City webpage to determine if amendments and additional information becomes available. The City reserves the right to reject any proposal for violation of this provision. No questions other than written will be accepted, and no response other than written will be binding upon the City.

### **Conditions for Proposal Acceptance**

This RFP does not commit the City to award a contract or to pay any costs incurred for any services. The City, at its sole discretion, reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with any qualified source, or to cancel this RFP in part or in its entirety. All proposals will become the property of the City of Coachella, USA. If any proprietary information is contained in the proposal, it should be clearly identified.

## **6. EVALUATION CRITERIA**

The City's consultant evaluation and selection process is based upon Qualifications Based Selection (QBS) for professional services. The City of Coachella may use some or all of the following criteria in its evaluation and comparison of proposals submitted. The criteria listed are not necessarily an all-inclusive list. The order in which they appear is not intended to indicate their relative importance:

1. Compliance with RFP requirements
2. Understanding of the project
3. Recent experience in conducting similar scope, complexity, and magnitude for other public agencies.
4. Educational background, work experience, and directly related consulting experiences
5. Price
6. References

The City may also contact and evaluate the bidder's and subcontractor's references; contact any bidder to clarify any response; contact any current users of a bidder's services; solicit information from any available source concerning any aspect of a proposal; and seek and review any other information deemed pertinent to the evaluation process. The evaluation

committee shall not be obligated to accept the lowest priced proposal, but shall make an award in the best interests of the City.

After written proposals have been reviewed, discussions with prospective firms may or may not be required. If scheduled, the oral interview will be a question/answer format for the purpose of clarifying the intent of any portions of the proposal. If awarded, the individual from the proposing firm who will be directly responsible for carrying out the contract, should be present at the oral interview.

A Notification of Intent to Award may be sent to the vendor selected. Award is contingent upon the successful negotiation of final contract terms. Negotiations shall be confidential and not subject to disclosure to competing vendors unless an agreement is reached. If contract negotiations cannot be concluded successfully, the City may negotiate a contract with the next highest scoring vendor or withdraw the RFP.

## **7. STANDARD TERMS AND CONDITIONS**

### Amendments

The City reserves the right to amend this RFP prior to the proposal due date. All amendments and additional information will be posted to the City website. Bidders should check this web page daily for new information.

### Cost for Preparing Proposal

The cost for developing the proposal is the sole responsibility of the bidder. All proposals submitted become the property of the City.

### Contract Discussions

Prior to award, the apparent successful firm may be required to enter into discussions with the City to resolve any contractual differences. These discussions are to be finalized and all exceptions resolved within one (1) week from notification. If no resolution is reached, the proposal may be rejected and discussions will be initiated with the second highest scoring firm. A sample agreement is linked to this Request for Proposal in the City website.

### Confidentiality Requirements

The staff members assigned to this project may be required to sign a departmental non-disclosure statement. Proposals are subject to the California Public Records Act. The City cannot protect proprietary data submitted in proposals.

### Financial Information

The City is concerned about bidders' financial capability to perform, therefore, may ask you to provide sufficient data to allow for an evaluation of your firm's financial capabilities.

### Insurance Requirements

Within ten (10) consecutive calendar days of award of contract, successful bidder must furnish the City with the Certificates of Insurance proving coverage as specified. Failure to furnish the required certificates within the time allowed will result in forfeiture of the Proposal Security.

Please carefully review the Sample Professional Services Agreement before responding to the Request for Proposal enclosed herein. The terms of the agreement, including insurance requirements have been mandated by City Council and can be modified only if extraordinary circumstances exist. Your response to the Request for Proposal must indicate if you are unwilling or unable to execute the agreement as drafted as well as providing the insurance requirements. The City will consider this in determining responsiveness to the Request for Proposal.