



**PUBLIC WORKS DEPARTMENT**

**ENGINEERING DIVISION**

**REQUEST FOR PROPOSALS (RFP) TO PROVIDE:**

**SAFE ROUTES TO SCHOOL PROGRAM IMPLEMENTATION SERVICES**

**MARCH 2022**

**IMPORTANT DATES**

RFP ISSUED	March 23, 2022
REQUEST FOR INFORMATION DEADLINE: 5:00 PM	April 6, 2022
RELEASE OF INFORMATION REQUESTED	April 12, 2022
<b>RFP DUE DATE/SUBMISSION DEADLINE: 5:00 PM</b>	<b>April 21, 2022</b>
ANTICIPATED AWARD DATE	May 2022
APPROXIMATE START DATE	June 2022

**REQUEST FOR PROPOSALS  
TO PROVIDE: SAFE ROUTES TO SCHOOL PROGRAM IMPLEMENTATION SERVICES**

Table of Contents

1.0	Background .....	3
2.0	Scope of Services .....	3
3.0	Proposal Format.....	7
4.0	Evaluation Criteria.....	9
5.0	Selection Process .....	9
6.0	Proposal Requirements.....	9
7.0	Insurance Requirements.....	11

## 1.0 Background

The City of El Monte (hereafter referred to as the “City”), the hub of the San Gabriel Valley, is located approximately 12 miles east of downtown Los Angeles. The City is the ninth largest city in Los Angeles County with a population of approximately 115,800 residents. The City encompasses two (2) primary watersheds – San Gabriel River (approx. 1,577 acres) and Los Angeles River (4,548 acres) and the tributary area of Legg Lake to the south. The City occupies approximately ten square miles and is primarily built-out, with a few remaining undeveloped parcels. The City is mostly residential, with a mixed use of commercial businesses and a minor number of industrial parcels. The City was incorporated in 1912 as a general law city and operates under the Council/Manager form of government. The City is governed by a five- member City Council and is administered by the City Manager.

The Public Works Department – Engineering Division oversees the City’s Capital Improvement Program and any community outreach or planning a project may need. **The City of El Monte is soliciting proposals from qualified firms to assist with implementing a safe routes to school (SRTS) program.** The selected firm will have to create a comprehensive SRTS program including pedestrian and bicycle safety workshops, and encouragement and education activities in 10 elementary and 2 middle schools within the Mountain View School District. Three major project activities include: 1) develop and promote school walking and biking maps; 2) host walking school buses and bike trains with school staff and parents; and 3) host special walking and bike encouragement events and activities.

The City of El Monte received a grant in the amount of \$583,000 through the Caltrans Active Transportation Program to fund this project. Grant funds are allocated for staff costs and other direct costs such as mileage, parking, transit passes, supplies (clipboards, pens, pencils, highlighters, binders, paper), materials (surveys, training material print out, copies, flyers, posters, maps, banners, bus shelter ads, pamphlets), incentives (stickers, lights, buttons, snacks, reflective safety bands, reflective tape), equipment (safety cones), and event insurance. All work is expected to take place over the course of two school years and must be completed within 36 months of award of a contract to the selected firm.

The firm will provide a proposal with a separate cost proposal and not-to-exceed fee to perform the services requested.

## 2.0 Scope of Services

The prospective consulting firm shall show significant experience and expertise in community outreach, safe routes to school program development, and providing educational support to said adequate programs. In addition, the consulting firm shall have the staffing resources to provide all outreach materials; collect and evaluate data; create reports based on surveys and collected data; organize and run outreach presentations; recruit volunteers; create a website and social media page; create advertisements; create maps for adequate walking/biking routes; and host trainings. Within the classroom, it will be expected that the prospective consulting firm conducts

safety presentations, host workshops, provide lessons, create ongoing school and community events, conduct data, and perform an analysis of gathered information.

The Scope of Work, as may be modified through negotiation and/or by written addendum issued by the City, will be made a part of the Agreement. The selected firm will be expected to furnish a team to have the knowledge, ability, and experience with the following:

**A. Program Evaluation: Ped/Bike Counts and SRTS Surveys**

The consulting firm will evaluate program efficacy by: conducting baseline ped/bike counts at intervention and non-intervention schools at the beginning and end of each school year; and conducting surveys of parents and students.

- Outreach activities (e.g., presentations, flyer distribution after school) to recruit parent and community volunteers to assist with counts (at least 10 district-wide activities per year)
  - Deliverables: Outreach materials, volunteer lists, photos, sign-in sheets
- Conduct ped/bike count trainings to teach volunteers how to utilize standardized count forms and practices (minimum 2 trainings per school year). Ensure that trainings are given to staff and parents who can help sustain the Program activities after the grant period is over.
  - Deliverables: Sign-in sheets, agendas, training materials
- Conduct start- and end-of-school year counts at all 12 MVSD elementary and middle school sites to collect baseline and post-completion data.
  - Deliverables: Survey materials, collected and completed surveys
- Input, review, and evaluate count data (school year reports for Year 1 and Year 2 of Program)
  - Deliverables: Compiled raw data/matrices, evaluation reports
- Collect annual Program surveys (paper and online surveys) of parents and students to inform program implementation and evaluation (include all students, and target at least 350 parent surveys per year.)
  - Deliverables: Collected surveys and survey reports, including recommendations for Program refinements to increase effectiveness

**B. Walking School Bus and Bike Train Program**

Consulting firm shall develop and launch walking school bus and bike train programs.

- Conduct parent presentations regarding health/academic benefits of daily use of forms of active transportation to attend school (24 presentations; 12 per year)
  - Deliverables: Photos, PPT, participation charts

- Recruit parent volunteers and conduct walking school bus route audits (12 audits) (Year 1)
  - Deliverables: Volunteer lists, audit maps
- Develop and facilitate at least bi-monthly SRTS parent groups (at least 2 groups to cover geographical area of MVSD) to assist with Program support during and after the grant period. These groups will develop post-grant "Action Plans" to continue the work and decide to pass off leadership and implementation roles to the next generation of parents, students, and staff.
  - Deliverables: Meeting agendas, sign-in sheets, minutes, "End-of-Year Action Plan"
- Identify walking/biking routes and develop walking/biking route maps for each school (12 school-specific maps)
  - Deliverables: Final route maps for each school in MVSD
- Develop district-wide walking/biking map highlighting points of interest including parks, recreational facilities, and transit stops (1 map)
  - Deliverables: Final map
- Host walking school bus trainings for parents and volunteers (15 trainings)
  - Deliverables: Sign-in sheet, outreach flyer
- Launch walking school bus program with participation of SRTS parent groups and staff walking "mascots"
  - Deliverables: Photos, school participation charts
- Launch bike train program
  - Deliverables: Photos, participation charts
- Host train-the-trainer workshops for parents/staff of all MVSD schools (minimum 2 per year) to support post-grant sustainability and encourage volunteer participation.
  - Deliverables: Agendas, sign-in sheets

**C. SRTS Education Programming**

Consulting firm shall provide SRTS education programming at participating high-need MVSD schools.

- Conduct elementary school pedestrian and bicycle safety presentations, workshops, and bicycle rodeos (minimum 12 per year)
  - Deliverables: Agendas/curriculum, photos
- Conduct in-class SRTS education lessons (e.g., ped/bike safety and rules, active design) in MVSD school PE classes, including PE staff (minimum 40 classes per year)
  - Deliverables: Attendance sheets, photos

- Develop and facilitate SRTS Youth Advocate group with students from participating middle schools (at least 2 groups, weekly meetings during school year). These students are most likely to become future Program advocates and leaders, post-grant period.
  - Deliverables: Sign-in sheets, agendas
- Host Safe Streets training seminar for most active/engaged parent, volunteer, and student leaders (2 seminars)
  - Deliverables: Attendance sheets, photos
- Develop and launch program website and social media pages to help disseminate program information (1 website, 2 social media accounts)
  - Deliverables: Developed website, social media pages
- Develop community safety messaging campaign and materials with assistance of SRTS parent and student groups
  - Deliverables: Completed materials and PSAs
- Launch community education advertising campaign
  - Deliverables: Photos of banners, bus-shelter ads

**D. SRTS Encouragement Programming**

Consulting firm will provide SRTS encouragement programming at participating high-need MVSD schools.

- Organize and participate in SRTS encouragement events and activities (e.g., intra/inter-school contests for National Walk/Bike to School Day/Week/Month; Bike Week events; dress up days; annual encouragement contests; special active-public transit outings) (minimum of 12 events/activities per year)
  - Deliverables: Flyers, notices, photos, posters, press releases
- Conduct ongoing SRTS program outreach at school and community events (e.g., back-to-school nights, health/college/teen job fairs) (minimum 10 events per year)
  - Deliverables: Social media postings, flyers, event photos
- Coordinate with Pasadena City College and Rio Hondo College, Temple City Sheriffs, El Monte Police Department, community groups/clubs, and bicycle shops to accept lost/abandoned/unneeded bicycles, bicycle parts and supplies
  - Deliverables: Donation agreement forms, photos
- Host "Learn How to Ride a Bike" workshops (minimum 12 per year)
  - Deliverables: Sign-in sheets, photos

The City reserves the right to delete specific task(s) and/or line items at no additional cost.

### 3.0 Proposal Format

All firms shall include the following information and comply with the associated page limit restrictions and limited to thirty (30) pages total. Note that one (1) page includes the front side of an 8.5"x11" sheet of paper and the cover does not constitute a page.

- 1) **Cover Letter.** Maximum one (1) page cover letter signed by an officer of the firm, binding the firm to all of the commitments made in the submittal. The letter shall include name, address and phone number of the person authorized to represent the firm and shall include the following Statement:

I have read, understood, and agree to all statements in this Request for Proposals and acknowledge receipt of all addendums/amendments as well as to the terms, conditions, and attachments referenced.

- 2) **Firm's Background.** Background on the firm and its area(s) of professional expertise relevant to this RFQ. Introduce the consultant and project team, summarizing your general qualifications and areas of expertise.
- 3) **Qualifications and Experience.** Provide an overview of the firm's experience and qualifications, with special attention to the firm's experience on similar projects or assignments. Provide examples of comparable projects completed within the last five years. Summarize the relevant experience, work history, training, education, and special certifications of the proposer's personnel who will be performing the professional services contemplated under this RFP. Briefly discuss the proposed staff's experience in conducting community outreach, education, and bike/pedestrian training as noted above. Relevant experience can include your company's overall experience and experience with providing similar programs for municipal agencies. If applicable, describe firm's experience with State or Federally funded projects and/or experience with Caltrans procedures.
- 4) **Proposed Personnel.** Qualifications should include an organization chart showing the names and responsibilities of key personnel and their role on the project, as well as a resume that demonstrates their requisite experience and qualifications relative to the scope of work. Identify a project representative who will oversee the proposed team. Identify all subcontractors that are to be used and include a description of the work they will perform along with resumes.
- 5) **Project Approach.** The firm shall explain the way in which the firm will complete all the services and deliverables as called for under the RFP. Include a brief overview of the Consultant's understanding of the program. Identify if any equipment will be provided or is needed to perform the scope of work. The content will reflect the particular viewpoint of the Consultant.
- 6) **Quality Assurance/Quality Control Procedures.** Brief description of the consultant's approach to implementing a program-specific Quality Control approach. The Proposer shall

describe the firm’s policies and procedures for assuring high quality work, proper implementation strategies for outreach, data collection, and analyzation, in-depth knowledge of programs’ educational and training needs, including monitoring of any proposed sub-contracts. Identify the QA/QC manager and their qualifications.

- 7) **References.** Provide at least three (3) public agency references going back no more than five (5) years from the issuance of this RFP in which the firm has provided services similar to those requested under this RFP. The references should include the name, title and contact information of the public agency officer or employee responsible for overseeing the proposer’s work.
- 8) **Cost Proposal.** The Cost Proposal should contain all pricing information related to performing the scope of work, including a breakdown of the costs for any reimbursable expenses (travel, supplies, program incentives, etc.). Prepare a table of estimated hours by classification for each of the proposal tasks in the scope of work. The Cost Proposal should include a total, all-inclusive “Not-to-Exceed” fee. Please use a format similar to the sample cost proposal table below.

If an increase in compensation rates or charges will occur during the term of the PSA or any extension term, the firm shall clearly indicate when such increases will take effect and by how much.

The Cost Proposal shall be submitted in a separate PDF file which is clearly named “**COST PROPOSAL – [CONSULTANT NAME]**”.

**SAMPLE COST PROPOSAL TABLE**

	Classification A		Classification B		Totals	
	Hours	Rate (\$10)	Hours	Rate (\$20)	Hours	Cost
Task 1	5	\$50	5	\$100	<b>10</b>	<b>\$150</b>
Task 2	3	\$30	3	\$60	<b>6</b>	<b>\$90</b>
Task 3	10	\$100	10	\$200	<b>20</b>	<b>\$300</b>
<b>Totals</b>	<b>18</b>	<b>\$180</b>	<b>18</b>	<b>\$360</b>	<b>36</b>	<b>\$540</b>



#### 4.0 Evaluation Criteria

Each firm shall be evaluated on the basis of firm’s knowledge and experience with implementing a safe route to school program, cost proposal, and compliance with the RFP requirements including the terms of the attached PSA. Each such factor shall be weighted by the City as follows:

<b>Criteria</b>	<b>Max Points</b>
Experience providing similar services with other public agencies	20
Proposed staff’s experience with services requested in the RFP	20
Understanding of the work to be done	25
Familiarity and experience with Caltrans, State, or Federal procedures	5
Cost Proposal	30
<b>Total</b>	<b>100</b>

#### 5.0 Selection Process

A selection committee comprised of City staff will review the qualifications. Firms will be ranked on qualifications and the selection committee may choose to interview several of the top ranked firms. However, at its sole discretion the selection committee may dispense with interviews and select a proposer to perform the work.

#### 6.0 Proposal Requirements

Proposal must be submitted electronically via PlanetBids. No exceptions to this requirement will be considered. The digital copy of the proposal shall be in Portable Document Format (PDF). Any questions regarding this RFP shall be submitted via PlanetBids by April 4, 2022 at 5:00 pm.

Proposal must be received by or before the Submission Deadline. Proposals that are submitted after the Submission Deadline will not be considered by the City. Submitted Proposals shall be maintained as confidential records of the City up to the Submission Deadline. Firms may withdraw, modify and/or resubmit a Proposal prior to the Submission Deadline but not after. Firms shall be bound to the terms of their Proposal following the Submission Deadline, however, the City, in its sole and absolute discretion, reserves the right to accept post deadline modifications if it is determined that such modifications are in the best interests of the City. The City also reserves the right to waive minor non-substantive informalities or allow the firms to correct them.

- 1) Firms shall be solely and exclusively responsible for all costs incurred in connection with the preparation and submission of the Proposal; demonstrations; interviews; preparation of responses to questions and requests for additional information; for contract discussions; or for anything in any way related to this RFP. The City is not liable for any costs incurred by a Proposal in response to this RFP. Whether or not a firm is awarded a

contract pursuant to this RFP, no firm shall be entitled to reimbursement for any costs or expenses associated with the firm's participation in this RFP process.

- 2) Late Proposals will not be considered.
- 3) The City reserves the right to reject any and all Proposals received as a result of this RFP. The City's potential award of a contract will not be based on any single factor nor will it be based solely or exclusively on the Cost Proposal. If a contract is awarded, it will be awarded to the proposer who in the judgment of the City has presented an optimal balance of relevant experience, technical expertise, quality of service, work history and other factors which the City may consider relevant and important in determining which Proposal is best for the City.
- 4) The City reserves the right to cancel or modify this RFP. There is no guarantee that the City will award contract.
- 5) The City reserves the right to investigate the qualifications of any proposer under consideration including proposed subcontractors and parties otherwise related to the proposer and require confirmation of information furnished by a proposer, or require additional evidence of experience and qualifications to provide the services or otherwise discharge the obligations required by this RFP.
- 6) Following the Submission Deadline, the City, pursuant to the California Public Records Act (Govt. Code Section 6250 et seq.) reserves the right to make copies of all submitted proposals available for inspection and copying by any interested member of the public, except to the limited extent the City determines that any information contained in a proposal is legally privileged under the California Public Records Act. By submission of a Proposal, proposers acknowledge and agree that their Proposal and any information contained therein may be disclosed by the City to interested members of the public, including other proposers.
- 7) The City reserves the right to approve or disapprove of particular subcontractors, joint venture partners, or other proposed team members.
- 8) The City reserves the right to evaluate responses in terms of the best interests of the City, applying criteria provided in this RFP and any other criteria the City, in its sole discretion, deems pertinent.
- 9) **By the submission of a Proposal, each proposer accepts and agrees to execute a written Professional Services Agreement (PSA) with the City in the form attached hereto as Exhibit A**, inclusive of all stated terms and conditions relating to indemnification, required insurance and standard of care requirements. If a proposer is unable to agree to any of the terms or conditions of the PSA in the form attached hereto, the proposer must identify the provision(s) in question and provide an explanation as to why the proposer cannot

comply with such provisions. If a proposer's objection to a certain provision of the PSA is merely a question of added cost, the proposer shall indicate in the Proposal the difference in cost associated with complying with the provision(s) versus the cost associated with the City's waiver or modification of the provision(s). The City shall be under no obligation to make modifications to the PSA after a contract has been awarded and proposers shall be deemed to have incorporated all costs associated with compliance with the PSA into their Proposal. A firm's inability to comply with one or more provisions of the PSA shall be a factor that will be considered by the City in determining which Proposal will serve the best interest of the City when all other factors are taken into account.

- 10) All Proposals must remain valid for a minimum period of ninety (90) calendar days after the Submission Deadline. Responses may not be modified or withdrawn by the proposer during this period of time except in accordance with this RFP and with written permission granted by the City.
- 11) If it becomes necessary to revise any part of this RFP, an addendum will be posted on the City's website. It shall be the sole responsibility of the proposer to check for any addendums to the RFP that may be issued by the City.
- 12) It is the responsibility of potential firm to be thoroughly familiar with the scope of services to be performed under this RFP.
- 13) Proposers may withdraw their Proposal prior to the Submission Deadline.

## 7.0 Insurance Requirements

The selected consultant shall provide the following at the time of contract execution.

Insurance coverage must include naming the City of El Monte as additional insured (Form CG2010 or Equivalent), policy number, expiration date, and amounts (limits). *GENERAL LIABILITY CARRIER MUST HAVE A CURRENT A.M. BEST RATING OF "A VI" OR HIGHER. WORKERS' COMPENSATION CARRIER MUST HAVE A CURRENT A.M. BEST RATING OF "A-VII" OR HIGHER. CARRIERS MUST BE ADMITTED IN CALIFORNIA. MINIMUM ACCEPTABLE LIMITS: GENERAL LIABILITY; GENERAL AGGREGATE \$2,000,000 AND PRODUCTS-COMP/OP AGG \$2,000,000. WORKER'S COMPENSATION AND EMPLOYER'S LIABILITY: E.L. EACH ACCIDENT \$1,000,000 AND E.L. DISEASE-EA EMPLOYEE \$1,000,000 AND E.L. DISEASE – POLICY LIMIT \$1,000,000.* Sample is available upon request.