



ASSOCIATION OF MONTEREY BAY AREA GOVERNMENTS

Association of Monterey Bay Area Governments

Request for Proposals

for

Integrated Land Use Model and Development Monitoring Framework Tool

Contract period of February 10, 2022- June 30, 2024

Not to Exceed \$550,000 total

Issued: December 9, 2021

Questions Due: December 15, 2021

Deadline (received by AMBAG): January 13, 2022 by 5pm PST

Submit all questions and proposals to:

Gina Schmidt | AMBAG | 24580 Silver Cloud Court, Monterey, CA 93940 | gschmidt@ambag.org |

fax 831.883.3755

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Introduction

The Association of Monterey Bay Area Governments (AMBAG) is accepting proposals for a contract to provide Integrated Land Use Model and Development Monitoring Framework Tool. This will be to develop and expand our existing Regional Travel Demand Model land use analysis for a collaborative five Metropolitan Planning Organizations (MPOs) project comprising of Association of Monterey Bay Area Governments, Butte County Association of Governments (BCAG), San Luis Obispo Council of Governments (SLOCOG), Shasta Regional Transportation Agency (SRTA), and Tahoe Regional Planning Agency (TRPA). AMBAG is the lead agency for administering this grant project and will oversee the consultant on this project.

The selected consultant will serve at the discretion of the Board of Directors and work under the direction of the AMBAG Executive Director.

The Association of Monterey Bay Area Governments operates under a Joint Powers Agreement with local jurisdictions (cities) and the Counties of Monterey, San Benito and Santa Cruz. The Board is comprised of one representative member from each City and two supervisors from each of the counties.

AMBAG is a public agency funded through a combination of federal and State transportation funds, grants and membership dues. Policy direction is provided by a twenty-four (24) member Board of Directors. The Executive Director reports directly to the Board of Directors and performs all duties necessary for the proper and efficient management of AMBAG, as determined by the Board and State and Federal law. A small professional staff provides support to the Board of Directors.

Scope of Work

The following provides details of the scope of services required under this contract. Respondents to this Request For Proposal (RFP) should build on this general description by proposing a scope of work with specific sub-tasks as deemed appropriate. Some tasks may require additional information from respondents as called out under the description of each task. Respondents should also refer to the Proposal Requirements, and Evaluation and Selection Process sections for additional requirements.

Additional tasks and work elements may be added or deleted during contract negotiations. Upon conclusion of the negotiation process, the selected consultant will be required to prepare a final work plan, schedule, and budget for inclusion into a final contract.

Consultant shall provide Integrated Land Use Model and Development Monitoring Framework Tool built in Geographic Information System (GIS) platform including, but not limited to:

1. Development of Land Use Model Framework and Custom Modules
2. Development of Interface for Land Use Monitoring Tool
3. Application of Land use Model Framework Applied to all 5 MPOs specific Land Use Model
4. Customization and Integration of Land Use Model tool into 5 MPOs Regional Travel Demand Models (RTDMs)

Goals

AMBAG in collaboration with our partner MPOs (BCAG, SLOCOG, SRTA, and TRPA) for this project have researched thoroughly GIS based Land Use Model platforms. In our research, the literature review was numerous; however, the reference document from the University of Memphis, “A Guidebook For Best Practices on Integrated Land Use and Travel Demand Modeling” (Golias, Mishra, Psarros) was found to be most useful in determining our collective needs for this project for each of our MPOs. As mentioned in the reference paper there are five generations of land use models as follows:

1. First Generation- Spatial Interaction models (Lowry/Gravity Models)
2. Second Generation- Economic/Discrete Choice Model
3. Third Generation- Micro-Simulation, Agent Based Models, Rule-Based Tools, Cellular Automata
4. Fourth Generation- Integrated Land Use Transport Models
5. Fifth Generation – Land Use Planning Tools

Limitations occur in all five generations of land use models, such as, data requirements, processing times, geographic land use coverage, and spatial level of geography for analysis. For the purposes of this Request for Proposals we have narrowed our focus to third to fifth generation models, and have decided on the following only (or comparable) as platforms we would like to receive proposals for:

1. CommunityViz
2. UrbanFootprint
3. UrbanSim, and;
4. Comparable GIS platform

Requirements

Consultant must provide substantive responses on how they would develop and customize a GIS based land use model and development monitoring framework tool that will be integrated into the existing five MPOs RTDM system (TransCAD platform for AMBAG, SLOCOG, TRPA; Citilabs Cube Voyager Version 6.4.3 for BCAG; Citilabs® Cube Base and Voyager software version 6.4 for SRTA). List and describe documented project experience (including contact information for reference check), manage the contract work deliverables, provide and manage qualified staff. Describe any additional tasks and deliverables they would deem appropriate to achieve the overall land use model and development monitoring framework tool goals and deliverables.

The following are minimum performance specifications. Your proposals may be more inclusive.

1. Responsive and Timely Consultant to Meet Tight Deadlines of Grant ending in June 2024 (no extensions possible)
2. Development of Integrated Land Use Monitoring and Tracking Tool in GIS platform with Customization
3. Application of Indexed and Classified Land Uses in Framework Using Generalized Land Use Codes (MPO will provide or purchase classified land use data at parcel level or higher geographic unit to consultant)
4. Seamless Integration of Land Use Model into each of the 5 MPOs Regional Travel Demand Models (RTDMs)
5. Ability to Mask Out Land Use in Areas not Available for Development (either spatially or by defined attributes)

6. Use one MPOs county data to Develop Model Framework, then roll-out to remaining four MPOs
7. Easy to Use GUI that can be Customized by Modifying Source Code/Software
8. All Source Code, Software, and Documentation will be provided as Deliverables
9. Common Base Year of 2020 for Land Use Model
10. Zonal Data Will be Used as Overlay to Parcel Data. Zone Unit of Measure will be Provided by MPOs. Zonal Data is 2020 Census Data at the Block, Block Group, or Census Tract Geography to include 2020 Housing, Household, Employment and Associated Socio- Economic and Demographic Data
11. Ability for each of the five MPOs to use their own standardize Parcel Data as Base Data for Land Use Model
12. Parcel Based Geography as Geographic Level Unit in Land Use Model Framework (Attributes will have categories including but not limited of: Developed, Not Allowed for Development, Potential Growth Area, acres, Generalized Use Codes as minimum)
13. After Deployment of Tool to the five MPOs, each respective City and County jurisdictions will need privileges to maintain and update their data on either local server deployed by MPO or Cloud based tool as part of the Land Use Monitoring and Tracking Tool components
14. Ability to Apply, Simulate, and Distribute Future Growth for Jobs, Populations and Households/Housing Allocations Automatically within Land Use Model Tool (also allow for import of Opportunity Areas of GIS file or ability to select sets of parcels for developing alternative land use planning scenarios)
15. Ability to Update Basic Land Use Changes in Land Use Monitoring and Tracking Tool Components
16. Specific Licenses, Software and Ongoing Cost to Support Tool/Licenses after Contract End Date
17. Outputs of the Tool Need to be Easy to Use Maps/Graphics/Reports and Understood by the General Public
18. Capabilities to Track Iterations and Save Multiple Version for Side by Side Comparisons in Tool to Determine Best Performance and Results

Schedule

Task	Completion Date
Release RFP	December 9, 2021
Questions Due	December 15, 2021 by 5:00pm PST
Post responses to questions	December 17, 2021
Issue Addendum (if applicable)	December 17, 2021
Proposals Due	January 13, 2022 by 5:00pm PST
Evaluation Committee Completes Proposal Review	January 20, 2022
Short-Listed Candidates Notified	January 21, 2022
Bidders not on Short-List Notified	January 21, 2022
Oral Interviews for Short Listed Consultants (if applicable)	January 25-26, 2022
Consultant Selection and Notice of Intent	January 27, 2022
Candidates Not Recommended for Selection Notified	January 27, 2022
Notice of Intent to Protest Deadline	February 3, 2022 by 5:00pm PST
AMBAG Board Approval of Consultant	February 9, 2022
Negotiate & Execute Contract	February 10-28, 2022

Proposal Submittal

Interested consultants must submit a digital copy of the proposal to the Project Manager as follows:

Digital: Send as a single PDF or PDF portfolio

Subject line in e-mail for submission: LU Model RFP

All submissions must be received by AMBAG on or before January 13, 2022 at 5:00 p.m. Pacific Standard Time (PST). By submitting a proposal, the Proposer certifies that his or her name or the consultant firm's name, as well as the name of Proposer's subcontractors, does not appear on the Comptroller General's list of ineligible contractors for federally assisted projects.

Until award of the contract, the proposals shall be held in confidence and shall not be available for public review. Upon award of a contract to the successful Proposer, all proposals shall become public record. No proposal shall be returned after the date and time set for opening thereof.

Submittal Questions and Addenda

All questions regarding this RFP should be received no later than December 15, 2021 at 5:00 p.m. PST by e-mail to Gina Schmidt at gschmidt@ambag.org or by fax to (831) 883-3755. Responses that require that an addendum be issued to the RFP will be posted on the AMBAG website at www.ambag.org on or before December 17, 2021 at 5:00 p.m. PST. It is the responsibility of proposers to check the AMBAG website to determine if any addenda have been issued. Any addenda to the RFP will become part of the RFP.

AMBAG reserves the right to revise the RFP prior to the date that proposals are due. It is the responsibility of proposers to check the AMBAG website to determine if a modified RFP has been issued.

Notice of Award

Notification to prospective bidders identified as RFP finalists (short-listed candidates) will occur on or before January 21, 2022. AMBAG may ask RFP finalists to present oral briefings of their proposals at the oral interview. AMBAG also reserves the right to award the contract without oral briefings or discussion, based upon the initial written proposals. Oral interviews will take place on January 25-26 between 9am to 5pm via virtual meeting platform GoToMeeting (if applicable). Invites will be emailed to short-listed candidates (if applicable) on January 21, 2022. The final recommended consultant shall be informed by phone and confirmed in writing or in an email on or before January 27, 2022. Candidates not recommended for contract award shall be informed by January 27, 2022.

Project Manager

Gina Schmidt, GIS Coordinator
Association of Monterey Bay Area Governments
24580 Silver Cloud Court, Monterey, CA 93940
Email | gschmidt@ambag.org (preferred communication)
Phone | 831.883.3750 Fax | 831.883.3755

Proposal Requirements

- A. Proposals should be concise, well organized and demonstrate the proposer's qualifications and experience applicable to the project. Proposals shall be limited to 25

one-sided pages (8.5 inches x 11 inches). The proposal must include a discussion of the proposer's approach to the project, a description of the firm's qualifications for the scope of work, a schedule of contract performance and a cost estimate.

- B. The proposal and any required certifications shall be signed by an individual or individuals authorized to execute legal documents on behalf of the proposer.
- C. Failure to comply with the requirements of the RFP may result in disqualification. AMBAG is not responsible for finding, correcting, or seeking clarification regarding ambiguities or errors in proposals. If a proposal is found to contain ambiguities or errors, it may receive a lower score during the evaluation process. AMBAG may, but is not required to, seek clarification from a proposer regarding information in a proposal. Errors and ambiguities in proposals will be interpreted in favor of AMBAG. Proposals and/or modifications received subsequent to the hour and date specified above will not be considered.
- D. The proposer shall certify whether it takes no exception(s) to this RFP and the draft contract. If the proposer does take exception(s) to any portion of the RFP or the draft contract, the specific portion to which exception(s) is taken must be identified and explained. Failure to make exceptions to the RFP or draft contract within the proposal will be deemed a waiver of any objection. Exceptions will be considered during the proposal evaluation process.
- E. AMBAG reserves the right to reject any or all proposals and to waive irregularities contained therein and to accept any proposals deemed most advantageous to AMBAG.

Evaluation and Selection Process

- A. Based upon the proposals and other appropriate evaluation factors, the top-ranked proposer(s) will be identified as RFP finalists. Negotiations with the selected firm may cover: scope of work, contract schedule, contract terms and conditions, technical specifications, level of effort, and price.
- B. Proposers will be evaluated on the following criteria according to the weights assigned below based on the written proposal.
- C. All proposals must be completed and convey all of the information requested in order to be considered responsive. The proposals then will be evaluated on the basis of the criteria listed below. The total number of points used to score the proposals is 100.
- D. Evaluation factors and point values will be as follows:

Criteria	Description	Points
Qualifications and staffing	<ul style="list-style-type: none">▪ Professional qualifications▪ Relevant experience▪ Unique qualification of key	25

	personnel	
Project experience	<ul style="list-style-type: none"> ▪ Nature, quality, and relevance of recently completed projects 	20
Understanding of Land Use Models and Integration into Regional Travel Demand Model system	<ul style="list-style-type: none"> ▪ Achieve the requirements and deliverables of the Land Use Model and Land Use Integration into RTDM platforms ▪ Define methodology proposed to meet expectations 	35
Cost or Best Value	<ul style="list-style-type: none"> ▪ Ranking of comparative costs among proposed firms, providing the best value of services offered 	20
Total		100

All proposers must complete a Cost Estimate form (see RFP Attachment B) in addition to the written proposal.

The Evaluation Committee will review all submitted proposals. Proposers may be emailed and asked for further information, and if selected as RFP finalists may be expected to appear for virtual interviews on January 25-26, 2022, between 9am-5pm PST (Via GoToWebinar or other virtual meeting platform). The Evaluation Committee will make recommendations to AMBAG's Executive Director on the basis of the proposal, oral interview, and reference check. AMBAG reserves the right to select a consultant based solely on written proposals and to not convene oral interviews.

AMBAG's Executive Director will review the Evaluation Committee's recommendation and make the final recommended selection to the AMBAG Board of Directors. If the Board of Directors selects a different consultant than the one recommended by the Evaluation Committee, the Project Manager, in consultation with the AMBAG Executive Director, will prepare a memo explaining the selection.

Contractual Information and Payment Schedule

The contract agreement for the project will be between AMBAG and the Consultant. The consultant will invoice AMBAG for services rendered, and AMBAG will compensate the consultant for these services as set forth in the agreement. Funding for the consultant services will be provided by AMBAG. The project deliverables will be reviewed by the AMBAG Project Manager.

The consultant will be paid based on work actually performed, and accepted in writing by AMBAG, during the preceding month. The consultant should forward a copy of all invoices for payment for work performed, associated expenses and a progress report including percentage of work completed by the 15th day of the month.

Terms & Conditions

A. Limitations

This request for proposal (RFP) does not commit AMBAG to award a contract, to pay any pre-contractual expenses, or to procure or contract for services or supplies. AMBAG expressly reserves the right to reject any and all proposals or to waive any irregularity or informality in any proposal or in the RFP procedure and to be the sole judge of the responsibility of any Proposer and of the suitability of the materials and/or services to be rendered. AMBAG reserves the right to withdraw this RFP at any time without prior notice. Further, AMBAG reserves the right to modify the RFP schedule described above.

B. Award

AMBAG may ask RFP finalists to present oral briefings of their proposals. All finalists may be required to participate in negotiations and submit such price, technical, or other revisions of their proposals as may result from negotiations. AMBAG also reserves the right to award the contract without oral briefings or discussion, based upon the initial written proposals. Accordingly, each initial proposal should be submitted on the most favorable terms from a price and a technical viewpoint.

C. Verbal Agreement or Conversation

No prior, current, or post award verbal conversations or agreement(s) with any officer, agent, or employee of AMBAG shall affect or modify any terms or obligations of the RFP, or any contract resulting from this RFP.

D. Pre-contractual Expenses

Pre-contractual expenses include any expenses incurred by Proposers and selected contractor in:

- Preparing proposals in response to this RFP
- Submitting proposals to AMBAG
- Negotiations with AMBAG on any matter related to proposals
- Other expenses incurred by a contractor or Proposer prior to the date of award of any agreement

In any event, AMBAG shall not be liable for any pre-contractual expenses incurred by any Proposer or selected contractor. Proposers shall not include any such expenses as part of the price proposed in response to this RFP. AMBAG shall be held harmless and free from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.

E. Signature

The proposal will also provide the following information: name, title, address, and telephone number of individual with authority to bind the consultant or consultant firm and also who may be contacted during the period of proposal evaluation. The proposal shall be signed by an official authorized to bind the consultant or consulting firm and shall contain a statement to the effect that the proposal is a firm offer for at least a ninety (90) day period. Execution of the contract is expected by no later than February 28, 2022.

F. Conflict of Interest Statement

Consultants and consultant firms submitting proposals in response to this RFP must disclose to AMBAG any actual, apparent, perceived, or potential conflicts of interest that may exist relative to the services to be provided under Agreement for consultant services to be awarded pursuant to this RFP. If the consultant or firm has no conflict of interest, a statement to that effect shall be included in the proposal. The selected consultant shall refrain from and disclose subsequent potential conflicts during this contract. Consultant shall at all times avoid conflicts of interest, or the appearance of conflicts of interest, in the performance of this contract. Consultant shall file statements of financial interest on forms provided by AMBAG to the extent and at all times required by AMBAG's Conflict of Interest Code and applicable law.

G. Contract Arrangements

The successful consultant is expected to utilize the AMBAG Agreement for Services which included as Attachment D.

G1. Disadvantaged Business Enterprise (DBE) Policy: It is the policy of the U.S. Department of Transportation (USDOT) that minority- and women-owned business enterprises (hereby referred to as DBEs) as defined in 49 CFR Part 23 shall have the maximum opportunity to participate in the performance of contracts financed in whole or in part with Federal funds.

G2. DBE Obligation: The recipient or its subcontractor agrees to ensure that DBEs have the maximum opportunity to participate in the performance of contracts and subcontracts financed in whole or in part with Federal funds provided under this agreement. In this regard, all recipients or subcontractors shall take all necessary and reasonable steps in accordance with 49 CFR Part 23 to ensure that DBEs have the maximum opportunity to compete for and perform contracts. Recipients and their subcontractors shall not discriminate on the basis of race, color, national origin, or sex in the award and performance of USDOT assisted contracts.

G3. Title VI of the Civil Rights Act of 1964: The contractor agrees to comply with all the requirements imposed by Title VI of the Civil Rights Act of 1964 (49 USC 2000d) and the regulations of the U.S. Department of Transportation issued there under in 49 CFR Part 21.

G4. Equal Employment Opportunity: In connection with the performance of the contract, the contractor shall not discriminate against any employee or applicant for employment because of race, color, age, creed, sex or national origin. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship.

Each proposal, to be considered responsive, must include the following:

(1) A copy of the consultant's affirmative action policy (applicable for firms with 50 or more employees)

(2) Discussion of the consultant's program for use of DBEs in the performance of this work, including the following:

- The names and addresses of DBE firms that will participate

- The description of the work each named firm will perform
- The dollar amount of participation by each DBE firm

H. Americans with Disabilities Act (ADA) Provisions

To comply with the nondiscrimination requirements of the Americans with Disabilities Act (ADA), it is the policy of AMBAG to make every effort to ensure that its programs, activities and services are available to all persons, including persons with disabilities. For persons with a disability needing a reasonable modification to participate in the procurement process, or for persons having questions regarding reasonable modifications of the procurement process, you may contact the AMBAG representative listed in this RFP.

IMPORTANT: To ensure that we can meet your need for ADA accommodations, it is best that we receive your request for reasonable modification at least 10 working days before the scheduled event (i.e., meeting, conference, workshop, etc.) or deadlines due date for procurement documents. In order to ensure the proposal is in compliance with Federal ADA guidelines, Proposers should review the Federal ADA guidelines at <http://www.ada.gov/>.

I. Alternative Protest Process

This procurement is being conducted under the provisions of the Alternative Protest Process. By submitting a proposal to this solicitation conducted under the Alternative Protest Process, the Proposer agrees that all protests of the proposed award shall be resolved by the Executive Committee of AMBAG, whose decision will be final. During the protest period, any participating Proposer may protest the proposed award on the following grounds:

For major information technology acquisitions – that there was a violation of the solicitation procedure(s) and that the protesting Proposer’s proposal should have been selected; or For any other acquisition – that the protesting Proposer’s proposal should have been selected in accordance with the selection criteria in the solicitation document.

A written notice of intent to protest the proposed award of this solicitation must be received (facsimile acceptable) by the project manager before the close of business 4:00 p.m. PST on the third (3rd) business day after notifying the Proposer of intent to award, as specified in the solicitation timeline. Failure to submit a timely, written notice of intent to protest waives the Proposer’s right to protest. The Proposer is to send the notice of intent to protest to the project manager at the following address:

Gina Schmidt
GIS Coordinator
Association of Monterey Bay Area Governments
24580 Silver Cloud Court, Monterey, CA 93940
Fax: 831-883-3755

Within seven (7) business days after the last day to submit a notice of intent to protest, the AMBAG project manager must receive from the protesting Proposer the complete protest filing including the signed, written, detailed statement of protest including exhibits, filing fee and deposit or small business certification, as applicable. Untimely submission of the complete protest filing waives the Proposer’s right to protest.

The protest bond amount for this Alternative Protest Process shall be ten percent (10%) of the contract amount as specified in the solicitation.

J. Requirements Protests

Protests regarding any issue other than selection of the successful Proposer are “requirements protests” to be heard by the Executive Director, or his or her designee, and may be appealed to, heard, and resolved by the Executive Committee of AMBAG, whose decision will be final. Before a requirements protest is submitted, the Proposer must make full and timely use of the procedures outlined in this RFP. This procurement procedure is designed to give the Proposer and AMBAG adequate opportunity to submit questions and discuss the requirements, proposals and counter proposals before the Final Proposal is due. The protest procedure is made available in the event that a Proposer cannot reach a fair agreement with AMBAG after exhausting these procedures.

All protests to the RFP requirements must be received by the Executive Committee as promptly as possible, but not later than the respective time and date as noted in this RFP for such protests.

Requirements protests must be mailed or delivered to:

AMBAG Executive Committee
24580 Silver Cloud Court
Monterey, CA 93940

Incorporation of Attachments

The following documents are attached and incorporated by reference if the box next to document title is marked.

- RFP Attachment A – AMBAG Reference Document
- RFP Attachment B – Cost of Proposal
- RFP Attachment C – Subconsultant List
- RFP Attachment D – Draft Agreement for Services