



Northeast Ohio Areawide Coordinating Agency
NOACA

1299 Superior Avenue
Cleveland, Ohio 44114-3204
(216) 241-2414
www.noaca.org

**Request for Proposals (RFP) for the Long Range Transportation Plan (LRTP) Public
Opinion Survey**

Issue Date: August 19th, 2016

Closing Date: September 9th, 2016

NOACA is seeking a qualified person or firm to contract for consulting services for the Long Range Transportation Plan (LRTP) Public Opinion Survey. The deadline for submittals is 12:00PM ET on September 9th, 2016. Please read entire RFP for specific information and requirements.

CONTENTS

1. The Northeast Ohio Areawide Coordinating Agency (NOACA)	3
2. Background	3
3. Scope & Project Details	4
4. Procurement Timeline	6
5. Selection Procedures	6
6. Evaluation Criteria	7
7. Administration Procedures & Conditions	8
8. Questions	9
9. Submittals	9

1. THE NORTHEAST OHIO AREAWIDE COORDINATING AGENCY (NOACA)

The Northeast Ohio Areawide Coordinating Agency (NOACA) is a Cleveland-based transportation and environmental planning organization that serves as the metropolitan planning organization (MPO) and designated areawide water quality management agency for the counties of Cuyahoga, Geauga, Lake, Lorain, and Medina in Ohio.

In these capacities it:

- Works with other organizations to help address northeast Ohio's transportation, air quality, and water quality needs.
- Conducts metropolitan planning for various modes of transportation, including vehicles, freight, transit, bicycle, pedestrian, etc., while considering the transportation system's impact on the environment and land use.
- Prepares the region's long-range transportation plan and short-range transportation improvement program, which is the region's capital budget for federally funded transportation projects.
- Conducts studies that address congestion, improve safety and strengthen community livability.

The vision of NOACA is as follows: NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.

NOACA is directed by a 45-member Board of Directors, representing the City of Cleveland and all five NOACA counties and their communities, plus transit agencies, the Northeast Ohio Regional Sewer District (NEORS), the Cleveland-Cuyahoga County Port Authority, the Ohio Environmental Protection Agency (Ohio EPA), and the Ohio Department of Transportation (ODOT).

The NOACA region is home to 2.1 million people and over 150 units of government. The region is anchored by several urban core cities with the largest being Cleveland.

More information about NOACA is available on our website at www.noaca.org

2. BACKGROUND

NOACA is currently in the process of developing its Long Range Transportation Plan (LRTP). As Northeast Ohio's metropolitan planning organization (MPO), NOACA conducts multimodal transportation planning in the Cleveland-Elyria urbanized area and determines how federal funding will be allocated to upgrade and maintain the region's transportation system. Preparing and updating the region's long-range transportation plan is one of NOACA's core responsibilities as an MPO, and allows the region to remain eligible for federal transportation funding.

The Long Range Transportation Plan will support the Agency's strategic plan, *Regional Strategic Plan—Going Forward, Together*, adopted in 2015. The Regional Strategic Plan presents an overarching vision for the region, identifies strategies for allocating agency resources and guides development of NOACA plans and programs—including the long-range transportation plan.

At the core of the Regional Strategic Plan is the region's Vision Statement, outlining five distinct goals:

- Strengthen regional cohesion
- Preserve existing infrastructure
- Build a sustainable multimodal transportation system

- Support economic development
- Enhance quality of life in Northeast Ohio

The long range plan currently under development support these goals and under federal surface transportation law must include:

- **Trends and Forecasts** - Regional land use, population, employment and housing data and traffic forecasts
- **Conditions and Performance** - Projected demand for transportation services over 20 years
- **Regional transportation system assessment** - A system-wide approach considering roads, traffic congestion, bridges, transit, non-motorized transportation and intermodal connections
- **Future policies, strategies and projects**
- **Financial Plan** - Cost estimates and reasonably available financial sources for operation, maintenance and capital investments to implement the plan's projects and strategies
- **Asset Management** - How to preserve existing roads and facilities and make efficient use of the existing system
- **Public involvement opportunities** – Engaging stakeholders and the public in the development of the LRTP
- **Air quality/transportation conformity** – the demonstration that the LRTP is consistent with the State Implementation Plan for attaining federal air quality standards

Federal regulations also require urbanized areas that are in nonattainment of federal air quality standards to update their long-range transportation plans every four years.

A key part of the long range transportation plan development process is public engagement and the collection of input from the public and stakeholders on their perceptions of the current state of the transportation system, and their priorities and desires for the future of that system.

3. SCOPE & PROJECT DETAILS

NOACA is seeking the services of a professional firm adept at public opinion research to examine opinions of a representative sample of the NOACA region's population on issues of transportation, specifically, the impact of planning on the societal and economic outcomes experienced by communities; perceptions of service and quality offered by existing transportation assets within the region; and most importantly an examination of future transportation needs as articulated by those included in the survey sample. This project is in support of NOACA's Quadrennial Long Range Transportation Plan (LRTP).

The survey is intended to elicit information from respondents that characterize their opinions, beliefs and needs related to mobility in and around the NOACA region and access to locations in and around the region. NOACA will depend on the advice of the successful survey firm in producing a survey that:

- Relates opinions of respondents to their experience as users of the region's transportation system;
- Understands the values and beliefs related by respondents to questions of perception about the transportation system and its utility to them; and,
- Elicits from respondents comments that explain their vision of what the future transportation system should comprise

In order to accomplish the task, information about the users themselves will be needed in addition to the information they provide.

The successful respondent will be able to articulate a plan to create and implement a program of opinion research with at least the following components:

- A. Survey sample of sufficient size and demographic composition as to provide a high degree of confidence that the results are an accurate representation of NOACA population - to account for the following population characteristics:
 - 1. Geographic: survey participants must be proportional to the population in each of the five NOACA counties
 - 2. Urban/Rural: survey participants must be proportional to the population that is urban vs. rural
 - 3. Age: in general groupings over the age of 18.
 - 4. Socioeconomic, such as income level, race/Latino ethnicity, level of education, etc.
- B. A detailed survey methodology that would achieve the number and mix of respondents required, maximizing the number of respondents and accuracy while minimizing cost; and,
- C. Specific highlights of any ideas generated in the proposal to oversample any segment of the population – and clear articulation of intended outcome provided (e.g., reasons for oversampling specific demographic sub-group such as Millennial or Baby Boomer cohorts).

For our geo-spatial analyses, the residential location of survey respondents must be collected and tied to all responses. The residential location need not be a specific address, but a geographic marker that allows NOACA to have a reasonable idea of the residential location, such as the nearest major intersection or name of neighborhood.

It is the expectation of NOACA that the selected firm will work with NOACA staff and NOACA's Communication consultant on developing the survey questions.

Schedule of Work

The Consultant must provide as part of its response to this RFP its estimated schedule of work and milestones to complete this project in the defined timeframe.

Timeframe to execute the work

Work shall commence immediately upon contract award. Consultant shall work with NOACA and its Communication consultant to develop the survey questions. All other deliverables are due to NOACA by COB on October 7, 2016.

Activities / Deliverables:

- 1. Development of the survey questions with NOACA and its Communication Consultant
- 2. Analysis and Report covering Methodology and Key Results
- 3. Raw data in Excel format. Information such as phone or email address, or other data that eliminates anonymity of the respondent need not be included in the raw data submitted.

4. PROCUREMENT TIMELINE

NOACA's process and timeline for selection of a consultant are as follows:

September 9th, 2016. 12:00 noon - Deadline for Submittals.

Submittals must be received at NOACA by the above deadline. Digital proposals are to be submitted via e-mail to procurement@mpo.noaca.org, but NOACA assumes no responsibility for formatting or transmission errors. Submittals received after the deadline will not be considered. Please reference, "Public Opinion Survey" in email subject line.

September 12th, 2016. Consideration of Submittals and Selection of Interview Candidates

An evaluation team will select candidate(s) from submittals received for interview(s). This process will include review of submittals, references, and other information as necessary, as well as rating of submittals.

September 13th, 2016. Interviews with Selected Candidates (If Needed).

Interviews will provide an opportunity for NOACA and selected candidates to further gauge their fit and ability to work with each other.

September 14th-15th, 2016 Approval of Contract

5. SELECTION PROCEDURES

NOACA will directly select a consultant based on the Letter of Interest (LOI), proposal and interview.

Firms interested in being considered for selection should respond by submitting (1) copies of the Letter of Interest electronically to procurement@mpo.noaca.org by **12:00 PM on the response due date** listed above:

Responses received after 12:00 PM on the response due date will not be considered.

7.1 Requirements for Letters of Interest

A. Instructions for Preparing and Submitting a Letter of Interest

1. Provide the information requested in the Letter of Interest Content (Item B below), in the same order listed, in a letter signed by an officer of the firm. Do not send additional forms, resumes, brochures, or other material.
2. The Letters of Interest shall be limited to twelve (12) 8½" x 11" single-sided pages.
3. Please adhere to the following requirements in preparing letters of interest:
 - a. Please use a minimum font size of 11-point and maintain margins of 1" on all four sides.
 - b. Page numbers must be centered at the bottom of each page.
 - c. Use 8½" x 11" paper only.

B. Letter of Interest Content

Firm & Staff:

- Team Personnel – List the Project Manager and other key staff members, including key sub consultant staff. Include personnel for important disciplines and staff members that will be responsible for the work, and the project responsibility of each. Address the experience of the key staff members on similar projects, and the staff qualifications relative to the selection sub factors noted. Provide resumes of each firm/team member along with a list of major services offered by each team member.
- Firm Experience – Provide detail of the firm’s qualifications as well as success with projects of similar programs, budgets, and/or clients. Describe the capacity of your staff and their ability to perform the work in a timely manner, relative to present workload, and the availability of the assigned staff. List significant sub consultants, their current prequalification categories and the percentage of work to be performed by each sub consultant.

Project Approach:

- Provide a description of your Project Approach, not to exceed four pages. Address your firm’s: 1) Technical approach; 2) Understanding of the project; 3) Your firm's qualifications for the project; 4) Innovative ideas; 5) Your firm's project specific plan for ensuring increased quality, reduced project delivery time and reduced project costs; 6) Schedule for completing the tasks.

The above items must be included within the 12-page body of the LOI. Remaining space within the twelve (12) pages may be utilized to provide additional information concerning general qualifications.

6.0 EVALUATION CRITERIA:

Criteria	Weight %
Demonstrated understanding of the demographic and geographic diversity of Greater Cleveland through previous engagements performed in the Greater Cleveland area	20
Experience in conducting surveys to capture opinions related to transportation and regional planning, economic growth and development and sustainable economic growth and development practices	40
Methodology to execute this project, including project timeline	20
Cost-No more than one page	20
Total	100

7. ADMINISTRATIVE PROCEDURES AND CONDITIONS

- A. It is the policy of NOACA, as required by the Federal Highway Administration (FHWA), that Disadvantaged Business Enterprises (DBEs) shall have equal opportunity to compete for contracts and/or subcontract with another consultant to perform the requested services. The Consultant must use its best efforts to solicit from and to utilize DBE subcontractors with meaningful minority groups and female representation among their employees. The Consultant must ensure that the DBE sub-consultant(s) is performing a "commercially useful function" as defined in CFR 26.55. **This agreement includes a DBE Goal of 12.1%. At least this percent of the agreement shall be subcontracted to certified DBE firms. However, in the event the Consultant is unable to meet the DBE goal placed on this project, a good faith effort must be demonstrated, which documents the effort made to secure the services of DBE subcontractors. This documentation must be included with the proposer's submittal, which is not part of the 12 page limit.** The percentage goal may be met if the awarded Consultant is DBE certified. Consultant proposals that do not include the minimum percentage of DBE participation noted above, or that cannot demonstrate good faith efforts to include a DBE, **May be rejected.** If selected, the Consultant's price proposal shall reflect the required level of DBE participation, or provide an explanation of how the requirement will be met in later phases of the work.
- B. Consultants agree not to discriminate against any employee or applicant for employment because of race, color, religion, age, creed, sex, sexual orientation 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. Consultants further agree to comply with all requirements of Title VI of the Civil Rights Act of 1964, 42 U.S.C. § 2000d et seq., 49 C.F.R. Part 21.
- C. All proposals received by NOACA in response to this RFP shall remain valid for 90 days from the date of submittal.
- D. An RFP does not constitute an offer or a contract. No contract may be awarded without a resolution by the NOACA Board of Directors.
- E. NOACA reserves the right to cancel or reissue the RFP or to revise the timeline at anytime. NOACA reserves the right to reject any and all proposals and to waive minor irregularities in the proposal process. NOACA may accept any proposal if such action is believed to be in the best interest of the agency.
- F. NOACA is not liable for any cost incurred by the proposer prior to execution of a contract.
- G. The contract between the successful proposer and NOACA shall include all documents mutually entered into specifically including the contract instrument, the RFP, and the response to the RFP. The contract must include, and be consistent with, the provisions stated in the RFP.
- H. The prime consultant or system provider will be required to assume the responsibility for all services offered in the proposal whether or not directly performed by the prime consultant. Further, the prime consultant will be the sole point of contact for NOACA with regard to contractual matters.
- I. The consultant project team shall be approved by NOACA. NOACA must approve any changes in the project team.
- J. Any award of contract will be to the consultant or contractor that provides the highest value relative to costs.
- K. Consultants must show proof of liability insurance.
- L. NOACA reserves the right to cancel or reissue the RFP or to revise the timeline at anytime.

Suspended or Debarred Firms

Firms included on the current Federal list of firms suspended or debarred are not eligible for selection.

8. QUESTIONS

For questions regarding the RFP, please contact procurement@mpo.noaca.org. All questions must be submitted by email and be submitted by September 2nd, noon. All answers will be publicly posted on www.NOACA.org.

9. SUBMITTALS

Submissions must be made electronically by **12:00 noon on Friday, September 9th, 2016**, using a PDF or Microsoft Office format. To submit the proposal, please email the proposal to procurement@mpo.noaca.org. If the proposal is a large file, greater than 65MB, please instead request the File Transfer Protocol (FTP) site and password for posting the proposal materials.

NOACA supports environmental consciousness and discourages mailed submissions for this RFP. However, for material that must be mailed, use:

Susanna Merlone, Senior Director Financial Planning and Performance Management
Northeast Ohio Areawide Coordinating Agency
1299 Superior Ave.
Cleveland OH 44114