

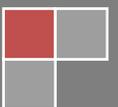
2016

Request for Proposal

I-26 and I-526 Corridor

Transportation Demand Education,
Marketing and Promotion Plan

RFP # COG2016-01





REQUEST FOR PROPOSAL

I-26 and I-526 CORRIDOR TRANSPORTATION DEMAND

EDUCATION, MARKETING AND PROMOTION PLAN

February 24, 2016

INTRODUCTION TO AGENCY'S OBJECTIVE

As one of South Carolina's ten Regional Planning Councils, the Berkeley-Charleston-Dorchester Council of Governments' primary objective is to assist local governments develop local and regional plans within the TriCounty region, as well as providing local governments with planning and technical support to improve the quality of life in the region.

The Berkeley-Charleston-Dorchester Council of Governments' (BCDCOG) existing Mobility Management Program (MM) is a strategic approach to managing transportation resources. Because the BCDCOG MM program serves as a centralized system for transportation options and coordinates requests for transportation services, the BCDCOG staff is positioned to provide residents, commuters, and employers of both the I-26 and the I-526 corridor with a menu of transportation services and coordination options. Specifically, the MM program directs BCDCOG and consultant resources to implement the recommended Transportation Demand Management strategies for employees and employers in the I-26/I-526 corridor through education, promotion and marketing projects and programs that focus on the following:

- Moving people instead of moving vehicles
- Identifying the travel needs of individual consumers
- Assisting with the entire trip, not just that a portion of the trip on one mode or another
- Promoting vanpool, carpool and rideshare matching initiatives
- Emphasizing opportunities to expand traditional business practices to include programs such as flex time, telecommuting, compressed work week, and staggered work hours
- Promoting transit oriented developments

II. PROJECT BACKGROUND AND LOCATION

In an effort to address the existing and future congestion and operational issues of the Interstate 526 (I-526) corridor in Charleston County, the South Carolina Department of Transportation commissioned a study to develop a long-range plan for the corridor. The Corridor Analysis for I-526 between North Charleston and West Ashley, completed in 2014, considered an eight-mile segment of the Interstate between US 52 (Rivers Avenue) and US 17 (Savannah Highway), including the system-to-system interchange of I-526 and I-26 (Regional and project location maps are attached)

This project area was selected for study because of high traffic volume along this corridor and its congestion during the weekday AM and PM peak periods. In addition, future traffic volumes are expected to increase considerably

with expansion of the Boeing Dreamliner Plant, renovations at the regional airport, and the expansion of the South Carolina State Ports Authority in North Charleston.

As part of the I-526 corridor analysis, Transportation Demand Management (TDM) strategies were considered and recommended to either reduce the overall travel in the corridor or spread the peak travel demand to off-peak periods as follow:

EMPLOYEE TDM STRATEGIES: The selected TDM strategies recommended to reduce traffic congestion include commuter based TDM programs focused on the travel of employees to and from work. Implementation of these strategies includes promoting, marketing and educating employees on the benefits of carpools, vanpools, rideshare matching, and guaranteed ride home programs.

EMPLOYER TDM STRATEGIES: The recommended employer based TDM programs are focused on coordination of the hours and operations of employees in the workplace. Implementation of these strategies includes the promotion of projects and programs to incentivize work flextime, staggered shifts, compressed work weeks, telecommuting, transit passes, and other financial incentives to encourage off-peak employee travel.

III. PROJECT DESCRIPTION

The BCDCOG is seeking proposals from experienced and qualified organizations to assist in planning and coordinating Transportation Demand Management (TDM) strategies in the areas of education, marketing and promotional services for the I-26 corridor from Jedburg Road (S-16) Exit 194 to U.S. Route 17 Exit 221 and the I-526 corridor from US 52/Rivers Avenue in North Charleston U.S. Route 17 in Mt. Pleasant to US 17/Savannah Highway in West Ashley, including the system-to-system interchange of I-26 & I-526.

The goal of the I-26/I-526 TDM corridor project is to increase the use of travel modes other than single occupant vehicles by establishing, maintaining and enhancing partnerships with transit providers, employers, property managers and commuters in designated areas of the region that will support implementation of programs that encourage employees to commute by using alternatives to driving alone. Effective implementation of these programs will result in decreased single occupant vehicle (SOV) trips, reduced vehicle miles traveled (VMT), and reduced emissions throughout the region.

This project will result in development of an **EDUCATION, MARKETING AND PROMOTION PLAN to foster increased Travel Demand Management in the I-26/I-526 Corridor**. A successful travel demand/mobility management program for the I-26/I-526 corridor will require extensive outreach and marketing to promote all aspects of the TDM strategies to different population segments utilizing the corridor. There will be an emphasis on promoting the benefits of trip planning, network service coordination and new business practices. Changing behavior is difficult; therefore to maximize time, money and convenience for staff and partners, the marketing approach will be segmented applying different outreach strategies for the major market groups that include individuals, human service providers/clients, major employers, and educational institutions; even among these larger groups there may be separate markets. Key elements of the program shall include:

TASK-1 ESTABLISHMENT OF BASELINE INFORMATION FOR MEASUREMENT OF PROGRAM PERFORMANCE

Task 1.1

The consultant will conduct a commuter survey with major employers and other stakeholders to identify existing travel behaviors, commuter travel origins and destinations and TDM opportunities/strategies.

Task 1.2

The consultant will also establish a methodology for measuring performance of programs and strategies geared at changing travel behaviors and reducing congestion in the corridor.

TASK-2 DEVELOPMENT OF A MARKETING AND EDUCATION AND PUBLIC AWARENESS PROGRAM

The consultant will develop and then establish activities to implement a comprehensive public marketing, education and outreach program to reach new audiences, evaluate the availability of local partners and resources to support the program, and evaluate the extent to which the program addresses identified community needs/concerns, and ability to leverage existing efforts. Activities will include, but not be limited to, use of the BCDCOG's existing web based rideshare program (with enhancements as needed), brochures, transit passes, incentives for van pools and telecommuting programs, employee lunch and learns, Facebook and other initiatives to be detailed in the full marketing plan.

TASK 2.1- BRANDING A MM PROGRAM FOCUSED ON THE I-26/I-526 CORRIDOR

Brand the regional mobility management program to focus on the needs of I-26/I-526 Corridor users by utilizing the following:

- A. WEB PAGE: Consultants will coordinate with BCDCOG staff to** update the Trident Rideshare website with a special section for I-26/I-526 commuters with updated facts of interest, a link to the Trident Rideshare site, promotions, a calendar of events, a list of partners and contact information for services. The program shall address promotion of "corporate portals" for large employers to have their own "look and feel" portal to the rideshare program
- B. PHONE APP: Consultants will develop** a phone app that provides traffic updates, transit route information, bus locations, and incentives for carpooling/vanpool carpooling/vanpooling, working from home, etc.
- C. MARKETING MATERIALS: Consultants will develop** corresponding marketing materials (banners, etc.) that will be used to increase awareness of the Trident Rideshare program.

TASK 2.2 - STAKEHOLDER OUTREACH TOOLS

The consultant will coordinate with the BCDCOG to create a program of outreach efforts targeting employers and stakeholders that consistently impact the I-26/I-526 corridor. A contact list will be developed to be used in determining employer needs and goals for addressing transportation needs for the employees and other users of the corridor.

- A. Consultant will identify and update stakeholder contact lists:**
 - Transportation Agencies
 - Large Employers
 - Chambers of Commerce
 - Public Transportation Agencies
 - Governmental Bodies
 - Environmental/Clean Air Groups
- B. Consultant will develop and conduct surveys and other needs assessment tools** to contact stakeholder groups for feedback regarding special needs, selling points, concerns and opportunities of the program. The baseline surveys will be conducted annually to measure performance of the program. These tools will be available or distributed as follows:
 - Employment Centers
 - Human Service Providers
 - Outreach opportunities

TASK 2.3- MARKETING AND PROMOTIONAL MATERIALS

The consultant will coordinate with the BCDCOG to create a program of marketing and promotional materials to employ in the project's outreach efforts, including but not limited to the following:

- A. **PowerPoint presentations** for public meetings
- B. **Templates for email mass mailings** and responses to inquiries (this should be visually attractive, informative, short, and provide links to the BCDCOG website and rideshare registration websites).
- C. **Media public relation materials** (for different market segments as needed)
 - Press releases
 - Public Service Announcements
 - Radio ads: 60 second spots during peak drive time
 - Billboards
 - Testimonials for rideshare and mobility program: commuters talking with commuters about how Trident Rideshare has worked for them.

IV. REQUEST FOR PROPOSAL/QUALIFICATIONS

The BCDCOG is hereby issuing this Request for Proposals (RFP) to firms that have the capability and interest in undertaking and performing the scope of work described in this notice. Each firm is officially a CONSULTANT. Each CONSULTANT must submit a package containing an original and **eight (8) copies** of its proposal to BCDCOG no later than **3:00 PM on Wednesday March 23, 2016** to:

Jason McGarry, Contracts/Procurement Administrator
BCD Council of Government
1362 McMillan Avenue, Suite 100
North Charleston, SC 29405

Proposals may be submitted in person, by messenger, or by regular mail. All proposals will be logged in and date and time stamped. Any proposal package that is received after the date and time specified will be logged in and date and time stamped as "late" and returned unopened to the CONSULTANT.

Proposals must not be more than the equivalent of 30 single-sided 8 ½ by 11-inch pages in length (not counting the front and back covers of the proposal, cover letter of interest, section dividers that contain no information or SF 330 forms). The font size should be no smaller than 12 pt. Proposals shall include the following information:

1. A work plan describing the CONSULTANT's proposed approach and methodology to the project.
2. A suggested project schedule that includes tasks, milestones, technical memorandums, and final deliverables, to indicate how the CONSULTANT proposes to meet the targeted timeline for this project.
3. Name(s) of the prime and sub-CONSULTANTS that will comprise the team, identifying the Executive Officer of each company. Consortia, joint ventures or team proposals, although encouraged, must acknowledge that contractual responsibility will rest solely with one Contractor or legal entity which shall not be a subsidiary or affiliate with limited resources.
4. Identity of the proposed Project Manager for the team who will be the sole point of contact for BCDCOG for day to day operations.

5. List of the key personnel who will participate in performing the scope of work. Provide a resume for each listed team member, including sub-CONSULTANT key personnel who will be completing a portion of the scope of work showing demonstrated experience in marketing and promoting Transportation Demand Management programs to neighborhoods and employers, etc.
6. An organizational chart depicting the relationships between the team members and agencies and responsibilities of each.
7. List of three (3) relevant projects performed within the past 5 years indicative of past performances and abilities of the proposed team, including a key client contact person for each project with current daytime phone number.
8. Standard Federal Form 330 for the prime CONSULTANT and all sub-CONSULTANTS.
9. Signature of an authorized officer of the prime CONSULTANT firm.

V. KEY PROJECT ELEMENTS TO ADDRESS

The CONSULTANT shall prepare and initiate/establish activities to implement an **I-26/I-526 Corridor EDUCATION, MARKETING AND PROMOTION PLAN**. Work to be performed by the CONSULTANT consists of the furnishing of all labor, equipment, materials, expertise, tools, supplies, bonds, insurance, licenses and permits, and performing all tasks necessary to accomplish work items concerning the design and development, as well as implementation, of the **I-26/I-526 Corridor EDUCATION, MARKETING AND PROMOTION PLAN** unless specifically excluded as agreed upon by contract.

Performance Measures

The CHATS **I-26/I-526 Corridor EDUCATION, MARKETING AND PROMOTION PLAN** is to follow applicable requirements of FHWA related to performance measures, performance targets, and a performance-based approach to transportation decision making and the development of transportation plans. The CONSULTANT Proposal should address how it will develop and conduct surveys and other needs assessment tools to contact stakeholder groups for feedback regarding special needs, selling points, concerns and opportunities

VI. CONSULTANT SELECTION PROCESS

All proposals received shall be evaluated by a CONSULTANT Selection Committee, assisted by other technical personnel as deemed appropriate for the purpose of selecting the CONSULTANT with whom a contract will be executed. The BCDCOG reserves the right to reject any and all proposals in whole or in part if in the judgment of the CONSULTANT Selection Committee, the best interest of all parties will be served.

The CONSULTANT proposal will be evaluated using a two-step selection process. The first step will involve evaluation of the CONSULTANT's technical proposal by the CONSULTANT Selection Committee using the selection criteria below. The second (optional) step may involve oral interviews of/presentations by the CONSULTANTS submitting the highest scoring technical proposals. The selection of the CONSULTANT will be determined by the highest total score.

STEP ONE: Proposal Submission

Method of approach: 15 Points

The technical soundness of the CONSULTANT's stated approach to the project, the comprehensiveness of the proposed approach, and the methodology/techniques to be used. Proposal should outline the type of deliverables anticipated over the course of the project.

Understanding the Purpose: 15 Points

Demonstrated understanding of the project purpose and goals as presented in the RFP by the CONSULTANT. Evaluation will be based on information presented in the CONSULTANT's proposal, and the approach and allocation of time on specific tasks. CONSULTANTS should feel free to suggest other requirements and problems that may have been overlooked.

Capability and qualifications: 30 Points

The qualifications, experience and technical expertise of team members to be assigned to the project as specified in the proposal including Sub-CONSULTANTS, and with particular reference to experience and technical quality on similar projects. The CONSULTANT's professional and project staff that work on the project must be the same staff that is identified in the proposal.

The CONSULTANT's/CONSULTANT TEAM's experience working as a cooperative team with other CONSULTANTS and public agencies. Qualifications of professionals assigned will be measured by experience on past projects within a cooperative team environment. The CONSULTANT will provide specific examples of cooperative work experiences with contact references for the selection committee.

Public Engagement: 20 Points

The CONSULTANT's proposed approach and experience with planning and facilitating public meetings, charrettes and innovative ways to engage the public. Proposals should outline a broad approach to public involvement for this particular project.

Originality or innovativeness: 10 Points

The degree to which an innovative approach to the project is proposed beyond the suggested elements, either in data gathering and analysis, public participation, etc. that will be accomplished within the time limits.

Schedule: 10 Points

The CONSULTANT's suggested project schedule and demonstrated ability to follow a schedule that will successfully complete the project within the required time frame.

STEP TWO: Oral Presentations (BCDCOG reserves the right not to include this activity) [Note: these would be "bonus points"]

CONSULTANTS with the highest scoring technical proposals may be requested to make an oral presentation of their proposal. This presentation, if held, will provide an opportunity for the CONSULTANT to clarify their proposal.

QUESTIONS AND CLARIFICATIONS:

CONSULTANTS may ask questions to clarify the contents of this RFP/RFQ and expectations of the BCDCOG related to this project. All questions or request for clarifications shall be submitted by email or in writing no later than March 9, 2016 All questions should be submitted to Jason McGarry (JasonM@bcdcog.com) and their answers will be promptly placed on the BCDCOG website at www.bcdcog.com after the deadline for questions. No telephone inquiries shall be accepted.

If, in the judgment of the BCDCOG, changes in the content of the RFP/RFQ are required, an addendum will be issued by the BCDCOG. Any addendum that may be issued will be on the BCDCOG website, transmitted by fax and e-mail to a list of firms maintained by the BCDCOG and in the South Carolina Business Opportunities (SCBO).

Due to potential conflict of interest, no CONSULTANT or person representing a CONSULTANT may arrange or meet with individual members of the BCDCOG or the review committee to discuss any items or matters related to this RFP/RFQ during the period of time between the date of the release of this RFP/RFQ and the date the BCDCOG makes the decision selecting the successful CONSULTANT.

PROPOSED TIMEFRAME FOR SELECTION PROCESS

The proposed timeframe for this selection process is as follows:

Proposal Issue Date	February 24, 2016
Deadline for Submission of Questions	March 9, 2016
Deadline for Receipt of Completed Proposals	March 23, 2016 (3:00 PM)

NOTICE OF AWARD

Selection of the successful CONSULTANT will be made solely by the BCDCOG. The CONSULTANT Selection/Steering Committee shall rank each proposal against the stated criteria. BCDCOG reserves the right to contact a firm to obtain written clarification of information submitted and to contact references to obtain information regarding performance reliability and integrity.

Based on evaluations of the submitted proposals, the BCDCOG will select the top ranked firm and negotiations will begin immediately to finalize the scope of work, personnel, hours, hourly rates, use of sub-CONSULTANTS, and other direct costs that will be required to complete the agreement between BCDCOG and the selected firm. If an agreement cannot be reached with the top ranked firm, BCDCOG will identify the next most responsive and qualified firm and the negotiation phase will be repeated. This process will be continued until an agreement is reached with a qualified firm that can provide the required services. BCDCOG reserves the right to reject any and all proposals received, and in all cases BCDCOG will be the sole judge as to whether a CONSULTANT’s proposal has or has not satisfactorily met the requirements of this RFP.

Notice of “Intent to Award Contract” will be posted on the BCDCOG website. In addition, a notice will be mailed to CONSULTANTS, informing them of the success, or lack thereof, of their proposal to receive an award.

VII. ADDITIONAL INFORMATION

FUNDING

Funding for this project will be provided through Federal, State, and local transportation/transit funding sources with the required match provided by BCDCOG. Costs incurred prior to notice-to-proceed will be the responsibility of the CONSULTANT and will not be reimbursed. All travel expenses prior to notice to proceed shall be at the CONSULTANT’s expense. This project will be negotiated as a lump sum contract.

DISADVANTAGED BUSINESS ENTERPRISE

It is the policy of the BCDCOG to ensure nondiscrimination in the award and administration of federally assisted contracts and to use Disadvantaged Business Enterprises (DBEs) in all types of contracting and procurement activities according to State and Federal laws. To that end, the BCDCOG has established a DBE program in accordance with regulations of the United States Department of Transportation found in 49 CFR Part 26. Each CONSULTANT is encouraged to use certified DBEs to meet the tasks and milestones of this request. A list of certified DBEs can be found at: http://www.scdot.org/doing/businessDevelop_SCUnified.aspx.

To ensure compliance with the BCDCOG DBE policies, BCDCOG’s goal is to achieve a minimum participation of 3% by South Carolina Unified Certification Program (UCP) certified DBEs for this project. The following statement should be included in the proposal to denote the level of proposed DBE participation.

“We the (CONSULTANT) ensure to the fullest extent possible that at least _____% of all procurement, including

sub CONSULTANTS, made with funds provided under this project/plan/request will be made from organizations owned and controlled by socially and economically disadvantaged individuals, women, and historically black colleges and universities.”

PROPRIETARY/CONFIDENTIAL INFORMATION

Trade secrets or proprietary information submitted by a CONSULTANT in connection with a procurement transaction shall not be subject to public disclosure under the Freedom of Information Act; however, the CONSULTANT must invoke the protections of this section prior to or upon submission of the data or other materials, and must identify the data or other materials to be protected and state reasons why protection is necessary. Disposition of such material after award is made should be requested by the CONSULTANT. No information, materials or other documents relating to this procurement will be presented or made otherwise available to any other person, agency, or organization until after award.

All CONSULTANTS must visibly mark as "Confidential" each part of their proposal that they consider to contain proprietary information. All unmarked pages will be subject to release in accordance with the guidelines set forth under Chapter 4 of Title 30 (The Freedom of Information Act) South Carolina Code of Laws and Section 11-35-410 of the South Carolina Consolidated Procurement Code. Privileged and confidential information is defined as "information in specific detail not customarily released to the general public, the release of which might cause harm to the competitive position of the part supplying the information." The examples of such information provided in the statute includes: customer lists, design recommendations and identification of prospective problem areas under an RFP/RFQ, design concepts to include methods and procedures, and biographical data on key employees of the CONSULTANT.

Evaluative documents pre-decisional in nature such as inter or intra-agency memoranda containing technical evaluations and recommendations are exempted so long as the contract award does not expressly adopt or incorporate the inter- or intra-agency memoranda reflecting the pre-decisional deliberations.

Marking the entire proposal confidential/proprietary is not in conformance with the South Carolina Freedom of Information Act.

VIII. PROJECT SCHEDULE

The CONSULTANT must agree to begin work upon issuance of a notice to proceed by BCDCOG and to complete this work within **twenty four (24) months** with the option to extend the contract on an annual basis. The work shall be guided by a detailed flow diagram, prepared by the CONSULTANT and furnished to the BCDCOG within one week of receipt of notice to proceed, and approved by BCDCOG. The project shall be considered complete only after action has been taken by the BCDCOG Board of Directors. Periodic payments for the work shall be made in accordance with a scheduled proposed by the CONSULTANT and approved by BCDCOG.

IX. MEETINGS

Public meetings shall be conducted by the CONSULTANT in coordination with BCDCOG staff during the course of this project. The CONSULTANT shall be responsible for the logistics of these meetings and consistency with the CHATS Public Participation Plan. The number of meetings to be held shall be negotiated between the CONSULTANT and BCDCOG/MPO project manager as part of the scope of work.

X. BRIEFINGS AND PRESENTATIONS

Regularly scheduled briefings shall be held by the CONSULTANT for the BCDCOG/MPO. These briefings shall be held at least once every month during the course of the project. The purpose of the briefings will be to appraise the BCDCOG/MPO project manager of the activities of the CONSULTANT, to schedule future activities and to ensure that the PROJECT is on schedule. Minutes for these meetings shall be the responsibility of the CONSULTANT. Technical project presentations shall be made to the BCDCOG/MPO as requested by the

BCDCOG/MPO's project manager and/or Executive Director until adoption, and possibly following the completion, of the plan.

XI. COMPUTING REQUIREMENTS

The BCDCOG will not be responsible for providing any proprietary software packages to the CONSULTANT. Should the CONSULTANT desire to use any BCDCOG programs, permission must be received in accordance with this agreement. Computations or graphics based on computer programs other than the BCDCOG's, must conform to all BCDCOG format requirements.

XII. SPECIFICATIONS FOR DOCUMENTATION

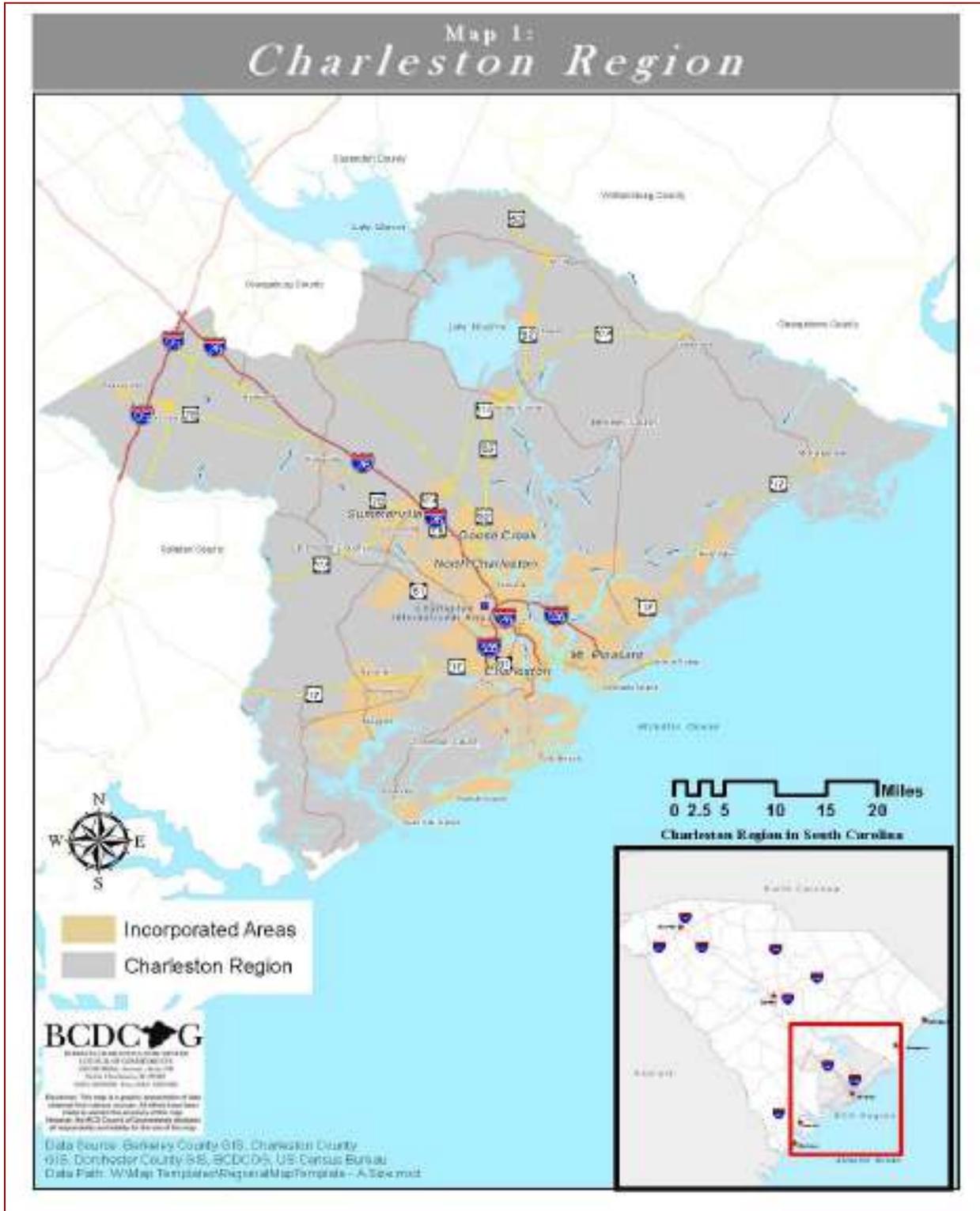
All documentation shall be in Microsoft Word and/or Adobe Portable Document Format (PDF). Any programming source codes, form designs, raw source database (in dBase III format, with field coding definition sheet) and other ancillary files shall be transferred to the MPO in addition to the executable applications at the closure of each task or any moment specified by the MPO project manager.

XI. DELIVERABLES

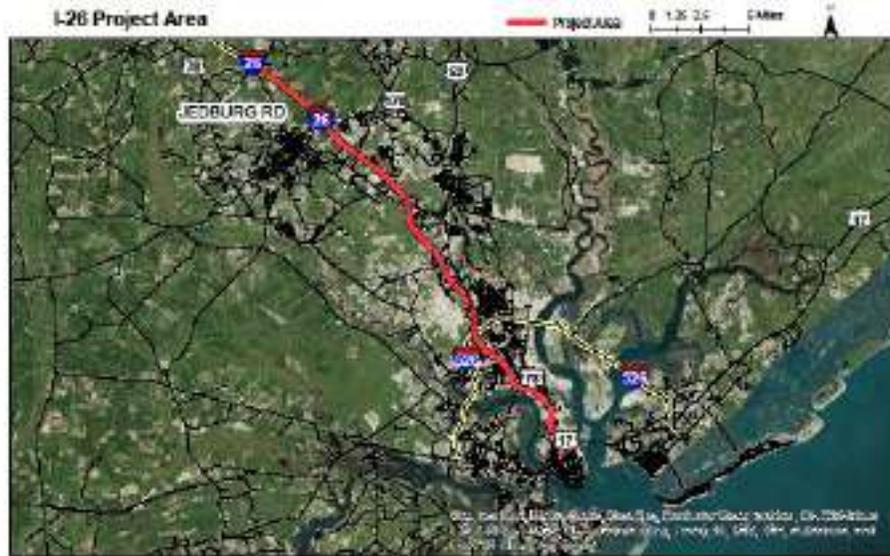
"The CONSULTANT shall provide copies of all Technical Memoranda, Draft Documents brochures, etc. In electronic and paper formats." The number of paper copies shall be determined between the CONSULTANT and the BCDCOG Project Manager. All work documents shall be presented to BCDCOG upon completion (InDesign files, etc.) of the project or established milestone. For presentations to the Committees and Board of the BCDCOG, the CONSULTANT shall prepare a PowerPoint or similar format presentation.

Appendix

MAP I BCD Regional Area Map



Map 2- I-26 Corridor Study Area



Map 3- I-526 Corridor Study Area

