

REQUEST FOR PROPOSAL:

Consultant Support for the Development of the
Charlottesville-Albemarle Metropolitan Planning
Organization's Long Range Transportation Plan

PURPOSE OF WORK:

The Charlottesville-Albemarle Metropolitan Planning Organization (CA-MPO), housed and staffed by the Thomas Jefferson Planning District Commission (TJPDC), seeks the services of an experienced consultant to provide technical expertise and general support for the development of its 2050 Long Range Transportation Plan (LRTP). The consultant will work with staff, MPO Committees, and other regional stakeholders to provide guidance in the development of public engagement and communications strategies, technical assistance in the development of constrained budget methodology and implementation strategies, and general support in the overall development of the LRTP. The 2050 LRTP will need to be completed and adopted by the CA-MPO Policy Board by May 31, 2024.

PROCESS AND DEADLINES:

Submission:

- Proposal submissions should be sent via email to: [Sandy Shackelford at sshackelford@tjpd.com](mailto:sshackelford@tjpd.com)
- Phone: (434) 422-4823
- *Note:* The TJPDC reserves the right to reject any or all proposals wherever it is in the best interest of the Planning District Commission. The TJPDC is an Equal Opportunity Employer. Minority and Women-owned businesses are encouraged to submit a proposal. **Need to add Title VI language.**
- **Proposals will be received until September 2, 2022 at 4:00 pm.**
Late Proposals: Proposals received after the stated closing time and date will not be considered.

Decision:

- Proposals will be reviewed **within 15 business days** of the closing date and notification of decision will be made by **September 26, 2022.**

Proposals must Include the following:

- Cover letter introducing the consultant team;

- Qualifications to include a brief history of the consultant's business and services, consultant team members and relevant experience, and the identification and contact information for the primary point of contact;
- A minimum of three (3) references from clients for whom you have completed similar work products in the past, including the time period services were provided. Please provide a summary of the work performed and client contact information;
- Cost Estimate not to exceed \$105,000;
- A work plan that specifically addresses all elements in the Scope of Work described below including a project schedule of required and recommended tasks and milestones.

Period of Performance:

- The time period for the work described in the scope is approximately 20 months from issuance of Notice to Proceed.

BACKGROUND:

The geographical boundary of the Charlottesville-Albemarle MPO is currently comprised of the City of Charlottesville and the urbanized portions of Albemarle County, consisting of 243 square miles with a 2020 population of 139,723. Review of the existing boundaries and likely impacts on changes to the MPO boundaries due to updated Census data and new rulemaking recently announced by the Census Bureau will be undertaken early in the process.

The 2045 Long Range Transportation Plan was adopted on May 22nd, 2019. There has been a significant transition in TJPDC staff since the adoption of this plan, which has created a unique opportunity to utilize consultant support to bolster this long range transportation planning process. CA-MPO goals for the 2050 LRTP include the development of a process and written document that:

1. clearly connects the identified goals to selected projects;
2. considers project feasibility based on available funding programs;
3. provides transparency and clarity to the overall transportation planning process; and
4. guides the investment of planning resources to high need locations creating an overall pipeline process to prioritize projects that meet the most critical system needs.

CA-MPO is the recipient of a Growth and Accessibility Planning (GAP) Technical Assistance Grant from the Office of Intermodal Planning & Investment and is currently working with a consultant team to develop a performance-based process for prioritizing system needs and projects. Consultants procured through this RFP will:

- Provide technical expertise to develop processes and methodology that can be used by MPO staff in future plan updates specifically related to the establishment of a fiscally constrained budget and project implementation strategies;
- Serve as subject matter experts providing guidance on federal and state requirements and best practices;

- Provide general support for the integration of multi-modal planning considerations, specifically ensuring the inclusion of opportunities identified through the recently completed Regional Transit Vision Plan and associated recommendations for funding being developed through a potential transit authority; and
- Provide guidance on public engagement and communications strategies.

SCOPE OF WORK:

The successful consultant should have experience with transportation planning processes in the state of Virginia. Experience completing Long Range Transportation Plans, understanding federal requirements governing metropolitan planning organizations, and knowledge of funding resources for transportation planning and projects is also preferred.

Task 1: Project Management and General Guidance

- Ensure the LRTP update process complies with all federal requirements.
- Provide guidance on best practices for:
 - Creating clear connections between the Long Range Transportation Plan and the Transportation Improvement Program;
 - Establish quantifiable measurements for goals, if appropriate; and
 - Developing broader utility for the use of the LRTP beyond the identification of specific projects for implementation (pipeline studies, integration of land use considerations, opportunities for stronger collaboration, etc.).
- Meet with the CA-MPO Staff on a monthly basis to review progress and upcoming activities.
- Provide recommendations on planned activities and approaches to include the appropriate roles of each of the MPO Committees in the development of the plan.

Task 1 Deliverables:

- Monthly meetings with CA-MPO staff.
- Written comments of any feedback on draft materials.
- Attendance at up to eight working group and/or CA-MPO committee meetings.

Task 2: Fiscally Constrained Budget and Implementation Strategy Development

- Develop the constrained budget for the 2050 LRTP that will be used in the project prioritization process. The constrained budget should be based on likely funding sources available for project implementation, and the developed methodology should be appropriate for use by CA-MPO staff in future LRTP updates.
- Provide guidance on project implementation strategies beyond most common funding sources including consideration for site development strategies, federal funding programs, and enhancement opportunities for projects eligible for State of Good Repair funding.

Task 2 Deliverables:

- Technical memo on fiscally constrained budget development methodology and outcomes.
- Presentation of methodology and budget at Technical Working Group Meeting, MPO Technical Advisory Committee, and MPO Policy Board.
- Tools developed for use in determining the constrained budget (if applicable).

Task 3: Transit Planning Considerations

- Provide guidance to CA-MPO staff on the incorporation of transit priorities identified through the Regional Transit Vision Plan (to be completed no later than November 2023).
- Draft recommended language on transit planning recommendations in the LRTP considering the possibility of the establishment of a new transit authority that could provide a new funding mechanism.

Task 3 Deliverable:

- Draft language to incorporate into the LRTP to address transit planning needs and opportunities.

Task 4: Public Engagement

- Serve in an advisory capacity on the development and implementation of a public engagement plan for the LRTP.
- Review and provide feedback on draft public engagement tools and products (surveys, visual aids, presentations, findings, etc.).
- Assist with the analysis of public feedback, if needed.

Task 4 Deliverables:

- Written comments of any feedback on draft materials.
- Written and presented reports of any analysis completed to support public engagement, if needed.

Optional Task 5: Communication Strategies

- Develop communications materials to aid in public and stakeholder understanding of the LRTP process and purpose. Materials could potentially include:
 - Presentation materials
 - Infographics

- Videos or animations to increase engagement and understanding

CA-MPO would work with the consulting team to develop the overall communications strategy and appropriate content based on overall planning process and public engagement touchpoints.

Optional Task 5 Deliverables:

- Communications plan.
- Digital copies of any materials developed.

EVALUATION CRITERIA:

Each proposal will be evaluated based upon the following published criteria, including compliance with the RFP's instruction and the mandatory terms and conditions set forth within the RFP document. The objective of the evaluation will be to select the consultants who, in the sole discretion of the TJPDC, offers the best value and fit for the needs of the CA-MPO. Each proposal will be evaluated on the following criteria:

1. **Project Understanding:** The proposal demonstrates that the consultants understand the needs and priorities of the CA-MPO.
2. **Approach and Methodology:** The proposal demonstrates that the consultant team has a well-developed plan to satisfy all items in the Scope of Work.
3. **Experience and Qualifications:** The members of the consultant team and any sub-contractors possess the necessary skills and experience to successfully complete the Scope of Work.
4. **References:** The consultant team is able to demonstrate that is has successfully completed similar projects for previous clients.
5. **Cost:** The proposal includes reasonable details of cost estimates broken out by project task and deliverables.