

# Measure C Valleyrides Website Request for Proposals

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August 28, 2018

TO: Interested Parties

FROM: Donna Blocker,  
The Fresno Council of Governments

SUBJECT: Valleyrides Website

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**Released, August 28, 2018**

*Proposals requested by:*

Fresno Council of Governments  
2035 Tulare Street, Suite 201  
Fresno CA 93721  
(559) 233-4148

*On behalf of:*

log on, match up, ride off . . .

**ValleyRides.com**



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# I. DESCRIPTION OF PROJECT

The Fresno Council of Governments (Fresno COG) is requesting proposals for the Valleyrides website re-design and rideshare/ridematch development services.

The Valleyrides website will serve as a one-stop commuter resource, including Carpool ridematching, program participation and information on trip planning, carpool/vanpools, transit – (Fresno Area Express - FAX), Amtrak, Bike Maps, YARTS (Yosemite Area Regional Transportation System) etc.

The main function of the Valleyrides website is to offer local computerized ride matching for commuters that are searching for other individuals to rideshare with. The Valleyrides ridematch-list should generate name, email, and phone number of people who live and work by one another and have similar schedules. Searches are configured using basic required information users input when creating an account.

- A. The secondary function of the Valleyrides website is to house the Measure C Carpool Incentive Program participant database and commute log submissions.
- B. Participants create a user name and password; along with other required information. The winning logs or “tickets” are also chosen by an internal component within the Valleyrides website.
- C. Each week a participant carpools or rides in a vanpool twice, with at least one other person, they can submit a commute log that serves as an entry into the monthly incentive award drawings. Each carpool log also qualifies as an entry for the annual grand prize drawing each year.
- D. The logs or “tickets” are also chosen by an internal component within the Valleyrides website.

## II. SCOPE OF WORK

The following basic design principles should be incorporated in the website design:

### A. GENERAL DESIGN REQUIREMENTS

#### **Redesign the look and flow Valleyrides Website.**

- Develop a consistent unified or common theme
- Easy electronic access to public information for use by the target audiences
- Creative, innovative, highly functional, easy to navigate through the content
- Modestly sized banner graphics or logos should be consistent
- Signature icons and action buttons should be provided as a main page design and should be adaptable for each subsequent page of the website
- Proposed design should adhere to commonly accepted website design principles and best practices
- This site should not overwhelm the user with visual clutter

#### **Provide a user-friendly/interactive site.**

- Develop a site map for review by Fresno COG staff
- Incorporate the ability for users to complete interactive on-line forms and surveys. E-mail responses, forms, surveys, etc.
- Use logical and intuitive links
- Design for use on major web browsers as well as nongraphic browsers
- Design should be accessible to individuals with disabilities, meeting ADA Priority 1 requirements

#### **Provide navigational tools.**

- Dynamic navigation: Valleyrides staff should have ability to add/edit/delete navigational elements
- Graphic navigation buttons or bars offering shortcuts and leading forward, back, up, down and back to the home page
- "Breadcrumb" navigation should also be incorporated into the design

#### **Graphic files should be relative to site.**

- Design with simplicity to allow for quickest loading
- Web pages should be tested at both 28K and 56K dial-up modem speeds to ensure each webpage can be accessed timely
- Use of flash components welcome

### B. FUNCTIONALITY REQUIREMENTS

#### **Allow for search capabilities**

- The site should also be built using basic search engine optimization principles and practices so that content can be crawled by the main search engines
- The site should contain an internal search function allowing users to search for content contained within the site.

## **Form printing**

- A number of static forms will be available for printing (Form/page printing). The site should format documents for printing or make them available to the site user via dynamic or static PDF files
- Website must have links or embedded plug-ins such as Java and Adobe for opening and viewing documents, filling out the forms and resubmitting them to Fresno COG Rideshare staff
- Vanpool Application/forms, Taxi Scrip Application/forms, etc.

## **C. TECHNICAL REQUIREMENTS**

- System should be built using open source technologies such as Linux, PHP, MySQL, and others
- Site should use secure Sockets Layer (SSL) 128 bit encryption for transactional or payment part of the website

## **D. MAINTENANCE REQUIREMENTS**

- Provide ongoing technical assistance through a separate maintenance contract.
- Minor test/date corrections within 24-hours of notification by Fresno COG (not including weekends and holidays)
- Acceptable notification methods by Fresno COG are e-mail, facsimile, or telephone.
- Periodic meetings on-site or remotely using secure teleconferencing facilities and/or coordination (as needed) with Valleyrides Staff

## **E. COMMUNICATION AND TESTING REQUIREMENTS**

- Provide regular updates to rideshare staff responsible for the website to ensure the design and functional requirements are being met during the development process
- Provide full technical and functional testing of software
- Test website for browser compatibility on main operating system platforms
- Participate in progress meetings with Valleyrides staff on an 'as-needed' basis
- Provide training to Fresno COG staff on site, on how to manage and maintain the site
- Inform Valleyrides staff of any work which must be contracted directly by Fresno COG and not through company hired for development prior to work being done for approval

## **F. GENERAL FUNCTIONAL REQUIREMENTS**

- Scalability: Able to grow with the needs of the Rideshare program
- Major site functions, (posting of content, updates) should be controlled password protected administrator control panel
- There will need to be two user-types that will have access to the administrator control panel. The first is the 'super-user' and they should have access to the entire system. The second user is a regular user and they should have access to everything except the ability to add new users, reports
- Drop down content boxes (COG has a specific design in mind)
- Forms, maps, links and operational interactive components
- Ability to add/edit/delete contents
- Multilingual - able to convert between several languages including English and Spanish
- Track hits to the Valleyrides website a variety of ways

## **G. SPECIFIC FUNCTIONAL REQUIREMENTS**

### **I. MEASURE C CARPOOL INCENTIVE PROGRAM REGISTRATION**

When a commute log is submitted electronically through Valleyrides.com it is automatically assigned a number. The numbers are assigned consecutively by date and time submitted. The numbered log submissions are stored in our Valleyrides.com database. The more someone

submits the more opportunities they have to win one of the monthly or year-end grand prize awards.

When it is time for staff to select monthly winners, the correct date parameters are selected. (i.e., for logs submitted within a given month, "December 2018" or for the grand prize giveaway; logs submitted throughout the entire fiscal year). The Valleyrides.com computer system then randomly generates the winning commute log number(s). The winning commute log number is used to identify the associated carpool participant who submitted it. Measure C Carpool staff verifies the commute log as well as the participant and information submitted.

**Required Measure C Incentive account fields as follows: (Measure C Incentive Database)**

*Name: First/ Last - Home Address: - City, State, Zip - Home/Cell number  
Email Address - Employer Name - Employer Address - Employer Phone  
Carpool Partner Info (first last name/ email / cell or work)  
Carpool or Vanpool participant (drop down box)*

- Mandatory required information relating to home, employer or school address **must** be entered when registering. If a participant's information or carpool partner changes or is not verifiable, an email will be sent to participant to update. Once an email is sent, the participants account will be suspended until the required information is updated or verified. I.E. they will not be able to submit a log until the account is updated. P.O. Box Addresses cannot be accepted
- Alert individual if their origin /destination addresses qualify for the Incentive program awards. (Must travel to or from Fresno County)
- If participant is confirmed traveling to or from a qualifying County – they should receive a message letting them know they qualify for the incentive program and they can activate a "Carpool Incentive Profile". (Activate my "Carpool Incentive Profile" and Set my Password)
- Fix County parameters to allow only county eligible registrants to participate in the incentive program. Eligible Carpools/Vanpool can travel to or from Fresno County. If registrant is not within a qualifying county/zip code with origin or destination address, a message should come up *"sorry your origin /destination are not located in eligible Incentive program boundaries, you are not eligible this time."*
- Automatic "Welcome" email generated upon successful Incentive registration with carpool log submission. Allow users to verify data in their account and change their passwords without COG interaction- (security word?) Create simple user Name/Forgotten password system
- Make participation category mandatory: Vanpool or Carpool rider? (Drop down menu)
- Auto expire accounts into INACTIVE database after 6 months of inactivity (Ride matching and Measure C Carpool Incentive Program) If a participant's account is marked inactive due to inactivity (with reason for inactivity) and returns to website to report rideshare activity, participant will receive a message that requires them to verify and or update account information before returning to active status.
- Auto open and list weekly log submission dates every Tuesday morning (3<sup>rd</sup> day of the carpool week). Automatic reminder email generated to all active participants every 25<sup>th</sup> of the month. *Bounced, bad or unsubscribed emails should be downloadable to a report*
- Site should be mobile friendly. -Use of responsive design is acceptable.
- Rideshare participants entering logs will choose partners from a drop down menu

- Prevent duplicate accounts- participants may not use the same email address. Also prevent duplicate log entries
- COG Rideshare staff should have manual ability to choose monthly winners
- Accurate data; allowing the system to accurately report miles saved, based on the driver and carpool participants individual mileage
- Auto populate commute log information during log submission process
- Add safeguard bot to verify from Spam/other website trying to link to our site
- Set adjustable program selection criteria for monthly drawings
- Generate a list of accounts to watch/follow up on; ability to flag an account

## **II. RIDEMATCH**

- Ridematch Accounts
- Work Locations /List large employers
- Reformulate the RIDE MATCH component so it uses current GPS systems/other updated technologies, i.e. Google Maps, etc. (latitude and longitude auto populated by address) for accurate matching, therefore accurate reporting.
- Allow an individual to see if there are possible ride matches before signing up or making an account. If a match is generated, user must register to complete ridematch connections Once matched and actively carpooling, participant may be included in the Incentive program by selecting *"Add me to the Carpool/Vanpool Incentive Program"*
- Drop down menu for College campuses to help ridematch individuals.
- Drop down menu of larger Valley Employers to help ridematch individuals can search a ridematch by work location.

## **III. REPORTS**

- List active users
- List inactive uses
- Date signed up
- Would like to be able to see or pull report by employer
- Monthly Commute Log Report (good)
- New Carpool/Vanpool incentive participants reports:
  - New participants combined
  - Participants by carpool
  - Participants by vanpool

## **IV. INACTIVATING ACCOUNTS**

When inactivating an account: choose from drop down menu reason

- Wish not to participate

- Never Signed up for emails
- No longer Ridesharing

#### **V. UNSUBSCRIBE**

Need to allow participants the option to unsubscribe to the monthly and ongoing emails (with the understanding this is how we communicate our events and program updates).

### **III. PROPOSAL SUBMITTAL INSTRUCTIONS**

This section instructs respondents on procedures related to the submission of proposals:

- A. Applicable Laws Shall Apply.** The contract awarded shall be governed in all respect by the laws of the State of California, and any litigation with respect thereto shall be brought in the courts of the State of California. The company awarded the contract shall comply with applicable federal, state, and local laws and regulations.
- B. Proposal Submission.** The original and five (5) copies of the proposal shall be signed and delivered to:

**Fresno Council of Governments  
Attn. Donna Blocker  
2035 Tulare Street, Suite 201  
Fresno, CA 93721**

Postmarks will not be accepted. Respondents shall submit proposals no later than: **12:00 p.m. Monday, September 24, 2018.** Timely submission of the proposal is the responsibility of the respondent. All proposals will remain firm for a period of ninety (90) days following the final date for submission. All proposals will become the sole property of Fresno COG and a part of its official records without obligation on the part of Fresno COG

Any extension, if granted, shall apply to all recipients of this Request for Proposal. Each page of the proposal shall be identified with the name of the responding agency. Fresno COG reserves the right to decide, on a case-by-case basis, whether to reject a proposal as non-responsive. As a precondition to acceptance, Fresno COG may request the respondent to withdraw or modify those portions of the proposal deemed non-responsive that do not affect quality, quantity, price, or delivery of service.

- C. Change in Website Objectives:** Fresno COG reserves the right to materially change the Website Objectives prior to the RFP deadline. Such changes may include additions, deletions, or other revisions within the general scope of RFP requirements prior to the deadline.
- D. Collusion Among Respondents:** Each respondent, by submitting a proposal, certifies that it is not party to any collusive action or any action that may be in violation of state and federal law.
- E. Exceptions:** A respondent taking exception to any part or section of this solicitation shall indicate such expectations in a separate section of the submitted proposal such section shall be entitled "Exception of Conditions." Failure to indicate any exception will be interpreted as the respondent's intent to comply fully with the requirements of this RFP as written.
- F. Expenses Incurred:** Fresno COG accepts no responsibility for any expenses incurred by a respondent in the preparation and presentation of a proposal. Such expenses shall be borne exclusively by the respondent.



- G. Late Submissions:** Any proposal received after the time specified for receipt will not be considered unless so authorized by Fresno COG.
- H. Non-conforming Terms and Conditions:** Any proposal that includes terms and conditions that do not conform to the terms and conditions in this RFP is subject to rejection as non-responsive. Fresno COG reserves the right to permit the respondent to withdraw non-conforming terms and conditions from its proposal prior to action by Fresno COG to award a contract.
- I. Modification or Withdrawal of Proposals:** Any proposal received before the date and time specified above for receipt of proposals may be withdrawn or modified by written request of the proposer. To be considered, however, the modified proposal must be received by the proposal due date and time specified previously.

All verbal modifications to these conditions or provisions are ineffective for proposal evaluation purposes. Only written changes issued by proposers to Fresno COG are authorized and binding.

- J. Rejection of Proposals:** Failure to meet the requirements for the request for proposals will be cause for rejection of the proposal. Fresno COG may reject any proposal if it is conditional, incomplete, or contains irregularities or inordinately high cost rates. Fresno COG may waive an immaterial deviation in a proposal. Waiver of an immaterial deviation shall in no way modify the Request for Proposals document or excuse the proposer from full compliance with the contract requirements if the proposer is awarded the contract.

This RFP is not to be construed as a contract of commitment on the part of Fresno COG. Fresno COG reserves the right to reject all proposals, to seek additional information from each proposer, or to issue another RFP, if deemed appropriate.

The prospective consultant will prepare a detailed cost breakdown for the work to be performed during the project regardless of the method of reimbursement chosen. This will include all tasks required to complete the project including final reports and presentation. **Your proposal should be formatted to allow Fresno COG to select any or all of the options.**

## IV. PROPOSAL FORMAT

Proposals shall be submitted in the format outlined on the following pages. Respondent should describe in detail the services proposed, how those services will be accomplished for each service component and specific details regarding module design, interactive features, thematic elements, interactive characteristics, and ADA compliance objectives. Identify the cost of providing each service category. If appropriate, include service level options. The respondent may include any relevant information, attachments, or exhibits to further elaborate on the proposal.

Clarity and conciseness are essential and will be considered in assessing the proposer's capabilities. Proposal content and completeness are important. Clarity and succinctness are essential and will be considered in assessing the consultant's capabilities. Proposals that show creativity will be highly considered. All consultant proposals submitted in response to this request will be screened by a review committee. The committee will determine, through the screening process, which consultants will be invited to make formal presentations and be interviewed by the selection committee.

**The selection committee reserves the right to make a final selection without an interview.**

One reproducible and five copies of the proposal must be received at the Fresno Council of Governments by Monday, September 24, 2018, 12:00 p.m. local time. Proposals not received by this date and time will not be considered.

In order to simplify the review process and maximize the degree of comparative analysis, the proposal should be organized in the following manner:

- A. Transmittal letter** – The transmittal letter should be signed by an official authorized to bind the consultant contractually and will contain a statement to the effect that the proposal is a firm offer for 90 days. The letter accompanying the proposal will also provide the following: name, title, address, and telephone number of individuals with the authority to negotiate and contractually bind the company. The transmittal shall contain a statement of understanding of the RFP.
- B. Table of Contents** – Include identification of the material by section and page number.
- C. Vendor Contact:** List the name, address, FAX number, e-mail address and voice phone number of the Vendor's authorized negotiator. Vendor's authorized negotiator shall be empowered to make binding commitments for the Vendor's firm.
- D. Vendor Profile:** Provide a description of the company including a brief company history. Include the location of your organization's headquarters, the year the organization was formed and ownership structure.
- E. Vendor Staff:** Submit a prospectus of your company and a brief biography showing the qualifications of each individual who will work on the project. It is anticipated that the individuals listed will work on the project until completion unless the Fresno COG agrees to prior approval for change.
- F. Professional References:** Provide a list of at least three (3) Vendor client references that you or your assigned agent prepared a minimum of 80% of the design/content. References of local government or related agencies preferred. The reference list must include:
- Client name, location, and website address
  - Current contact person and phone number
  - Description of services provided by Vendor to client
- G. Format of Web Design:** List the applications to be used in the design and construction of the site.
- H. Sample Home Page:** Provide a sample of what you envision as the home page for this site.
- I. Site Map** - Based upon the information provided, provide a sample site map showing the number of levels envisioned.
- J. Technical/Software Information:** Provide the following information as it relates to website development:
- Under what operating systems does the application software run?
  - Describe how your system is to be implemented.
  - What software language is the program written in?
  - List all supported network protocols.
  - How does the application meet federal ADA compliance requirements? Describe your company's experience in making websites as accommodating as possible to disabled and visually impaired visitors.
  - Explain your system's ability to integrate with third party portal products and identify any with which you have achieved successful integration.
  - Any additional technical information and/or requirements for website.
- K. Training** - Submit a plan to transition maintenance and updates to Fresno COG staff.

- L. Submission Property of Fresno COG** - Proposals shall be prepared and submitted at the respondent's sole expense. All proposals will become the property of Fresno COG and will not be returned. There will be no public bid opening.
- M. Reservation of Rights** – The Fresno COG reserves the right to negotiate mutually acceptable project-related conditions, including costs.
- N. Ownership** - Provide agreement granting the Fresno COG exclusive ownership and right to control, modify, and otherwise alter the look, interactivity, and content of the website. Fresno COG agrees to not reproduce or otherwise duplicate the vendor's design for any other agency, business, or entity other than departments or divisions of the Fresno COG.
- O. Budget and Billing Format** – A maximum of \$----- has been budgeted for consultant services for this project. A cost analysis of the proposed budget will be done by COFCG staff.
- P. Method of Payment** – The cost proposal must be prepared consistent with the method of services provided under this agreement and will be reimbursed, by one of, or a combination of the methods below. The proposer must clearly state the method used to prepare the cost proposal.
- Lump Sum payment
  - Actual Cost plus Fixed Fee
  - Specific Rates of Compensation

Lump Sum proposals will be paid per milestone of completed work or at the end of the contract upon acceptance of the final product. Actual Cost plus Fixed Fee agreements shall be billed at actual payroll costs and includes a fixed fee for profit. In agreements reimbursed by Specific Rates of Compensation, billing rates containing a component for profit will be negotiated that will not change during the term of the contract.

**Q. Budget and Cost Breakdown**

**a. Cost** - The bid should be broken by phases and types of work. The following cost information is to be provided:

- Total cost for the proposal
- Cost breakdown for functionality options and phasing
- Cost for additional options not listed
- License cost for core functionality
- License cost for additional modules required to provide the functionality mentioned in this RFP.
- Hourly rate for professional services, including task description.
- Include any component of the website development/design where the use of subcontractors will be utilized. State the name of the sub-contractor and work they are to perform on the proposal. Any use of sub-contractors is to be included on proposal.

**SAMPLE Budget and Cost Breakdown:**

Table 1- Direct cost by Task

**COST ESTIMATE PER TASK**

<b>Cost Items</b>	Task 1	Task 2	Task 3	Total
1. Direct Labor	3,700	17,053	5,502	26,255
2. Overhead (__% of Line 1)	1,480	6,821	2,201	10,502
<b>Total Salary Burden</b>	5,180	23,874	7,703	36,757
3. Direct Expenses				
Telephone/FAX	35	28	15	78
Postage/Shipping	12	8	35	55
Graphics/Printing	11	11	75	97
Travel	350		500	850
Misc.	45	45	45	135
<b>Total Direct Expenses</b>	453	92	670	1,215
4. Subconsultant Fees *	4,244	22,276	2,726	29,246
5. Fixed Fee (__% of Lines 1,2,3)	764	1,524	1,132	3,420
<b>Total</b>	10,640	47,766	12,231	70,638

**Table 2 - Project Task Costs by Key Personnel**

<b>Task No. and Description</b>	Key Staff #1	Key Staff #2	Staff Support	Total Hours
Task 1. Establish Parameters	25	75		100
Task 3. Data Collection and Analysis		400	250	650
Task 4. Final Report and Presentation	15	50	175	240
<b>Total Hours</b>	40	525	425	990
Billing Rate	\$75.00	\$44.06	\$25.00	
<b>Memo Total</b>	3,000	23,132	10,625	36,757

\* Sub consultants must provide required cost components found in Tables 1 & 2

**R. Insurance requirements** – Without limiting Fresno COG's right to obtain indemnification from the consultant or any third parties, the consultant, at its sole expense, shall maintain in full force and affect the following insurance policies throughout the term of the contract:

I. Comprehensive general liability insurance with coverage of not less than \$1,000,000 combined single limit per occurrence for bodily injury, personal injury, and property damage. Comprehensive general liability insurance policies shall name Fresno COG, its officers, agents, and employees, individually and collectively, as additional insured, but only insofar as the operations under the terms of the contract are concerned. Such coverage for additional insured shall apply as primary insurance or self-insurance and any other insurance, maintained by Fresno COG, its officers, agents, and employees, shall be given excess only and not contributing with insurance provided under the consultant's policies herein.

II. Comprehensive automobile liability insurance with limits for bodily injury of not less than \$25,000 per person, \$250,000 per accident, and for property damages of not less than \$50,000, or such coverage with a combined single limit of \$250,000.

III. Professional liability insurance of at least \$1,000,000.

IV. Worker's compensation insurance as required by law.

This insurance shall not be canceled or changed without a minimum of thirty (30) days advance written notice given to Fresno COG. The consultant shall provide certification of said insurance to Fresno COG within twenty-one (21) days of the date of the execution of the contract. Such certification shall show, to Fresno COG's satisfaction, that such insurance coverages have been obtained and are in full force; that Fresno COG, its officers, agents, and employees will not be responsible for any premiums on the policies; that as and if required such insurance names Fresno COG, its officers agents, and employees individually and collectively as additional insured (comprehensive and general liability only), but only insofar as the operations under the contract are concerned; that such coverage for additional insured shall apply as primary insurance and any other insurance, or self-insurance, maintained by Fresno COG, its officers, agents, and employees, shall be excess only and not contributing with insurance provided under the consultant's policies herein; and that this insurance shall not be canceled or changed without a minimum of thirty (days) advance, written notice given to Fresno COG.

In the event the consultant fails to keep in effect at all times insurance coverage as herein provided, Fresno COG may, in addition to other remedies it may have, suspend or terminate the contract upon the occurrence of such event.

**S. Disadvantaged Business Enterprise (DBE) Certification** – DBE Bidders Listing (Attachment B) must be completed for all contractors and subcontractors regardless of DBE affiliation. The FCOG fully anticipates that it will consistently meet and exceed its adopted DBE overall goal under 49 CFR Part 26 using Race-neutral measures exclusively. Only DBE firms currently certified per 49 CFR Part 26 will participate as DBEs in our program. Such certification must be issued by Caltrans, FHWA, FTA, DOT, MPO, City, County, or State in accordance with 49 CFR Part 26.

FCOG will NOT deny award to contractors on the basis of DBE participation, who demonstrate that they have used good faith efforts to achieve DBE participation.

Contractors selected on the basis of DBE participation must provide the following information with the initial proposal or before entering into a contractual agreement with FCOG:

1. The names and addresses of the DBE firms.
2. A description of the work each DBE will provide.

3. The dollar amount of participation by each DBE.
4. Proof of DBE certification.
5. Written confirmation that the DBE will participate.
6. If DBE participation is not achieved, evidence of good faith efforts must be provided.

Prime contractors are required to maintain records and document payments to all subcontractors for three years following the performance of the contract. These records will be made available for inspection upon request by any authorized representative on FCOG, Caltrans, FHWA, or DOT. This reporting requirement also extends to any certified DBE subcontractor. The contractor shall maintain records showing the name and address of each subcontractor, the date of payment, and total dollar figure paid to each subcontractor.

FCOG will safeguard from disclosure to third parties information that may reasonably be regarded as confidential business information, consistent with federal, state, or local laws.

- T. Conflicts of Interest** – The prospective contractor shall disclose any financial, business, or other relationship with Fresno COG that may have an outcome on the selection.
- U. Summary of Qualifications** – Proposals shall include a summary of the firm’s qualifications, including resumes of assigned staff.
- V. Signing of Proposal/Authorization to Negotiate** – The proposal shall be signed by an official authorized to bind the proposer and shall contain a statement to the effect that the proposal is a firm offer for a 90-day period. The proposal shall also provide the following: name, title, address, and telephone number of individuals with authority to negotiate and contractually bind the company.
- W. Attachments** – Attachments to be included at the end of the proposal are as follows (as attached herein):
  - Attachment A: Title VI Assurance
  - Attachment B: DBE Participation
  - Attachment C: Budget and Cost Breakdown

## V. CONSULTANT SELECTION

All consultant proposals submitted in response to this request will be screened by a selection committee. The committee will determine, through the screening process, which consultants will be invited to make formal presentations and be interviewed by the committee. **The selection committee reserves the right to make a final selection without an interview.**

The actual award of the contract will be by the Fresno COG Policy Board (tentatively set for the October 25, 2018 meeting). Proposal opening does not constitute the awarding of a contract. The contract is not in force until it is awarded by Fresno COG and executed by the Fresno COG designees.

### A. PROPOSER OBJECTIONS

A proposer may object to any of the terms or provisions set forth in the RFP’s Scope of Work or to the selection of a particular proposer on the grounds that Fresno COG’s procedures, the provisions of this RFP, or applicable provisions of federal, state, or local law have been violated or inaccurately or inappropriately applied by submitting Fresno COG a written explanation of the basis for the objection. Deadlines for submittal of objections are:

- No later than two weeks prior to the date proposals are due, for objections to RFP provisions; or
- Within three working days after the date on which contract award is authorized or the date the proposer is notified that it was not selected, whichever is later, for objections to proposer selection.

If the proposer does not state any objections, Fresno COG will assume that the RFP scope of services are acceptable to the proposer and have been fully factored into its response. If the proposer intends to negotiate with Fresno COG concerning any part of the scope of services that the proposer finds objectionable, the proposer must provide specific language in its response that will address or cure its objections.

## **VI. FRESNO COG RIGHTS**

Fresno COG may investigate the qualifications of any proposer under consideration, require confirmation of information furnished by a proposer, and require additional evidence of qualifications to perform the work described in this RFP.

Fresno COG reserves the right to:

1. Reject any or all of the proposals if it deems such action is in the public interest;
2. Issue subsequent Requests for Proposals;
3. Cancel the entire Request for Proposal;
4. Remedy technical errors in the Request for Proposals process;
5. Appoint an evaluation committee to review the proposals;
6. Seek the assistance of outside technical experts in proposal evaluation;
7. Approve or disapprove the use of particular subcontractors;
8. Establish a short list of proposers eligible for interviews after review of written proposals;
9. Negotiate with some, all, or none of the respondents to the RFP;
10. Solicit best and final offers from all or some of the proposers;
11. Award a contract to one or more proposers;
12. Accept an offer other than the lowest price offer; and
13. Waive informalities and irregularities in proposals and the bid process. This RFP does not commit Fresno COG to enter into a contract, nor does it obligate Fresno COG to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract. All proposals will be subject to public disclosure as required by the California Public Records Act.
14. Investigate the qualifications of all firms under consideration to confirm any part of the information furnished by a proposer, or to require other evidence of managerial, financial, or other capabilities which are considered necessary for the successful performance of the contract.

## IX. RFP QUESTIONS

All questions on the RFP should be submitted in writing via email or regular mail to:

**Donna Blocker**  
**dblocker@fresnocog.org**  
**Fresno Council of Governments**  
**2035 Tulare Street, Suite 201**  
**Fresno, CA 93721**

All questions and answers will be posted on the Fresno COG website at: [www.fresnocog.org](http://www.fresnocog.org)  
Under Doing Business With Fresno COG. Click on "Fresno COG Website Consultant Selection"

### **A. Evaluation Process**

Following the review and screening of all proposals, organizations/agencies may be invited to participate in the final selection process. This process may include the submission of additional information regarding costs, explanation of strategies to reach our targeted audience or other issues, and participation in an oral interview. The proposals will be evaluated and a short list will be made with recommendations and a possible interview with final selection by the Fresno COG staff.

**B. Proposal and Selection Timetable** - The following timetable will apply to this RFP:

<b><u>Item</u></b>	<b><u>Date</u></b>
<b>Request for Proposal released</b>	<b>August 28, 2018</b>
<b>Proposals due to Fresno COG by 12:00pm</b>	<b>September 24, 2018</b>
<b>Review and score proposals</b>	<b>September 24-28 2018</b>
<b>Notify applicants of final consultant selection</b>	<b>October 1, 2018</b>
<b>Advisory Committee review and approval</b>	<b>October 12, 2018</b>
<b>Fresno COG Policy Board approval</b>	<b>October 26, 2018</b>
<b>Award of Contract</b>	<b>October 27, 2018</b>
<b>Consultant to begin work</b>	<b>November 1, 2018</b>

Fresno COG reserves the right to reject any and all proposals or to select one or more organizations/agencies. Award of the contact(s) will be made to the firm or firms, having submitted a responsive bid for one or more of each of the line items which, in the opinion of Fresno COG provides the best service, and best meets the needs of the **Measure C Valleyrides Program**.

Fresno COG is under no obligation to accept the lowest bidder. Fresno COG reserves the right to further negotiate services and costs which are proposed.

The terms and conditions of the work shall be set forth in a final Professional Services Contract to be negotiated. The initial engagement shall be for approximately one and a half years with options.



## **Attachment A**

### **TITLE VI ASSURANCE**

The Fresno Council of Governments, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d-4 and Title 49, Code of Federal Regulations, department of Transportation, Subtitle A, Office of the Secretary, Part 21 Nondiscrimination in Federally Assisted Programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively insure that in any contract entered into pursuant to this advertisement, minority businesses enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or nation origin in consideration of an award.

