

The Des Moines Area Metropolitan Planning Organization

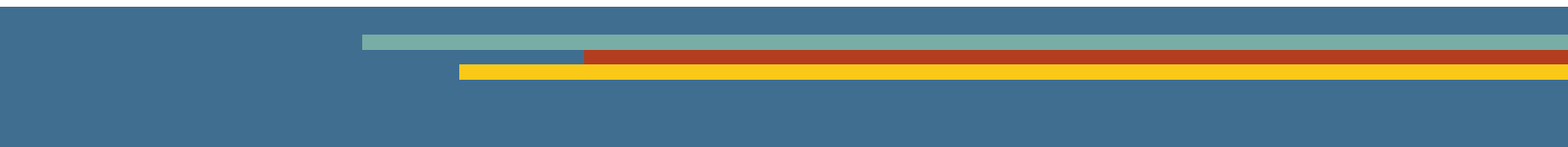
Request for Proposal
For:
Comprehensive Safety Action Plan (CSAP)

Issue Date: April 21, 2023
Proposal Deadline: May 12, 2023

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1. Project Overview

Overview

The Des Moines Area Metropolitan Planning Organization (MPO) is a regional transportation planning entity comprised of local communities and transportation agencies in the Des Moines, Iowa, metropolitan region.

The Des Moines Area MPO provides a regional forum to ensure coordination between the public and local, state, and federal agencies for planning issues and to prepare transportation plans and programs. The Des Moines Area MPO develops both long- and short-range multimodal transportation plans, selects and approves projects for federal funding based upon regional priorities, and develops methods to reduce traffic congestion.

The Des Moines Area MPO is comprised of 16 cities; the Des Moines Area Regional Transit Authority (DART); four associate, non-voting cities; unincorporated portions of three counties in central Iowa; and one associate, non-voting county. The Des Moines Area MPO's planning area encompasses more than 500 square miles. Partner agencies include the Iowa Department of Transportation, the Federal Transit Administration, the Federal Highway Administration, the Des Moines International Airport, and the Heart of Iowa Regional Transit Agency.

Background

The purpose of this Request for Proposals (RFP) is to solicit proposals from qualified consultants, vendors, or firms (hereinafter "Consultant") for the Des Moines Area MPO's (hereafter "MPO") Comprehensive Safety Action Plan (CSAP). The CSAP will help the MPO and our agency partners to respond to trends in transportation safety outcomes and build a safe transportation system for users of all modes.

Context

The U.S. Department of Transportation (DOT) recently published a notice of funding opportunity for the [Safe Streets and Roads for All \(SS4A\) Discretionary Grant](#). This program provides funding for both planning and implementation of infrastructure and initiatives to support planning, infrastructure, behavioral, and operational initiatives to prevent death and serious injury on roads and streets involving all roadway users. There are two types of grants available under the SS4A program: Action Plan Grant and Implementation Grant. The MPO has received an Action Plan Grant and is now seeking a consultant to develop a CSAP that meets the eligibility requirements of an Action Plan set forth in the SS4A Grant program. Importantly, the resulting Action Plan will need to meet the specified program criteria required to pursue the Implementation Grant.

Objectives

The primary deliverable is a Comprehensive Safety Action Plan. However, the process used to create the plan is equally important: The process will help build consensus and momentum across the MPO's partners and within the community to implement the actions developed. The CSAP should be guided by an inclusive definition of safe mobility. The plan should be creative but also achievable and based on an understanding of the region's challenges and potential. The final CSAP will outline steps the region needs to take to realize the commitment of Vision Zero. The Consultant will apply the Federal Highway Administration's [Safe System Approach](#) through this planning process and the resulting CSAP will address:

- What are the safety trends for the region?
- Who is most at risk when traveling on the region's streets and roads?
- How does the relationship between safety and health improve quality of life?
- What aspects of road, vehicle, and community design and human behavior or psychology lead to unsafe outcomes/conditions?
- What effective technologies and tools minimize risk, improve roadway safety, and help track/monitor performance?
- How does the region create a culture, for the MPO and partnering agencies, of safety and shared responsibilities through Engineering, Enforcement, and Education?
- How can the region reduce fatalities and serious injuries?

Tentative Schedule

The following table outlines the tentative schedule for the development of the CSAP. (This schedule is subject to change).

Activity	Date
Issue RFP	April 21, 2023
Proposal Deadline by 5:00 p.m. (CT)	May 12, 2023
Proposal Review by Consultant Selection Group	May 15-19, 2023
Consultant Interviews (virtual)	May 29- June 2, 2023
Approval from MPO Policy Committee	June 15, 2023
Award Contract	June 2023
MPO Policy Board Adopts CSAP	August 17, 2024
Apply for SS4A Implementation Grant	September 2024

2. Scope of Services

The MPO is requesting proposals from qualified Consultants to develop a Comprehensive Safety Action Plan (CSAP). The MPO intends to award a contract and start the project in May 2023 with an expected completion date of July 1, 2024. Available funds for this project will be \$1,000,000.

Proposed Tasks

The Consultant is encouraged to be creative in developing a sound analytical approach to achieve the project goals. The Consultant is urged to be as specific as possible when describing the activities that will be performed to support each task. The Consultant may propose additional, optional tasks to be incorporated as part of the scope of work.

Task 1: Stakeholder and Public Engagement

The consultant will prepare a plan for implementing an equitable and authentic public engagement process. The consultant will be expected to hold at least one public meeting in each of the MPO member communities. The consultant should be prepared to host an additional 2-4 public meetings hosted in accessible locations throughout the region. The consultation should consider the following for their public engagement strategy:

1. Identify communities that are disproportionately impacted by traffic risks and ensure that they are getting representation and feedback from these traditionally underrepresented communities.
2. Prepare a memo outlining the feedback received, including the activity and participants engaged, and how the feedback will be incorporated in the CSAP.
3. Host a virtual workshop with the Transportation Technical Committee to review public feedback and to identify overall safety vision, goals, and priority crash locations.
4. The MPO will identify a Transportation Safety Committee (TSC) representing transportation safety from the MPO member governments. The consultant will coordinate with the TSC from each member government to identify safety concerns, locations of interest, and to get feedback on recommendations (3-4 meetings).

Deliverables:

- Memo outlining the public input received and how it will be incorporated into the planning process and final CSAP.

Task 2: State of Practice & Data Review

The Consultant will collect and review existing programs, policies, and activities, and provide a summary of current efforts to address transportation safety – including strategies MPOs are using to address safety, identifying programs that have evidence of measurable success, and assessments of the most effective and efficient methods used to achieve outcomes.

The Consultant will:

1. Review local and statewide plans, studies, and initiatives related to roadway safety and develop recommendations for improved collaboration to more effectively address safety analysis, project development, and implementation across the region.
2. Assess the quality and completeness of existing available data – including crash, transportation, land use, and demographic data. If analysis methods require more information, the Consultant may recommend additional data collection.
3. Make recommendations, based on the literature, policy, and data review and input from the Transportation Safety Technical Advisors, on best analysis strategies and data requirements.

Deliverables:

- Technical Memo on Literature and Policy Review (draft and final)
- Technical Memo on Data Assessment (draft and final)

Task 3: Crash Data Analysis

The Consultant will collect and review crash, traffic, and roadway data for at least the most recent 5-year period to understand critical safety issues and provide insight into trends, causes, and patterns of transportation safety throughout the region. The data analysis and final recommendations will prioritize the 3-E's of traffic safety: Engineering, Enforcement, and Education.

The Consultant will:

1. Analyze existing conditions and historical trends that provide a baseline level of crashes. Includes an analysis of locations where there are crashes and the severity of crashes, as well as contributing factors and crash types by relevant road users (vehicle, motorcycle, pedestrian, bicycle rider, etc.).
2. Summarize crash characteristics and determine the most likely contributing factors, matching crash activity with roadway characteristics such as speed limits, intersection controls, streetlights, pedestrian crossings, railroad crossings, etc. for each road user (vehicles, motorcycles, bicycle riders, and pedestrians).
3. Use best practices, methods, and datasets identified in Task 3 to inform the CSAP including:
 - a. Regional trends over time

- b. The prevalence of crash types, especially those resulting in fatalities and serious injuries
 - c. The regional distribution of crashes, including geographic locations of crashes as well as road typologies or system characteristics
 - d. Data that connects prevalent risk and crash characteristics to agency policy and processes, including implementing proven safety countermeasures, identifying projects or locations for priority funding, and supporting local project development
4. Compare crash data and high-risk intersections to Environmental Justice Areas (EJ Areas) and incorporate them into the summarization. Supplemental data to the EJ Areas should also be considered and included where appropriate.

Through the analysis the Consultant will identify:

1. Emphasis Areas (high-risk areas with the highest fatal and severe injuries crashes)
2. Up to ten 1-mile high-risk corridors (with the highest fatal and severe injuries crashes)
3. Up to 30 high-risk intersections (with the highest fatal and severe injuries crashes)

Deliverables:

- Technical memo on data analysis and findings (including equity considerations) for Emphasis Areas and high-risk corridors and intersections (draft and CSAP final)
- Tool or methodology to recreate regional crash distribution with available data on an annual basis (draft and CSAP final)

Task 4: Countermeasure Toolbox

The Consultant will identify countermeasures to address the Emphasis Areas and high-risk corridors and intersections. The countermeasures must at least include the 3-E's of traffic safety (Engineering, Enforcement, and Education) and incorporate a Safe System Approach. The Consultant will include strategies and performance measures to measure progress over time and be tracked at the regional level. In addition, Consultant shall identify correlations between countermeasures and federal performance measures. A process will need to be set up to ensure transparency in reducing roadway fatalities and serious injuries.

For each Emphasis Area identified in Task 5, the Consultant will develop a toolbox for proactively and systematically addressing safety for the emphasis areas. Elements of the Emphasis Area toolbox could include goals, evaluation metrics, lead agency, partners, cost estimates, etc.

Deliverables:

- Systemic Countermeasure Toolbox (draft and CSAP final)
- Emphasis Areas Toolbox (draft and CSAP final)

Task 5: Implementation Plan & Programs

The Consultant will develop a strategy for implementing safety measures included in Task 6 (Countermeasure Toolboxes) and a means to monitor safety outcomes to evaluate which measures are most effective for the MPO's partner agencies. The Consultant will identify potential projects for future grant applications, measures that can be included in regular maintenance cycles, and potential updates to regional design standards to better align safety best practices. The Consultant will work with MPO staff to establish a process and create a publicly accessible tracking mechanism in the form of a document, dashboard, or any other appropriate form.

The Consultant will identify potential projects based on the results of Task 5 and develop an Implementation Plan and recommendations for Education and Enforcement Programs. Strategies, potential projects, and programs will be focused around the 3-E's of traffic safety: Engineering, Enforcement, and Education. The Implementation Plan and Education and Enforcement Programs will:

- Recognize the needs of all users of the multimodal transportation system.
- Include potential projects that are feasible and applicable for grant funding.
- Include conceptual infrastructure improvements with quantifiable costs.
- Include a schedule for implementation.
- Identify roles and responsibilities for implementation.
- Address project evaluation and prioritization.

Strategies and recommendations will consider and outline fiscal and employee resources necessary for a continued, sustained, and successful effort to achieve traffic safety goals and meet Vision Zero objectives after CSAP adoption. A project readiness timeline for each strategy and project should be included (i.e., short term = up to five years; mid-term = five to ten years; long-term = 10+ years).

Deliverables:

- Implementation Plan for priority projects (draft and CSAP final)
 - Education and Enforcement Programs (draft and CSAP final)
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Task 6: Safe Streets Visualization & Vision Zero Toolkit

The Consultant will develop graphic visualizations, including renderings and presentations, that communicate and illustrate proven safety countermeasures, context-sensitive design solutions, and multimodal roadway and community typologies. The Consultant will identify best practices for collecting and sharing graphics and data with key stakeholders and the public and could include story maps and routine public progress reports.

The Vision Zero Toolkit will be for ongoing use by the Des Moines Area MPO and other partnering agencies and includes sample outreach materials (infographics, fact sheets, presentation slides, talking points, a glossary of key terms, etc.) and an outline for an ideal public education process including a timeline and remote/virtual engagement opportunities to inform the public about Vision Zero.

The Vision Zero Toolkit will assist the Des Moines Area MPO and other partnering agencies with implementing Vision Zero. It will detail what Vision Zero means for the jurisdiction and identifies specific steps for implementation.

Deliverables:

- Safe Streets Visualization (draft and CSAP final)
- Vision Zero Toolkit (draft and CSAP final)

Task 7: Comprehensive Safety Action Plan

The Consultant will develop a final CSAP (which includes all required components for the Safe Streets and Roads for All – SS4A – grant application) documenting the outcomes from stakeholder and public engagement and information and findings gathered in the previous tasks. The CSAP will guide the Des Moines Area MPO and partnering agencies' efforts for improving transportation safety and reducing roadway fatalities and severe injuries each year on the regional transportation system.

The CSAP will include strategies for implementation as well as the methodology to measure progress over and review and update the plan every five years (after Board approval). The CSAP will discuss implementation through the adoption of revised or new policies, guidelines, and/or standards, as appropriate.

The final deliverables for Tasks 5, 6, 7, and 8 will be incorporated as part of the final CSAP. The final plan shall be organized and constructed around the Safe System Approach and the 3-Es of traffic safety: Engineering, Enforcement, and Education.

Deliverables:

- Comprehensive Safety Action Plan (draft and final)
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Task 8: SS4A Implementation Grant

After completion of the Comprehensive Safety Action Plan, the Consultant will, with support from Des Moines Area MPO staff, prepare the required submission material for the SS4A Implementation Grant for FY 2024. The Consultant will:

1. Utilize all resources provided by the DOT to ensure that MPO's Implementation Grant application meets eligibility requirements;
2. Review all forms required for submission to ensure completeness and identify areas to improve the likelihood of the MPO being awarded the Implementation Grant;
3. Draft all required forms and documents required for Implementation Grant submission.

Deliverables:

- Application Narrative (prepared responses to selection criteria and specific project locations)
- Completed SF Forms (424, 424C, 424D, LLL)
- Completed Action Plan Application Template
- Completed Self-Certification Eligibility Worksheet

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3. Proposals

Content

A complete and eligible proposal must contain the following information and be submitted in the order shown below. Please address each section in your proposal submission and divide each section of your proposal by the identifying section headers. Specified page numbers represent the maximum number of pages (front and back are considered one page, section header pages and appendices are not included in count) allowed for each section. Proposals that do not follow the specified requirements will be considered incomplete and ineligible.

Section 1: Consultant and Key Personnel's Qualifications & Experience (1 page per key personnel)

Consultant shall demonstrate its knowledge and experience in safety and transportation planning, providing relevant and pertinent experience in areas such as Vision Zero, Safe Systems Approach, and Safety Action Plans. Describe relevant individual experience for key personnel proposed for the project. Do not include experience 10 years prior to the issuance of this RFP. Provide the project title, year, and reference name, title, agency, email, and phone number of principal person for whom the prior projects were accomplished. Include an organizational chart displaying the experience/area of expertise of key personnel.

Consultant shall demonstrate why it believes it is especially qualified to undertake this project. Information provided should include, but not be limited to, such data as: specialized equipment available for this work, any awards or recognition received by the Consultant or individuals for similar work, special approaches or concepts developed by the Consultant relevant to this project, etc.

Section 2: Project Understanding & Approach (up to 10 pages)

Consultant shall provide a detailed approach to undertaking the tasks proposed in the Scope of Services including a recommended methodology for each task. Consultant shall highlight perceived unique opportunities, challenges, and priorities of this project. Consultants are invited and encouraged to submit and describe additional ideas and strategies to the Scope of Services to enhance the outcomes.

Section 3: Schedule & Availability (up to 2 pages)

The schedule should demonstrate how the Consultant intends to complete the work within the timeframe specified in this RFP. At a minimum, the schedule should include a breakdown by tasks, milestones, major deliverables, and critical events. The Consultant will indicate the availability (including percentage of involvement and specific role) of the project manager and other key personnel to complete the work described in this RFP.

Section 4: References (up to 3 pages)

Consultant shall provide three (3) references that have contracted with the submitting Consultant for which similar services and technical analysis have been performed. Reference information should include a short description of the services and technical analysis performed along with the reference contact name, title, agency, email, and phone number.

Section 5: Cost Structure (up to 3 pages)

Consultant shall include a cost structure for services including:

1. Actual cost
2. Man hours, itemized to include worker categories (project manager, public engagement specialist, engineer, analyst, etc.)
3. Supplies and materials
4. Travel
5. Subconsultant(s), if necessary. Please note that the same detailed cost information must be shown for each subconsultant
6. Overhead

Appendix A: Utilization of Disadvantaged Business Enterprise (DBE) Provision and DBE Contract Goal

Consultant shall review, complete, and submit the Utilization of DBE Provision and DBE Contract Goal with their proposals. The DBE Provision and Contract Goal form are found in Attachment 1 and Attachment 2, respectively.

Submission

Submit five (5) bound hard copies of the proposal and one electronic copy in PDF format. The PDF copy should be email to Zach Young at zyoung@dmampo.org. The electronic copy must be received on or before the deadline listed below. The hard copies must be postmarked on or before the deadline. All copies of the proposal must include all required attachments. It is the Consultants responsibility to ensure the proposal materials are mailed or delivered and received by the due date and time above. Submit proposal to:

Email PDF to:

Zach Young, zyoung@dmampo.org

Mail to/Deliver:

Des Moines Area MPO

RE: Comprehensive Safety Action Plan RFP

420 Watson Powell Jr. Way, Suite 200

Des Moines, IA 50309

Proposal Deadline: May 12, 2023

Proprietary business information included in the response to this RFP should be marked clearly as such. If the proposal includes information that is strictly proprietary and not subject to release as a component of an open record request, it should be marked as such on each page on which the information occurs. The Des Moines Area MPO reserves the right to refuse proposals not providing the information requested or not submitted by the time requested within this RFP.

The Des Moines Area MPO shall not be held liable for any expenses incurred by the respondent in preparing and submitting its proposal and/or attendance at any presentations, requested supplemental material, final contract negotiations or applicable site visits. The Des Moines Area MPO reserves the right to award this project, to cancel the solicitation, or to reject any and all proposals; whichever is in the best interest of the MPO. All proposals, including supporting documentation, shall become the property of the MPO.

Evaluation and Selection Process

After the proposal submission deadline, MPO staff will review the completeness of each submitted proposal to verify it meets the specification and requirements listed in the Proposal Content section of this RFP. After a completeness check, eligible proposals will be evaluated by a selection committee.

The evaluation and selection process will involve reviewing proposals and conducting virtual interviews. The selection committee will be responsible for evaluating all eligible written proposals and consultant interviews. The selection committee will consist of MPO staff and qualified planning professionals. During the evaluation and selection process, the Des Moines Area MPO and the selection committee reserve the right to request additional information or clarification from proposers or allow corrections on omissions.

The written proposal is the only measurement that will be used to identify Consultants that will be invited for an interview. The selection committee will interview a maximum of three (3) of the top-rated written proposals. All proposers will be notified in writing whether they have been selected for an interview. Interviews will be scored based on their own merit aside from the written proposal scores.

The scores from the written proposals and interviews will be combined to identify the top-rated Consultant. MPO staff will present the selection committee's recommendations regarding which Consultant they would like to enter into negotiations with first, based on the rating of the Consultants, to the MPO Policy Committee and request authorization to enter into a contract with the approved Consultant.

MPO staff will notify each interviewed Consultant of the outcome. MPO staff will schedule a meeting with the top-rated Consultant firm for the purpose of finalizing the scope and negotiating a contract.

If negotiations with the top -rated Consultant are successful then the Des Moines Area MPO will produce a contract for the Consultant to review, sign, and return; a Notice to Award will be issued; and the Consultant will be notified to start work on this project. If negotiations are unsuccessful, MPO staff will terminate negotiation efforts with the top-rated Consultant and open negotiation with the 2nd rated Consultant. This process will continue until negotiations are successful.

The selection committee and the MPO Policy Committee reserve the right to make a determination based on what is in the best interest of the agency.

Proposal Evaluation Criteria

The proposals will be evaluated based on the following rating scale and criteria (Max score of 100):

Criteria	Weight
Project Understanding & Approach	X6
Experience & Technical Competency	X5
Availability & Schedule	X4
Proposal Quality	X3
Past Performance	X2

Rating Scale	
1	Poor
2	Fair
3	Good
4	Excellent
5	Superior

Project Understanding & Approach: Proposal shows an understanding of the project objectives. Includes the Consultant's proposed methodology, desired results, and expected outcomes/outputs. Demonstrates innovative ideas and efficient approach that accomplish objectives set forth in this RFP.

Experience & Technical Competency: Proposal reflects the Consultant’s relevant experience and technical capabilities in safety and transportation planning necessary to successfully execute the work set forth in this RFP. The Consultant and/or individuals who will be assigned to this project have applicable and relevant experience.

Availability & Schedule: Proposal includes a detailed schedule and include tasks, deliverables, and milestones. The proposal demonstrates the Consultant’s ability to meet the project schedule and indicate all other projects being worked on by key personnel, percentage of involvement and role in those projects.

Proposal Quality: Proposal is a well-written, straightforward, and concise document with high-quality graphics/images.

Past Performance: Consultant demonstrates a track record of timely performance, quality, and integrity, as evidenced by the list of references.

Interview Evaluation Criteria

The Consultant interviews will consist of a 30-minute presentation given by the Consultant to the selection committee followed by a 20-minute questions and answer session. Interviews will be evaluated based on the following rating scale and criteria (Max score of 45):

Criteria	Weight
Familiarity with Project Type	X4
Opportunities, Challenges, & Priorities	X3
Innovative	X2

Rating Scale	
1	Poor
2	Fair
3	Good
4	Excellent
5	Superior

Familiarity with Project Type: Demonstrates a level of familiarity with the proposed tasks and experience and capabilities in development of similar safety plans.

Opportunities, Challenges, & Priorities: Demonstrates an understanding of the opportunities, challenges, and priorities for the region.

Innovative: Identifies any ideas, resources, concepts, tools, methodologies, and strategies that would help accomplish the objectives set forth in this RFP and strengthens the outputs of this project.

Communications & Questions

All questions, clarifications and communication concerning this solicitation shall be submitted in writing via e-mail to the designated point of contact below. The Des Moines Area MPO will not orally or telephonically address any question or clarification regarding specifications or procedures. If a consultant visits or calls an MPO employee with such questions, they will be instructed to submit any questions in writing via e-mail. The deadline to submit questions or request clarification is by **5:00 PM (CT) on April 28, 2023.**

Should the MPO receive any relevant and/or important questions, questions and answers will be included as an amendment to the RFP and posted on MPO's website:

<https://dmampo.org/rfq-rfp/>

The Des Moines Area MPO is not bound by any oral representations, clarifications, or changes made to the written specifications by MPO staff, unless such clarification or change is provided in a written amendment posted on the website. Responses to relevant and/or important questions will be posted as an amendment to this RFP on the website **by May 9, 2023.**

Designated Point of Contact:

Name: Zach Young

Email: zyoung@dmampo.org

Subject Line: Comprehensive Safety Action Plan RFP

4. General Information

Disclaimer

The Des Moines Area MPO reserves the right to retain all proposals, or any ideas submitted in a proposal. Submission of a proposal indicates acceptance by the Consultant of the conditions contained in this RFP and an agreement to enter into a contract. Receipt of the RFP by a Consultant or submission of a proposal by a Consultant confers no rights upon the Consultant nor obligates the MPO in any manner. The MPO reserves the right to make an award based on the greatest benefit to the MPO and not necessarily the lowest price. The MPO will not be liable for any costs incurred by consultants in the preparation and delivery of their responses to the RFP, nor for any subsequent discussions and/or product demonstrations. The MPO will not be liable for any costs incurred by consultants while becoming familiar with the particulars stated in this RFP. All proposals, including supporting documentation, shall become the property of the MPO. The MPO reserves the right to negotiate separately with any proposer after the opening of the RFP when the MPO considers such an action to be in its best interest. Subsequent negotiations may be conducted, but such negotiations will not constitute acceptance, rejection, or a counteroffer on the part of the MPO.

Notification of Award


It is expected that a decision selecting the successful Consultant will be made in **June 2023**. Upon conclusion of final negotiations with the successful Consultant, all agencies that submitted a proposal in response to this RFP will be informed in writing of the name of the successful firm.

Terms of the Contract

Services will be procured through a not-to-exceed contract between the MPO and the selected Consultant if and when the desired services become necessary. The estimated date for entering into the contract is **June/July 2023**. Contract negotiations will be expedited. During the contract-negotiation process, the consultant may be required to provide the following:

1. A detailed break-out of its payroll charges and general overhead-rate items; and
2. Documentation that the proposed rates have been approved by a federal government agency or a cognizant state agency for use in a federally-funded project.

The contract will be subject to cancellation by the MPO upon thirty (30) days written notice.



Payments

The selected Consultant will submit to the MPO invoices for work completed. Payments shall be made to the Consultant on a monthly basis by the MPO after all required services have been completed to the satisfaction of the MPO. Unless otherwise indicated, payments for services are net 30 from the date of receipt.

Federal & State Funds

The services requested within this RFP will be partially funded with funds from the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA). As such, the services requested by this RFP will be subject to federal and state requirements and regulations. The services performed under any resulting agreement shall comply with all applicable federal, state, and local laws and regulations.

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