

TAHOE REGIONAL PLANNING AGENCY
Research and Analysis
REQUEST FOR PROPOSALS (RFP)
Transportation Analytics
RFP 230012

Announcement: April 28, 2023

Project Description: This request for proposal (RFP) is to procure a big data driven transportation analytics platform that can visualize, analyze, and export transportation related data. The platform will be used for analyzing changes in travel behavior and patterns and creating metrics to monitor the performance of the transportation system within the Tahoe Region.

Evaluation: Proposals will be evaluated according to the criteria in section 4 of this document.

Deadline: 5/10/23 – Bidding Firms’ Questions Due
5/25/23 – Deadline for Proposal Submissions

Questions: All questions should be submitted in writing to the RFP Coordinator:

Dan Segan
Tahoe Regional Planning Agency
PO Box 5310
128 Market Street
Stateline, NV 89449
775-589-5233
dsegan@trpa.gov

1. Introduction and Agency Background

Introduction:

With an iconic alpine lake as the draw, visitation is the main driver of the Lake Tahoe Region's \$5-6 billion annual economy, based largely on seasonal tourism and outdoor recreation. Sixty percent of the region's jobs are supported by tourism spending as are most businesses. Tahoe is the backyard to an estimated 15 million people who live within a day's driving distance. But this puts metropolitan-level travel demands on the region's limited and largely rural transportation system. The COVID-19 pandemic led to significant changes in employment, housing, and travel behavior. The share of people who telework tripled between 2019 and 2021, housing and rental prices increased significantly, and utilization patterns of second homes shifted significantly. The impact these changes continue to have on Tahoe's transportation network and the effect they may have on the region's ability to achieve threshold and region plan targets are not well understood and require additional study. Importantly, these changes have disrupted traditional assumptions about what factors influence travel behavior, and it is uncertain whether these changes are temporary or permanent. Because of these changes, and the uncertainty, the TRPA and partners seek a data vendor that can provide granular, observed travel behavior and demographic data on a regular and frequent basis.

TRPA Background Information:

Established in 1969, by a Federally sponsored, interstate compact between California and Nevada, TRPA is authorized under California law (California Government Code sections 66800 through 66801), Nevada law (NRS 277.190 through 227.200), and Federal law (PL 96-551).

The mission of TRPA is to "lead the cooperative effort to preserve, restore, and enhance the unique natural and human environment of the Lake Tahoe Region, while improving local communities, and people's interactions with our irreplaceable environment." TRPA is the leading partner for plans and actions to preserve the environment of the Tahoe region. TRPA establishes transportation and land use policy as the region's Metropolitan Planning Organization and works with local, regional, state, and Federal organizations and governments to facilitate a cooperative approach in implementing these plans and programs. The TRPA Regional Plan is designed to maintain a healthy natural environment, meet adopted environmental thresholds, maintain social and economic health, and allow orderly growth in the Region.

TRPA is governed by a 15-member Board. California and Nevada each have seven members comprised of elected officials and governmental appointees. In addition, a non-voting member is appointed by the President of the United States. Further information can be obtained at TRPA's website at www.trpa.gov.

Lake Tahoe faces a constant and serious threat from the introduction and spread of aquatic invasive species (AIS). AIS can devastate aquatic ecosystems, and negatively impact the recreation opportunities that drive Lake Tahoe's economy. The Lake Tahoe Aquatic Invasive Species Program's mission is to prevent, detect, and control aquatic invasive species in the region so that future generations can enjoy Lake Tahoe. TRPA and the Tahoe Resource Conservation District lead the program in collaboration with the public and private partners.

TRPA is granted environmental planning and regulatory authority at Lake Tahoe pursuant to the Tahoe Regional Planning Compact (Public Law 96-551). TRPA requires all projects to be consistent with the applicable development and environmental standards found throughout the TRPA Regional Plan package.

2. Project Description

Scope of Work

The COVID-19 pandemic led to significant changes in employment, housing, and travel behavior. The share of people who telework tripled between 2019 and 2021, housing and rental prices increased significantly, and utilization patterns of second homes shifted significantly. The impact of these changes continue to have on Tahoe's transportation network and the affect they may have on the region's ability to achieve threshold and region plan targets are not well understood and require additional study. Importantly, these changes have disrupted traditional assumptions about what factors influence travel behavior, and it is uncertain whether these changes are temporary or permanent. Because of these changes, and the uncertainty, the TRPA and partners seek a data vendor that can provide granular, observed travel behavior and demographic data on a regular and frequent basis.

1. Data Analytics Platform

1.1 The data analytics platform shall have a user-friendly interface. Through the platform, staff should be able to view, analyze, and export the data and map at the geography levels as defined in 1.2 and 1.3.

1.2 The default geographies for travel data shall include census block groups, census counties.

1.3 The platform shall allow staff to customize the geographies for multiple planning purposes without losing the reliability of data. The customized geographies will include but not be limited to traffic analysis zone (TAZ), community types, and buffered areas for corridor analysis.

1.4 The platform shall have include full data on data on four trip types; 1) Trips with and origin and destination in Tahoe, 2) trips with an origin outside Tahoe and a destination inside Tahoe, 3) trips with an origin inside Tahoe and destination outside Tahoe, 4) trips with an origin and destination outside Tahoe but which pass through Tahoe.

2. Travel Data

2.1 The platform shall incorporate location-based services (LBS) data collected from vehicle navigation systems and personal mobile devices.

2.2 The travel data will include both personal travel and commercial vehicle travel starting in 2021 and exceeding through duration of contract years.

2.3 The personal travel data will include demographic information and basic travel information (person ID, tour ID, origin (default and customized geographies), destination (default and customized geographies), departure and arrival times, mode, departure and destination purposes, trip distance, speed, etc.). The mode shall include at least driving, carpool, ride-hailing, transit, biking, and walking. The trip departure and destination purposes will include at least home, work, and other (social/recreation, meal, personal business, escort, etc.). The destinations of residents' travel shall not be limited within TRPA the planning boundary. The trip distance of a trip shall be the distance between origin and destination regardless of whether the destination is inside or outside the Tahoe region boundaries. For trips that cross the regional boundary estimate of trip distance within and outside the region is desirable. Desired vehicle fleet type such as electric, hybrid, combustion engines and fuel-efficiency ranges.

2.4 The trip table shall be available for a typical weekday and weekend day. The trip tables for all days of a week and for different seasons are desired.

2.5 The commercial vehicle travel shall include at least trip ID, origin, destination, departure and arrival times, and trip distance. Commercial vehicles and commodity types associated with trips are desired.

2.6 The travelers will include all Tahoe residents, people who live outside and work inside the Tahoe area, and visitors.

3. Data Visualization, Analysis, and Export

3.1 The platform shall use a true shape full street network.

3.2 Regarding road links, the platform shall have these functionalities: select a link, export link map and volume which includes demographics and trip information, select road links within designated polygons, etc.

3.3 The platform shall have the ability to

- analyze origin and destination flows and export the flow tables.
- analyze and export the data by mode, purpose, departure time, residence, ethnicity, etc.
- analyze and export internal-external travels.
- analyze and export pass-through travels.
- visualize and analyze travels by transit.

3.4 Desired platform capabilities also include the ability to select and visualize trip shed travel patterns such as travel trip tour origin and destination distributions, routing, and associated traveler demographics data. Can be selected by either roadway networks or zonal geographies.

4. Documentation

4.1 The contractor shall provide standard documentation about the data source and technical approach to generate the travel data.

4.2 The contractor shall provide a data quality report.

5. Data Access, Storage and Sharing

5.1 The contractor shall provide TRPA with no less than 10 authorized accounts to access the platform.

5.2 Authorized TRPA staff shall not have limitations in exporting the data from the platform.

5.3 TRPA shall own the downloaded data and be allowed to store and share the data with partners, consultants, and other stakeholders.

6. Customer Support

6.1 The contractor shall provide necessary training in how to use the platform.

6.2 The contractor shall provide technical assistance to TRPA staff when needed.

7. Desired Additional Data Services

7.1 Historical travel data before 2021

7.2 Telework

7.3 Parking inventory

7.4 Parcel level land use data

7.5 VMT trends (weekly or monthly VMT at the regional level)

7.6 Processed, aggregated, and anonymized device samples with trip origin, destination, distance, speed, routing.

7.7 Total daytime or nighttime population trends (inclusive of residents, visitors, commuters, etc.)

7.8 Total economic activity trends

8. Other considerations

In addition to the above-listed requirements and desired features, our evaluation will consider any additional features or innovations not listed in this document that speak to the above-described vision for incorporating into TRPA data needs or planning decisions.

Term of Engagement

It is the intent of the Agency to contract for services presented herein for a 1-year term effective June 16, 2023, and expiring on June 15, 2024.

The Agency reserves the right to extend contract terms to a maximum five-year contract term expiring on June 15, 2028. Contract renewal is subject to the annual review of the Agency, the satisfactory negotiation of terms (including a price acceptable to both the Agency and the selected firm), and the annual availability of an appropriation.

TRPA Budget

As a public agency, TRPA's annual operating budget is constrained. Please take this into account when responding to this call for qualifications.

3. RFP Schedule & Submission Process

Public Records:

The documents submitted in response to this RFP should be considered public information and subject to FOIA disclosure. Restrictions on any information submitted will render a bid non-responsive.

TRPA assumes no contractual obligation to enforce any exemption on behalf of a respondent to the RFP.

RFP Coordinator:

Upon release of this RFP, all communications concerning this proposal request should be directed to the RFP Coordinator listed below. All written questions and requests for clarification must be received by the deadline on the RFP schedule listed below. Email shall have the subject stating: "**RFP INQUIRY – RFP # 230012- Transportation Analytics**" Responses will be posted to the website trpa.gov/contact/request-for-proposals/ in accordance with the RFP schedule listed below. The respondent should rely only on written statements issued by the RFP Coordinator.

Dan Segan
Tahoe Regional Planning Agency
PO Box 5310
128 Market Street, Suite 3A

Stateline, NV 89449
775-589-5233
dsegan@trpa.gov

Request for Proposal Schedule:

TRPA anticipates the following schedule, which is subject to change:

Date of Announcement:	4/28/23
Bidding Firms' Questions Due:	5/10/23
Questions and Answers posted to www.trpa.gov	5/17/23
Deadline for Proposal Submissions:	5/25/23
Sealed Proposals Opened:	5/26/23
Selection of Consultants for Interviews (if necessary):	5/30/23
Consultant Interviews (if necessary):	6/1/23 – 6/2/23
Anticipated Award of Contract:	6/2/23
Commencement of Work:	6/16/23

Late proposal submissions will not be considered and will be returned unopened to the sender.

Proposal Submission:

Electronic submission of proposals via email, file transfer, or other method is preferred. RFP and cost proposals are submitted separately, and cost proposal is only opened for proposals that meet format requirements. Send electronic submittals to bids@trpa.gov with the subject line "**RFP # 230012 Transportation Analytics - Main Proposal - [lead firm name]**" and "**RFP # 230012 Transportation Analytics - Cost Proposal - [lead firm name]**".

All opened proposals and accompanying documentation become the property of TRPA and will not be returned. Late proposals will not be considered.

Terms and Conditions:

- TRPA reserves the right to amend the RFP schedule or issue amendments to the RFP at any time. TRPA also reserves the right to cancel or reissue the RFP, to reject any or all proposals, to waive any irregularities or informalities in the selection process, and to accept or reject any item or combination of items. TRPA reserves the right to request clarification of information from any bidder or to request supplemental material deemed necessary to assist in the evaluation of the proposal. TRPA reserves the right to accept any agreement deemed by the agency to be in its best interest. This RFP does not obligate the TRPA to accept or contract for any expressed or implied services.
- In the event that the bidder to whom any services are awarded does not execute a contract within thirty (30) calendar days after TRPA approval, TRPA may give notice to such bidder of intent to award the contract to the next most qualified bidder or to call for new proposals and may proceed to act accordingly.

- TRPA will not reimburse any bidder for any of the costs involved in the preparation and submission of responses to this RFP or in the preparation for and attendance at subsequent interviews.
- Selected consultant(s) will be expected to sign the TRPA Consultant Services Agreement listed on trpa.gov/contact/request-for-proposals/. Any desired edits to this agreement should be included in the Contractor's proposal. Desired edits may not be accepted by TRPA.
- The Consultant or its employees may be subject to the provisions of Article III (a)(5) of the Tahoe Regional Planning Compact (P.L. 96-551, 94 Stat. 3233, Cal. Gov't Code Section 66801, N.R.S. 277.200), which requires disclosure of any defined economic interest and prohibits such persons from attempting to influence Agency decisions affecting certain economic interests.
- Bidder shall thoroughly examine and be familiar with these terms and conditions of the TRPA Consultant Services Agreement. The failure or omission of any bidder to receive or examine this document shall in no way relieve any bidder of obligations with respect to this proposal or the subsequent contract.
- Bidder must certify to the best of its knowledge and belief that it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any federal department or agency. TRPA will verify bidders' status by checking the SAM system.
- All subcontractors, if any, used by the selected consultant will require prior written consent of TRPA and will be subject to all provisions stipulated in the TRPA Consultant Services Agreement.
- This contract will be funded by federal and state grant awards and is subject to federal and state grant award requirements including, but not limited to, cost principles and administrative regulations including but not limited to travel and per diem rates, mileage rates, and allowable cost requirements.

4. Minimum Required Proposal Contents

Minimum Required Proposal Contents:

All proposal responses should address the following matters:

Main Proposal – Max Page Limit: 3

1. Definition of the Project: Indicate your understanding of the Project objectives.
2. Project approach: Briefly describe how the Project will be managed, implemented, and evaluated to accomplish the objectives and requirements outlined in this request.
3. Team Organization: Briefly describe how the project team will be organized to facilitate effective management, implementation, and evaluation.

4. **References:** Provide a minimum of three (3) client references of similar sized and/or governmental accounts which the bidder has served in a similar capacity over the past two years and/or is currently serving. Provide a contact person, telephone number, and email address for each reference customer. References should be submitted as an attachment to this response.

Cost Proposal – Max Page Limit: 1

1. **Schedule and Cost:** Provide a timeline and itemized cost estimate based on the Tasks described in Scope of Work section. Tasks described in Scope of Work section. Cost estimates should be based on hourly rates and/or milestones and deliverables. Please provide a “Not to Exceed” cap and a bid guarantee through 6/15/24.

W-9 and Proof of Insurance

Submit a completed IRS form W-9. Proof of Insurance will be required if selected under this RFP for a contract award. TRPA contract insurance requirements are outlined in the TRPA Standard Two-Party Contract, available here <https://www.trpa.gov/wp-content/uploads/documents/archive/TRPA-Standard-Two-Party-Contract.pdf>.

5. Notification and Selection Process

Review of Proposals

After the deadline date the Agency shall review and evaluate all proposals for responsiveness to the RFP in order to determine whether the bidder possesses the professional qualifications necessary for the satisfactory performance of the services required. The Agency shall also investigate qualifications of all bidders to whom the award is contemplated, and the Agency may request clarifications of proposals directly from one or more bidders. In reviewing the proposals, the Agency may consider the following:

1. The experience and past performance of the bidder and its agents, employees, and sub-consultants in completing projects of a similar type, size, and complexity
2. The Agency may consider Bidder's timely and accurate completion of similar projects within budget.
3. The specific recent experience of the bidder and its agents, employees, and sub-consultants in auditing governmental entities and especially transportation entities
4. The feasibility of the proposal based upon the performance and cost schedules, and the methodology to be used by the bidder
5. Bidder's understanding of the work to be completed based upon the clarity of the proposal and responsiveness to this RFP
6. Bidder's proposed language for the Professional Services Agreement

7. TRPA agrees to make a good faith effort to contract with small, minority, disabled, and women owned business enterprises. Accordingly, the TRPA strongly encourages small, minority, disabled, and women owned businesses to reply to this RFP and submit Small Business Enterprise (SBE), Disadvantaged Business Enterprise (DBE), Women Business Enterprise (WBE), Disabled Veteran Business Enterprise (DVBE), or similar certifications as an attachment to this RFP.

Award of Agreement

Upon completion of the review period, the Agency shall notify those bidders whose proposals will be considered for further evaluation and negotiation. All notified bidders may be required to make presentations and negotiate in good faith in accordance with direction from the Agency. Any delay caused by bidder's failure to respond to direction from the Agency may lead to a rejection of the proposal.

If the Agency determines, after further evaluation and negotiation, to award the Agreement, the TRPA Two-Party Contract Agreement shall be sent to the successful bidder for the bidder's signature. No proposal shall be binding upon the Agency until after the Agreement is signed by duly authorized representatives of both the bidder and the Agency.

Should the selected bidder and TRPA be unable to agree to the terms of a contract within thirty (30) calendar days after TRPA approval, TRPA will reserve the right to disqualify the consultant and select another qualified bidder. Should this process not result in the hiring of a consultant, the RFP may be reissued.

The Agency reserves the right to reject any or all proposals, and to waive any irregularity. The award of the Agreement, if made by the Agency, will be based upon a total review and analysis of each proposal and projected costs.

TRPA will contract with the bidder that will best accomplish the project objectives for the best value and in the best interests of the Agency.