

South Bay Cities Council of Governments
Technical Consulting for Planning for Sharrow Markings, Wayfinding Signage,
and Parking Elements in Support of the Implementation of a South Bay Local
“Slow Speed” Travel Network

(March 11, 2022)

PROCUREMENT SCHEDULE

Deadline for submittal is: 5:00 PM Pacific Time - Thursday, April 14, 2022

PRE-PROPOSAL MEETING: 1:30 PM Pacific – Monday, March 21, 2022

Pre-proposal meeting will be held via Zoom. Please email aaron@southbaycities.org to RSVP and receive the Zoom link.

Questions: all questions and requests for changes in the RFP must be submitted in writing by e-mail to: info@southbaycities.org

Final Deadline for submission of questions and requests for changes in the RFP is:
5 PM PACIFIC – Friday, March 25, 2022

Responses to all questions to be posted by: **Wednesday, March 30, 2022**

Notice/Invitation for Proposer Interview: **Wednesday, April 20, 2022**

Proposer Interviews: **Thursday, April 21, 2022 (Time TBD between 9 AM – 4 PM Pacific)**

Steering Committee recommendation to Board: **Monday, May 9, 2022**

Board approval: **Thursday, May 26, 2022**

Notice to Proceed: **Tuesday, May 31, 2022 (pending SBCCOG Board of Directors Contract Approval)**

The SBCCOG is a joint powers authority of 16 cities and the South Bay unincorporated areas of Los Angeles County that share the goal of improving transportation and the environment and strengthening economic development in the South Bay. Information on the SBCCOG can be found at: www.southbaycities.org. The contract for these services provided through this RFP will be principally funded by the ½ percent sub-regional Measure M administrative and planning funds.

The SBCCOG is seeking technical assistance from qualified firms for producing a Wayfinding and Signage plan (with additional design elements) to complement the SBCCOG's implementation of a sub-regional Local Travel Network (LTN).

Initially, the LTN was conceived as a new approach to managing the existing local street system – one that will safely carry a broad (and growing) mix of zero emission slow-speed modes with maximum speed of 25 mph. As expressed in the [“Slow Speed Network Strategic Plan for the South Bay” \(Metro, 2017\)](#), the LTN relies on slow, low-stress roadways that have a low volume of traffic on which all modes, including cars, share the same roadway (i.e., on “sharrows”).

Implementation planning for a South Bay LTN has begun and will build upon the SBCCOG's recent Caltrans Sustainability Planning Report, [“Route Refinement Study for a South Bay Local Travel Network”](#) (SBCCOG, 2021). The LTN refinement study described a network of 242-mile route miles of low-stress, slow-speed local streets which allow for safely crossing busy high-volume streets (i.e., connectors and arterials) at controlled intersections. The selected routes are envisioned as a “sharrow-system” to provide “neighborhood to neighborhood to destination” connectivity for slow-speed vehicle travel on local streets within and between South Bay cities.

Implementation of the LTN will be through an aggregation of South Bay cities' public works projects to stripe a sharrow-system and provide complementary wayfinding in support of its use as well as parking infrastructure and amenities to enhance use of the network. Projects will be funded through the SBCCOG's sub-regional Measure M application process, however, since the LTN is multi-jurisdictional, the SBCCOG's role – through this RFP - will be to facilitate and support the sub-regional design and planning elements that will be common for all implementation efforts, including:

- **Sharrow-markings:** agreed upon markings on the street (consistent with Manual on Uniform Traffic Control Devices – MUTCD – design standards) for a sub-regional network that may designate Neighborhood Electric Vehicles (NEVs), bikes, and, potentially, other markings to describe the Network and/or class of modes that will share the rights of way with traditional cars.
- **Wayfinding and Signage:** a critical element that will complement the sharrow-markings. Wayfinding signage is envisioned as providing a dynamic brand for the sub-regional network while, at the same time, adding valuable directional/destination and modal information for LTN users. Additionally, Wayfinding signage may provide a unique opportunity for cities, businesses, and community-based organizations to participate in a sustainable mobility strategy for the region.
- **Parking/Amenities:** Detailed information to support and guide cities' deployment choices of secure parking and amenities' infrastructure that will complement the implementation and use of the LTN by various types of slow-speed zero-emission

modes. Work products will include siting, infrastructure types, design characteristics, and costs.

The content requirements of proposals (below) are specific to what the SBCCOG believes will be required of cities to support the implementation of the LTN within their respective jurisdictions. Proposers, however, are encouraged to be creative in their approach and details of the work scope. Proposals should describe the analyses and methodologies that will be undertaken and the reasoning behind them that will result in fast and effective regulatory approval for sharrow and wayfinding signage.

The following resources, available at www.southbaycities.org, should help provide context and formulate your approach:

- ["Route Refinement Study for a South Bay Local Travel Network", \(SBCCOG, 2021\)"](#)
- [Local Travel Network Story Map](#)
- ["Slow Speed Network Strategic Plan for the South Bay" \(Metro, 2017\)](#)
- [Neighborhood Electric Vehicle Demonstration: Local Use Vehicles: The Missing Mode in Sustainable Transportation](#)
- [Battery Electric Vehicle Demonstration: Drive the Future](#)
- [Sustainable South Bay Strategy report](#)
- [Draft SBCCOG NEV Legislation](#)
- [SBCCOG Standard Contract](#)

The RFP seeks a firm that will bring technical expertise to assist the SBCCOG in defining and building a sub-regional consensus of what the Local Travel Network sharrow system – with complementary wayfinding signage - will look like and how it will be deployed so that it is consistent with Manual on Uniform Traffic Control Devices – MUTCD.

Beyond the technical elements of the grant, the project will include a public education and outreach process. The SBCCOG will take the lead engaging the South Bay's stakeholder communities. Outreach may include 1-3 public workshops and/or meetings and presentations per city with cities' stakeholders, as well as up to six (6) subregional stakeholder groups. The consultant will need to support these efforts with data and presentation graphics, as needed.

The consultant budget is "not to exceed" \$125,000. Deliverables will be phased to support City-specific implementation processes for the Local Travel Network. Final deliverables will be completed and approved by the SBCCOG no later than Friday, February 3, 2023.

Proposal Requirements

Proposals should describe their firm's approach, methodology, and analyses to produce the project's deliverables. The selected firm should budget time to provide maps, materials and/or elements of their work in support of the SBCCOG's outreach tasks. Proposers should also schedule and budget for participation in the kickoff meeting, monthly Project Team's Technical Advisory Committee (TAC) meetings, public workshops (1-3 workshops/meetings per city with cities' stakeholders), SBCCOG-specific meetings that may include SBCCOG's Working Groups, Steering Committee, and Board meetings (minimum of 6).

Submissions should describe any subcontractors and include each firm's qualifications to complete the proposed work plan including capacity, history, and experience delivering representative planning-level design work for public streets and rights of way.

Granularity is an issue. Proposers should indicate the level of details in each category that can be produced within the budget proposed.

A. Approach and Methodology:

Describe the proposed approach in terms of methods, process, analyses, and data.

B. Scope of Work + Deliverables:

Detail the specific tasks that will realize the proposed approach. The following organization is suggested along with the deliverables that are envisioned in each category. Feel free to add or subtract categories or suggest other deliverables.

1. **Best practices for integrating sharrow design and wayfinding signage**
 - a. Address the priority features to define a consistent and safe network
 - b. Symbology and/or wording for sharrow markings (consistent with MUTCD design standards)
 - c. Wayfinding best practices (design, shape, size, color, etc.) to provide directional/destination and modal information
2. **Regulatory Planning:** To support the SBCCOG's efforts and process to receive permission(s) by the State of California for use of Neighborhood Electric Vehicles (NEVs) on streets signs, sharrow markings, and wayfinding signs, the work products will include:
 - a. Technical assistance to support passage of NEV Legislation (AB 2432 – Muratsuchi) through State Assembly and/or Senate as well as any NEV resolutions from South Bay Cities
 - b. Materials and documents to support requested action (proposed draft legislation above)
3. **Branding: LTN Logo and Wayfinding:** To plan and create a logo and brand as well as a process that will engage city stakeholders in each participating local jurisdictions to develop and approve a South Bay LTN Brand (logo) that will be used for all signage. The

logo will include the option to co-brand the signs for use within their jurisdiction. The work products will include:

- a. approved logo/brand
 - b. sign mock-ups
 - c. production specs
 - d. cost analysis
4. **Siting:** To plan, analyze, and conduct a siting analysis for “best practices” of where wayfinding signs and sharrow markings should be placed across the LTN so that, when placed, the signage will provide directionality to and from the network and amenities (i.e., parking at destinations). Work products will include:
- a. GIS maps
 - b. Memo on best practices for installation of wayfinding signage
 - c. Memo on issues, obstacles, and concerns for implementation of wayfinding
5. **Design Cost:** To describe associated specifications and costs for implementation of sharrow treatments, wayfinding signs on neighborhood streets, as well as parking signage at local destinations. Work products will include:
- a. Memo detailing costs and specifications for implementation of LTN sharrow treatments on neighborhood streets
 - b. Memo detailing costs and specifications for implementation of wayfinding signage along LTN
 - c. Memo detailing costs and specifications for implementation of parking amenities
 - d. Draft RFP(s) for sourcing:
 - i. Signs
 - ii. Construction/implementation of wayfinding signs and sharrow markings
6. **Safety Analysis:** Using Statewide Integrated Traffic Records System (SWIRTS) and Transportation Injury Mapping System (TIMS) data as well as SBCCOG GIS layers, to provide guidance for pre/post testing of the LTN as a mobility improvement for cities. Work products will include:
- a. Memo on methodology for pre/post testing of the LTN as a safety improvement
 - b. Zero-emission mobility safety study to rank micromobility safety by city
7. **Parking Analysis:** Analyze existing and potential parking facilities to support the LTN. Work products will include:
- a. Memo and GIS layer to provide guidance and methodology for siting parking facilities that will safely and securely accommodate micromobility modes
 - b. Memo on types, costs, and engineering details of parking infrastructure that can be deployed
8. **Special Considerations:** Envisioned products include:
- a. Survey instrument to gauge community interest and potential mode shift pre/post LTN implementation

- b. Zero-emission mode share survey for SBCCOG territory
 - c. Report addressing issues or overcoming challenges that are otherwise not included in the previous products – i.e., special signage for parking, charging, and other amenities
 - d. Memo to provide implementation guidance for public education and safety in the use of an LTN sharrow system
9. **Final Report:** Aggregate work product memos into a comprehensive final report to support the implementation of the LTN. Work products to include:
- a. Final Report
 - b. Executive Summary in the form of a PowerPoint presentation

C. Budget

Proposals will include a detailed budget by task and hours for delivering their proposed Scope of Work. The proposed budget is “not to exceed” \$125,000.

Upon selection, an agreed upon budget/deliverables will become an attachment to the final signed contract between the Proposer and the SBCCOG.

D. Schedule

The schedule should be planned based on the estimated start date of May 2, 2022, and an end date of Friday, February 3, 2023. All Technical Consultant Invoices must be received by February 28, 2023.

E. Qualifications:

All proposals are required to submit their Team’s qualifications. This information should include the following:

- **Management Approach:** A description of the firm’s proposed project management and organizational approach
- **Summary of completed comparable projects**
- **Team Qualifications:** resumes of key personnel and the role of each in the project. The project manager and contract administrator for the project should be identified with the time commitment and estimated total hours that they are making to this project, which should be reflected in the proposed budget.
- **References:** Minimum of two and maximum of six references; a government or public agency referral is encouraged. A list and short abstract of recent relevant experience for similar projects/services is encouraged.

F. Review and Exceptions to SBCCOG Standard Contract:

All proposals are required to download the SBCCOG Standard Contract for review and mark-up as part of their electronic submission. The SBCCOG prefers to use its standard contract as a template. In advance of selecting a final proposer, the SBCCOG is interested

in any exceptions or changes that a potential awardee might request to the basic contract template. All changes should be done in “tracking changes” and submitted as a “Word.doc” attachment to their firm’s electronic submission. Markup of standard contract does not count towards proposal page limit.

PROPOSAL CHECKLIST

Proposals shall be no more than 20 pages and submitted in the specified format as follows:

- Cover Letter – Provide the name, mailing address, telephone number, email address, title, and signature of the firm’s authority and a contact person for this procurement. Also include the office location if it is different than the mailing address.
- Technical Approach and Methodology
- Proposed Scope of Work with Deliverables
- Proposed Budget to include Cost per task and total number of hours
- Schedule
- Project Team’s Qualification
- Exceptions to South Bay Cities Council of Governments’ Standard Contract (in tracking changes)

Note: Exceptions to the SBCCOG Standard Contract as well as resumes and references are not counted towards the 20-page limit.)

Proposals shall be submitted in electronic format. Deadline for receipt of all proposals is: **5 PM Pacific Time – Thursday, April 14, 2022**

Please include:

Proposer Company

Contact Name + E-MAIL ADDRESS

Emailed proposals

Email submissions should be sent to:

Info@southbaycities.org

Subject: LTN RFP Submission

All attachments must be print-ready (i.e. pdf).

No faxes will be accepted. All submissions will receive a confirmation email within 1 business day. If you do not receive a confirmation email for your proposal submission, please contact:

Aaron Baum at (310) 371-7222.

Proposals received after March 24, 2022 at 5 pm PST will be rejected. Requests for extensions of this time and date will not be granted. Proposals or unsolicited amendments to proposals received by the SBCCOG after the acceptance date will not be considered.

The SBCCOG reserves the right to reject any or all proposals, or to negotiate separately (in any manner necessary) to serve the best interests of the SBCCOG. The SBCCOG will select the most qualified contractor and not necessarily the lowest bidder. The SBCCOG also retains the right to waive irregularities in the proposal.

The SBCCOG will not be responsible for any expenses incurred by a firm in preparing and submitting a proposal.