



**REQUEST FOR  
STATEMENT OF QUALIFICATIONS (RFQ)**

**FOR**

**Parlier Traffic Calming and Safety Enhancement Transportation and Land-Use Plan**

May 16, 2019

Submit Statement of Qualifications/Proposals to:

City of Parlier

Community Development Department

Attn: Bertha Augustine

1100 E. Parlier Ave.

Parlier, CA 93648

**Due by 4:00 p.m.**

**May 31, 2019**

*City of Parlier*  
*RFQ for Traffic Calming Safety Enhancement Plan with Land Use Updates*

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## **I. Introduction**

The City of Parlier is issuing this Request for Qualifications (RFQ) to identify qualified consulting firms to develop a Traffic Calming Safety Enhancement Plan with Land Use Updates to address challenging transportation conditions, such as excessive speed, irregular intersections, and accident prone areas. The plan will evaluate existing conditions, identify accident “hot spots” and study specific areas of concern, mainly Manning Ave. and school routes. Manning Ave runs through Parlier which brings traffic through the residential and commercial surface streets in the city limits at high speeds. The plan will also prepare the city to update the land use and zoning on Manning Ave. so that the city can incorporate sustainable principles for a Disadvantaged Community.

The city of Parlier is located within the Central San Joaquin Valley, approximately 10 miles southeast of the City of Fresno. Parlier is a relatively small community with a population of approximately 15,138 residents. Parlier is becoming an important employment hub with new businesses locating on Manning and in the Parlier Industrial Park, that will soon be home to Cannabis manufacturing.

## **II. Project Goals and Purpose of Plan**

- Develop the Traffic Calming Safety Enhancement Plan with Land Use Update through creative and direct community engagement, as well as coordinated efforts of the project’s stakeholders including staff of the City of Parlier, the Fresno County Council of Governments, the Parlier Chamber of Commerce, Parlier Services Clubs, Parlier Unified School District, and residents.
- Improve Public Safety for Motorized and Non-Motorized Users by evaluating the areas of concern and recommend the best countermeasure to calm traffic and enhance safety without interfering with emergency response. Present public improvement standards to include commonly-accepted traffic-calming measures and modified street sections to enhance safety for pedestrians and cyclists.
- Gather into one document the standards and guidelines for transportation development to be adopted for Manning Ave. This will include the suggested Land Use and Circulation Elements of the General Plan, and suggested zoning standards that provide both aesthetic and functional benefits that will increase development opportunities and serve to both beautify the community and enhance walkability.
- Improve the environmental quality by increasing the opportunity for landscaping in Parlier’s medians and streetscapes. Increase the opportunity to improve the aesthetics and functionality of Manning Avenue as a source of pride for the community.
- Identify a tiered list of projects which would be implemented to accomplish the Plan; the projects should be tiered as 1) Short Term projects which could be implemented immediately; 2) Intermediate Projects – larger near future projects to provide improvements identified in the Plan; 3) Ultimate Plan projects, consider much larger in

scale and cost. Identify sources of matching and leveraging funds to plan, design, and construct recommended projects.

### **III. Scope of Work**

#### **1. Identify Safety Issues (Data collection and analysis)**

##### Data Collection

The Consultant will obtain ten years of state and local collision data using:

- Statewide Integrated Traffic Records System (SWITRS) database;
- Transportation Information Mapping System (TIMS); and
- Local Police Department accident reports, not included in the SWITRS database
- Review intersections, especially by the schools
- Close review of Manning Ave.

##### Observational Information

The Consultant will interview local police and fire department personnel for historical, personal observations of problem areas, accident frequency and types.

##### Qualitative Analysis/Field Assessments

The Consultant will conduct formal and informal field assessments to collect relevant information to aid in completing safety analysis and identifying potential countermeasures. This will include (but, not limited to) taking photos, measurements, documenting safety barriers, hazards and substandard conditions, and review of Manning Ave.

##### Identify Countermeasures & Estimate Costs

The Consultant will use all the information collected to select appropriate countermeasure(s) for identified areas of concern. The Consultant will estimate costs for the most appropriate countermeasures identified at each site.

##### Land Use & Zoning Analysis

Conduct a review of existing plans, policies, and regulations. Documents reviewed may include but not be limited to the General Plan, Zoning Ordinance, regional plans addressing bicycle and pedestrian facilities, and City/Public Works Standards. The purpose of the review is to evaluate how existing policies and regulations address traffic and pedestrian safety, facilitate development in targeted areas, and address State and other required regulations. This review will be conducted following data collection activities by the Engineer related to traffic safety and other relevant issues.

##### Conduct Benefit Cost Analysis

Using the TIMS system, the Consultant will prepare Benefit Cost Analysis for the top 5-10 intersections or roadway segments identified as accident "hot spots". The Consultant will compare, reevaluate, and conduct follow-up analysis if necessary based upon findings.

#### **2. Community Outreach**

##### Community Outreach Planning

Develop the Community Outreach Plan based on the outline developed during the Project Kick-off Meeting. The Community Outreach Plan will outline the specifics for conducting three community meetings and two City Council meeting. The Community Outreach Plan will specify for each meeting: the format/structure, topic and objectives, location, community outreach

strategy, and procedures to ensure accessibility for all residents (e.g., Spanish translation, sign language, etc.). The community outreach method(s), duration, and target population, to include key stake holders, and estimated cost.

#### Announcements and Flyers

The Consultant will make announcements/presentations at public meetings throughout the City, including City Council, School Board meeting, CBO's, Chamber of Commerce, and local civic groups. Flyers will be distributed at all above-mentioned meetings, local schools, City government offices, the City Library, and large employers.

#### Direct Mail Announcements

Consultant will conduct a direct mail campaign to key stakeholders, local bicycle/running clubs, and local businesses, to name a few. The purpose of the direct mail campaign will be to provide personalized invitations to key stakeholders and to alert residents about the proposed project, the City's desire for residents' participation, and to provide contact information and information about community meetings. The neighborhood outreach will include bi-lingual announcements because a majority of Parlier's households report that Spanish is the language spoken at home.

#### Public Service Announcements and Social Media Outreach

Consultant will develop and distribute public service announcements (PSAs) to the Regional newspaper, an on-line news website, and the City's website, and City's Facebook page. The announcements will describe the issues to be studied and evaluated and the need for public input.

### **3. Community-Input Meetings**

#### Community-Input Meetings

- Conduct three community-based meetings following the procedures outlined in the Community Outreach Plan. The meetings will introduce the planning project to the public, define project parameters, and solicit opinions from the Community to help shape the development of the Parlier Vehicular Traffic Calming and Safety Enhancement Plan.
- The meetings' format will be determined during the development of the Community Outreach Plan, but it is expected that meetings will include open house community meetings, small-group charrettes, and walking tours. All meetings will be open to the public, without restriction.
- Each of the meetings will culminate in the participants completing a one-page evaluation form, that provides them the opportunity to provide feedback on the meeting (what worked and what did not work), as well as any additional ideas or thoughts about traffic hazards, intersections/roadways of concern, and pedestrian/bicycle safety.

#### City Council Presentations

Brief elected officials at two City Council meetings, first to introduce the study and gain input and the second meeting will be to review preliminary findings. Solicit input from elected officials.

### **4. Develop the Draft Plan**

#### DRAFT Plan Development and Circulation

- The Eng. Consultant will summarize all the data collected, qualitative and quantitative analysis, benefit cost ratios and community input for the draft plan.
- Eng. Consultant will prioritize an implementation plan based upon benefit cost ratios and

community input. Consultant will provide a brief description of the proposed improvements and preliminary construction cost estimates for the draft plan.

- Eng. Consultant will develop a preliminary maintenance cost estimate for proposed improvements.
- Planner will prepare possible administrative amendments to applicable policy and regulation documents, as identified in Phase 1. These amendments will be submitted to City staff for review and comment. One consolidated, internally-consistent set of City comments will be provided to Planner for each document amended and/or prepared.
- Planner will then refine the possible administrative amendments in response to comments received from City staff and prepare for dissemination during the public review period.
- Planning and Engineering Consultant will circulate and/or present the draft 'Parlier Vehicular Traffic Calming and Safety Enhancement Plan' for review by City staff, appropriate Caltrans District 6 staff, and selected key stakeholders. Feedback and recommended edits and additions will also be collected from City leaders, City staff, Caltrans and key stakeholders.

#### FINAL Plan Development Plan

Consultants will develop the final 'Parlier Vehicular Traffic Calming and Safety Enhancement Plan with Land Use Update' based upon feedback from City staff, Elected Officials, Caltrans, and Key Stakeholders. The final Plan will be presented to the City Council and Caltrans. The City will ensure that Caltrans is acknowledged for providing grant funds to support the planning process and the plan development.

#### **IV. Statement of Qualifications Submittal Requirements**

Consultants shall submit two (2) copies of their SOQ limited to up to ten (10) double-sided pages exclusive of cover letter and resumes. The city will accept a proposal from qualified firms who will conduct a combination of Planning, Engineering, and Community Outreach. The city will also accept a proposal from qualified consultants to perform only Community Outreach.

The SOQ/Proposal shall be organized in the following format and shall include the information in the below outline:

##### **A. Cover Letter**

The cover letter must be signed by an officer of the firm authorized to execute a contract with the City. The primary contact should be identified and a phone number, email and mailing addresses provided.

##### **B. General Qualifications**

Provide a summary of the Consultant's/Team's qualifications, general information about the firm(s), location of office(s), years in business and areas of expertise such as traffic engineering, design, and public outreach.

##### **C. Key Staff & Sub-consultants**

Identify key staff and include a description of their abilities, qualifications and experience. Attach resumes of key staff that will be assigned to this project. Include a proposed project management structure, organizational chart, and availability to work on this project.

Identify any portion of the scope of work that would be subcontracted. Include firm qualifications

(brief) and key personnel, telephone number, email address and contact person for all subcontractors. The City reserves the right to approve or reject all consultants, internal staff performing consulting services, or subconsultants proposed by the Consultant.

#### **D. Project Workplan**

This project was funded through a CalTrans Transportation Planning grant with a workplan and budget that has already been established (Attachment A). Consultant/Team shall describe an understanding of the project, detailed work approach and methodology to complete the tasks outlined in Section III. Consultant/Team shall expand on the scope of work, if appropriate, to accomplish the overall objectives of the project, and provide suggestions which might enhance the results or usefulness of the study. Include assumptions about the number of meetings needed with City staff and other project stakeholders to complete the Scope of Work. Consultant(s) shall also include a schedule of work that will show that the final study will be completed and approved by the council by December 1, 2020.

#### **E. References**

Consultant shall provide a list of references for the firm and any sub-consultants, including the names, addresses, email addresses and telephone numbers of recent clients, preferably other public agencies for which Consultant has done similar work.

#### **F. Budget**

Consultant shall provide a budget amount for each task in the workplan while keeping the amounts in line with the amount awarded to complete the study.

#### **G. Time Schedule**

Consultant shall provide a time schedule corresponding to the required tasks for each phase. As previously noted, the study must be completed by December 1, 2020.

#### **H. Insurance**

Consultant shall submit a copy of their existing commercial liability insurance detailing their current level of coverage. Please be advised that the selected Consultant(s) shall be required to provide the following insurance coverage prior to the City issuing a Notice to Proceed:

Commercial general liability at least as broad as

|  |                  |
|--|------------------|
| ISO CG 0001 (per occurrence) .....                             | \$1,000,000      |
| (General aggregate) .....                                      | \$2,000,000      |
| Commercial auto liability at least as broad as                 |                  |
| ISO CA 0001 (per accident) .....                               | \$1,000,000      |
| Errors and omissions liability (per claim and aggregate) ..... | \$1,000,000      |
| Workers' compensation.....                                     | Statutory Limits |

#### **V. Consultant Selection Process**

The basic elements of the Consultant(s) selection process are as follows:

##### **A. Evaluation of Submittals**

The SOQ will be received and evaluated based on adequacy of meeting initial criteria including showing adequate competence and more than a satisfactory performance of the services required. The SOQs will be evaluated and ranked based on various qualifications, including but not necessarily limited to:

- Understanding of the City of Parlier and region
- Key staff's knowledge and experience
- Availability of key staff personnel and resources
- Experience and demonstrated competence on similar projects
- Understanding of project scope
- Ability to meet Schedule
- References

The City will notify all Consultants that submit SOQs of the evaluation results.

## **VI. General Information**

### **A. Agreement**

The Consultant(s)/Team shall enter into agreement with the City using the City of Parlier Standard Agreement used by City for Professional Services.

### **B. SOQ/Proposal Submission**

Consultants shall submit two (2) copies of their SOQ limited to ten (10) double-sided pages exclusive of cover letter, resumes, and references, (1) copy should be an unbound reproducible copy. SOQs shall be received no later than 4:00 p.m. on May 31, 2019, at the Parlier City Hall. Please note that late submittals will be rejected and returned.

### **C. Proposed Project Schedule**

The following proposed schedule is subject to reasonable change:

|               |   |
|---------------|---|
| May 16, 2019  | RFQ Issue                                       |
| May 31, 2019  | Deadline for RFQ/RFP Submissions                |
| June 10, 2019 | Consultant Selection and Finalization of Scope. |
| June 20, 2019 | City Council Award of Contract                  |

### **D. Statement of Qualifications Property**

All Statements of Qualifications become the property of the City upon submission.

### **E. Non-Commitment of the City**

This RFQ does not commit the City to select a Consultant(s), to pay any costs incurred in the preparation of a SOQ for this request, or to produce or contract for services. The City reserves the right to accept or reject any or all SOQs received as a result of this request, or to modify or cancel in part or in its entirety the RFQ if the City determines it is in the best interest of the City to do so.

### **F. Inquires**

All inquiries concerning this RFQ shall be made in writing and directed to: Bertha Augustine, Deputy City Clerk, who can be reached via Email: [bertha@parlier.ca.us](mailto:bertha@parlier.ca.us)

**Note: The City reserves the right to amend the RFQ by Addendum.**

**Attachments:**

Attachment A: Parlier Traffic Calming and Safety Enhancement Transportation and Land-Use Plan Scope and Schedule



ATTACHMENT A  
CALTRANS PLANNING GRANT APPLICATION  
SCOPE AND SCHEDULE

**California Department of Transportation  
Transportation Planning Grants  
Fiscal Year 2018-19**

**PROJECT TIMELINE**

| Project Title                       |  | Parlier Traffic & Safety Enhancement Plan |            |              |                  |                     |   |   |   |   |   |   |   | Grantee             | City of Parlier |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   |  |
|-------------------------------------|--|---|------------|--------------|------------------|---------------------|---|---|---|---|---|---|---|---------------------|-----------------|---|---|------------|---|---|---|------------|---|---|---|---|---|---|---|---|--|
|                                     |  | Fund Source                               |            |              |                  |                     |   |   |   |   |   |   |   | Fiscal Year 2018/19 |                 |   |   | FY 2019/20 |   |   |   | FY 2020/21 |   |   |   |   |   |   |   |   |  |
| Task Number                         |  | Responsible Party                         | Total Cost | Grant Amount | Local Cash Match | Local In-Kind Match | J | A | S | O | N | D | J | F                   | M               | A | M | J          | J | A | S | O          | N | D | J | F | M | A | M | J | Deliverable                                    |
| 1 PROJECT LAUNCH                    |  |   |            |              |                  |                     |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   |  |
| 1.1                                 | Grant Kick-off meeting w/Caltans                   | City                                      | \$500      | \$443        |                  | \$57                |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | Meeting minutes, schedule, deliverables        |
| 1.2                                 | Issue RFQ - Procure Consultant                     | City                                      | \$5,000    | \$4,427      |                  | \$574               |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | Request for Qualifications (RFQ), etc.         |
| 1.3                                 | Project Management/coordination                    | City/Consultant                           | \$15,000   | \$13,280     |                  | \$1,721             |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | Meeting minutes, action items                  |
| 1.4                                 | Kick-off Meeting w/Consultant                      | City/Consultant                           | \$4,000    | \$3,541      |                  | \$459               |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | Meeting agenda, minutes, action items          |
| 2 IDENTIFY SAFETY ISSUES & LAND USE |  |   |            |              |                  |                     |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   |  |
| 2.1                                 | Data collection                                    | Consultant                                | \$10,000   | \$8,853      |                  | \$1,147             |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | Data spreadsheets                              |
| 2.2                                 | Observational Information                          | Consultant                                | \$7,000    | \$6,197      |                  | \$803               |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | Interview notes, photos                        |
| 2.3                                 | Qualitative Analyses/Field Assessments             | Consultant                                | \$10,000   | \$8,853      | \$1,147          |                     |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | Photos, maps, measurement schematics           |
| 2.4                                 | Identify Countermeasures & Costs                   | Consultant                                | \$20,000   | \$17,706     | \$2,294          |                     |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | Countermeasures, cost estimates                |
| 2.5                                 | Land Use & Zoning Analysis                         | Consultant                                | \$15,000   | \$13,280     | \$1,721          |                     |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | Land use and zoning policies developed         |
| 2.6                                 | Benefit Cost Analysis                              | Consultant                                | \$15,000   | \$13,280     | \$1,721          |                     |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | TIMS Benefit Cost Analysis printouts           |
| 3 COMMUNITY OUTREACH                |  |   |            |              |                  |                     |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   |  |
| 3.1                                 | Community Outreach planning                        | City/Consultant                           | \$7,000    | \$6,197      |                  | \$803               |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | Community Outreach Plan                        |
| 3.2                                 | Announcements/Flyers                               | Consultant                                | \$9,000    | \$7,968      | \$1,032          |                     |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | Flyers, distribution log                       |
| 3.3                                 | Direct Mail Announcements                          | City/Consultant                           | \$10,000   | \$8,853      | \$1,147          |                     |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | Direct Mail piece, mailing list                |
| 3.4                                 | PSAs/Social Media                                  | City/Consultant                           | \$8,000    | \$7,082      | \$918            |                     |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | PSAs, social media postings and responses      |
| 4 COMMUNITY MEETINGS                |  |   |            |              |                  |                     |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   |  |
| 4.1                                 | Community-Input Meetings                           | City/Consultant                           | \$30,000   | \$26,559     |                  | \$3,441             |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | Agendas, sign-in sheets, summary, photos       |
| 4.2                                 | Planning Commission and City Council Presentations | City/Consultant                           | \$4,000    | \$3,541      |                  | \$459               |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | Meeting agendas and minutes                    |
| 5 DEVELOP THE PLAN                  |  |   |            |              |                  |                     |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   |  |
| DRAFT Plan Development and          |  |   |            |              |                  |                     |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   |  |
| 5.1                                 | Circulation  | Consultant                                | \$52,500   | \$46,478     |                  | \$6,022             |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | Draft Plan, circulation list, feedback summary |
| 5.2                                 | FINAL Plan Development                             | Consultant                                | \$10,000   | \$8,853      |                  | \$1,147             |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | Final Plan                                     |
| 6 GRANT MANAGEMENT                  |  |   |            |              |                  |                     |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   |  |
| 6.1                                 | Invoicing  | City                                      | \$8,000    | \$7,082      |                  | \$918               |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | Invoice packages                               |
| 6.2                                 | Quarterly Reporting                                | City                                      | \$8,000    | \$7,082      |                  | \$918               |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | Quarterly reports                              |
| 6.3                                 | Grant Close Out                                    | City                                      | \$2,000    | \$1,771      |                  | \$229               |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   | Final grant close-out report                   |
| TOTALS                              |  |   | \$250,000  | \$221,326    | \$9,980          | \$18,698            |   |   |   |   |   |   |   |                     |                 |   |   |            |   |   |   |            |   |   |   |   |   |   |   |   |  |

Reimbursement of indirect costs is allowable upon approval of an Indirect Cost Allocation Plan for each year of project activities.  
Provide rate if indirect costs are included in the project budget. Approved Indirect Cost Rate: \_\_\_\_\_ %

**Note:** Each task must contain a grant amount and a local cash match amount. Local cash match must be proportionally distributed by the same percentage throughout each task. Local in-kind match needs to be indicated where in-kind services will be used. Please review the grant program section that you are applying to for details on local match requirements. The project timeline must be consistent with the scope of work.