

REQUEST FOR PROPOSAL (RFP)
HOUSEHOLD TRAVEL SURVEY
Thurston Regional Planning Council

I. PURPOSE

Thurston Regional Planning Council (TRPC) is seeking a qualified consultant to assist with preparation and implementation of a household travel survey. This RFP is only open to those qualified firms or individuals who satisfy the requirements stated herein and who are licensed and available to do business in Washington State. TRPC has a budget of up to \$290,000 for this project, not including incentives. There is the potential for additional funds for the household travel survey, if necessary, to ensure an appropriate sample size.

It is anticipated that an agreement will be executed by TRPC and a firm or individual for this project, with an approximate 12-month term. The agreement start date is anticipated to be in November 2021 and the end date in December 2022. The project's needs are outlined in the following RFP.

II. BACKGROUND

Thurston Regional Planning Council (TRPC) is a 23-member intergovernmental board made up of local governmental jurisdictions within Thurston County, plus the Confederated Tribes of the Chehalis Reservation and the Nisqually Indian Tribe. The council was established in 1967 under RCW 36.70.060, which authorized creation of regional planning councils. TRPC's mission is to "provide visionary leadership on regional plans, policies, and issues."

As the federally designated Metropolitan Planning Organization (MPO) and the Washington State designated Regional Transportation Planning Organization (RTPO) for Thurston County, TRPC is responsible for developing, maintaining, and running the Regional Travel Demand Model. We are committed to working with our member jurisdictions to provide the highest quality data to support both local and regional modeling needs.

The household travel survey contract will be funded through the Surface Transportation Block Grant Program, and all applicable state and federal laws must be followed. Proposers must be familiar and comply with Washington State Department of Transportation's Local Agency Guidelines Manual.

TRPC last conducted a household travel survey in 2013. An updated survey is needed to obtain a comprehensive account of travel behavior of the residents of Thurston County and adjacent areas including person and household level demographic and socioeconomic characteristics. The household travel survey data will inform the update of TRPC's regional travel demand model.

The Regional Transportation Model is used to:

- Conduct forecasting for Regional Transportation Plan updates.
- Support the development and application of regional multimodal transportation performance measures.
- Support Transit Alternatives Analysis.
- Evaluate and Prioritize I-5 Mobility Alternatives.
- Conduct operational analysis of key travel corridors, including the evaluation of demand management techniques, access management strategies, and land use policy/investment strategies.
- Support state- and locally sponsored studies including: Traffic Impact Analyses; Concurrency Demonstration; Access Revision Report (ARR); Transit System and Park-and-Ride planning; and local comprehensive plan updates.
- Evaluate transportation accessibility.

III. PROJECT OVERVIEW

TRPC’s regional travel demand model is a traditional 4-step model (trip generation, trip distribution, mode choice, and trip assignment) developed in the Emme platform. Data from the updated household travel survey will be used to update various trip generation coefficients in the model.

The trip generation step uses cross-classification analysis of socio-economic groups, and trip destination choice will use gravity model impedances or mode choice log sums. The model’s mode choice currently includes:

Mode of Travel	Trip Purpose								
	Home Base Trips					Non Home Based Trips			
	Work	University/ College	Shop	Other	School K-12	Work to Other	Other to Work	Work to Work	Other to Other
Walk	x	x	x	x	x	x	x	x	x
Bike	x	x	x	x	x	x	x	x	x
Transit (walk access)	x	x	x	x	x	x	x	x	x
Park n Ride	x	x	x	x		x	x	x	x
Drive Alone	x	x	x	x	x	x	x	x	x
Shared Ride 2 Person	x	x	x	x	x	x	x	x	x
Shared Ride 3+ Person	x	x	x	x	x	x	x	x	x
Car Pool formed in Route	x	x	x	x		x	x	x	x
Car Pool formed at Lot	x	x	x	x		x	x	x	x
School Bus					x				

While taxi, Uber, Lyft (ride hailing/ sharing) type services are not a current mode in the model, the Council is interested in exploring those modes.

Time of Day model focuses on 12 hours (5-10 am, 12-1 pm and 2-7 pm). More information on the model is included in TRPC’s Travel Demand Model Documentation (<https://www.trpc.org/860/Regional-Model>).

At a minimum, the information from the survey must support the calculation of the following model components by purpose:

- Trip production rates
- Trip distribution
- Trip length frequency distribution
- Mode share by purpose and income
- Time of Day by purpose and mode

Additional aspects of the household travel survey project include:

- Alignment of data collection timeframe with traffic counts and origin and destination data (collected from passive data), and updated land use data, targeted for spring 2022
- Targeted oversampling of low-income populations, racial and ethnic minority populations and persons with limited English proficiency
- Data collection in excess of what is now modeled at TRPC (e.g., weekend), but may be utilized in a future model update

All survey data collected by the consultants must be securely stored and transferred to TRPC.

IV. SCOPE OF WORK

The role of the contractor is to obtain the participation of households, and to plan and implement a regional household travel survey. The modeling team comprised of TRPC staff will perform the model estimation and development components of the project. TRPC staff will manage and supervise the contractor to ensure adherence to overall quality control. The scope of the contract will be in accordance with the agreed-upon work.

The general scope of work involves the following tasks.

TASK 1: PROJECT MANAGEMENT

Monthly reports of progress and monthly invoices shall be submitted to TRPC documenting work completed for the prior month.

The contractor will provide quality control and quality assurance of all products prior to delivery to TRPC. The contractor will conduct a kickoff meeting with TRPC and provide a final presentation to TRPC prior to completion of the contract term. The contractor will provide the draft agenda for meetings and the meeting notes at the conclusion of the meeting (including action items and due dates). The proposal should indicate items anticipated to be discussed at the kick-off meeting.

Project coordination phone calls/video calls are expected to occur no less than monthly between the contractor and TRPC, with greater frequency as necessary for successful project administration.

Task 1 Contractor Deliverables

- A. Monthly progress reports and invoices
- B. Kickoff meeting
- D. Final presentation

TASK 2: PUBLIC ENGAGEMENT

Communicating the project to the public and survey participants, is an integral component of project success. A memorandum documenting the public engagement strategy shall be prepared by the contractor and provided to TRPC.

At a minimum, the public engagement memo shall include consideration and discussion of the following elements:

- Ensuring effective participation of low-income, racial and ethnic minority, and limited English proficiency populations
- Addressing expected concerns about privacy and government distrust
- Proposed tools of public engagement (e.g., website, smartphone application, telephone, mailings) and methods using these tools
- Proposed timeline of public engagement by month of engagement activities

At a minimum, all public engagement materials must be made available in both English and Spanish. TRPC will arrange for written translation and foreign language assistance, upon request. TRPC will also assist with press releases, email, website, and social media distribution of public engagement materials.

Task 2 Contractor Deliverables:

- A. Public engagement memorandum
- B. Public engagement materials

TASK 3: SURVEY DESIGN AND SAMPLING PLAN

The contractor will prepare a survey design and sampling plan to be used for the household travel survey. A target sample size has not been established. The sample must be statistically significant and unbiased, including targeted oversampling of certain populations and provide a scientifically valid sample that can be expanded to accurately represent the region. It is anticipated that oversampling will be needed to

ensure effective participation from traditionally hard to reach demographics (e.g., low income, racial and ethnic minorities, and limited English proficiency populations). Sampling should also be designed to capture adequate amounts of multimodal travel, including people who walk, bicycle, and travel on transit, to be statistically reliable.

The model focus area is Thurston County, but also includes all of Lewis and Grays Harbor Counties, as well as parts of Mason and Pierce Counties. TRPC would like to obtain robust sampling for Thurston County, reasonable sample coverage for Lewis and Grays Harbor Counties, and if budget permits, some samples for county-to-county flows for Mason and Pierce Counties. The Puget Sound Regional Council (PSRC) conducts regular household travel surveys for Pierce County, and efforts to align data format and collection with PSRC's household travel survey data should be part of the project scope.

County	Population (April 2021)
Thurston	295,300
Grays Harbor	75,450
Lewis	81,250

At a minimum, the following socioeconomic and demographic information should be considered in preparation of the survey questionnaire, and correspond with U.S. Census Bureau definitions and classifications, where practicable:

- Home address
- Household size
- Household income
- Household workers
- Household teleworkers
- Housing tenure (owner/renter)
- Household vehicles available
- Age
- Gender
- Ethnicity
- Race
- Driver's license status (16 years and older)
- Employment status, occupation and industry (16 years and older)
- Disability status
- Educational attainment
- School enrollment status (K-9,10-12, College)
- Limited English proficiency
- Smartphone ownership and landline status

The survey must include travel diaries for no less than one, 24-hour weekday period (Tuesday, Wednesday, or Thursday). Preferably two, 24-hour weekday periods and one weekend, or up to seven consecutive days would be captured in travel diaries.

The survey ideally includes questions relating to telecommuting, online shopping, and home deliveries. The primary purpose of these questions is to document changes in travel behavior over time.

The survey design should consider monetary incentives and their anticipated impact on response rates. Although budgeted federal funds cannot be used as monetary incentives, there is an opportunity to include funding from another source for the project. If recommended by a proposer, examples of monetary incentives from other projects, metrics used to assess incentive effectiveness, methods of payments, procedures for payment and other related aspects of this feature should be included to provide a rationale for why incentives should be considered for the household travel survey.

The design must be flexible enough to meet the needs of the current model development efforts. Data elements are anticipated to reflect those obtained in the TRPC 2013 survey.

The contractor shall consider and recommend whether or not to sample different geographies within Thurston County. These could include sampling the Olympia, Lacey, and Tumwater and surrounding urban growth areas (boundaries designated pursuant to Washington state law) as one geographic area with all other areas as another.

The contractor shall consider whether passive data should be used to expand/calibrate survey data.

Task 3 Contractor Deliverables:

- A. Survey design and sampling plan

TASK 4: SURVEY PILOT/PRETEST, EVALUATION, AND SURVEY REFINEMENT

Prior to conducting the survey, a pilot/pretest will be administered to evaluate the draft survey instrument and procedures and protocols proposed for the survey. Refinements generated during the pilot/pretest shall be used in preparing the final survey instrument and adjusting procedures and protocols in response to findings.

Task 4 Contractor Deliverables:

- A. Survey pilot/pretest memorandum with evaluation results and resulting survey refinements; and
- B. Final household travel survey instrument.

TASK 5: SURVEY EXECUTION

Travel diaries are to be conducted in March or April 2022 and must occur when local schools and higher education institutes are in session and there are no major holidays.

Other survey information should be collected prior to the March/April travel diaries timeframe. This includes socioeconomic, demographic, perception and stated preference information, as well as any other information needed from participants in excess of what is expected from the travel diaries.

There is flexibility to move the survey to the fall of 2022 should spring conditions be atypical (i.e., a resurgence of the COVID-19 Pandemic).

Task 5 Contractor Deliverables:

- A. Execution of Household Travel Survey

TASK 6: REPORT AND SUPPLEMENTAL MATERIALS

A draft report shall be prepared and submitted to TRPC for review and comment no fewer than 30 days prior to final report preparation. TRPC will conduct a timely review of draft materials and provide comments back to the contractor.

The draft and final reports shall include the following elements at a minimum, either within the report or as supplemental materials accompanying the report:

- Executive summary introducing project and summarizing key findings from the household travel survey
- Survey results including summaries of key travel behavior variables and pertinent socioeconomic and demographic factors for the region
- An analysis of statistical reliability of survey results and applicability for model development
- Tables and charts displaying data included in the survey results, with data presented in graphical format whenever practicable
- Methodology, protocols and procedures element, including expansion documentation from survey sample to regional population
- All summarized survey results in database, csv and/or excel format, including coordinates of trip starts/ends, along with associated documentation

Task 6 Contractor Deliverables:

- A. Draft report
- B. Final report
- C. Supplemental report materials
- D. Survey data

V. QUALIFICATIONS

Proposers must have demonstrated experience in performing household travel surveys, with a minimum of five years' experience of a principal project team member in conducting similar surveys and scopes of work. Proposers must demonstrate successful experience with targeted oversampling of low-income populations, racial and ethnic minority populations and persons with limited English proficiency.

VI. SELECTION PROCESS, SCORING CRITERIA AND CONTENT

A selection committee comprised of staff from TRPC will review the RFPs. The committee will either recommend a firm based on RFPs or will develop a short list of firms to invite for an interview. TRPC will notify firms of the outcome of this process.

Phase 1 – RFP Evaluation

Criteria for Selection for Interview	Weight Given
Qualifications	30%
Approach	50%
Budget and Schedule	15%
Management Plan and Risk Evaluation	5%
Total Criteria Weight	100%

Each RFP will be independently evaluated on the above factors.

Phase 2 – Interview (If necessary)

Phase 3 – References (Pass/Fail)

Additional information on Phase 1 scoring criteria and RFP content:

A. Qualifications

- i. Name, address and telephone number of the firm or individual and the primary contact.
- ii. Brief description of the organization and its background, size, and nature of services.
- iii. Names of principals and key personnel who would work on the project and their experience and qualifications.
- iv. Availability of personnel who would be dedicated to the project.
- v. Similar relevant projects and where to view them.

B. Approach

- i. Provide a detailed scope of work and describe how it will be accomplished. This scope should follow the tasks in the Scope of Services section of the RFP.

- ii. Proposers are strongly encouraged to consider best practices in conducting household travel surveys, review data needs of TRPC's travel demand model, and suggest changes in the Scope of Services section if warranted.

C. Budget and Schedule

- i. Provide a budget that includes billable hours, cost per hour, and hours per task for each individual on the contractor team, including subcontractors.
- ii. Provide a project schedule that includes all scope of work tasks, milestones, and deliverables.

D. Management Plan and Risk Evaluation

- i. Provide a final management plan that addresses areas of anticipated risk. The plan should include details on data maintenance, file management, data security, and confidentiality treatments both during data collection and after data is transferred to TRPC.

E. DBE Participation

- i. Applicants must demonstrate compliance with Washington State's Department of Transportation's (WSDOT) DBE Participation Requirements. A sixteen (16) percent mandatory DBE goal was established by WSDOT Local Programs for this contract.

F. References, including names and phone numbers of contact persons

- i. Provide three references.

COMPENSATION

- A. Upon selection of the most qualified contractor (vendor) based on demonstrated competence and qualifications for the type of professional services required, and development of a detailed scope of work, TRPC will negotiate a price which it determines is fair and reasonable. If TRPC is unable to negotiate a satisfactory contract with the vendor selected, negotiations with that vendor will terminate and TRPC may select another vendor.
- B. This project will require the use of a contract from the WSDOT Local Agency Guidelines: <https://wsdot.wa.gov/LocalPrograms/LAG/CAI.htm>
- C. Payment by TRPC for the services will only be made after the services have been performed. An itemized billing statement is required to be submitted in the form specified by TRPC and approved by the appropriate TRPC representative, which shall specifically set forth (1) the services performed, (2) the name of the person performing such services, and the (3) hourly labor charge rate for such person. Payment shall be made monthly, within thirty (30) days of receipt of such billing statement.

PROJECT TIMELINE

Recruitment will occur during with an anticipated selection date by and a project start date in. It is anticipated that implementation will last about one year.

The anticipated dates for key actions are listed below:

Issue RFP:.....	August 31, 2021
Proposals Due:.....	September 30, 2021 4:00 p.m. PDT
Interview Notification:	October 8, 2021
Interviews Conducted:.....	Mid-October
Contract Negotiations Begin:	November 2021
Consultant Services Begin:	January 2022

SUBMITTAL REQUIREMENTS

A. Instructions to Proposers

- Submittals must be limited to eight (8) double-sided pages (16 total pages), plus a cover page.
- Please send an electronic copy of the proposal in PDF format to Veena Tabbutt, tabbutv@trpc.org. Paper copies will not be required due to limited office access.
- All responses must be received by **Thursday, September 30, 2021 at 4:00 p.m. PDT**.
- Responses should be prepared simply and economically, providing a straight-forward, concise description of provider capabilities to satisfy the requirements of the request. Colored displays, promotional materials, etc. are not allowed.
- Any questions concerning the RFP's specifications or process shall be directed in writing to Veena Tabbutt, Deputy Director, at tabbutv@trpc.org before **September 24, 2021**. Responses to questions and/or any changes to this RFP during the period of advertisement will be posted on the TRPC website (www.trpc.org).

B. Any changes to this RFP during the advertisement period will be posted online at www.trpc.org.

TERMS AND CONDITIONS

- A. TRPC reserves the right to reject any and all RFPs, and to waive minor irregularities in any RFP.
- B. TRPC reserves the right to request clarification of information submitted, and to request additional information from any contractor or vendor.
- C. TRPC reserves the right to award any contract to the next most qualified contractor or vendor if the successful contractor or vendor does not execute a contract within thirty (30) days after selection.
- D. Any RFP may be withdrawn up until the date and time set forth above for opening of RFP. Any RFP not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days to provide TRPC the services described in the attached specifications, or until one or more of the RFP have been approved by TRPC, whichever occurs first.
- E. As noted in the RFP's Compensation section, this project will require the use of a contract from the WSDOT Local Agency Guidelines: <https://wsdot.wa.gov/LocalPrograms/LAG/CAI.htm>.
- F. TRPC reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP, and which is not approved by TRPC.
- G. The Recipient, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally-Assisted Programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined at 49 CFR Part 23 will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award.
- H. TRPC shall not be responsible for any costs incurred by the contractor or vendor in preparing, submitting, or presenting its RFP.

POST-CLOSING DISCUSSION

After any of the responses are open, conversations may only take place between TRPC and respondents for the purposes of clarification regarding the selection process. Respondents shall be bound by the information submitted in their RFP and subsequent negotiations.

Those submitting RFP may be required to make a presentation to TRPC and partners as part of the selection process. The presentation team should include the Project Manager and any other key personnel necessary to address administrative and technical issues.

PROPOSAL ACCEPTANCE / REJECTION

TRPC reserves the right to accept or reject any or all RFP received from this RFP, or to negotiate separately with any respondent, and to waive any informalities, defects, or irregularities in any RFP, or to accept that RFP which, in the judgment of the proper officials, is in the best interest of TRPC.

AWARD

TRPC reserves the right to award the contract to a consultant that they deem to offer the best overall RFP. TRPC has the discretion and reserves the right to cancel this RFP, to reject any and all RFP, to waive any and all irregularities, or to re-advertise with either the identical or revised specifications if it is deemed to be in the best interest of TRPC.

ASSIGNMENT

The awarded contractor shall not assign, transfer, convey, sublet, or otherwise dispose of any award or of any of its rights, title, or interests therein, without the prior written consent of TRPC.

ADDITIONAL LANGUAGE

TRPC reserves the right to introduce additional terms and conditions at the time the final contract is negotiated. Any additional terms or conditions would be limited to ones having the effect of clarifying the RFP language and/or correcting defects, such as omissions or misstatements, which are discovered after the RFP is issued, or that reflect State or Federal Law changes, or as required by funding entities.