



Request for Qualifications: Consultant Pool 2020-2022
Transportation and Land Use Connection
&
Wasatch Front Regional Council/Mountainland Association of Governments
Travel Demand and Real Estate Market Models
Model Development Support

Deadline—November 19th, 3:00 PM

Consultant Pool 2020-2022 Selection Schedule

DATE	ACTION
October 15, 2020	RFQ Released
November 19, 2020	SOQs are due to WFRC by 3:00 PM.
December 2020	SOQ Selection Team Meeting
January 2021	Notification of Consultant Selection

Please direct all questions regarding this Request for Qualifications (RFQ) to Megan Townsend, contact information provided below:

WFRC Contact Persons: Megan Townsend
Program Manager, Transportation and Land Use Connection
Wasatch Front Regional Council
Telephone: (801) 404-8925
E-Mail Address: mtownsend@wfr.org

DEADLINES AND SUBMISSION

Request for Qualifications: Consultant Pool 2020-2022 Transportation and Land Use Connection & WFRC/MAG Model Development Support

Open Consultant Pool Advertisement Dates

The RFQ will be released on **Thursday October 15, 2020** and open through **Thursday November 19, 2020** on the Wasatch Front Regional Council (WFRC) website and SciQuest.

Questions and Answers

All questions must be emailed to Megan Townsend, mtownsend@wfr.org, by November 5, 2020 at 3:00pm. Questions and their answers will be compiled and posted on our website and on SciQuest.

Statement of Qualifications Submission Instructions

Each consultant firm will submit a Statement of Qualifications (SOQ) according to the guidelines outlined in this Request for Qualifications (RFQ). Send or deliver an electronic PDF file of the SOQ via email or file transfer to Megan Townsend, Wasatch Front Regional Council at the address below **no later than 3:00 PM on November 19, 2020**. See Submission Instructions in Attachment D. Label by firm and year, i.e. "FIRMNAME_2020_SOQ".

E-Mail Address

mtownsend@wfr.org

Late Submission is defined as any SOQ received after the **November 19, 2020 3:00 PM deadline**. Late submissions will not be accepted. The Consultant Selection Team reserves the right to disqualify an application when the intent of the process is not adhered to.

Evaluation Based Selection

This is a qualification and evaluation-based selection process based on the information provided in Section A - *Overview of Transportation and Land Use Connection (TLC)*, Section B – *Overview of WFRC/MAG Model Development Program*, and Section C - *Consultant Evaluation and Selection Process*.

SOQ Content and Formatting

All SOQs submitted should be prepared in accordance with Section D - *Guidelines for Preparing a Statement of Qualifications*. If there are any changes affecting the SOQ procedure, notice will be sent out via the consultant services e-mail list.

Evaluation Criteria

SOQs will be compared and evaluated based on the criteria identified in Section C - *Consultant Evaluation and Selection Process*.

Consultant Pool Standing

Consultants who were admitted into the 2020-2022 Pool in 2020 do not need to submit again this year. Selected consultants will form a pool of firms that will be available for the Transportation and Land Use Connection and WFRC/MAG Model Development assistance for three years. Project sponsors and partners will utilize consultants on an as-needed basis to complete specific Transportation and Land Use Connection awarded projects or WFRC/MAG Model Development Support needs. Eligible consultants will remain in the Pool **until December 2022**. All consultants will have to renew their standing in **November of 2022**. The list of consultants currently in the pool can be found [here](#).

**Request for Qualifications: Consultant Pool 2020-2022
Transportation and Land Use Connection & WFRC/MAG Model Development Support**

SECTION A

Overview of Transportation and Land Use Connection (TLC)

Section A Introduction

The Transportation and Land Use Connection seeks Statements of Qualifications from eligible consultants to form a prequalified pool of consultants to provide planning and technical assistance to local government projects. Preparing a Pool SOQ instead of a detailed proposal for each available project reduces the time and cost requirements for Consultants and simplifies the review process for the Consultant Selection Team. A variety of consultant expertise is needed to address a wide range of land use and transportation planning related projects for the TLC grant program. The type of consultant technical assistance available will be listed below under the heading “Project Eligibility”.

Program Description

The Transportation and Land Use Connection (TLC) program is a partnership between the Wasatch Front Regional Council (WFRC), Salt Lake County, Utah Department of Transportation (UDOT), and Utah Transit Authority (UTA).

The TLC program provides technical assistance to local communities to help them achieve their goals and plan for growth. The program helps communities implement changes to the built environment that reduce traffic on roads and enable more people to easily walk, bike, and use transit. This approach is consistent with the Wasatch Choice Vision and helps residents living throughout the region enjoy a high quality of life through enhanced mobility, better air quality, and improved economic opportunities.

More information about the program and projects can be found here: <http://www.wfrc.org/tlc>

Program Mission

The Transportation and Land Use Connection supports local governments in their planning efforts, implementing the Wasatch Choice Vision.

Program Goals

- Maximize the value of investment in public infrastructure.
- Enhance access to opportunities.
- Increase travel options to optimize mobility.
- Create communities with opportunities to live, work, and play.

Project Eligibility

Assistance is available to municipalities, counties, townships, and multijurisdictional groups of local governments within the WFRC area of responsibility (Box Elder, Davis, Morgan, Salt Lake, Tooele, and Weber Counties).

Past projects are displayed on the project map, linked below.

<https://wfrc.maps.arcgis.com/apps/webappviewer/index.html?id=a07232349fe6443c9de33aab218e218f>

Request for Qualifications: Consultant Pool 2020-2022
Transportation and Land Use Connection & WFRC/MAG Model Development Support

Non-Eligible Projects

Project phases such as land acquisition, or capital investment, are not intended to be pursued through the Transportation and Land Use Connection.

Transportation and Land Use Connection Project Procurement

The Consultant Pool enables a streamlined procurement process for Transportation and Land Use Connection projects. For projects under \$50,000 the local government may opt to select directly from the Pool or go through competitive consultant procurement. Transportation and Land Use Connection awarded projects over \$50,000 (both TLC resources and cash match) undergo a streamlined competitive consultant procurement process utilizing the Consultant Pool. TLC program administrators will distribute all Statements of Qualifications to the local government who will then select a minimum of three consultants (up to the entire pool) within the pool to receive the Request for Pool Letters of Qualifications (RPLOQ). Consultant invitations are determined based on the local government's review of the consultant SOQs and the awardee's project needs. Consultants must be invited in order to submit a Letter of Qualifications for each project. For projects above a \$200,000 total budget threshold, or with multiple funding partners, an alternative consultant procurement process may be utilized.

Non-Profit Organization and Academic Participation

Non-profit organizations, community-based organizations, and academic institutions may participate in projects and be compensated for work efforts at the discretion of awarded communities and program partners subject to applicable procurement requirements. Participation of such entities will be subject to a standard demonstration of qualifications, mission alignment, and benefit to the project and awarded community. The Consultant Pool will be notified upon invitation to submit a proposal if a project will have any component of non-profit or academic participation.

Request for Qualifications: Consultant Pool 2020-2022
Transportation and Land Use Connection & WFRC/MAG Model Development Support

SECTION B

Overview of WFRC/MAG Model Development Program

Section B Overview

The Wasatch Front Regional Council (WFRC) and Mountainland Association of Governments (MAG) have maintained travel demand models for the region since the mid-1970s. These models have been updated on a regular basis to ensure that they are state-of-the-practice and based on the latest travel data. In the late 1990's, WFRC and MAG combined their travel models into one model which covers the urbanized areas within both Metropolitan Planning Organizations.

In recent years, model development efforts have focused on performing a comprehensive household travel survey, recalibrating the model to incorporate the results of this survey, adding additional employment types and trip types to the model, improving the communication of model data and results, and increasing the sensitivity to urban form. In addition, efforts have focused on revamping the land use model, which is now referred to as the Real Estate Market Model, or REMM. Both the travel model and REMM cover the same geographic area, from Brigham City to Payson, along the Wasatch Front, in northern Utah. Moving forward, these two models will work together as a joint model system.

Travel Demand Model

WFRC and MAG use a four-step, urban area travel demand model as part of the regional transportation planning process to help identify transportation needs and evaluate the effect of proposed improvements. In order to continue to do this effectively, the WFRC/MAG forecasting groups have been maintaining, updating, and improving the travel demand model to state of the practice and for some model components to state of the art. This model runs on the Citilabs Cube Voyager software platform.

Upcoming tasks include, but are not limited to the following:

- Ongoing model testing and refinement
- Examine ways to better incorporate peak spreading
- Develop methodology for analyzing impact of distance-based fares
- Further enhancing the model's treatment of active transportation and interaction with transit
- Continue to examine methods for better forecasting peak spreading and its impact on travel behavior
- Refine freight model
- Automation of the visualization of model inputs and outputs

Real Estate Market Model

The purpose of the WFRC/MAG real estate market model (REMM) is to support an objective forecasting of land development and the future distribution of households and employment.

REMM helps us understand land development and transportation as related systems, rather than assuming that development decisions will be static regardless of how we invest in transportation, and vice-versa. By more fully understanding how transportation decision scenarios will function long-term, in the real world, REMM helps us better gauge the relative benefits of various competing

Request for Qualifications: Consultant Pool 2020-2022
Transportation and Land Use Connection & WFRC/MAG Model Development Support

transportation investment decisions. The net result is an important input into the prudent stewardship of public resources.

REMM. utilizes the open-source UrbanSim software platform.

Upcoming tasks include, but are not limited to, the following:

- Automation of input data preparation
- Continue to work with expert consultants and local expert panels to refine and update model
- Automation of the review and visualization of model inputs and outputs

Request for Qualifications: Consultant Pool 2020-2022
Transportation and Land Use Connection & WFRC/MAG Model Development Support

SECTION C

Consultant Evaluation and Selection Process

Section C Overview

The Consultant Selection Team will select consultants for the Pool through a Statement of Qualifications (SOQ) evaluation and selection process. SOQs will be evaluation and scored based on criteria outlined in Section D - *Guidelines for Preparing a Standard Statement of Qualifications*.

Required Key Personnel Qualifications

The Consultant shall be responsible to ensure that all personnel proposed under this Standard SOQ be qualified through training, experience, and appropriate certification for the tasks assigned. Completed SOQs should state the certification and education levels of the individuals referred to.

Required Standard SOQ Contents

The SOQ should contain the information identified in Section D - *Guidelines for Preparing a Standard Statement of Qualifications*.

Standard SOQ Evaluation Procedures

The Consultant Selection Team will evaluate the SOQs in accordance with the selection criteria described below.

Conditions of Proposal

All costs related to the preparation of the Standard SOQ and any related activities are the sole responsibility of the Consultant. The Partners assume no liability for any costs incurred by Consultants throughout the entire selection process.

Disposition of Standard SOQs

Standard SOQs and their content become the property of the Transportation and Land Use Connection Partnership, are treated as protected documents, and are disposed of according to WFRC policies. The Transportation and Land Use Connection Partners reserve the right to reject all SOQs. The SOQ of the successful Consultants shall be available to project participants for the duration of the pool cycle after being selected for the pool. Please note that SOQs will be shared with communities at the time of the award and during the consultant evaluation and selection discussion and process.

Project Categories

Consultants are required to submit qualifications for at least one of the following project categories, and are invited to submit qualifications for up to all project categories for which they feel qualified. A Consultant may submit for multiple categories, but should address each category independently. Two additional pages are allowed for each category the consultant submits for; within those two pages for that category firms should demonstrate their capability to perform work specific to that category. For example, if applying for three categories, a consultant would submit a total of 15 pages (1 cover page, 8 pages and 2 pages per category). The Consultant Selection Team will then evaluate the Consultant for each category separately.

Request for Qualifications: Consultant Pool 2020-2022 Transportation and Land Use Connection & WFRC/MAG Model Development Support

The categories are as follows:

Transportation and Land Use Connection Project Categories

1. **Environmental:** *May include but is not limited to brownfield mitigation, watershed and wetland expertise, hydrology analysis, working with the EPA or conservation groups, etc.*
2. **Active Transportation:** *May include but is not limited to regional or city active transportation plans, concept development and pre-engineering, and suitability analysis*
3. **Parking:** *May include but is not limited to review & recommendations on: parking requirements or parking reduction, paid parking, curb usage analysis, parking enforcement, or special district parking*
4. **Market Analysis, Public Financing, Economic Development:** *May include but is not limited to the collection of existing conditions in relation to current economic trends, projecting revenues and expenditures resulting from specific planning activities, developing financial strategies, private sector marketing*
5. **Land Use Ordinance and Policy Writing:** *May include but is not limited to zoning either form-based or Euclidian, design standards, or other land use ordinances*
6. **Regional Visioning/Planning:** *May include but is not limited to scenario planning through various software or techniques, multi-jurisdictional visioning, or planning areas of regional significance, etc.*
7. **Public Engagement and Relations:** *May include but is not limited to presenting to and interacting with the public or stakeholders, media communications, government relations*
8. **Landscape Architecture and Urban Design:** *May include but is not limited to designing and preparing renderings of exterior spaces, landscaping ordinances, park/trail/plaza design, branding, signage and wayfinding, etc.*
9. **Transportation (Engineering, Design, Planning, Operations):** *May include but is not limited to transportation master plans, transit studies, corridor plans, concept development, transportation and traffic modeling, street connectivity, alternatives analysis, complete streets, emerging technologies*
10. **Small Area Planning (Centers, Station Areas, Resort Town):** *May include but is not limited to planning priority areas based on analysis and stakeholder input, identifying highest and best use*

WFRC/MAG Model Development Project Categories

11. **Travel Demand Model:** *model development, estimation/calibration, technical review, data development, visualization tools, forecast preparation*
12. **Real Estate Market Model:** *model development, estimation/calibration, technical review, data development, visualization tools, forecast preparation*

The firm's experience and capabilities will be scored separately per each category submitted for based on the following criteria, taking into account the general information provided in the first 8 pages of the SOQ. See Section D.

Request for Qualifications: Consultant Pool 2020-2022
Transportation and Land Use Connection & WFRC/MAG Model Development Support

Selection Criteria per each Category (1-12)

1. Project Team: (50 Points) The Selection Team will evaluate how well the qualifications and experience of the members of the project team relate to the specific category. The SOQ should include:

- Project team flow charts including sub-consultants, if applicable.
- Description of the qualifications and experience of key personnel on the project team. (NOTE: Do not include percentages of availability as this may be misinterpreted.)
- WFRC recommends that firms include a list of relevant projects the team has completed, which should include the following items.
 - Name of Project Manager
 - Year
 - Type of Project
 - Project Name
 - Project Location
 - Project Description
 - Services Performed / Project Role
 - Client
 - Reference Contact and Telephone Number

Describe the team's experience working together to successfully provide similar services.

2. Capability of the Consultant: (50 Points) The Selection Team will evaluate the Consultant's capability to perform the work. The SOQ should:

- Demonstration of overall qualification to perform category-specific work
- Describe specific expertise that differentiates your firm's capabilities to perform this type of work. The selection team will be looking for details on specific areas of expertise
- Describe software, skills, and tools experience.
- Demonstrate the quality of work your firm upholds, and the overall performance record of the proposed project team.
- Describe your firm's internal quality and cost control procedures.
- For TLC Categories only: Demonstrate experience with Transportation and Land Use Connection goal-oriented projects.

Consultants must meet a minimum composite score of 60 points and no fewer than 30 points for each criteria (Project Team and Capability of the Consultant) in order to be admitted into the 2020-2022 Consultant Pool for that category.

**Request for Qualifications: Consultant Pool 2020-2022
Transportation and Land Use Connection & WFRC/MAG Model Development Support**

SECTION D

Guidelines for Preparing a Statement of Qualifications

Standard SOQ Format Requirements

It is very important that submittals be clear, concise, and in the recommended format so they may be evaluated in an objective manner by the Consultant Pool Selection Team.

1. The Standard SOQ is expected to consist of the following (in order):

- **1 page:** Cover Page.

The cover page *must consist of information found in the table below*, and may contain a title, images, date, firm names, and logos, with no additional content. The Cover Page may be presented in any format the Consultant chooses, i.e. text, chart, etc.

COVER PAGE REQUIRED INFORMATION (can be in any format but must include the information below)	
Date	
SOQ Name and Description	
Consultant Firm	
Consultant Firm's Federal ID Number	
List Disciplines and Categories Selected (category numbers 1-12 may be listed)	
PRIMARY AND SECONDARY CONTACT INFORMATION	
Primary Contact Person	Secondary Contact Person
Address	Address
City, State, Zip Code	City, State, Zip Code
E-Mail Address	E-Mail Address
Office Phone	Office Phone
Cellular Phone	Cellular Phone

- **8 pages:** Statement of Overall Firm Qualifications.
Discuss Overall Experience, Project Team, Consultant Capability, and Project Organization.
- **2 pages each:** Category Pages.
Independent write-ups pertaining to at least one and up to all ten of the project categories. This will total from 1-24 pages, a maximum of 2 pages for each category. See Section C. These pages may refer back to previous pages, such as the "Statement of Overall Firm Qualifications."
- **Certificate of Insurance must be attached.**

2. Color is allowed.

3. 8-1/2" X 11" Page Sizes, no page orientation specified.

4. Back covers and divider pagers (4 pages maximum) are allowed in addition to page maximum. Dividers may contain only images and section titles. Front covers (required above) must contain the information in the following table:

**Request for Qualifications: Consultant Pool 2020-2022
Transportation and Land Use Connection & WFRC/MAG Model Development Support**

Summary

The SOQ should be clear, concise, and it should provide the Consultant Selection Team with an understanding of the Consultant's ability to undertake and complete the proposed project in a thorough and timely manner. Please note that SOQs will be shared with communities at the time of the TLC award and during consultant procurement.

Consultant SOQ Scoring

The Consultant Selection Team members will receive copies of each SOQ submitted. They will review and score the SOQs individually based on the "Selection Criteria" found in Section C and submit their scores and comments to the Program Administrators. Final SOQ score results are determined from the average of voting Consultant Selection Team members' scores. The selection team may ask additional questions relative to the submitted qualifications and will call applicants as needed.