

SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION

RESOLUTION 1303-22: Approving the Selection of Rodriguez Consulting, LLC as Consultant for the FY 2013 Seat Belt Survey

WHEREAS, the South Jersey Transportation Planning Organization (SJTPO) is the Metropolitan Planning Organization (MPO) designated under Federal law for the southern region of New Jersey including Atlantic, Cape May, Cumberland, and Salem Counties; and

WHEREAS, the Fiscal Year 2013 SJTPO Unified Planning Work Program includes Federal Highway Administration and Federal Transit Administration planning funds for this project; and

WHEREAS, a Selection Committee consisting of representatives of the South Jersey Traffic Safety Alliance and SJTPO was formed; and

WHEREAS, the SJTPO Technical Advisory Committee vested authority in the Selection Committee to forward a recommendation to the Policy Board; and

WHEREAS, the Selection Committee selected Rodriguez Consulting LLC of Williamstown, NJ, a Certified Disadvantaged Business Enterprise firm, Minority-Owned Business Enterprise (MBE) and Small Business Enterprise (SBE).

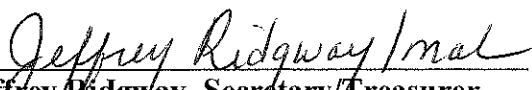
NOW THEREFORE BE IT RESOLVED, that the Policy Board of the South Jersey Transportation Planning Organization hereby approves the above selection for the FY 2013 Seat Belt Survey; and

BE IT FURTHER RESOLVED, that the SJTPO Executive Director is hereby authorized to negotiate minor changes to the scope of work within the overall intent of the project; and

BE IT FURTHER RESOLVED, that the Policy Board requests that the South Jersey Transportation Authority execute the appropriate contractual arrangements with the consultant on behalf of the SJTPO.

Certification

I hereby certify that the foregoing is a correct and true copy of a resolution adopted by the Policy Board of the South Jersey Transportation Planning Organization at its meeting of March 25, 2013.


Jeffrey Ridgway, Secretary/Treasurer

SECTION I

TECHNICAL APPROACH

A. WORK PROGRAM

Introduction

Rodriguez Consulting, LLC is very pleased to present this response to the subject Request for Proposal. *Rodriguez Consulting, LLC (Rodriguez)* is an ESBE and M/DBE certified firm with its New Jersey operations located on the campus of Rowan University at the South Jersey Technology Park in Mullica Hill, New Jersey. *Rodriguez* welcomes the opportunity to place our experienced professionals and support staff at the disposal of the **South Jersey Transportation Planning Organization (SJTPO)** on this important assignment.

We have reviewed the Request for Proposal carefully and have assembled a Project Team that provides the necessary personnel, who possess a wide range of technical skills and versatility in an extensive variety of Traffic Data Collection and Analysis. Our team is composed of individuals that successfully completed the SJTPO Seat Belt Surveys from 2006 through 2012 as well as other Transportation Planning and Roadway Safety projects. The *Rodriguez* team has access to the necessary equipment (count boards, vehicles, vests, supplies and computers/software) and other resources to satisfy the stated project requirements. The work on this effort will be managed from *Rodriguez's* office located at South Jersey Technology Park, 107 Gilbreth Parkway, Suite 103E, Mullica Hill, NJ 08062 which is in close proximity to the **SJTPO** office.

We believe this Team has the key qualities and experiences necessary for this type of assignment. Our team has the depth of resources necessary to complete this project assignment on the identified schedule. We will commit skilled managers and personnel to maintain this project schedule. We have also established a comprehensive quality control process to maximize efficiency and product reliability.

Management Plan

A successful project begins with a good program management plan, the selection of quality team members and the commitment to get the job done right the first time. Achieving success further requires that we identify issues that may create an impediment to progress as quickly as possible. These issues will be brought to the immediate attention of the **SJTPO**, and expeditiously resolved in a mutually agreeable manner.

Louis A. Rodriguez, P.E., President of *Rodriguez* will serve as the Principal-in-Charge and the Project Manager. Lou will also serve as the Professional Engineer, if required. Lou will negotiate the contract, establish processes and procedures, and provide adequate staffing and support to effectively manage this agreement. He will continue in an active role in the process by serving as the contact for *Rodriguez* in reviewing work, discussing any billing issues, and addressing other issues with **SJTPO**. Lou will also perform overall supervision, scheduling, staffing, and insuring the quality of the seat belt survey activities.

We will begin the project with a start-up meeting with **SJTPO** to introduce the **Rodriguez** team members and managers. We will discuss the operational plan to finalize the seat belt survey format, scheduling, field data collection procedures conformity with NOPUS, modifications to previous report format, and billing dates, as well as any other relevant details. The most important discussion will involve finalizing the approach to performing the high school observations.

We understand that accuracy is important therefore control of work will be maintained through regular in-house meetings that will include the review of data collected and hours worked (for control of budget). We will also hold meetings/phone conferences with the **SJTPO** as necessary. We will establish a Microsoft (MS) Access database and MS Excel spreadsheets to input collected field survey data for each roadway segment (public or private) that will include but will not be limited to:

- dates;
- county;
- seat belt and cell phone usage;

Administrative cost control begins with completion of time sheets by personnel on a daily basis. The Project Manager will review time sheets weekly to insure time is correctly stated and correctly apportioned. The time sheet system is coordinated with the entire company bookkeeping system; therefore, billings should accurately reflect the time and salaries actually spent on the work. Bills will be prepared monthly in conformance with the established **SJTPO** submission date. The initial bill and supporting documentation (time and expense records, and other direct costs) is prepared by the Office Manager in the agreed upon format. The Project Manager will then review it for completeness, consistency, and accuracy. Any costs over the agreed upon amount will not be billed unless extra work has been agreed in advance by **SJTPO**.

Work Plan

The **Rodriguez** team recognizes that previous Seat Belt Surveys were based on the "National Occupant Protection Use Survey" (NOPUS) and provided a "snapshot" of seat belt usage on the roadways within the **SJTPO** Region. The FY 2013 will eliminate passenger vehicle observations and focus exclusively on commercial motor vehicle (CMV) and school bus drivers. The objectives of the FY 2013 survey are:

1. Determine 2013 seat belt use for CMV drivers in the **SJTPO** region.
2. Compare South Jersey's 2013 CMV usage rate to South Jersey's 2009 and 2011 usage rates.
3. Compare South Jersey's 2013 CMV usage rate to the most recent national usage rate for CMV drivers.
4. Determine 2013 cell phone use for CMV drivers in the **SJTPO** region.
5. Compare South Jersey's 2013 CMV cell phone use rate to 2009 and 2011 rates.
6. Determine 2013 (baseline) seat belt use rate for schools bus drivers in the **SJTPO** region.
7. Determine 2013 (baseline) cell phone use rate for schools bus drivers in the **SJTPO** region.
8. Compare South Jersey's school bus driver seat belt use rates to statewide and national data, if available.

The **Rodriguez** team intends to collect data for CMV and school bus drivers at the locations detailed in Exhibits D, E, and F of the RFP and attached herein (Section VII). The field crews assigned to this project are composed of **Rodriguez** employees, some of whom previously worked for A-TECH Engineering Inc., and have prior experience performing seat belt surveys for the **SJTPO**.

1. Roadway Data Acquisition

As we stated previously, there is an old saying that definitely applies to successful Data Collection Programs – “plan the work and work the plan.” Additionally, in order to be successful, the plan has to be flexible to address various issues which may arise during the conduct of the work program.

Rodriguez will utilize the advanced mapping and scheduling technology built in Microsoft (MS) MapPoint to plot the locations of each of the survey sites and to plan work days based on the proximity of the sites to each other and the *Rodriguez* office. Our project management approach will allow our crews to maximize the amount of time observing vehicles and minimize the amount of time driving from site to site. The results of each work day will be logged into an MS Access database and dynamically connected to the MS MapPoint application. This will allow our project manager to view daily progress and modify work schedules accordingly. Figure 1-1 depicts a screen capture of the MS MapPoint application and the display of work schedules.

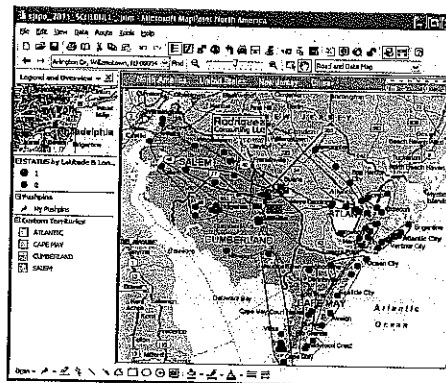


Figure 1-1 - MS MapPoint Used to Locate Sites & Schedule Crews

In the previous seat belt survey efforts our staff has confirmed the practicality and efficiency of our proposed data collection methodology including the required parameters as stated in the 2013 Seat Belt Observational Survey RFP. Prior to the 2007 Seat Belt Survey effort, *Rodriguez* staff, A-TECH Engineering employees at the time, conducted a practice count on NJ 47 and RT 552 Sherman Avenue, Cumberland County (a survey site location) using the criteria (30 minutes each roadway, total time of 1 hour per site) stated in the RFP. Our methodology included the observers working in pairs using our existing electronic counting boards with modified count board templates to collect the required data.

The test case led to several recommendations and considerations for the survey, as follows:

- Use of existing traffic observers – The ability to observe the traffic and the use of seat belts/cell phones was difficult on multi-lane, multi-movement intersections. Consequently, in order to secure dependable data, we will utilize existing staff which is already trained and experienced in data collection procedures. The field staff proposed for this project all have experience performing seat belt surveys for the SJTPO. We have adequate staff to meet the deadlines for this effort.
- The best location for observation for the driver was very near the roadway, and on the opposite side of the roadway looking at approach traffic. Locating near an intersection was helpful since it helped reduce the approach speed.

Once a Notice to Proceed is received, we will establish the project start-up meeting. After the initial start-up meeting we will begin preparation to initiate the seat belt observational survey effort by:

- Creating or modifying a database, based on the roadway list in Exhibit D and E of the RFP,
- Establishing a deployment location and schedule for observers based on the MS MapPoint approach described previously,
- Reviewing observation procedures for seat belt observations of vehicles and modifying the procedures, if necessary, for the CMV's,

- Acquiring the necessary materials such as the DWR forms, observer forms, etc.

Upon the completion of the preparations, the initiating of the data collection will involve the following:

- Notification of local police and/or schools of the survey (if necessary),
- Deploying the observers,
- Ensuring the collection of the appropriate data
- Safe-guarding the data collected.

Subsequent to collection of the data, the following actions will be accomplished:

- Analysis of the data and
- Initiate development of the formal report

The *Rodriguez* team recognizes the high importance of properly trained data collection personnel (the observers) and ensuring that these personnel are properly equipped. The observers will be provided the following materials:

- Training Manual,
- Roadway maps including directions to the site generated from MS MapPoint,
- Schedules including site locations,
- TMC boards and/or Observation Forms,
- Clipboards and pens,
- NJDOT approved safety vests,
- Digital Cameras,
- Additional batteries, and
- Company vehicles appropriately signed.

The aforementioned observer form package will consist of the following:

- A Daily Work Report – a chronological account of the observer's day,
- Tally Forms - to summarize the number of observances and determine seat belt usage.
- Observation Forms – the seat belt survey forms include a header that states: location, time interval, direction of traffic observed, road name, and road type, seat belt useage, gender, cell phone useage, type of truck (For CMV) and company name.
- Company ID badge, and
- Letter of Authorization with an explanation of the project.

We will also insure that our observer schedules meet existing legal requirements in terms of hours of work and break periods without creating overtime issues within the contract.

RODRIGUEZ CONSULTING, LLC
COST PROPOSAL
for the
SJTPO 2013 Seat Belt Survey
March 7, 2013

	PVII - Project Manager	PIV - Graphic Designer	Senior Engineer	Crew Chief ET II	ET I	ETI
TITLE	\$50.00	\$34.00	\$45.00	\$22.00	\$18.00	\$17.00
1. Management, Training, Scheduling, etc.	8	0	0	24	8	8
2. Data Collection(11 full days)	16	0	0	124	37	124
3. Data Analysis	8	0	16	80	0	20
4. Draft & Final Reports, Analysis	16	56	58	34	40	0
5. Meetings	8	0	0	0	0	0
HOURS	56	56	74	262	85	152
	\$2,775.00	\$1,904.00	\$3,330.00	\$5,764.00	\$1,530.00	\$2,584.00
					SUBTOTAL	\$17,887.00
					OVERHEAD (150%)	\$26,830.50
					SUBTOTAL	\$44,717.50
					FIXED FEE (10%)	\$4,471.75
					SUBTOTAL	\$49,189.25
Direct Expense					DIRECT EXPENSES	\$780.00
	Subcontractors	\$-			TOTAL	\$49,969.25
	Miscellaneous/Mileage	\$780.00				
		\$780.00				