



**South Jersey
Transportation
Planning Organization**

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NOTICE OF AVAILABILITY

REQUEST FOR PROPOSALS

Public Involvement for 2040 Regional Transportation Plan Update

The South Jersey Transportation Planning Organization (SJTPO) is soliciting proposals from qualified firms, or groups of firms, to strengthen SJTPO's ongoing public involvement process and lead the outreach process for the 2040 Regional Transportation Plan (RTP) Update. Tasks will include developing a proactive outreach strategy, a public outreach toolkit, facilitation of public meetings, attendance at non-traditional events, and writing of public outreach chapter for 2040 RTP Update.

This work is included in the SJTPO FY 2016 Unified Planning Work Program (www.sjtpo.org/UPWP.html). Technical proposals must be prepared and submitted in accordance with the goals, requirements, format, and guidelines presented in this RFP document.

The RFP will be available Thursday, July 30, 2015, and can be obtained from the SJTPO via our website www.sjtpo.org/Opportunities.html#RFPs. As a courtesy, please email us at dheller@sjtpo.org letting us know if you have downloaded a copy of the RFP.

Proposals are to be received no later than 5:00 P.M., prevailing time, on Tuesday, August 25, 2015. The SJTPO shall not be held responsible for timeliness of mail or messenger delivery. Submittals should be addressed to:

David Heller, Team Leader – Regional and Systems Planning
South Jersey Transportation Planning Organization
782 South Brewster Road, Unit B6
Vineland, New Jersey 08361

The contract with SJTPO will be executed via the South Jersey Transportation Authority (SJTA), the administrative host of the SJTPO. All provisions and requirements of the SJTA pertaining to contractual matters will be in effect. This project is funded by the Federal Highway Administration of the United States Department of Transportation.

REQUEST FOR PROPOSALS:

Public Involvement for 2040 Regional Transportation Plan Update

July 30, 2015



SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION

782 South Brewster Road, Unit B6

Vineland, New Jersey 08361

P: 856-794-1941

F: 856-794-2549

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LEONARD DESIDERIO, CHAIRMAN

TIMOTHY G. CHELIUS, EXECUTIVE DIRECTOR

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****NOTICE****

As some of our proposal requirements have changed, please read the entire Request for Proposals prior to submitting a project proposal. Proposals that have not addressed each requirement may be disqualified at SJTPO discretion.

SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION
REQUEST FOR PROPOSALS

Public Involvement for 2040 Regional Transportation Plan Update

(To see a list of upcoming RFPs at SJTPO, go to www.sjtpo.org/Opportunities.html.)

I. INTRODUCTION

A. General

The South Jersey Transportation Planning Organization (SJTPO) is soliciting proposals from qualified firms, or groups of firms, to strengthen SJTPO's ongoing public involvement process and lead the outreach process for the 2040 Regional Transportation Plan Update. This work is included in the SJTPO FY 2016 Unified Planning Work Program (www.sjtpo.org/UPWP.html). Technical proposals must be prepared and submitted in accordance with the goals, requirements, format, and guidelines presented in this RFP document.

The SJTPO is the designated Metropolitan Planning Organization for Atlantic, Cape May, Cumberland, and Salem Counties. As such, the SJTPO has responsibility or oversight for all federally funded surface transportation planning activities in the region.

B. Submission

Proposals are to be received no later than 5:00 P.M., prevailing time, on August 25, 2015. The SJTPO shall not be held responsible for timeliness of mail or messenger delivery. Submittals should be addressed to:

David S. Heller, Team Leader—Regional and Systems Planning
South Jersey Transportation Planning Organization
782 South Brewster Road, Unit B6
Vineland, New Jersey 08361

Elements required in submission include:

1. **Signed Cover Letter** that indicates review and acceptance of SJTPO Standard Contract Agreement boilerplate, or enumerates proposed changes thereto. (see Section I.E) www.sjtpo.org/Documents/EmploymentandRFPs/RFPs/RFPSubcontractAgreement.pdf
2. **Technical Proposal** (*five (5) hard copies and one (1) electronic copy*)
 - a. **Narrative** that reflects the requirements of the Scope of Work (see Section II)
 - A detailed approach to completing the work program
 - List and description of deliverables
 - Any issues or problems with requirements of the Scope

C. Interpretations and Addenda

All questions, requests for interpretations and comments must be submitted in writing, received on or before Friday, August 14, 2014, and submitted to David Heller at the above address. Faxes (856-794-2549) and e-mails (dheller@sjtpo.org) are acceptable. Interpretations or clarifications in response to questions or comments received by prospective proposers will be posted on the SJTPO website. Only written clarifications from SJTPO will be binding; oral and other interpretations or clarifications will be without legal effect.

PLEASE CHECK THE SJTPO WEBSITE DURING THE RFP RESPONSE PERIOD FOR ADDENDA TO THE RFP, AND QUESTIONS AND ANSWERS.

D. Anticipated Consultant Selection Schedule

- | | |
|--------------------------------|---|
| 1. Questions about RFP Due | Friday, August 14, 2015 |
| 2. Answers about RFP Published | Wednesday, August 19, 2015 |
| 3. Proposal Due Date | Tuesday, August 25, 2015 by 5:00 pm |
| 4. Consultant Interviews* | Wednesday, September 9 through Friday, September 11, 2015 |
| 5. Policy Board Action | Monday, September 28, 2015 |
| 6. Notice to Proceed | On or about October 12, 2015 |
| 7. Project Completion Due | Thursday, June 30, 2016 |

** (We may need to conduct interviews during the selection process. Please keep these days available.)*

E. Contracting

The contract with SJTPO will be executed via the South Jersey Transportation Authority (SJTA), the administrative host of the SJTPO. All provisions and requirements of the SJTA pertaining to contractual matters will be in effect. This project is funded by the Federal Highway Administration of the United States Department of Transportation. All proposals must include a signed cover letter that indicates review and acceptance of SJTPO Standard Contract Agreement boilerplate, or enumerates proposed changes thereto:

www.sjtpo.org/Documents/EmploymentandRFPs/RFPs/RFPSubcontractAgreement.pdf

II. SCOPE OF WORK

Proposals should explicitly address the full scope of the project as described within this section. SJTPO cannot ask firms for clarification if questions remain prior to scoring. Proposals, however, should detail any concerns which impact successful completion of the project as described herein or if additional innovations or alternative tasks are recommend to enhance the intended project scope.

A. Background

Public involvement is a critical component in the unveiling of any metropolitan transportation plan. It is prescribed as part of the Metropolitan Planning Rule 23 CFR 450.316 and SJTPO's Public Involvement Plan, located at: www.sjtpo.org/PIP.html. This proposal seeks a qualified consultant to strengthen SJTPO's ongoing public involvement process and lead the outreach process for the 2040 Regional Transportation Plan Update.

B. Project Goal

SJTPO is embarking on an update to the [Regional Transportation Plan \(RTP\)](#) and wants a robust outreach effort to feed the RTP development process. Documentation of the public outreach process for the last RTP update is available [here](#) for informational purposes. The expectation is that this outreach effort will greatly exceed this most recent effort.

The primary objective is to bolster SJTPO's ability to reach out to communicate with and hear input from the public. The public is to be given the opportunity to engage in the long-range, big picture transportation planning discussion. The public is to consider and communicate their vision of, and preferences for, their transportation system. Public input will influence the RTP's mix of strategies. Examples of those strategies are system preservation, alternative modes, and advanced technology. After this RTP process, ongoing public input will also be possible for transportation-related issues, locations of concern, and possible solutions.

This RFP represents our understanding of what the process and product will look like, but we invite proposers to offer a program that meets our needs, using their professional judgment in offering innovation and best practices that represent the firm's strengths in public outreach. Proposers should utilize the latest in technology and visualization techniques to increase public involvement.

SJTPO seeks a consultant to lead its public involvement process for the 2040 Regional Transportation Plan Update, while also strengthening SJTPO's process for future planning efforts. A major focus of this effort will be to develop an extensive marketing and branding strategy that will utilize the latest in technology, particularly social media. The consultant will also lead and facilitate several public meetings (detailed in Deliverable 1.3) in addition to conducting other outreach methods, throughout the entire 2040 RTP Update process.

Special Note to Proposers:

All cost proposals and cost information are to be in a separate and sealed envelope. For additional information on the submission of cost proposals, see Section III.B., below.

C. Content

Task 1: Strengthen SJTPO's Ongoing Public Involvement Process and Lead the Outreach Process for the 2040 Regional Transportation Plan Update

The consultant will work with SJTPO staff to develop strategies and techniques to increase public involvement and outreach for the 2040 Regional Transportation Plan (RTP) Update. As they develop the plan, they should consider these characteristics:

- **Marketing:** Though many challenges exist in reaching the public, marketing is arguably the largest challenge for efforts such as this. This includes issues such as packaging long-range, regional planning in a way that is relevant to the public, removing confusing jargon that acts as a barrier between planners and the public, and getting the message to people where they are rather than focus exclusively on convenient, traditional media such as legal ads. The consultant will be expected to address how they propose to meet this challenge in their proposal. Marketing is expected to be a major focus of this effort.
- **Branding:** The consultant will work with SJTPO staff to develop effective branding for the project and all the associated materials related to RTP outreach. The objective is to drive traffic to SJTPO's website and increase attendance at public meetings.
- **Innovation:** The consultant is strongly encouraged to propose innovative methods that they have a proven history of success employing.
- **Understanding:** The consultant must demonstrate an understanding of the challenges that will be presented in soliciting input for this effort. Proposals must demonstrate a successful history of collecting robust and diverse input in similar efforts in areas with similar challenges. Some of the challenges and potential issues for this effort are as follows:
 - As a long-range, regional planning effort, it is difficult to communicate the importance and relevance of this effort to the average citizens' daily lives
 - The region is spread out without a regional center
 - The region contains a number of low-income communities
 - The region has a high proportion of elderly residents
 - Largely a function of income and age, availability of technology is often limited
 - The region has a large number of limited English proficient (LEP) populations. SJTPO does not have internal capacity to translate materials or conduct events in other languages, dialects, etc. We would like to see the consultant demonstrate how this barrier could be addressed through this process.
 - The metropolitan planning process is bogged down by technical jargon that is not easily understood by the public, stakeholders, and elected officials.
- **Focus:** The consultant will work with SJTPO, the Technical Advisory Committee (TAC), and Policy Board, as instructed by SJTPO staff, to establish areas where public input will be most effective and can meaningfully guide development of the RTP.
- **Plain Language:** The consultant must be able to effectively communicate to the public the concepts relevant to the RTP process without relying on common jargon that makes the planning process inaccessible to the public.
- **Outreach:** The consultant must demonstrate an ability to identify stakeholders (groups, communities, etc.) to target for diverse, meaningful input and identify specific methods that will be employed, and by whom, to reach those stakeholders.

- **Technology:** There will be a major focus in this effort on utilizing technology to maximize SJTPO's reach into the communities it serves. However, the consultant must also be mindful of the individuals and communities that do not have equal access to technology and should address the needs in reaching those individuals in this proposal.
 - **Social media:** this effort should work to bolster SJTPO's existing use of social media, (such as its twitter account), with content development and additional suggestions that will help in building followers on that account. This effort should also identify other social media to utilize and how to incorporate it effectively. SJTPO is not interested in tools that require costly, ongoing payments to communicate with followers, like facebook.

Task 1 Deliverables

- 1.1. Outreach Strategy:** The consultant must develop an outreach strategy that includes overall direction for the outreach effort: development of messaging, marketing (ex. PSAs, newspapers, local radio, viral videos, etc.), surveys, and lays out activities (some conducted by the consultant and some conducted by SJTPO), innovations, and materials, etc.

Draft Technical Memorandum: Friday, October 30, 2015

Final Technical Memorandum: Friday, November 20, 2015

- 1.2. List of Stakeholders:** SJTPO needs to develop a more robust network of stakeholders to include in conversations about regional transportation needs, both through this process and moving forward. Working with SJTPO staff, the consultant will identify and deliver a meaningful list of stakeholders that will include contact information, how to contact the stakeholders, and whether the consultant will make the initial contact or expects SJTPO to make initial contact. In consultation with the SJTPO, the consultant is expected to determine the most important groups with whom they should meet. SJTPO expects that the consultant will make contact with some stakeholders to ensure their inclusion in the RTP outreach process. However, SJTPO can be a part of this effort.

Initial List of Stakeholders: Monday, October 26, 2015*

*It is expected that while an initial list will be created at the project's inception, it will be augmented throughout the course of the entire project, with the final list to be delivered as part of the chapter (as described below), summarizing the entire public outreach process conducted for the 2040 RTP Update.

- 1.3. Meetings and Events:** The consultant will develop the activities and content for the meetings and events described below. The consultant may administer additional events and is invited to propose additional events if it sees them as beneficial to the process for either consultant or SJTPO to administer. Where possible, consultant should schedule meetings to align with SJTPO Citizens Advisory Committee (CAC) meetings. The events will be divided into three rounds, as described below, with a slightly different focus within each:

- **Round I, Fall Outreach:** **Mid-October to Mid-December, 2015**
 This outreach will focus on input that is likely to directly impact the content of the RTP. The focus of this outreach will be general education about the Regional Transportation Plan and its significance, as well as the solicitation of comments pertaining to the vision and goals of the plan. During this phase, SJTPO will work with the TAC to discuss possible scenarios to include in the 2040 RTP Update.
- **Round II, Winter Outreach:** **Mid-December, 2015-early April, 2016**
 While outreach held during this part of the outreach process could still impact the content of the plan, the focus would be the solicitation of feedback on the scenarios developed and approved by the TAC during Round I. Team members will also be gathering feedback about the likely strategies for each scenario.
- **Round III, Spring Outreach:** **Mid-April 2016-mid-June, 2016**
 As the draft RTP will be unveiled at these meetings, the focus of this round of outreach will be on soliciting and responding to comments and feedback directly related to the content of the RTP. Material changes to the RTP content could occur during this phase, if needed.

While the proposal should illustrate the possible details and format of SJTPO participation at these events, the specifics will be finalized in consultation with SJTPO staff at the inception of project.

- **In-person meetings:** SJTPO plans to convene a minimum of 12 public meetings (one in each county) during each of these three rounds. Of these 12 meetings, the consultant will develop and administer a minimum of six in-person public meetings, with at least one in each of the three rounds. Of all of these 12 meetings, a minimum of 6, (2 per round), should be held in identified Environmental Justice areas. SJTPO's most current Environmental Justice Report can be found [here](#). Meeting locations, dates, and times will be determined in consultation with SJTPO; consultant effort should primarily focus on content and materials for the meetings.
- **Non-traditional events:** The consultant will develop and administer a minimum of four non-traditional outreach events or venues, one in each county. Examples of non-traditional outreach events include community festivals, high school sporting events, or neighborhood block parties, among others. Non-traditional venues include boardwalks, beaches, or shopping malls, etc. The consultant should indicate types of events and potential locations that would be appropriate to fulfill this requirement.

Initial List: Friday, October 30, 2015*

*Final list will be included as part of the chapter, included in Section 1.6, below.

- 1.4. Public Outreach Toolkit:** The consultant will deliver a robust toolkit that will enable SJTPO to administer successful, professional outreach beyond the scope of consultant-administered work. This toolkit will include:

- A high degree of professional visualization (polished, professional graphics development, handouts, displays, etc).
- Some materials will be tailored to the RTP, but most should be developed based on SJTPO's overall process to leave SJTPO with a series of legacy tools, efforts, practices, materials, etc, that will greatly improve our ability to conduct public outreach in the years to come. For example, if the consultant proposes the use of touch pad polling, tablets, banners, etc., SJTPO will own those products at the end of the effort and would expect to be able to use most of them for general outreach after the adoption of the RTP.
- Attractive, ultra-high resolution graphics from the SJTPO region to use in professional publications (images of the region, images of outreach events, etc)
- Printed materials to be recommended by the consultant (i.e. brochures, handouts, flyers, press releases, etc.)
- In addition to printed materials, consultant should consider use of web-based tools for continuous public input that would supplement what already exists. This could be done through the use of SJTPO webpages or online surveys. One tool of particular interest to SJTPO would be an online map-based tool that would allow residents to identify projects or issues in specific locations.
- All equipment needed to construct a highly professional table or booth, and portable exhibit display at a variety of events that include engaging, professional, and attractive materials, such as displays, branded materials, technology if proposed, etc.

Draft Toolkit: Friday, November 13, 2015

Final Toolkit: Monday, January 4, 2016

1.5. Raw Data: The consultant will deliver a spreadsheet that includes all raw data that reflect any public input received for analysis by SJTPO staff.

Draft Data: Friday, April 15, 2016

Final Data: Friday, June 17, 2016

1.6. Public Outreach Chapter: The consultant will deliver a chapter of the RTP that details the outreach effort employed and summarizes the results of the input. This should include a summary of all the public comments received and responses, as well as a final list of stakeholders as described in 1.2, above.

Initial Draft Chapter: Friday, April 22, 2016

Revised Draft Chapter: Friday, May 6, 2016

Final Draft Chapter: Friday, June 17, 2016

Task 2: Project Management and On-Call Technical Assistance

The consultant shall be required to maintain regular and frequent contact with the SJTPO project manager throughout the study process in order to ensure an expeditious exchange of information. A project schedule shall be submitted with the proposal and refined after the kick-off meeting. The

project schedule will be reviewed regularly during the course of the project and amended as appropriate. Reporting requirements during the study include status reports at a minimum frequency of every two weeks throughout the course of the study in a format to be determined. This will be required even if there is little or no study progress, along with an explanation of why no progress is being made. This requirement is in addition to progress reports required as a part of invoicing. These status reports will not substitute for less formal day-to-day communications between the consultant and the SJTPO project manager needed to conduct a successful study. Invoices should be submitted on a monthly basis throughout the course of the project.

Regular project management meetings will be held between the SJTPO and the consultant project manager. Depending on the needs of the SJTPO and the consultant, these may be conducted over the web (i.e. via WebEx or GoTo Meeting), telephone or in person. The purpose of these meetings will be to discuss the progress of the project, challenges, or other issues pertaining to the project.

Task 2 Deliverables:

- 2.1. A minimum of six project management meetings:** These can be held via the web, (e.g. via WebEx or Got Meeting), over the telephone, or in person.
- 2.2 Bi-weekly progress reports** to discuss project progress, issues, percent of budget expensed, and schedule adherence.

D. Schedule

We anticipate a Notice to Proceed on or about Monday, October 12, 2015 and the entire project must be completed by Thursday, June 30, 2016.

Appendix A provides a broad overview of the overall project schedule.

III. CONSULTANT SELECTION

SJTPO's consultant selection is a two-step, quality-based selection process. First, based on an assessment of the technical qualifications of responding firms, we will select a firm best suited to carry out the scope of work as outlined in our RFP. A review committee will evaluate each proposal and may recommend firms to present additional information and appear for interviews; or, the proposal may be the sole basis for the selection.

Second, SJTPO will negotiate a price with the selected firm. Negotiations and award of the contract will be to the firms that provide the most advantageous proposals. If we cannot negotiate an acceptable contract with the selected firm, negotiations will be terminated and SJTPO will initiate discussions with the second ranked firm.

As the selection of the firm is based solely on technical qualifications, the budget for the scope of work is not material to selecting the most qualified firm. SJTPO's FY 2015 Unified Planning Work Program is publically available through SJTPO's website (www.sjtpo.org/UPWP.html), but should only be used to provide general budgetary information for work activities based on preliminary estimates.

LATE PROPOSALS WILL NOT BE EVALUATED.

The submission should be stapled or bound with no loose pages. The following criteria have been established to guide the evaluation of each consultant proposal with each criterion weighted as indicated below.

A. Technical Proposal

- 1. Technical Approach** (Criterion weight: 40 percent)
 - a. Demonstrate a clear understanding of the effort and products required.
 - b. Explicit consideration of the features listed in Section II, *Scope of Work*.
 - c. Innovations or efficiencies to be used in completing the project with descriptions of how they add value to the project.
 - d. Demonstrate an ability to perform needed tasks and meet stated completion date.
 - e. Quality, clarity, thoroughness in addressing required tasks and submission guidelines.
 - f. Demonstrate the ability to complete project within the schedule stated in this document.

- 2. Firm Qualifications** (Criterion weight: 20 percent)
 - a. Demonstrate successful experience of the firm or team (particularly recent) on similar projects.
 - b. Demonstrate expertise in specialized areas required for this project.
 - c. Firm(s) references submitted with proposal.
 - d. Availability of resources needed to successfully complete the project.

- 3. Staff Qualifications** (Criterion weight: 25 percent)
 - a. Staffing Plan demonstrates staff (particularly Project Manager) ability to successfully complete project.
 - b. Resumes demonstrate staff (particularly Project Manager) experience successfully implementing similar projects.
 - c. Location of office that will be performing the work on this project.

- 4. DBE/ESBE Utilization** (Criterion weight: 15 percent)
 - a. DBE/ESBE firm must be explicitly identified. If a specific DBE/ESBE firm is not identified, a zero percent DBE/ESBE commitment will be assumed.
 - b. Staffing Plan clearly states the hours and specific tasks of DBE/ESBE staff as well as percent of total budget to be dedicated to DBE/ESBE firm(s). Do not provide dollar figures within the Technical Proposal, as those must be included within the separate Cost Proposal.

Federal and State goals for DBE/ESBE participation must be addressed explicitly in the proposal. This is satisfied by stating the percentage of total project cost devoted to DBE/ESBE firm involvement in the Technical Proposal. Do not provide dollar figures within the Technical Proposal, as those must be included within the separate Cost Proposal. See Section IV for definition of DBE/ESBE firms. Note: SJTPO

utilizes the most recent NJDOT federally approved DBE/ESBE goal (for FY 2014), which is 12.49 percent.

The highest-ranking firms may be invited, at the option of SJTPO, to an interview to present relevant details of their proposals and introduce key staff.

B. Cost Proposal

The Technical Proposals must be accompanied by one (1) hard copy and one (1) electronic copy of the Cost Proposal in a separate, sealed envelope. The cost proposals must include a price and level of effort for the Scope of Work. All other charges, such as fringe benefit, overhead, profit, etc., must be identified, yielding a total project cost. Proposals and costs should address the full scope of the project as described within the RFP. Proposals, however, should detail any concerns which impact successful completion of the project as described herein or if additional innovations or alternative tasks are recommended to enhance the intended project scope. Cost proposals must include all tasks or alternatives discussed within the technical proposal.

SJTPO will review proposals based solely on the merit of the Technical Proposal and its adherence to the goals and requirements laid out in this RFP in conformity with the Brooks Act. Only after selection of a top proposal will the separate, sealed cost proposal be opened.

If an acceptable contract cannot be negotiated with the selected firm, negotiations will be terminated and SJTPO will initiate discussions with the second ranked firm. The consultant selection and negotiated contract are subject to approval by the U.S. Department of Transportation in accordance with its policies and procedures. The dollar and percentage participation of DBE/ESBE firms must be separately itemized in the cost proposal.

IV. DISADVANTAGED BUSINESS ENTERPRISE (DBE) AND EMERGING SMALL BUSINESS PARTICIPATION (ESBE)

A. General

Regulations of the Department of Transportation relative to Non-Discrimination in Federally assisted projects of the Department of Transportation (49 CFR Part 21), is made part of the Agreement. In order to ensure The State of New Jersey Department of Transportation (NJDOT) achieves its federally mandated statewide DBE goal, SJTPO encourages the participation of Disadvantaged Business Enterprise (DBE) or Emerging Small Business Enterprise (ESBE), as defined below, in the performance of consultant contracts financed in whole or in part with federal funds.

- 1. Disadvantaged Business Enterprise (DBE)** is defined in 49 CFR Part 26, as a small business concern (from Section 3 of the Small Business Act), which is:
 - a.** At least 51 percent owned by one or more 'socially and economically disadvantaged' individuals, or in the case of any publicly owned business, at least 51 percent of the stock of which is owned by one or more 'socially and economically disadvantaged' individuals, and

- b. Whose management and daily business operations are controlled by one or more of the 'socially and economically disadvantaged' individuals who own it.

'Socially and economically disadvantaged' is defined as individuals who are citizens of the United States (or lawfully permanent residents) and who are: "Black Americans," "Hispanic Americans", "Native Americans," "Asian-Pacific Americans", "Asian-Indian Americans", "Women" (regardless of race, ethnicity, or origin); or "Other" disadvantaged pursuant to Section 8 of the Small Business Act).

2. **Emerging Small Business Enterprise (ESBE)** is defined as a firm that has met the following criteria and obtained small business certification as an ESBE by The State of New Jersey Department of Transportation:

- a. A firm must meet the criteria for a small business as defined by the Small Business Administration in 13 CFR Part 121, which includes annual receipts from all revenues, including affiliate receipts which equates to the annual arithmetic average over the last 3 completed tax years, or by the number of employees.
- b. The small business must be owned by individuals who do not exceed the personal net worth criteria established in 49 CFR Part 26, which is \$750,000. All appropriately certified DBEs fall into this definition due to their size.

B. Policy

The CONTRACTOR agrees that DBE/ESBE firms shall have the maximum opportunity to participate in the performance of contracts and subcontracts financed in whole or in part with Federal funds provided under this Agreement, the CONTRACTOR and its subcontractors shall not discriminate on the basis of race, color, national origin or sex in the award and performance of USDOT-assisted contracts in accordance with 49 CFR Part 21. DBE requirements of 49 CFR Part 23 applies to this agreement. The SJTPO strongly encourages the use of DBE/ESBEs in all of its contractual efforts.

C. Certified DBE/ESBE Firms

A list of certified ESBE firms is compiled and is effective for contracts on a per calendar year basis. Current guidance on DBE/ESBE is available on the website of the New Jersey Department of Transportation (www.state.nj.us/transportation/business/civilrights). Firms who wish to be considered for DBE/ESBE certification are encouraged to contact the NJDOT Office of Civil Rights directly for information on the certification process. Once a firm is certified, the federal portion of the dollar value of the contract or subcontract awarded to the DBE/ESBE is generally counted toward the applicable DBE/ESBE goal. If state matching and/or non-matching funds are also awarded to a DBE/ESBE, the total dollar value of the DBE/ESBE contract or subcontract may also be counted toward the applicable DBE/ESBE goal.

There are only two lists that count towards meeting this DBE/ESBE goal. Firms should check these sites PRIOR TO submitting a proposal.

1. New Jersey ESBE: <http://njdot-esbe.biplus.com/>
2. New Jersey DBE: <http://www.njucp.net/>

There are some certifications that have similar requirements, such as MBE, SBE, or any similar certifications in another state – THESE DO NOT COUNT for this goal.

D. Consultant Documentation

If applicable, the Consultant must demonstrate sufficient reasonable efforts to meet the DBE/ESBE contract goals. Additionally, SJTPO has a long-standing commitment to maximize business opportunities available to DBE/ESBE firms. The consultant's contract is subject to all federal, state, and local laws, rules, and regulations, including but not limited to, non-discrimination in employment and affirmative action for equal employment opportunity. The consultant's contract obligates the consultant to aggressively pursue DBE/ESBEs for participation in the performance of contracts and subcontracts financed in whole or in part with Federal funds. The consultant cannot discriminate on the basis of race, color, national origin, or sex in the award and performance of federally assisted contracts. The consultant contract specifies the DBE/ESBE goal and the DBE/ESBE participation rate for that contract, if applicable. The prime consultant contract must document, in writing, all of the steps that led to any selection of the DBE/ESBE firm(s). Prior to the award of a consultant contract, the consultant must demonstrate sufficient reasonable efforts to utilize DBE/ESBE firms. SJTPO utilizes the most recent NJDOT federally approved DBE/ESBE goal (for FY 2014, which remains in effect for SJTPO FY 2016), which is 12.49 percent.

If, at any time a firm intends to subcontract or modify any portion of the work already under contract, or intends to purchase material or lease equipment not contemplated during the original preparation of the cost proposal, the firm must notify SJTPO in writing. If, as a result of any subcontract, modification, purchase order, or lease, the actual DBE/ESBE or participation rate for the consultant's contract is in danger of falling below the agreed upon DBE/ESBE participation, then a request must be made for a DBE/ESBE Goal Exemption Modification through SJTPO.

V. EQUAL EMPLOYMENT OPPORTUNITY PROVISION

- A. Consultants and subconsultants shall not discriminate on the basis of race, color, national origin, or sex in the award and performance of this contract.
- B. All potential Consultants must demonstrate a commitment to the effective implementation of an affirmative action plan or policy on equal employment opportunity. The potential Consultant must insure equal employment opportunity to all persons and not discriminate against any employee or applicant for employment opportunity because of race, color, religion, sex, national origin, physical disability, mental disorder, ancestry, marital status, criminal record, or political beliefs. The Consultant must uphold and operate in compliance with Executive Order 11246 and as amended in Executive Order 11375, Titles VI and VII of the Civil Rights Act of 1964, the Equal Employment Opportunity Act of 1972, and the Fair Employment Practices Act.

- C. In response to this Request for Qualifications/Request for Proposals, the Consultant should furnish a detailed statement relative to its Equal Employment Opportunity practices and any statistical employment information that it deems appropriate, relative to the composition of its work force or its subconsultants.

VI. INSURANCE REQUIREMENTS

- A. The Consultant shall carry and maintain in full force and effect for the duration of this contract, and any supplement thereto, appropriate insurance. The Consultant shall submit to the SJTPO, a Certificate of Insurance indicating the existence of the coverage required. Policies shall be issued by an insurance company authorized to do business in the State of New Jersey; and approved by the SJTA.
- B. Insurance similar to that required by the Consultant shall be provided by or on behalf of all subconsultants to cover its operation(s) performed under this contract, and include in all subcontracts. The Consultant shall not be issued the Notice to Proceed until evidence of the insurance coverage required has been received, reviewed, and accepted by the SJTPO.
- C. The insurance coverage under such policy or policies shall not be less than specified herein.
1. Worker's Compensation and Employer's Liability:
 - a. Each Accident \$ 100,000
 - b. Disease-Each Employer \$ 100,000
 - c. Disease Policy Limit \$ 500,000
 2. Comprehensive General Liability:
 - a. Bodily Injury
 - Each Person \$ 250,000
 - Each Occurrence \$ 1,000,000
 - b. Property Damage
 - Each Person \$ 1,000,000
 - Aggregate \$ 2,000,000
 3. Comprehensive Automobile Liability:
 - a. Bodily Injury
 - Each Person \$ 500,000
 - Each Occurrence \$ 1,000,000
 - b. Property Damage
 - Each Occurrence \$ 250,000
 4. Professional Liability Insurance:
 - a. Claims made/aggregate \$ 1,000,000

EXHIBIT A**P.L. 1975, C. 127 (N.J.A.C. 17:27)
MANDATORY AFFIRMATIVE ACTION LANGUAGE****PROCUREMENT, PROFESSIONAL, AND SERVICES CONTRACTS**

During the performance of this contract, the contractor agrees as follows:

The contractor or subcontractor, where applicable, will not discriminate against any employee or applicant for employment because of age, race, creed, color, national origin, ancestry, marital status, sex, affectional or sexual orientation. The contractor will take affirmative action to ensure that such applicants are recruited and employed, and that employees are treated during employment, without regard to their age, race, creed, color, national origin, ancestry, marital status, sex, affectional or sexual orientation. Such action shall include, but not be limited to the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the Public Agency Compliance Officer setting forth provisions of this nondiscrimination clause;

The contractor or subcontractor, where applicable will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, sex, affectional or sexual orientation;

The contractor or subcontractor, where applicable, will send to each labor union or representative or workers with which it has a collective bargaining agreement or other contract or understanding, a notice, to be provided by the agency contracting officer advising the labor union or workers' representative of the contractor's commitments under this act and shall post copies of the notice in conspicuous places available to employees and applicants for employment;

The contractor or subcontractor; where applicable, agrees to comply with the regulations promulgated by the Treasurer pursuant to P.L. 1975, c. 127, as amended and supplemented from time to time and the Americans with Disabilities Act;

The contractor or subcontractor agrees to attempt in good faith to employ minority and female workers consistent with the applicable county employment goals prescribed by N.J.A.C. 17:27-5.2 promulgated by the Treasurer pursuant to P.L. 1975, c. 127, as amended and supplemented from time to time or in accordance with a binding determination of the applicable county employment goals determined by the Affirmative Action Office pursuant to N.J.A.C. 17:27-5.2 promulgated by the Treasurer pursuant to P.L. 1975, c. 127, as amended and supplemented from time to time;

The contractor or subcontractor agrees to inform in writing appropriate recruitment agencies in the area, including employment agencies, placement bureaus, colleges, universities, labor unions, that it does not discriminate on the basis of age, creed, color, national origin, ancestry, marital status, sex, affectional or sexual orientation, and that it will discontinue the use of any recruitment agency which engages in direct or indirect discriminatory practices;

The contractor or subcontractor agrees to revise any of its testing procedures, if necessary, to assure that all personnel testing conforms with the principles of job-related testing, as established by the statutes and court decisions of the State of New Jersey and as established by applicable Federal law and applicable Federal court decisions;

The contractor or subcontractor agrees to review all procedures relating to transfer, upgrading, downgrading and layoff to ensure that all such actions are taken without regard to age, creed, color, national origin, ancestry, marital status, sex, affectional or sexual orientation, and conform with the applicable employment goals, consistent with the statutes and court decisions of the State of New Jersey, and applicable Federal law and applicable Federal court decisions; and

The contractor and its subcontractors shall furnish such reports or other documents to the Affirmative Action Office as may be requested by the office from time to time in order to carry out the purpose of these regulations, and public agencies shall furnish such information as may be requested by the Affirmative Action Office for conducting a compliance investigation pursuant to **Subchapter 10 of the Administrative Code (NJAC 17:27)**.

EXHIBIT B**NOTICE TO ALL BIDDERS
SET-OFF FOR STATE TAX**

Please be advised that, pursuant to P.L. 1995, c.159, effective January 1, 1996, and notwithstanding any provision of the law to the contrary, whenever any taxpayer, partnership or S corporation under contract to provide goods or services or construction projects to the State of New Jersey or its agencies or instrumentalities, including the legislative and judicial branches of State government, is entitled to payment for those goods or services at the same time a taxpayer, partner or shareholder of that entity is indebted for any State tax, the Director of the Division of Taxation shall seek to set off that taxpayer's or shareholder's share of the payment due the taxpayer, partnership or S corporation. The amount set off shall not allow for the deduction of any expenses or other deductions, which might be attributable to the taxpayer, partner, or shareholder subject to set-off under this act.

The Director of the Division of Taxation shall give notice of the set-off to the taxpayer and provide an opportunity for a hearing within 30 days of such notice under the procedures for protests established under R.S. 54:49-18. No requests for conference, protest, or subsequent appeal to the Tax Court from any protest under this section shall stay the collection of the indebtedness. Interest that may be payable by the State, pursuant to P.L. 1987, c.184 (c.52:32-32 et seq.), to the taxpayer shall be stayed.

EXHIBIT C

**REQUIRED AFFIRMATIVE ACTION EVIDENCE FOR
PROCUREMENT, PROFESSIONAL AND SERVICES CONTRACTS**

All successful vendors must submit one of the following within seven (7) days of the notice of intent to award:

1. A photocopy of their Federal Letter of Affirmative Action Plan Approval; OR
2. A photocopy of their Certificate of Employee Information Report; OR
3. A completed Affirmative Action Employee Information Report (AA302).

PLEASE COMPLETE THE FOLLOWING QUESTIONNAIRE AS PART OF THE BID PACKAGE IN THE EVENT THAT YOU OR YOUR FIRM IS AWARDED THIS CONTRACT.

1. Our company has a Federal Letter of Affirmative Action Plan Approval.
Yes _____ No _____
2. Our company has a Certificate of Employee Information Report.
Yes _____ No _____
3. Our company has neither of the above. Please send Form #AA302
(AFFIRMATIVE ACTION EMPLOYEE INFORMATION REPORT)
_____ Check here

NOTE: This form will be sent only if your company is awarded the bid.

I certify that the above information is correct to the best of my knowledge.

NAME: _____
(Please type or print)

SIGNATURE: _____

TITLE: _____

DATE: _____

PHONE: _____

FAX: _____

EXHIBIT D

SAMPLE STAFFING PLAN IN TECHNICAL PROPOSAL
(DO NOT include any cost information in your Technical Proposal)

Staff Name	Title	Hours per Task								Total Hours
		First task	Second task	Third task	Fourth task	Fifth task	Sixth task	Seventh task	Eighth task	
		1	2	3	4	5	6	7	8	
Company 1										
[Name]*	Project Manager	25	0	20	0	15	0	41	0	70
[Name]*	Planner 1	5	0	4	0	2	3	1	4	19
Company 1 Subtotal		30	0	24	0	17	3	42	4	89
Company 2 (DBE Firm)										
[Name]*	Technician 1	0	8	0	2	0	0	0	0	10
[Name]*	Technician 2	0	6	0	4	0	0	0	0	10
Company 2 Subtotal		0	14	0	6	0	0	0	0	20
Sub-Total Hours		30	14	24	6	17	3	42	4	119

* Staff Name should generally be included; however, staff title may be substituted, where appropriate

STAFFING PLAN IN COST PROPOSAL

A Staffing Plan identical to the one in the Technical Proposal should also be included in the Cost Proposal. However, in the Cost Proposal, the Staffing Plan should include billable rates and cost totals for each staff member and company.

Note: All titles, numbers, number of companies, etc. used in this table are illustrative only. The table is only used to show the types of information required in each Staffing Plan. Format may differ from the table shown above as long as it includes, at a minimum, the information shown above. **DO NOT** include any cost information in your Technical Proposal.

APPENDIX A:

SCHEDULE – SJTPO 2040 RTP UPDATE: PUBLIC INVOLVEMENT PROCESS

10/15	11/15	12/15	01/16	2/16	3/16	4/16	5/16	6/16	7/16
<ul style="list-style-type: none"> •Project Kick -Off Meeting •TAC workshop to develop scenarios 	<ul style="list-style-type: none"> •Team finishes Outreach Strategy Technical Memorandum •TAC approves scenarios 	<ul style="list-style-type: none"> •Team summarizes the public input results to date. 	<ul style="list-style-type: none"> • Scenarios voted on by TAC, released to public 		<ul style="list-style-type: none"> • Strategies for each scenario voted on by TAC 	<ul style="list-style-type: none"> • Team finishes draft of Plan for public comment 	<ul style="list-style-type: none"> •Public Comment Period •Team finishes final draft of 2040 RTP Update (2016) 		<ul style="list-style-type: none"> •2040 RTP Update adopted
Round I (Fall) Public Meetings (to begin 9/2015)			Round II (Winter)- Public Meetings			Round III (Spring) Public Meetings			

(*) The public input will be a continual process as will the planning process. The 2040 RTP Update will be a snapshot in time. The planning process and scenario visioning will be continuous.

KEY:  Internal milestones

 Public events--Attendance and conduct of public outreach events in conjunction with SJTPO staff.