

SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION

RESOLUTION 1109-37: Approving the Selection of Rodriguez Consulting LLC as Consultant for Part 1 of the FY 2012 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 2012 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, and 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 Part 1 of the FY 2012 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 September 26, 2011.



**Monica LoGuidice for
Bruce Bobbitt, 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 headquarters in Williamstown, New Jersey. *Rodriguez* will be assisted on the accomplishment of this effort by *Orth-Rodgers & Associates Inc. (ORA)*. *Rodriguez/ORA* welcome 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 initial 2006, 2007, 2008, 2009, 2010 and 2011 SJTPO Seat Belt Surveys as well as other Transportation Planning and Roadway Safety projects. The *Rodriguez/ORA* team has access to the necessary equipment (count boards, 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 1817 Arlington Drive, Williamstown, NJ, 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/ORA* 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;
- roadway classification;
- direction
- driver and passenger seat belt usage, gender and position;
- driver cell phone usage and gender;
- roadway type (suburban, urban and rural).

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/ORA* team recognizes that, as was the 2006, 2007, 2008, 2009, 2010 and 2011 Seat Belt Surveys, the 2012 Seat Belt Survey is to be based on the "National Occupant Protection Use Survey" (NOPUS) and its thrust to provide a "snapshot" of seat belt usage on the roadways within the **SJTPO** Region and more specifically the objectives of the survey are:

1. Determine senior drivers and passengers seat belt use for 2012.
2. Compare SJTSA's senior belt use with SJTSA's 2012 general public belt use.
3. Compare SJTSA's senior belt use with statewide and national senior belt use data.
4. Determine teen seat belt use by drivers, front seat passenger and backseat passengers for 2012.
5. Determine number of non complying GDL drivers for passengers and identifier.
6. Compare teen belt use etc to SJTSA's previous years data.
7. Compare teen belt use to state and national teen belt use data.
8. Compare teen belt use to general public belt use for state and national use.
9. Identify cell phone use for drivers by age and gender for 2012.
10. Compare SJTSA's cell phone use to SJTSA's previous years and state and national cell phone use data.

11. Identify any other distractions observed by age and gender and compare to any other use data on the distraction.

The **Rodriguez/ORA** team intends to field survey nine (9) over 55 communities (4 Atlantic County, 2 sites in Cape May and Cumberland County and 1 site in Salem County) as identified in Exhibit D of the RFP and attached herein (Section VII). The **Rodriguez/ORA** team also intends to field survey 21 High School sites (7 in Atlantic County, 4 Cape May County and 5 in Cumberland and Salem County) as identified in Exhibit E of the RFP and attached herein (Section VII). The field crews assigned to this project are composed of Rodriguez employees that 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.

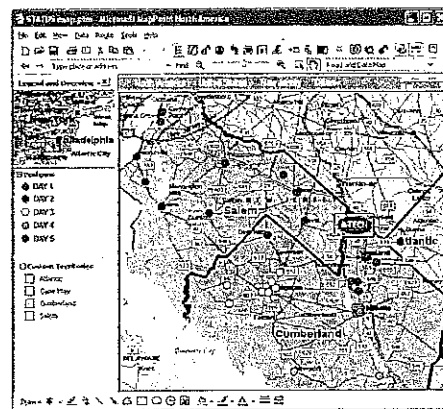


Figure 1-1 - MS MapPoint Used to Locate Sites & Schedule Crews

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 2012 Seat Belt Survey RFP. Prior to the 2007 Seat Belt Survey effort, **Rodriguez/ORA** 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.
- One enumerator dedicated to the driver and one enumerator dedicated to the passenger will be necessary. The best location for the enumerator dedicated to the passenger is on the near side of the road.

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 field 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 over 55 communities and High School sites,
- 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 of the survey,
- 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/ORA** 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, Observation Forms,
- Clipboards and pens,
- NJDOT approved safety vests,
- Digital Cameras,
- Additional batteries, and
- A company vehicle 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.
 - 1.) By location/roadway type
 - 2.) By county/municipality
- Observation Forms – the seatbelt survey forms include a header that states: location, time interval, direction of traffic observed, road name, and road type, seat belt use and gender

by vehicle of the driver and front seat passenger, and the cell phone use of the driver. (NOTE: *The aforementioned two forms will only be used as back-up if the electronic TMC boards are not used for data collection*)

- Company ID badge, and
- Letter of Authorization with an explanation of the project.

We will perform counts between Monday and Friday during the months of October through December 2011, as required by the **SJTPO**. 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.

2. Over 55 Communities

Observations will be made from outside the vehicle along the roadside as this location was found to provide the best view during our test case. Observers will focus attention on senior drivers and passengers at 9 sites. The observers will note the gender of the driver and passengers (male/female). In addition to seat belt use, the observers should note seat position and any distractions such as cell phone use.

The following is a summary of the data that will be recorded at each of the over 55 communities:

<u>GENERAL INFORMATION</u>	<u>DRIVER</u>	<u>PASSENGER</u>
SITE ID#	GENDER: Male/Female	GENDER: Male/Female
DATE/TIME	SEAT BELT: Y/N	SEAT BELT: Y/N
# of Uncounted Vehicles	CELL PHONE: Y/N	SEATING POSITION
	OTHER DISTRACTIONS	

3. High School Sites

Observations will be made to determine the seat belt use by teen drivers and teen passengers at 21 high school sites. The observers will note driver seat belt use by gender, cell phone use and other electronic device/distraction. Passenger seat belt use by gender and seating position will also be observed. Vehicles with identifiers such as Graduated Drivers License (GDL) must also be noted.

The following is a summary of the data that will be recorded at each of the 21 high school sites:

<u>GENERAL INFORMATION</u>	<u>DRIVER</u>	<u>PASSENGERS</u>
SITE ID#	GENDER: Male/Female	GENDER: Male/Female
DATE/TIME	SEAT BELT: Y/N	SEAT BELT: Y/N
VEHICLES WITH IDENTIFIERS	CELL PHONE: Y/N	SEATING POSITION
# of Uncounted Vehicles	ELECTRONIC DEVICE/DISTRACTION	GDL Compliance

An initial kickoff and coordination meeting will be held within 7 days of the NTP. Monthly progress meetings/reports will be scheduled; however, based on a mutual agreement between the **SJTPO** and the **Rodriguez/ORA** Team, the monthly meetings may be waived or conducted by telephone but the monthly progress reports will still be submitted.

4. Data Analysis and Report

The *Rodriguez/ORA* Team will provide a statistical analysis of the collected data similar to the analysis provided in the previous studies. The data will be summarized in both tabular and graphical formats with maps produced by GIS software.

The results of the analysis will be presented to the **SJTPO** in a draft report summarizing the 2012 Seat Belt Survey's factual findings based on the data collected. One hard copy of the actual data, diagrams, maps, etc. will be provided as a supplement to the report. We currently anticipate utilizing a format similar to the 2011 report, highlighting the main report findings of the report in bullets on the left side of the page, with the full text, tables, and maps on the right side of the page. As noted above, the actual format of the report is subject to modification and will be discussed at the initial project meeting with the **SJTPO**.

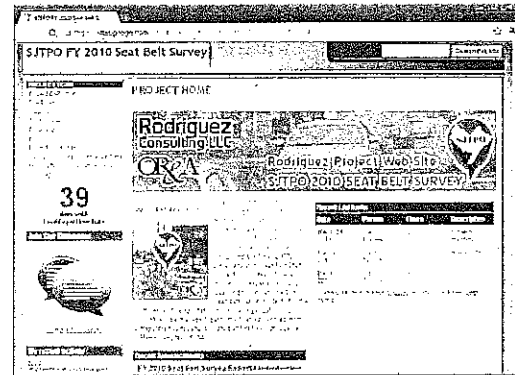


Figure 1-3 - SJTPO Seat Belt Survey Deliverables

After the **SJTPO** has received and commented on the draft document, 5 hard copies of a final report will be generated along with a CD ROM containing the electronic deliverables presented in a web site format (see Figure 1-3) and submitted as a final deliverable. We have provided a ten day review period for the **SJTPO** in our project schedule, although this schedule may be able to be modified if desired to provide a slightly longer review period.

The report will provide a written description summarizing the project, the data collection procedure and an analysis of the collected data including the overall seat belt usage for both the driver and the passengers by gender and cell phone or other distractions for the driver and seating position of the passengers. It will contrast the results with the data from previous statewide and national seatbelt survey usage rates as well as compare the results with the previous seat belt studies for the **SJTPO** region. In addition, the report will contain a similar analysis section addressing the data collected during the 2008 and 2010 high school collections: seat belt usage, cell phone usage or other electronic device/distraction of the driver and seat belt use by gender and seating position of the passengers.

Issues

The outline provided below is intended to supplement and enhance the management procedures and issues already identified, and not to provide a replica of the desired statement of work. The highlighted text contained herein refers to key issues, problems, solutions, or innovative concepts.

Safety:

- Safety of the public: Consideration to public safety is a very important issue that needs to be addressed when conducting all types of field survey work. Vehicles should be parked in a safe site not obscured from traffic due to vertical or horizontal geometry or other visual barriers.
- Safety of our staff: All staff members responsible for the field surveys must have safety training. As necessary the staff is equipped with reflective vests. Additionally, since the observer will be stationed outside the vehicle, care will be taken to select a safe observation location.
- Safety during Field Observations: Care should be taken to pick locations that do not attract attention of passing motorists, yet provide a clear view of the roadway.
- **Rodriguez** will review its in-house safety plan with all staff prior to the start of the site observations.

Cost Effectiveness:

- Our office is located in the center of southern New Jersey; for this reason we are able to keep our costs down and keep our production at a high level.
- We possess sufficient equipment and trained manpower so that in the event a need for multiple operations arises we are able to handle this type of situation(s) in a timely and efficient manner.
- Our staff is very familiar with the **SJTPO** highway network, having performed similar work in this area with the **SJTPO**, **NJDOT**, **Cumberland County** and other agencies. As Figure 1-4 depicts, approximately 80% of the 2012 **SJTPO** seat belt survey sites are within a 60-minute drive from **Rodriguez's** office.

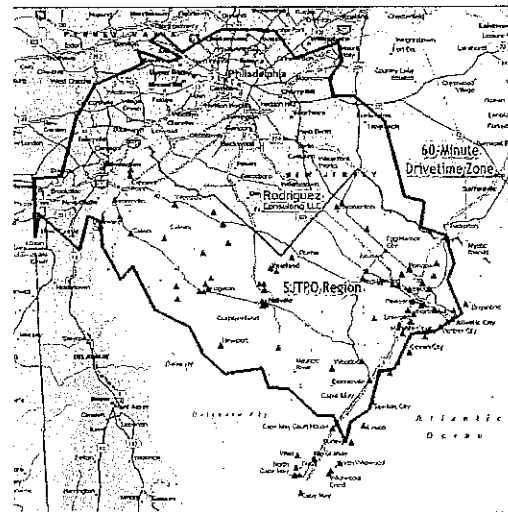


Figure 1-4 - The Close Proximity of Rodriguez's Office to the SJTPO Office and Survey Locations Ensures Focused & Efficient Teamwork

Public Relations and Representation:

- It is essential that our staff conduct themselves in an appropriate and professional manner in regard to their appearance and their dealing with the public. Our equipment and vehicles are marked with the firm's name, address and phone number.
- Permission is requested, when the need arises for parking or sitting on private property.
- Staff is provided with photo identification cards with the company's contact phone number.
- We anticipate the field observation and data collection phase will involve discussions with the local and State Police to insure they are aware of our operations.

Communications:

- Open and continuous communication is a key factor in the success of multi-disciplinary projects with multiple stakeholders. Telephones (both land and cell lines), fax machines and e-mail have been, and will continue to be, effective methods of communication for schedules, special requests and data transmission of data with our clients.
- Our observers will be equipped with cell phones for immediate communications with local and state police, and the office.

Responsiveness:

It is essential to respond to this contract in a timely fashion in order to have the time to plan, prepare and execute the Seat Belt Survey. The staff assigned to this project has an excellent record in responding to large efforts such as this on very short notice while meeting all deadlines.

Staffing:

To be able to respond to various requests on a very short notice, many of our personnel are cross-trained on the proper use of all equipment. This is the most effective means we have found to address the manpower needs to adequately handle any number of special requests.

Issues Requiring Schedule Modifications:

- Weather
- Road Closures
- Accidents
- Equipment Failure
- Unforeseen staffing issues – illness, emergency personal leave, etc.

Deliverables

Deliverables for this project include the following:

- **Completed Daily Work Reports and Observation Sheets**, one hard copy and Adobe PDF format.
- **Digital Videos** of field locations.
- One copy of the **2012 Seat Belt Study Database** (Microsoft Excel, Microsoft Access, and/or ESRI shapefile formats).
- **Draft 2012 Seat Belt Study Report** (1 copy), full color, double sided format.
- **Final 2012 Seat Belt Study Report** incorporating review comments; 5 hard copies full color, double sided format; Microsoft Word and Adobe PDF formats.
- One digital **CD-ROM** with the digital version of the various deliverables listed above.

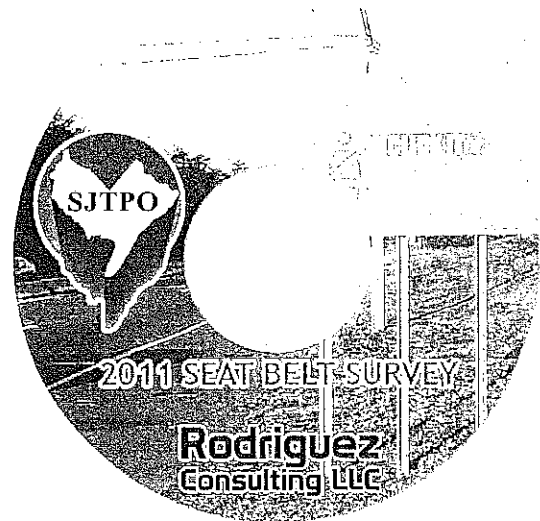


Figure 1-5 - Sample SJTPO Seat Belt Survey Report CDROM

B. SCHEDULE

We have prepared and included a project schedule (summarized in Figure 1-6) based on our experience performing the 2006- 2011 **SJTPO** Seat Belt Surveys and the goals outlined in the current RFP. In reviewing the project approach, it is important to note that the **Rodríguez/ORA** team is prepared to meet the **SJTPO's** projected schedule for the completion of the 2012 Seat Belt Survey Part I by utilizing our staff's experience with the previous Seat Belt Surveys. We will complete the Data Acquisition (Seat Belt Surveys), Draft Report, and Final Report ahead of the desired schedule, in a manner that best utilizes the resources of the **Rodríguez/ORA** team and the **SJTPO** staff.

COSTS

The **Rodriguez Consulting LLC (Rodriguez)** and **Orth-Rodgers & Associates, Inc. (ORA)** Team is pleased to present our cost proposal as follows:

Cost Estimate – Totaling **\$14,997.92**. Work under this effort includes: obtaining seat belt /cell phone data for nine (9) over-55 community sites in Exhibit D and 21 high school sites in Exhibit E; analyzing the data; and preparing a final report.

A breakdown of our costs is presented on the following pages, as well as a listing of our key personnel.