

SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION

RESOLUTION 1203-12: Approving the Selection of Rodriguez Consulting, LLC as Consultant for Part II 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).

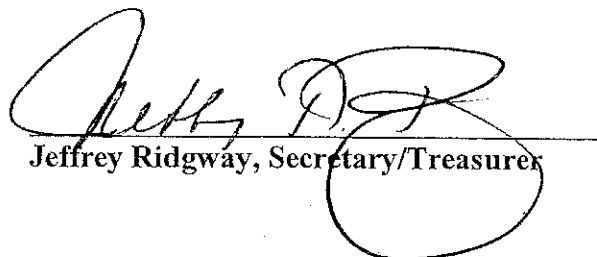
NOW THEREFORE BE IT RESOLVED, that the Policy Board of the South Jersey Transportation Planning Organization hereby approves the above selection for Part II of the FY 2012 Seat Belt Survey; and

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 March 26, 2012.


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 headquarters in Williamstown, 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 initial 2006, 2007, 2008, 2009, 2010 and 2011 SJTPO Seat Belt Surveys as well as other Transportation Planning and Roadway Safety projects. *Rodriguez* 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 our firm has the key qualities and experience necessary for this type of assignment. We have 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;
- back seat passenger seat belt usage, gender and age;

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

Rodriguez recognizes that, as was the previously completed Seat Belt Surveys, the 2012 Part 2 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. Compare backseat seat belt use to prior year rate of 72%.
2. Determine backseat seat belt use by age and gender, (8-12), (12-18), and over 18.
3. Determine child restraint use by age, rear facing infants (typically birth to 1 year), forward facing 5 point harness restraint use (typically 1 to 4 years of age) and booster seat use (children 5 to 8).

Rodriguez intends to field survey nine (9) soccer field sites (one (1) site in Atlantic, two (2) sites in Cape May, three (3) sites in Cumberland, and one (1) site in Salem County) at the beginning of youth soccer games from Saturday, April 14th through Sunday, May 13th as identified in Exhibit D and E of the RFP and attached herein (Section VII). The field crews assigned to this project are composed of **Rodriguez** employees that 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 Esri's ArcView and Google Earth to plot the locations of each of the survey sites and to plan work days based on locations of driveways and the anticipated flow of traffic. Our project management approach will allow our crews to maximize the amount of time observing vehicles and minimize the amount of time moving from place to place. The results of each work day will be logged into an MS Access database and integrated with GIS. This will allow our project manager to view daily progress and modify work schedules accordingly. Figure 1-1 depicts a screen capture of the Google Earth application and the display of work schedules.

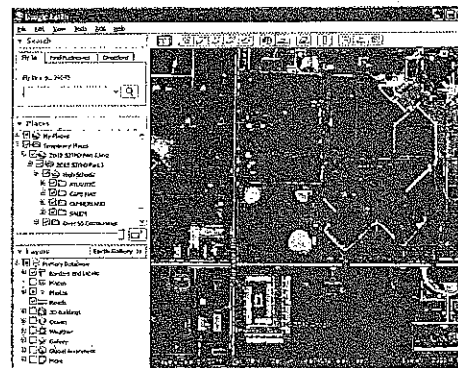


Figure 1-1 - Google Earth Used to Locate Sites & Plan Data Collection

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** 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 site locations in Exhibit D & E of the RFP,
- Establishing a deployment location and schedule for observers,
- 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,
- 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

Rodriguez 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,
- GPS navigation systems to provide directions to the site,
- Schedules including site locations,
- Apple iPads and 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 seat belt survey forms include a header that states: location, date, and time interval. The following data will be collected with the form: rear passenger seat belt use by gender and age group and Child Restrain System (CRS) compliance by age group. (NOTE: *The aforementioned forms will only be used as back-up if the Apple iPads are not used for data collection*)
- Company ID badge, and
- Letter of Authorization with an explanation of the project.

We will perform counts on the dates and times of the games listed in the RFP Amendment, 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. Backseat Seat Belt and Child Restraint Use

Observations will be made from the entrance of athletic fields timed for the start of soccer games when families and cars full of young players will be arriving. Observers will focus attention on backseat passengers' seat belt use. The observers will note the gender of the rear passengers (male/female) as well as their age group (8-12), (12-18), and over 18. In addition to seat belt use, the observers will note child restraint use by age group, rear facing infants (typically birth to 1 year), forward facing 5 point harness restraint use (typically 1 to 4 years of age) and booster seat use (children 5 to 8).

The following is a summary of the data that will be recorded at each of the athletic fields:

GENERAL INFORMATION

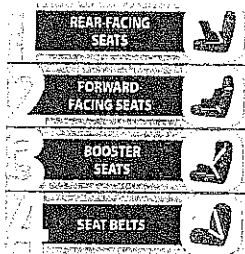
SITE ID#
DATE/TIME
of Uncounted Vehicles

REAR PASSENGER

GENDER: Male/Female
SEAT BELT: Y/N
POSITION: LEFT/CENTER/RIGHT

CHILD RESTRAINT SYSTEM

RESTRAINT: Y/N
CRS TYPE: 1/2/3/4
AGE GROUP: 0-1 / 1-4 / 5-8 / 8-12 / 12-18 / 18+



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 Rodriguez, the monthly meetings may be waived or conducted by telephone but the monthly progress reports will still be submitted.

4. Data Analysis and Report

Rodriguez 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.

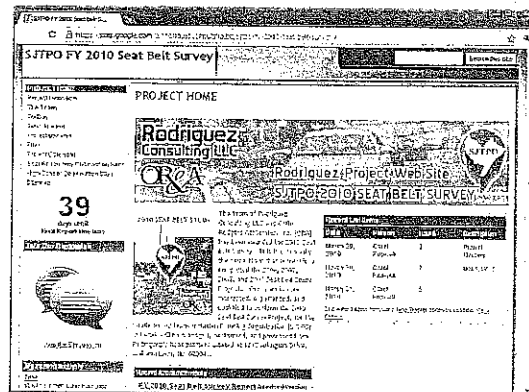


Figure 1-3 - SJTPO Seat Belt Survey Deliverables

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 the passengers by gender and age. It will contrast the results with the data from previous seatbelt survey usage rates as well as compare the results with the previous seat belt studies for the SJTPO region.

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.

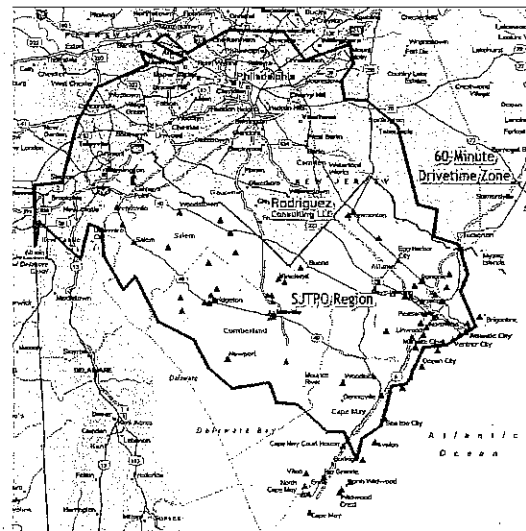


Figure 1-4 - The Close Proximity of Rodriguez's Office to the SJTPO Office and Survey Locations Ensures Focused & Efficient Teamwork

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.

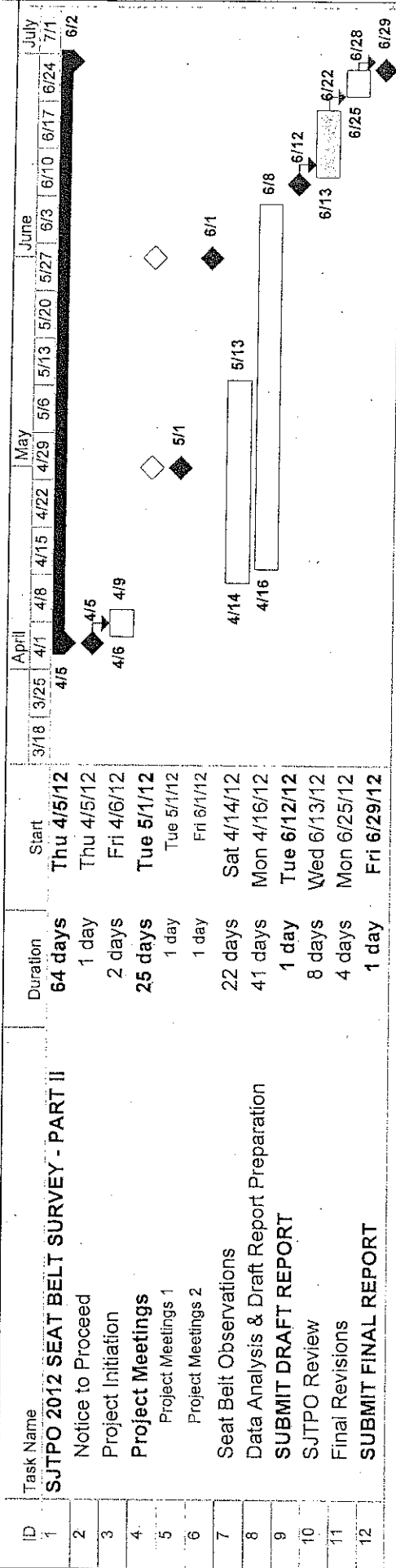


Figure 1-5 - Sample SJTPO Seat Belt Survey Report CDROM

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 **Rodriguez** is prepared to meet the **SJTPO's** projected schedule for the completion of the 2012 Seat Belt Survey Part 2 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 our resources and the **SJTPO** staff.

**Proposed Project Schedule
 SJTPO 2012 SEAT BELT STUDY - PART II
 March 15, 2012**



Rodriguez Consulting LLC
 Engineers & Surveyors
 Rodriguez Consulting, LLC

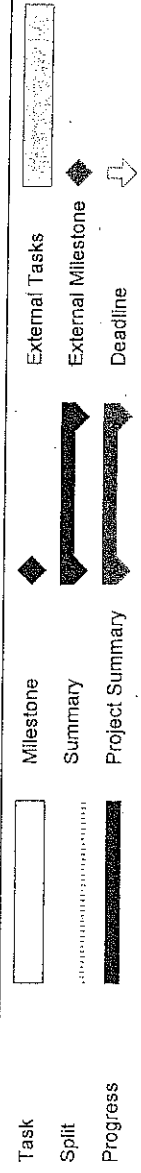


FIGURE 1-6

COSTS

Rodriguez Consulting LLC (*Rodriguez*) is pleased to present our cost proposal as follows:

Cost Estimate – Totaling **\$34,988.63**. Work under this effort includes: obtaining seat belt on ten (10) days for soccer games at various sites listed in Exhibits D and 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.