REQUEST FOR PROPOSALS

for

Tri-School Area Traffic Study

RFP #2532

April 2025

City of Culver City

PUBLIC WORKS DEPARTMENT
MOBILITY AND TRAFFIC ENGIENERING DIVISION

9770 Culver Boulevard
Culver City, CA 90232-0507

PROPOSAL DUE: May 15, 2025

Tri-School Area Traffic Study
RFP #2532

I. REQUEST SUMMARY

The City of Culver City is seeking proposals from qualified vendors to assist City staff with performing public outreach, research, and other services necessary to prepare the Tri-School Area Traffic Study (Study). The Study aims to assess current traffic patterns, safety concerns, pedestrian and cyclist activity, and school-related traffic impacts. Extensive community and public outreach will be integral to the process to ensure input from residents, school administrators and students, and other stakeholders is incorporated into the analysis and recommendations. The overall goal of the traffic study is to achieve community consensus on a set of traffic improvements for the neighborhood

The Study will incorporate various City policies, including the Complete Streets Policy, Bicycle and Pedestrian Action Plan, Local Road Safety Plan, and more. Proposers may not take advantage of omissions or oversights in this document. Proposers must supply products and services that meet or exceed the requirements of this RFP. In the event of a dispute over installation or performance, the needs of Culver City will govern.

II. INTRODUCTION

A. Community Profile

The City of Culver City (City) is a charter city incorporated in 1917. The City is governed by a five-member City Council whose members are elected at large and operates under a Council/City Manager form of government.

Culver City is a full-service city located in the western area of Los Angeles County, generally situated north of Los Angeles International Airport, southeast of Santa Monica, south of Beverly Hills and southwest of West Hollywood. The City is approximately five square miles with a residential population of approximately 40,000.

B. Background

In April 2020, the City began implementation of the La Ballona Safe Routes to School project. The project included improvements along Elenda Street between Washington Boulevard and Culver Boulevard. The project evaluated several roadway configuration options south of Culver Boulevard but was ultimately removed from the project.

Since then, the volume of vehicle, pedestrian and bicycle traffic to and from the tri-school area has increased. Given the unique nature of the tri-school campus, the

roadway network constraints, and the various stakeholders, a comprehensive outreach and traffic analysis is needed before considering any addition traffic calming or roadway configuration changes on the streets surrounding the tri-school area.

While the City has utilized a vendor for this service, this RFP is being issued in compliance with internal requirements to periodically solicit proposals.

C. General RFP Submittal Information

The City's designated staff will evaluate proposals received. During the review process, the City reserves the right, where it may serve the City's best interest, to request additional information or clarification from those that submit proposals, or allow clarifications, corrections of errors, or omissions. Any and all changes in the RFP will be made by written addendum, which shall be issued by the City to all prospective proposers who have registered for the RFP via the City's electronic procurement system, Culver City PlanetBids.

The City reserves the right to retain all proposals submitted. Submission of a proposal indicates the Proposer's acceptance of the conditions contained in this RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the City and the Proposer selected.

The preparation of the proposal will be at the total expense of the Proposer. There is no expressed or implied obligation for the City to reimburse responding Proposers for any expense incurred in the preparation of proposals in response to this request. All proposals submitted to the City shall become properties of the City and will not be returned. **If any information in your proposal is confidential and/or proprietary, please further submit a separate, redacted copy for servicing public records requests.**

The proposer may submit an alternative proposal (or proposals) that it believes will also meet the City's project objectives but in a different way. In this case, the proposer must provide an analysis of the advantages and disadvantages of each of the alternatives and discuss under what circumstances the City would prefer one alternative to the other(s). If an alternative proposal is submitted, the maximum length of the proposal may be expanded proportionately by the number of alternatives submitted.

The City reserves the right to reject any or all proposals, in whole or part, to waive any informality in any proposal, and to accept the proposal which, in its discretion, is in the best interest of the City. Any proposer may withdraw his proposal, without obligation, at any time prior to the scheduled closing time for receipt of proposals. A withdrawal will not be effective unless made personally or by telephonic notification received by the project manager personally (not by recorded

voicemail), prior to the closing date. Proposals may later be referred to the City Council for appropriate action.

Proposals must be submitted electronically through Culver City PlanetBids, by or before 3:00 p.m. (PST) on Thursday, May 15, 2025 ("Proposal Deadline").

The electronic procurement system will not accept any Proposals after the Proposal Deadline. Only a Proposal submitted electronically through Culver City's PlanetBids will be considered for evaluation. No separate hardcopy materials will be accepted by the City.

For a complete list of the City's RFP submittal terms and conditions, legal statements, and insurance requirements, please refer to the exhibits attached hereto.

D. RFP Questions

Questions with regards to this RFP should be submitted through Culver City PlanetBids by Thursday, May 1, 2025. All firms registered for the RFP will receive responses to all questions and any other addenda that may be released, electronically by Thursday, May 8, 2025.

E. Schedule

The City reserves the right to make changes to the below schedule, but plans to adhere to the implementation of this RFP process as follows:

RFP released:	April 17, 2025
Deadline for receiving questions:	May 1, 2025
Response to questions:	May 8, 2025
Proposals due:	May 15, 2025
Vendor selected:	May 20, 2025
City Council approval:	June 2025

III. SCOPE OF SERVICES

The overall goal of the traffic study is to achieve community consensus on a set of traffic improvements for the neighborhood. The City of Culver City intends to obtain the services of a qualified firm to provide the services as outlined below. Best industry practices and/or best management practices may require additional services not explicitly enumerated. The proposer should identify any additional services required, price them, and explain them in their response.

Task 1: Community Workshops, Surveys, and Meetings

Community Workshops: The consultant will conduct up to six community workshops, strategically timed to provide meaningful input into the development of the traffic study. The consultant shall prepare agendas and all necessary meeting materials for each workshop including presentations and/or visual exhibits. All meetings shall be conducted in-person at a location to be arranged by City staff. The overall goal of the traffic study is to achieve community consensus on a set of traffic improvements for the neighborhood.

Workshop 1 – Intended to provide a review of the previous traffic study, solicit feedback, and provide next steps.

Workshop 2 or Walk Audit – Intended to solicit additional feedback from the community and stakeholders.

Workshop 3 – Intended to be a design charrette to present initial findings from data collection and solicit feedback.

Workshop 4 – Intended to present high level concept scenarios and solicit feedback.

Workshop 5 – Intended to present refined concept scenarios to community and/or the City's Bicycle and Pedestrian Advisory Committee and the Mobility Traffic and Parking Subcommittee.

Workshop 6 – Intended to present and review final scenario before submitting the final traffic calming measures to the City Council for approval.

The consultant shall track and compile all public comments provided in various forms.

Surveys: The consultant will prepare and conducted up to 3 online surveys for public input. The first survey shall be conducted after Workshop 1, the second after Workshop 3, and the third after Workshop 5.

Digital Engagement: The consultant shall provide an online project website with:

- Interactive maps
- Comment submission tool
- Project updates

The consultant shall promote engagement via social media, school newsletters, and local community boards.

Meetings: Meeting with City staff - the consultant shall meet with City staff on a monthly basis for project coordination and discussion. Maximum 8 1-hour meetings with City staff.

Meetings with stakeholders – the consultant shall meet with internal City departments and CCUSD administrators. Maximum 4 1-hour meetings with stakeholders.

Task 1 Deliverables:

- Community Workshop meeting minutes – up to 6
- Survey summary memorandum – up to 3
- Coordination meeting minutes – up to 8
- Stakeholder meeting minutes – up to 4
- Compilation and analysis of comments

Task 2: Data Collection

Data collection items include average daily traffic (ADT), peak hour turning movement counts (TMC), vehicle travel speed, crashes, an approximation of origin and destination data, and an approximation of near misses.

Turning Movement Counts – Peak hour (AM, Mid, PM) TMC's shall be conducted at the 31 locations as shown by the red circles on Figure 1. TMC's shall be collected on two (2) 6 consecutive days periods (Monday through Saturday) on weeks in which school is in session and no holidays (total of 12 days). TMC's shall include vehicles, pedestrians and cyclists.

Average Daily Traffic and Speed – Bi-directional ADT counts, and speed data shall be conducted at 14 segments within the neighborhood as shown by the blue lines on Figure 1. ADT's and speed data shall be collected on (2) 6 consecutive days periods (Monday through Saturday) on weeks in which school is in session and no holidays. Video or tube method may be used. ADT data shall be provided in 24-hour and peak hour (AM and PM) summaries.

Origin and Destination Data – Consultant shall utilize the City's Replica subscription, or their own City approved equivalent data platform, to perform an origin-designation type of analysis to determine the approximate amount and origin of trips to the tri-school area during AM and PM peak times.

Near Miss Data – near miss data collection efforts should include big data vendors, including video analytics in order to approximate the number of near miss collisions between vehicles, pedestrians, and cyclists along 4 corridors within the study area.

Crash Data – the City will provide the latest crash data over the last 5 years from the Crossroads database.

Task 2 Deliverables:

- Technical Memorandum summarizing all data collection
- GIS Maps displaying pertinent data information
- All raw data in excel or PDF format

Task 3: Traffic Analysis, Scenarios, and Cost Estimate

Multimodal Assessment

- Evaluate existing pedestrian and cyclist facilities.
- Assess ADA compliance, crossing safety, and connectivity.

School Operations Analysis

- Evaluate pick-up/drop-off operations, congestion, and potential conflicts.
- Review effectiveness of existing school zone signage and controls.

Traffic analysis and scenarios shall be provided in phases based as the project progresses.

After Workshops 1 and 2, the consultant shall receive and review all community feedback. There is no limit to the number of items to be proposed as these will be just ideas based on the neighborhood feedback, observed data, and professional experience. Each measure or action item will need to be explained and presented at Workshop 3.

After Workshop 3, the consultant shall prepare up to 3 traffic calming scenarios along with the associated traffic analysis/impacts of each scenario. The traffic analysis will consider the traffic impacts of the traffic calming measures on the neighborhood streets of each solution. The scenarios do not need to be drawn to scale but must be presented in a way that is easy for the public to understand via exhibits and graphic representation. A high-level cost estimate of the improvements shall be provided for each scenario.

After Workshop 5 and the City committee meetings, the consult shall prepare a final analysis and report with the recommended traffic calming implementation measures. A detailed construction cost estimate shall be provided for the recommended improvements.

Task 3 Deliverables:

- List of potential traffic calming measures/action items after Workshop 2 – no limit
- Exhibits and graphics showing results of traffic calming scenarios (up to 3) complete with traffic analysis technical memorandum
- Final traffic analysis report with recommended traffic calming implementation measures
- High-level cost estimate for up to 3 traffic calming scenarios
- Final construction cost estimate for the final recommended improvements


Veterans Park
Paddle Tennis Park
Coombs Parkette
Culver City Julian Dixon Library
Culver City High School
Culver City Middle School
Farragut Elementary
ELENDA ST
WAGNER ST
LINDBLADE ST
BARMAN AV
BRADDOCK DR
GARFIELD AV
FRANKLIN AV
FARRAGUT DR
COMMONWEALTH AV
COMMONWEALTH CR
STAR CR
CULVER BL
HAMILTON AV
ALETTA AV
MILTON AV
CHARLES AV
COOGAN CR
SKELTON CR
ASTAIRE AV
KEYSTONE AV
MENTONE AV
LE BOURGET
EMERALD WY
VIRGINIA AV
OCEAN DR
KINSTON

IV. PROPOSAL OUTLINE TO BE SUBMITTED

The proposal shall be organized and submitted with the following elements:

A. Cover Page

B. Table of Contents

C. Executive Summary

Provide a brief summary describing the proposer's ability to perform the work requested, a history of the proposer's background and experience providing services, the qualifications of the proposer's personnel to be assigned to this project, any subcontractor, sub consultants, and/or suppliers and a brief history of their background and experience, and any other information called for by this request for proposal which the proposer deems relevant, including restating any exceptions to this request for proposal. This summary should be brief and concise to apprise the reader of the basic services offered, experience and qualifications of the proposer, staff, subcontractors, and/or suppliers.

D. Questionnaire/Response to Scope of Services

Proposer shall provide responses and information to fully satisfy each item in the Questionnaire. Each question item should be presented before the proposer's response.

E. Attachments

V. QUESTIONNAIRE

A. Company and General Information

1. Company name and address.

2. Letter of transmittal signed by an individual authorized to bind the respondent, stating that the respondent has read and will comply with all terms and conditions of the RFP.

3. General information about the primary contact who would be able to answer questions about the proposal. Include name, title, telephone number and email address of the individual.

B. Qualifications and Experience of the Firm

1. Describe your firm's history and organizational structure. Include the size of the firm, location of offices, years in business, organizational chart, name(s) of

owner(s) and principal parties, and number and position titles of staff.

2. What is the primary business of the parent company and/or affiliates?

3. Which office(s) of your organization will have primary responsibility for managing this account? List the members of your team who will be responsible for providing the services and for ongoing support.

4. What is your firm's experience conducting the services requested? Describe comparable projects performed by your firm in the last five years, including the number of projects, scope of service, and status of projects.

5. Comment on other areas that may make your firm different from your competitors.

C. Qualifications and Experience of Proposed Project Team

1. Describe the qualifications of staff proposed for the assignment, position(s) in the firm, and types and amount of equivalent experience. Be sure to include any municipal agencies they have worked with in the past three years and their level of involvement. A description of how overall supervision will be provided should be included.

2. Identify and provide the resume(s) of the personnel who will be assigned to this project.

D. Questions/Response to Scope of Services

1. Describe the methods by which your firm will fulfill the services requested in the Scope of Services and subsequent sections.

2. Provide a statement of the service(s) that differentiate your firm from other respondents.

E. Fees

1. Provide your fees for the proposed services. Fee quotes should be detailed by service and the breakdown of all fees itemized.

2. Outline billing and payment expectations, including timing and method of payment.

3. Describe any remaining fees not previously detailed in the above.

F. References

List the name, address, e-mail address and telephone number of references from at least three (3) recent similar projects. Include a brief description of the work provided for each reference. California municipal or county projects are preferred. You may offer more than three recent similar projects if desired. The references should include the start date of the project and the date of completion for each project.

G. Implementation Schedule

Include a detailed implementation schedule with an estimated project start date of August 1, 2025, and note key project milestones and timelines for deliverables. Identify any assumptions used in developing the schedule.

H. Certificate(s) of Insurance

The City will require the successful Respondent (or Proposer) to provide Certificates of Insurance evidencing required coverage types and the minimum limits. See the attached City Draft Standard Agreement for more information on the City's insurance requirements.

I. Business Tax Certificate

The proposing organization does not require a Culver City Business Tax Certificate to respond to this RFP. However, the successful proposer will be required to acquire a Culver City Business tax certificate during the contracting process and maintain an active certificate throughout the contracted period.

J. Standard City Professional Services Agreement

The City will require the successful company to execute a professional services agreement with the City. Please review the attached draft agreement and identify any questions, changes, or areas of concern in your proposal to the City. Any/all requests for changes to the agreement must be included with the responsive proposal. A company's failure to respond with proposed changes to the draft agreement indicates their concurrence with its terms and conditions.

VI. EVALUATION OF PROPOSALS

Proposals will be judged on the Proposer's ability to provide services that meet the requirements set forth in this document. The City reserves the right to make such investigations as it deems necessary to determine the ability of the Proposer to provide services meeting a satisfactory level of performance in accordance with the City's requirements. Interviews and presentations by one, several, or all of the Proposers may be requested by evaluators if deemed necessary to fully understand

and compare the Proposer's capabilities and qualifications. The adequacy, depth, and clarity of the proposal will influence, to a considerable degree, its evaluation.

Proposals will be evaluated based on the following criteria, in no order:

1. Qualifications & Experience, Ability to Meet Project Schedule	30
2. Response to Scope of Services	35
3. Cost	15
4. References & Required Forms	20

As reflected above, contract award will not be based solely on price, but on a combination of factors as determined to be in the best interest of the City. After evaluating the proposals and discussing them further with the finalists or the tentatively selected Advisor, the City reserves the right to further negotiate the proposed work and/or method and amount of compensation.

SUPPLEMENTAL TERMS AND CONDITIONS AND LEGAL STATEMENTS

SUPPLEMENTAL TERMS AND CONDITIONS

I. Submission of a proposal shall be deemed a binding offer to enter into a contract with the City. Any proposed modifications to the agreement shall be signed by the successful Proposer and returned, together with the certificate of insurance required pursuant to said Section of the Agreement within ten (10) days after the Notice of Award.

II. All Proposers shall be presumed to understand all of the terms, conditions and requirements of the agreement as stated in the specifications and to be thoroughly familiar with the project.

III. The selected Proposer shall be required to obtain all applicable Culver City permits and business tax certificate. The Business Support Center (HdL) may be reached at (310) 594-7847. The cost of these items shall be included in the total proposal price.

IV. Any proposal may be withdrawn prior to the RFP opening time provided that the request is in writing and signed by the authorized representative. The withdrawal of a proposal shall not prejudice the right of the Proposer to file a new proposal to the time and date set for the opening of proposals. No proposal received after the time fixed for the RFP opening will be considered.

V. Subsequent to the RFP opening, a Proposer shall be relieved of a proposal due to mistakes only if the Proposer can establish to the satisfaction of the City that all of the following circumstances exist:
   a. A mistake was made.
   b. The Proposer gave the City written notice within five (5) days after the opening of the proposals of the mistake; specifying in the notice, in detail, how the mistake occurred.
   c. The mistake made the proposal materially different than the Proposer intended it to be.
   d. The mistake was made filling out the proposal and not due to error in judgment or to carelessness in reviewing the scope of service or specifications as stated in the RFP.

VI. The City reserves the right to seek supplemental information from any proposer at any time between the dates of proposal submission and the RFP award. Such information will be limited to clarification or amplification of questions asked in the

original proposal. Any proposer may be subject to personal interview and inspection of their business premises prior to award.

VII. The City reserves the right to reject any or all proposals and to waive informalities and minor irregularities in proposals received and to accept any portion of proposal or all items of proposal if deemed in the best interest of the City. In addition, the City reserves the right to do any, or all, of the following:

a. Reject any or all proposals or make no award.

b. Issue subsequent RFP.

c. Cancel the RFP.

d. Remedy technical errors in the request for proposals.

e. Modify any requirements contained within the RFP and request revised submittals from Proposers determined to be within the competitive range.

f. Award a contract to one or more Proposers.

g. Accept the written proposal as an offer, without negotiation and issue a notice to proceed, if applicable.

VIII. The City reserves the right to contract with any of the organizations responding to this RFP based solely upon its judgment of the qualifications and capabilities of that organization.

IX. All materials submitted regarding this RFP become the property of the City. Responses may be reviewed by any person at RFP opening time and thereafter. The City has the right to use any or all information presented in reply to this request, subject to the limitations outlined in Proprietary Information below. Disqualification of a proposer does not eliminate this right.

a. *Proprietary Information* – Any restrictions on the use of data contained within a proposal must be clearly stated in the proposal itself. Proprietary information submitted in response to this RFP will be handled in accordance with applicable City Procurement Regulations and the California Public Records Act.

X. The City is not liable for any cost incurred by proposer prior to issuance of an agreement, contract, or purchase order.

LEGAL STATEMENTS

All proposers must meet the following contractual and legal requirements in order to enter into a contractual agreement with the City:

I. PROHIBITED INTERESTS

a. Contractor warrants that it has not employed or retained any company or person, other than a bonafide employee working solely for Contractor, to solicit or secure this contract and that it has not paid or agreed to pay any company or person, other than a bonafide employee working solely for Contractor, any fee, percentage, brokerage fee, gifts or any other consideration, contingent upon or resulting from the award or making of this contract. For violation of this warranty, the City shall have the right to annul this contract without liability.

b. Contractor agrees that, for the term of this Contract no member, officer, or employee of the City, or of a local public body during his/her employment for one (1) year thereafter, shall have any interest, direct or indirect, in this contract, or to any benefit arising thereof.

c. The employment by Contractor of personnel on the City's payroll will not be permitted in the execution of this contract, even though such employment may be outside of the employee's regular working hours or on Saturdays, holidays, or vacation time; further, the employment by the Contractor of personnel who have been on the City's payroll within one (1) year prior to the date of contract award, where such employment is caused by and/or dependent upon Contractor securing this or related contract with the City, is also prohibited.

II. ANTI-LOBBYING PROVISION

a. During the period between proposal submission date and the contract award, proposers, including their agents and representatives, shall not directly discuss or promote their proposal with any member of the City of Culver City City Council or City staff except in the course of City-Sponsored inquiries, briefings, interviews, or presentations, unless requested by the City.

b. This provision is not meant to preclude offerors from discussing other matters with City Council members or City staff. This policy is intended to create a level playing field for all potential offerors, assure that contract

decisions are made in public, and to protect the integrity of the RFP / Bid Evaluation process. Violation of this provision may result in rejection of the offeror's proposal.

III. NON-DISCRIMINATION PROVISION: The City of Culver City encourages the participation of Small Business Enterprises (SBEs) and Disadvantaged Business Enterprises (DBEs) in its procurement and contracting activities. The City reaffirms its commitment to award its contracts and purchase orders in a non-discriminatory manner regardless of the individual's or entity's ancestry, age, color, physical and/or mental disability, genetic information, gender identity, gender expression, familial status, marital status, medical condition, military and/or veteran status, national origin, race, religion, sex/gender, or sexual orientation.

IV. PROTECTION OF RESIDENT WORKERS: Protection of Resident Workers: The City of Culver City actively supports the Immigration and Nationality Act (INA) which includes provisions addressing employment eligibility, employment verification, and nondiscrimination. Under the INA, employers may hire only persons who may legally work in the United States (i.e., citizens and nationals of the U.S.) and aliens authorized to work in the U.S. The employer must verify the identity and employment eligibility of anyone to be hired, which includes completing the Employment Eligibility Verification Form (I-9). The Contractor shall establish appropriate procedures and controls so no services or products under the Contract Documents will be performed or manufactured by any worker who is not legally eligible to perform such services or employment.