



July 1, 2011

MEMORANDUM

TO: MAG On-Call Consultant Transportation List

From: Maureen DeCindis, Transportation Planner III

Subject: On-Call Consultant Services for Transportation Planning - MAG Contract No. 444
Bicycle Count

All firms are being invited to submit a proposal for a task order under MAG Contract No. 444, to conduct a Bicycle Count Project. One firm will be chosen to do this project.

The estimated time frame for this project is approximately six months from the date of the notice to proceed, and it is expected that the cost of the study will under \$50,000.

Background

According to the National Bicycle and Pedestrian Documentation Project, "one of the greatest challenges facing the bicycle and pedestrian field is the lack of documentation on usage and demand. Without accurate and consistent demand and usage figures, it is difficult to measure the positive benefits of investments in these modes, especially when compared to the other transportation modes such as the private automobile. The basic assumptions of the methodology are that, in order to estimate existing and future bicycle and pedestrian demand and activity, agencies nationwide need to start conducting counts and surveys in a consistent manner similar to those being used by Institute of Traffic Engineers (ITE) and other groups for motor vehicle models." The MAG region needs an effective methodology to count bikes and determine trip generation taking into consideration the region's size, topography, geographic equity and weather. The consultant will work with the MAG Bicycle and Pedestrian committee members in every aspect of this project.

Scope of Work:

- Task 1: Develop a Data Collection Methodology

Develop a Data Collection methodology to count the number of people who bicycle and walk in this metropolitan area. Consider geographic locations, time of the year, time of day, method for collecting data, method for analyzing the data, method for continuing the count on an annual basis, cost of a full count and format for graphically illustrated final report. Resource: (<http://bikepeddocumentation.org>)

- Task 2: Pilot Count Study

Apply the developed methodology to corridors in each of the 17-29 jurisdictions to collect bike count data and trip generation data.

- Task 3: Project Findings

Develop a graphically illustrated final report discussing the methodology, implementation and findings. This will become the base report for performance measures.

Task Proposal Content

The task proposal should:

1. Be limited to a maximum length of 10 pages including a cover letter and a task budget, which will count as one page regardless of its length. The proposal should not include résumés or any appendices. The cover letter must be signed by a party authorized to bind the entity submitting the proposal.
2. Contain a work plan which concisely explains how the consultant will carry out the objectives of the project. In the work plan, each project task and proposed approach to the task will be described as clearly and thoroughly as possible. Specific deliverables from each task will be identified.
3. Include a preliminary schedule for the project in bar-chart format. Indicate all work plan tasks and their durations. The schedule shall clearly identify project deliverable dates.
4. Contain a staffing plan for the project. The plan shall include the project team members named in the cost proposal, and the role and responsibility of each team member. Also the role and level of any MAG technical staff support, if any, will be identified.
5. Provide a proposed task budget formatted as provided in the attachment. (Electronic version available on request.)
6. Five (5) copies of the proposal must be submitted by 10:00 AM (Mountain Standard Time) on February 28, 2011.

Maricopa Association of Governments
Attention: Maureen DeCindis, Transportation Planner III
302 North 1st Avenue, Suite 300
Phoenix, Arizona 85003

Timely receipt of proposals will be determined by the date and time the proposal is received at the above address. Hand delivery is therefore encouraged. No late submissions, facsimile, or electronic submissions will be accepted.

Proposal Evaluation

All proposals will be evaluated by an evaluation team consisting of MAG staff and member jurisdictions. Proposals will be evaluated in terms of: (1) demonstrated understanding of the project, (2) well-defined work plan consistent with program objectives, (3) clarity of proposal, (4) realistic approach, and (5) technical soundness, (6) visual approach. The consultant is urged to be as specific as possible when describing the activities that will be performed to support each task.