



**REQUEST FOR QUALIFICATIONS (RFQ)**  
to provide  
Professional Services to develop a  
**VISION ZERO ACTION PLAN**  
(PR 50063)

**RESPONSE DUE**

by

May 30, 2025,

at 2:00 PM

Via Email: [Teanna.Herrera@ventura.org](mailto:Teanna.Herrera@ventura.org)

Issue DATE: 4/23/2025



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Attachments

- A. Sample Standalone Contract

## I. SCHEDULE OF EVENTS

Issuance of RFQ	12/30/2026
Last Date to Submit Inquiries	5/20/2025
Closing Date of SOQ	5/30/2025 @ 2PM
Interviews if Scheduled	1 <sup>st</sup> Week of June

Statement of Qualifications (SOQ's) should be submitted no later than 2:00 p.m. on May 30, 2025, to the following address:

Via Email: [Teanna.Herrera@ventura.org](mailto:Teanna.Herrera@ventura.org)

All submittals should be sent by email. Incomplete submittals and/or submittals received after the deadline will not be accepted.

Consultant may submit questions via email to [Teanna.Herrera@ventura.org](mailto:Teanna.Herrera@ventura.org) no later than 2:00pm on May 20th, 2025. All inquiries shall be made only through this email address; telephone calls will not be accepted. It is the responsibility of the proposer to monitor the County website for updates prior to the closing date.

## II. INTRODUCTION

The Ventura County Public Works Agency Roads & Transportation department (PWA-RT) is seeking a qualified firm to develop an Action Plan, relating to traffic safety, commonly referred to as a "Vision Zero" initiative. The consultant's objective is to prepare an Action Plan that will set the framework for improving roadway safety by significantly reducing or eliminating the number of roadway fatalities and severe injuries throughout the unincorporated areas of the County of Ventura.

This project is funded by the U.S. Department of Transportation (USDOT) Safe Streets and Roads for All (SS4A) grant program. Therefore, this solicitation, subsequent agreement, and services shall comply with all applicable local, state, and federal regulations. All activities associated with this project shall conform with all policies and procedures stipulated in the USDOT SS4A [Notice of Funding Opportunity \(NOFO\) 2024](#).

## III. PROJECT DESCRIPTION AND PURPOSE

The Action Plan will provide a framework of innovative strategies and implementation actions intended to reduce transportation-related fatalities and serious injuries while also supporting federal safety initiatives. The Action Plan will identify safety issues and specific actions that can be implemented to improve safety for people traveling within the unincorporated areas of Ventura County. The plan will develop recommendations for both motorized and non-motorized modes in the roadway network as well as other elements including land use, transit, freight, and other community factors to create a

comprehensive course of action. The plan will address federal and state regulations, complete streets, performance management goals, measures, and targets, and will promote equitable outcomes.

Project Schedule:

Milestone	Schedule Date
Planned Draft Plan Completion Date	12/30/2026
Planned Final Plan Completion Date	6/30/2027
Planned Final Plan Adoption Date	8/30/2027
Planned SS4A Final Report Date	10/30/2027

#### IV. SCOPE OF WORK

The Action Plan should include all the components laid out by the U.S. Department of Transportation to successfully apply for implementation funds. These components can be referenced in Table 1 in the SS4A 2024 NOFO:

<https://www.transportation.gov/sites/dot.gov/files/2024-04/SS4A-NOFO-FY24-Amendment1.pdf>

- ❖ **Project Management:** The consultant will manage the study and coordinate plan documentation, public engagement events, data collection, and stakeholder coordination. The consultant will host regular meetings with PWA-RT staff assigned to this planning process and will submit monthly progress reports including performed work, upcoming events and milestones, and status of the schedule.
- ❖ **Data Collection:** The consultant will collect and review existing programs, policies, planning documents and provide a summary of the current state of efforts to address transportation safety in the unincorporated areas of the county. The consultant should provide a summary of the best practices employed by municipalities of a similar size and within a similar geographic region.
- ❖ **Safety Analysis:** The consultant will analyze existing safety conditions and trends related to crashes in the unincorporated areas of the County of Ventura. The consultant will analyze contributing factors as well as crash types. Other analysis includes high-risk road features, specific safety needs of diverse road users, connections to public and environmental health, analysis of the built environment, demographic, and structural issues, etc.
- ❖ **Transportation Equity Review:** An analysis of transportation systems, services, infrastructure, and processes that support safe, reliable, and intuitive multimodal options that are accessible to all populations. Recommendations should be prepared to ensure equity in the planning process including strategies to reduce

socioeconomic disparities experienced by underserved and underrepresented communities.

- ❖ **Complete Streets:** The consultant will identify complete streets concepts and strategies that will align with Vision Zero goals. These strategies will be incorporated into the Vision Zero proposed projects accordingly.
- ❖ **Implementation Matrix:** The consultant will develop an implementation matrix that identifies potential projects, strategies, recommendations, and a schedule for future grant opportunities. Along with larger projects, the matrix should include regular maintenance and update cycles to stay in compliance with safety best practices. The implementation matrix will recognize the County's diversity of road users and address complete streets. Considerations should be made for fiscal and staff capacity required to achieve traffic safety goals and meet SS4A objectives after plan adoption. A project readiness timeline for each strategy and project should be included for short-term (0-5 years), mid-term (5-10 years), and long-term (10+ years).
- ❖ **Administrative Draft/ Final Plan:** The consultant will prepare an administrative draft of the Action Plan for PWA-RT staff review prior to finalization of the document. The final draft should be visually appealing, easy to read and available in digital and print formats.
- ❖ **Executive Summary and Fact Sheet:** The consultant shall develop an executive summary with a fact sheet to easily communicate high level planning document takeaways. The summary should include graphics, plan highlights and be visually engaging and available in digital and print formats.
- ❖ **Deliverables:** Following completion of the planning process, the consultant will provide PWA-RT with the final planning document in PDF format. All data and study products collected during the planning process must also be included.

## V. DISADVANTAGE BUSINESS ENTERPRISE (DBE) UTILIZATION

The proposed contract has a zero percent DBE goal. This does not mean that a DBE may not be used on the proposed contract. Consultants are encouraged to identify any opportunities to subcontract to a DBE. DBEs are encouraged to participate in the RFQ process by submitting their Statement of Qualifications as a Prime Consultant.

## VI. SUBMISSIONS

The Statement of Qualifications (SOQ's) must not be more than 20 single sided pages and shall be in PDF 8.5"x11" format, minimum, Arial 12 pt Font & Spacing. Submittals should be submitted via email to [Teanna.Herrera@Ventura.org](mailto:Teanna.Herrera@Ventura.org). The SOQ shall include the following:

1. Transmittal Letter – This letter should outline the firm's ability to provide the experience and scope of services requested. Describe company size, management, and ownership, including name, address, telephone number, years in business, number of employees, primary contact, and ID number. This letter must be signed by an authorized representative of the consulting firm.
2. Statement of Understanding – Consulting firm shall include a statement describing their understanding of the work to be performed under this contract and a brief description of the firm including the types of services offered.
3. Staff Experience - Provide a description of the key personnel who will be involved in this project, their roles, and responsibilities. Provide relevant experience in the preparation of environmental documents, related support materials, and specialized environmental studies on similar past projects. In addition to this summary, provide a brief resume for each describing their education, experience, and qualifications.
4. Communication Plan - Provide a description of your Firm's approach to communicating effectively with County staff, stakeholders, and the public to facilitate successful delivery of assigned tasks.
5. The Consultant shall list a minimum of two (2) projects of a similar nature completed in the last 5 years. Services should reflect the Scope of Services section of this RFQ. Please include:
  - Project Description
  - Description of services provided and Key personnel.
  - Client name, contact person, and current phone number.

One electronic file of the SOQ's shall be submitted for review by the Selection Committee.

## VII. SELECTION CRITERIA

The selection committee, comprised of VCPWA staff, shall evaluate, and score the SOQ's based on the selection criteria listed below:

Evaluation Criteria	Rating (1-10)	Rating Factor	Total Weighted # of Points	Max. Possible
Project Understanding and Approach		x 2.0		20
Quality, Clarity, Responsiveness, & Overall Impression		x 1.0		10
Project Team / Sub-Consultants Qualifications		x 2.5		25
Relevant Experience		x 3.0		30
In-Person Interview		x 1.5		15

**Project Understanding/Approach:** Does the Consultant's understanding of the project requirements conform to the Scope of Services offered? Does the Consultant offer a sensible approach in response to the Scope of Services? Does the Consultant offer an expanded scope for the project (Additional Services) that is justified and reasonable?

**Quality, Clarity, Responsiveness, & Overall Impression:** The overall look of the SOQ is professional, well organized, and easy to follow. The SOQ meets the terms and format required in the RFQ and follows the breakdown of the scope of work in the SOQ.

**Project Team / Sub-Consultant Qualifications:** Is the proposed team composed of members/sub-consultants with expertise and background related to the proposed project? Are appropriate disciplines presented? How much of the work will be handled by the Consultant's in-house staff and how long has that staff has been working for the firm? How many similar projects have the proposed subconsultants worked with the Consultant as a team?

**Relevant Experience:** Has the Consultant completed similar projects in both scope and size of similar type? Does the Consultant understand local issues?

**Interview:** The Firms will be invited to participate in interviews. The interview shall be in Person at County of Ventura, Hall of Administration. Scheduling will be the week after the SOQ is due. Interview will be schedule for 1 hour with 30-40 mins for a Presentation and Q&A after.

Upon completion of the RFP evaluations, the final ranking of the firms will be established. The three highest-scoring firms will be invited to participate in the

interview. The selected firm will be asked to submit a written fee proposal and if accepted they'll be invited to enter into a contract with VCPWA.

### **VIII. PAYMENT METHOD**

The method of payment for this contract shall be "Specific Rates of Compensation". Under this method of payment, the proposed Consultant is paid at an agreed upon and supported fixed hourly rate for each employee working directly on the contract work. These rates shall be negotiated and agreed upon between VCPWA and Consultant and included in the contract. The specific fixed rate includes the proposed Consultant's fee and indirect costs, such as overhead, fringe, and other administrative charges. Rates of Other Direct Costs shall be reimbursed using separate itemized unit costs such as mileage, printing, postage and other reimbursable expenses.

A schedule of costs and fees shall **NOT** be submitted with the SOQ. Upon selection of the highest-ranking firm, a request for cost proposal will be issued to the highest-ranking firm.

### **IX. AGENCY PROVIDED DOCUMENTS**

AGENCY shall provide general oversight and liaison between the Consultant.

AGENCY will provide or accomplish the following upon request.

1. ArcGIS County Road Network Layer
2. Citizen Complaints
3. Collision History Reports
4. Average Daily Traffic Counts
5. Active Transportation Plan (ATP)
6. Local Road Safety Plan (LRSP)