

SECTION 3: SCOPE OF WORK

3.1 Background

Introduction

The State of Oregon through the Oregon Department of Transportation (ODOT) must address both legislation and guidelines for travel demand and land use planning that have been developed at the federal and state levels. ODOT has established the Transportation and Land Use Model Integration Program (TLUMIP) to respond to these requirements. ODOT is nearing completion of the 1st stage of developing integrated transportation and land use models for the state and a substate region and a metropolitan area prototype. Documentation is available on ODOT's web site (<http://odot.state.or.us/tdb/planning/modeling/TLUM.html>).

The 1st generation statewide and substate models are built on a common nested framework using the TRANUS software. They model the aggregate characteristics of businesses and households located in selected analysis zones. Twelve economic sectors and three household sectors are modeled. The statewide model has 145 internal and external zones. The substate model added 136 zones for the Willamette Valley. All elements of the statewide and substate models are linked together within the TRANUS software, making them a fully integrated model.

A metropolitan area prototype model is also being developed under the 1st stage work program. This prototype (UrbanSim) is testing the practicality of implementing integrated land use and transportation models at a fine level of geographic detail. UrbanSim is attempting to simulate household and employer location decisions on a yearly cycle in the Eugene-Springfield metropolitan area. Unlike TRANUS, UrbanSim does not include a transportation model. Instead, the location choice model uses accessibility indicators from the existing transportation model for the metropolitan area (implemented in EMME/2) as inputs for modeling location choice decisions. The location choices then feed back into the transportation model.

The metropolitan model is not connected with the statewide and substate models. The zone structures and networks are compatible, but the architectures of the models are different. One of the primary goals of the 2nd stage work is to develop better linkages between all geographic levels of the models.

This Request for Proposals (RFP) addresses the 2nd stage of TLUMIP.

TLUMIP Goals

The goals of ODOT's Transportation and Land Use Model Integration Program are as follows:

Goal #1: *Develop a set of integrated land use and transportation models that will enable ODOT and the MPOs to do analysis needed to support land use and transportation decision making.*

The goal is to produce models that:

1. Can be used to analyze the potential effects of transportation and land use policies, plans, programs and projects on travel behavior and location choices.
2. Are integrated at the statewide and substate levels and are connected with metropolitan transportation models.
3. Are connected by a consistent theoretical framework, automated linkages for passing data, and procedures for coordinating between ODOT, MPOs and local governments.
4. Are built on platforms that can be modified and extended as necessary to implement improved analysis methods.
5. Produce outputs that can be used in other analysis packages for assessing transportation system performance.

Goal #2: *Develop and maintain databases needed to make periodic long-term economic, demographic, passenger and commodity flow forecasts for statewide and substate regions.*

The State should work with the MPOs to develop and maintain the databases needed to produce twenty-year forecasts of sufficient detail to support travel demand modeling, land use allocation models, and policy analysis as required under ISTEA, the Statewide Planning Program and the TPR. These databases and forecasts should directly support statewide planning for intrastate freight and passenger movements and distribution of population and employment growth. The forecasts should provide the level of detail necessary to provide control totals to metropolitan, city and county planning agencies for use in developing and applying land use allocation models and travel demand models.

Goal #3: *Develop the expertise, guidelines and institutional support necessary to sustain the models and data bases needed for integrated land use and transportation facility analysis.*

The investment in developing the data and models needed to analyze the implications of statewide policies and track information necessary to evaluate the success of these policies needs to be supported and sustained as efficiently and cost-effectively as possible. To achieve these goals, written guidelines will be developed under the Transportation and Land Use Model Integration Program describing the best practices for applying the models developed under

this program. Interagency cooperative agreements and protocols for sustaining the databases and models will also be developed through this program. And a long-term strategy for maintaining and updating the analytic processes, models, forecasts and data bases developed through this program will be prepared.

These three program goals form the basis that policymakers and senior staff of ODOT and participating state, metropolitan, city and county organizations will use to evaluate the effectiveness and continuing viability of the Transportation and Land Use Model Integration Program. Proposed work scopes should reflect these goals.

TLUMIP 2ND Stage Objectives

The objectives of TLUMIP stage 2 work are as follows:

Objective #1: Provide training on the integrated transportation and land use models.

The models need to be presented to a wide technical audience. This will be done through a statewide conference and model documentation. Selected ODOT staff and MPO staff will be trained so they may acquire a working knowledge of the theory of the models, how the models work, the data used in the development and updating of the models, the procedures for calibration and validation of models, and methods for applying the models.

Objective #2: Connect the statewide and substate models with the metropolitan area models.

The first generation work began with a vision of a nested model framework for the metropolitan, substate and statewide components. The 1st generation statewide and substate models do nest, but the metropolitan model does not. Although it now appears that a fully nesting structure may not be possible, the models should be built on consistent frameworks, produce consistent results and efficiently pass information between one another.

Objective #3: Transfer the statewide and substate model to a platform that is extensible and can be modified by ODOT in the future.

The first generation model was developed using TRANUS. This off-the-shelf modeling application was chosen because it appeared to be able to accomplish the objectives of fully integrating transportation and land use modeling, being affordable and being open. The state and substate models are large implementations of integrated models using TRANUS and have revealed some limitations of the application. Furthermore, the application has not been as open as had been anticipated. It is ODOT's desired to have the models implemented using applications that ODOT can extend and modify as necessary to make future model improvements.

Objective #4: Integrate rail transportation into the statewide and substate model.

The 1st generation models do not model rail transportation. The 2nd generation models should include this component so that ODOT may assess passenger and freight mode choices.

Objective #5: Develop a working metropolitan model that integrates transportation and land use components.

The metropolitan area prototype model does not fully integrate transportation and land use components. The model connects the simulation of residential and business locations with the existing metropolitan travel demand model implemented with the EMME/2 software. The transportation model feeds accessibility parameters to the land use model. The land use model in turn feeds the transportation model land use allocation information that then is used for trip generation and distribution. The objective is to develop the prototype into a working model and create logical and efficient connections between land use and transportation components.

Objective #6: Establish data linkages between the statewide, substate and metropolitan models and analytical software for assessing highway system performance.

ODOT periodically evaluates highway system performance for updates of the state Congestion Management System, Highway Plan, Oregon Transportation Plan, Corridor Plans and STIP. The primary analysis tools have been the Highway Performance Monitoring System - Analytical Package (HPMS-AP) and the Highway Economic Requirement System software (HERS). In the future, ODOT may be using FHWA's Surface Transportation Efficiency Analysis Model (STEAM) and other similar software. Presently ODOT does not have effective methods for combining the results of metropolitan transportation models with ODOT's data to produce a combined dataset that can be used in these analysis packages. Therefore, one objective of the 2nd stage work is to develop efficient methods for combining the outputs of models at all geographic scales to produce the needed datasets.

Objective #7: Establish university research linkages.

ODOT believes that research links with universities are an important part of a continuing program to develop good and practical models. University research has always been important to the development of modeling practice. ODOT would like to support university research that uses Oregon data so that the results will have practical applications for the Department.

Program Participants

The Land Use Model Integration Program is designed to include representatives of state, metropolitan, and other interested agencies as program participants. The consultant selected

for this project will be responsible for communicating with and facilitating feedback from the program participants.

Open communications with program participants has been an important value of TLUMIP. It will be especially important for the consultant to maintain an open communication style, establish solid working relationships, and become familiar with both the institutional and staff strengths and weaknesses of program participants. These relationships and understandings will be important in the latter phases of the work program as the consultant develops recommendations that will lead to implementing the data base development, modeling and decision structures necessary to sustain the program.

The consultant will be responsible for arranging meetings with these groups to review products and get feedback on work progress and direction. The consultant will get materials to these groups in sufficient advance of meetings to allow adequate review. The consultant will also facilitate meetings and take meeting notes.

Key program participants identified to date include the following:

Oregon Department of Transportation Staff:

The Land Use Model Integration Program is managed by the Transportation Planning Analysis Unit (TPAU) of ODOT. The project manager and staff of the TPAU are responsible for coordinating this program within ODOT and other participating state agencies. They are responsible for managing the budget and the scope of work, and for monitoring progress. ODOT staff also serve as the primary interface with federal, state, metropolitan, city and county staff participating in the project. They will provide, with assistance from the consultant selected for this project, the briefings and updates necessary to keep state level policy makers and management informed of the progress being made in this study.

Modeling Steering Committee:

The Modeling Steering Committee includes senior technical and management staff representing MPOs and state agencies. This group provides technical oversight for TLUMIP. The Modeling Steering Committee has been meeting regularly to provide technical oversight for the 1st generation work. The Modeling Steering Committee will be the primary point of contact between the consultant, ODOT and other program participants.

Peer Review Panel:

A panel of international experts was assembled to provide overall review of the technical direction of the 1st stage of TLUMIP. This Peer Review Panel served a very important advisory role to ODOT. They participated in periodic review of the products, procedures, models and documentation to make sure that the work of the consultant had good technical and practical foundations. The consultant selected for this project will reactivate the Peer Review Panel and consult regularly with it to review progress.

Funding

Funding for development efforts supporting this program will span two fiscal years. The total sum of the contract over that period is \$925,000. Only the 1999 fiscal year (7/98 – 6/99) amount, \$475,000 has been budgeted. The remaining \$450,000 is subject to future budget approval. Submissions should address the entire \$925,000 work program, but should also include logical phasing to address the possibility that funding for the following two fiscal years is not approved as anticipated. There is also a possibility that the contract may be amended for additional time and funding.

3.2 Scope of Work

The technical work program is divided into four sets of tasks. Task Set I will consist of the creation of a detailed technical work program for the development of 2nd generation models. Task Set II will consist of training TPAU and MPO staff in applying the 1st and 2nd generation models. Task Set III will consist of completing development of the 1st generation metropolitan model and developing and testing the 2nd generation statewide and substate models. Task Set IV will consist of developing methods for linking model outputs to produce datasets for use with other transportation system performance analysis software. Task Set I and Task Set II will be started concurrently. Task Set III and Task Set IV will begin after Task Set I has been completed.

An outline of tasks is presented below. This outline is presented to help guide the development of responses to this RFP. Respondents may propose changes that will better accomplish the TLUMIP goals and the stage 2 objectives.

Task Set I: Refine Technical Work Program

The objectives of this set of tasks are to:

- Reactivate the project oversight committees
- Develop a detailed plan for production of 2nd generation models
- Develop a detailed plan for completion of the 1st generation metropolitan model

- Establish research arrangements with a university or universities

Following are the tasks expected to be carried out:

a) *Reactivate Peer Review Panel and Model Steering Committee.*

The consultant will:

- Work with ODOT to review the membership of the Peer Review Panel and Modeling Steering Committee.
- Meet with the Modeling Steering Committee to introduce the consultant team and review the work program.
- Contact members of the Peer Review Panel for the 1st stage work about their continued interest and availability as Peer Review Panelists for the 2nd stage work.
- Recommend changes to the composition of the Peer Review Panel and Modeling Steering Committee that may be necessary to provide adequate review of the 2nd stage work.

b) *Review current status of the state, substate and metropolitan models.*

The consultant is expected to review and compare the 1st generation state and substate models and the metropolitan prototype. Review methods and criteria will address the 2nd stage objectives. The review shall cover at least the following:

- Architectures of the models and prototype (including the model components, connections between components, data flows, and linkages between the models);
- Specifications for the models and prototype (including mathematical formulations and data specifications);
- Implementation platforms (including the applications used to implement model components, data transfer between components and models, application flexibility to permit changes in architecture or formulation, and flexibility of model outputs).

c) *Draft recommendations for development of 2nd generation state/substate models and 1st generation metropolitan model.*

The consultant will develop recommendations for:

- Model architecture(s),
- General model specifications,
- Implementation platform(s),
- Database development,
- Data management, and
- Final work program for developing the models and managing the project.

The draft recommendations are to carry out the stage 2 objectives and meet the contract cost and time constraints.

d) *Discuss recommendations with oversight committees.*

The consultant will meet with ODOT, the Peer Review Panel and the Model Steering Committee to discuss the recommendations and receive ideas for revisions to the recommendations.

e) *Finalize recommendations.*

The consultant will make changes to the recommendations based on discussions with the oversight committees. The consultant will produce a final memo addressing the topics listed above and any other topics identified by the oversight committees.

f) *Establish university research linkages.*

The consultant will identify opportunities for collaborative university research to assist with the development of the 2nd generation models and help establish research groundwork for future model enhancements. At a minimum, the consultant will work with a university to establish a suitable fellowship arrangement to carry out part of the research.

Task Set II: Training

The objectives of this set of tasks are to:

- Conduct a state conference that will acquaint a broad spectrum of analysts, planners and officials with the development of integrated transportation and land use models.
- Conduct classroom sessions with a select group of ODOT and MPO staff to teach them about the theory, architecture and formulation of the integrated models.
- Coach a select group of ODOT and MPO staff in applying the integrated models.

Following are the tasks expected to be carried out:

a) *Conduct a state conference on integrated transportation and land use models*

ODOT and the stage 1 consultant have been organizing a conference on transportation and land use modeling that will be held on September 30th through October 2nd, 1998 in Portland, Oregon. The purpose of the conference is to bring model developers and users together to exchange information on integrated land use and transport models. Oregon's experience with developing and applying statewide, substate and urban area models will be highlighted. The stage 2 consultant will be responsible for attending the conference, organizing the sessions and arranging for some of the presenters to attend, and documenting the conference proceedings.

b) *Develop a training plan*

The consultant will develop a training plan for accomplishing the training objectives. The training plan will identify

- who will be trained,
- training methods,
- materials to be used in training,

- schedule of training,
- instructors,
- methods for communication with students to answer question, and
- model applications to be used for training.

The training plan will be reviewed by ODOT, the Model Steering Committee and the Peer Review Panel.

c) *Prepare training materials*

The consultant will be responsible for preparing classroom-training materials. The consultant and ODOT will work together to prepare materials for the coached exercises in the application of the integrated models. Training materials will cover the economics, land use and transport theory underlying the models, TRANUS, UrbanSim, 2nd generation models, data, and applications. The classroom-training materials should be well organized and should be usable as a reference book on the models that students will take with them after classroom training has been completed.

d) *Conduct classroom-training sessions on models*

The consultant will conduct classroom-training sessions for selected ODOT and MPO staff. These sessions will cover the theory, architecture, formulations and application methods of these models. The training sessions should be rigorous and should expect a high level of attention and dedication on the part of the students. Training sessions should include exercises to assess the students grasp of the materials.

e) *Coach staff in model applications*

The consultant will be responsible for coaching selected ODOT and MPO staff in applications of the state, substate and metropolitan models. The purpose of this task is to provide practical training in using the models and to reinforce what is taught in the classroom sessions. The consultant will coach staff in formulating the analysis to be done, acquiring necessary data, managing data for use in the models, using the modeling platform software, and interpreting outputs. ODOT will work with the consultant to identify appropriate applications for this task. It is anticipated that analysis of Willamette Valley policy scenarios will be one or several of the applications.

Task Set III: Development of 2nd Generation Models

The objectives of this set of tasks are to:

- Develop 2nd generation statewide and substate models.
- Develop a complete metropolitan model.
- Improve the linkages between the state, substate and metropolitan models.
- Establish a modeling platform that meets the objectives for flexibility and extensibility.

Following are the tasks expected to be carried out:

a) *Develop detailed model specifications.*

The consultant will do research and testing necessary to develop detailed model specifications for the state, statewide and metropolitan models. The consultant will prepare a report on the specifications for review by ODOT, the Peer Review Panel and the Modeling Steering Committee. The consultant will make changes to the draft model specifications as directed by ODOT.

b) *Enhance data to satisfy model architecture and specifications*

The consultant, with the assistance of ODOT, will prepare data sets needed to implement the model architecture and specifications.

c) *Develop application platform*

The consultant will modify existing model application(s), develop new model application(s) and/or link model applications to create a modeling platform that meets the 2nd stage objectives. This work will follow the approved technical work program developed in Task Set I. The consultant will construct and test the application platform and will review the results with ODOT and the oversight committees. The platform will be modified as necessary. The consultant will fully document the model platform and all programs developed.

d) *Develop 2nd generation state/substate models*

The consultant will calibrate and validate state and substate models in accordance with the approved model architectures and specifications. The models will be expanded to include freight and passenger rail transportation. The consultant will implement the models on the chosen platforms. The models will be documented and installed at ODOT.

e) *Develop 1st generation metropolitan model*

The consultant will extend the Stage 1 metropolitan prototype to create a fully functional metropolitan model. The model will be calibrated and validated in accordance with the approved model architecture and specifications. The work on the metropolitan model will be coordinated with work on the state and substate models. The model will be documented and installed at ODOT.

f) *Make recommendations for model improvements*

The consultant will review the work done on the models and will prepare recommendations for future model improvements. It is expected that the recommendations will address improvements to model architectures and specifications, modifications of the model application platform and data enhancements.

Task Set IV: Integration of Model Outputs

The objective of this set of tasks is to develop automated methods to combine the outputs of the state, substate and metropolitan land use and travel demand models to create datasets for

use with transportation system performance analysis software. This work will need to be phased since ODOT's objective is to be able to combine outputs of 1st generation models as well as outputs of 2nd generation models. The following tasks will be carried out.

a) *Identify data and data formats needed in analysis software*

The consultant will review input data requirements of system performance analysis software used by ODOT such as the Highway Performance Monitoring System Analytical Package (HPMSAP), Highway Economic Requirements System (HERS), and the Surface Transportation Efficiency Analysis Model (STEAM). The consultant will compare transportation and land use model outputs with these input data requirements. The consultant will make recommendations for automating the combining of transportation and land use model outputs to produce the required datasets. The recommendations will be reviewed by ODOT and the Modeling Steering Committee for approval.

b) *Develop methods for combining model outputs*

The consultant will implement the approved recommendations for combining transportation and land use model outputs. It is expected that methods will be developed for producing the required datasets from the 1st generation model outputs and from the 2nd generation model outputs.

3.3 Deliverables

The consultant shall develop a list of deliverables, including reports, draft and final working papers, computer code, user documentation, and materials developed to support workshops and presentations. The list of deliverables must be consistent with the scope of work. Anticipated deliverables based on Section 3.2 (*Scope of Work*) are:

- ✓ Draft and final recommendations for development of 2nd generation models,
- ✓ Transportation and land use modeling conference proceedings
- ✓ Training plan
- ✓ Training materials
- ✓ Detailed model specifications
- ✓ Model applications for implementing statewide, substate and metropolitan models
- ✓ Documentation and source code for model applications
- ✓ 2nd generation statewide and substate models
- ✓ Metropolitan area model
- ✓ Recommendations for future model improvements
- ✓ Applications for combining model outputs including documentation and code

The list of deliverables will be prepared and presented in Part 4 of each consultant's response¹. The listing will be one of the key factors upon which the responsiveness of the consultant is

¹ See Section 4: Proposal Instructions, Part 4.3 for a detailed description of the required content of all proposals.

evaluated. When preparing the list of deliverables, the consultant should also include the expected completion date and, if applicable, the expected review period to be allotted to ODOT and the study participants.

SECTION 4: PROPOSAL INSTRUCTIONS

4.1 Form of the Response

The consultant shall submit a definite proposal for the end results set forth in the RFP, Section 3, and in the format and with the content specified in Section 4 of this RFP.

4.2 General Instructions

{ See the standard ODOT “SOP/Q” Format for section 4.2 }

4.3 Content of the Proposal

Each proposal must contain the following ten parts in order, or it will be considered non-responsive:

Part 1	Introductory Letter/Cover Sheet	1 page	Pass/Fail
	{ See Standard RFP language for Section 4.3.a }		
Part 2	Firm’s Capabilities and Qualifications	8 pages	Maximum Score: 10
	{ See Standard RFP language for Section 4.3.b }		

Part 3 Technical Proposal

48 pages Maximum Score: 40

A technical proposal covering each of the four task sets of the Land Use Model Integration Program as described in Section 3.2 (*Scope of Work*) must be submitted by all consulting firms responding to this proposal. The organization and headings of the consultant's technical proposal must agree with those of the RFP. The technical proposal for shall be no more than forty-eight (48) pages in length. The proposal submitted must provide sufficient information for reviewers to assess the technical responses in the following areas:

- ✓ **Understanding of Project:** Has the consultant conveyed, through the materials submitted for each task to be completed, a clear and concise understanding of the technical requirements of the project?
- ✓ **Project Approach:** Are the actions, activities and materials to be developed for each task clearly defined? Does the proposal convey a logical and consistent approach to performing the work that the consultant proposes to accomplish?
- ✓ **Management and Planning:** Does the consultant convey both a firm grasp of the technical requirements of the work and a sense of how they will coordinate and manage the resources and required to meet the requirements of the project? Does the consultant address the management and coordination requirements needed to keep the study participants abreast of progress and the ongoing technical developments of the project? Does the consultant provide for review, oversight and technical input from the ODOT staff and other **study participants**?

Part 4 Project Deliverables

6 pages Maximum Score: 10

A detailed list of deliverables, and a separate schedule for their delivery must be provided as described in Section 3.3 (*Deliverables*). When evaluating this section of the proposal reviewers will address such questions as:

- ✓ Does the consultant propose a work program under which they can reasonably produce deliverables to support the work program described in Section 3.2 of the RFP.
- ✓ Will the deliverables be produced to meet the project timeframe?
- ✓ Are the deliverables for each task and the models and materials to be developed supporting each task well defined?
- ✓ Is there provision for adequate review and quality assurance in the preparation of draft and final materials to be delivered through this contract?
- ✓ Are the standards, technical documentation, software and model specifications, and other technical materials described addressed in the consultant's proposal?

Part 5 Project Schedule and Resource Allocation 10 pages Maximum Score: 10

A project schedule must be provided which identifies the approximate dates for the beginning and ending of individual tasks, completion of deliverables, meetings with the Modeling Steering Group and Peer Review Panel, conferences/workshops, and training sessions. A narrative accompanying the Project Schedule prepared by the consultant should emphasize any important scheduling considerations that are critical to the completion of the project, as proposed by the consultant. The narrative shall clearly state when data, decisions, or supporting materials important to the completion of the project should be provided by either ODOT or the other study participants.

In evaluating the consultant's schedule and resource allocation for this project, the following factors will be considered:

- ✓ Does the overall level of staffing, time commitments of key personnel, and availability of other supporting resources meet the requirements and level of effort required to successfully complete each task?
- ✓ Will the project schedule proposed by the consultant permit the production of deliverables required for this project?
- ✓ Does the consultant provide adequate lead-time for reviews by study participants?
- ✓ Do staff assignments clearly relate key individuals to the tasks for which they have primary responsibility?
- ✓ Does the timing, sequencing, duration and coordination of the steps necessary to complete each task in the proposed work program meet the management requirements of ODOT and establish a reasonable basis for further development of a management work plan for this project?

Part 6 Project Staffing and Teaming Arrangements 15 pages Maximum Score: 20

The consultant will prepare a comprehensive staffing plan that includes the following:

- ✓ A complete list of key project staff and a description of their relevant qualifications and experience;
- ✓ A staff commitment matrix that lists key staff assigned to each Task and Task Element described in Section 3.2 (*Scope of Work*) and indicates the number of hours that they are expected to work on each task to which they are committed; and
- ✓ A summary of the total commitment of each key staff member (in hours) and a description of their role in the project (i.e., principal investigator, task coordinator, data analyst, etc.) This summary will be broken down by phase and include a total for the entire project.

The staffing plan will reflect staff commitments that are consistent with the level of effort reflected in the cost estimate for this project. The completeness, accuracy, level of detail and responsiveness of the proposal to the requirements of the project staffing portion of the RFP will be a key factor in the evaluation of the consultant's response.

In evaluating the staffing and teaming arrangements presented by the consultant, the following factors will be considered:

- ✓ If there is more than one consulting firm proposing on the project, how committed and well integrated are the firms, and what measures have they taken to assure a high degree of coordination and non-duplication of work in this project?
- ✓ Do the qualifications and experience of the consultant's project manager, principal investigator(s), key project staff and sub-consultants directly address the requirements of the proposed work program?
- ✓ How well do the consulting team's qualifications and experience relate to the requested services with respect to:
 - Involvement of the principal investigators, by task;
 - Current employer, assignments and location of key staff;
 - Qualifications and relevant experience of key personnel, including sub-consultants, by task;
 - Experience of the project team in working together on similar projects; and
 - The project manager's experience on similar projects.

Part 7 Cost Estimate, Salary and Fee Schedule 5 pages Maximum Score: 5

A cost estimate not to exceed \$925,000 will be prepared for the project. This cost estimate reflects ODOT's expectation of the level of effort, preparation of deliverables, and completion of tasks and task elements according to the project schedule. The consultant's cost estimate shall completely address the contracting requirements of ODOT. These requirements include provision of a breakdown of total project costs by individual for direct labor and by direct non-labor categories (e.g. travel, publication and copying, materials, mileage, per diem, etc.), including billing rates by individual staff, overhead and itemized direct non-labor unit costs. Costs shall be itemized by task and summarized for each of the four task sets of the project. The total cost proposed for this project, including labor, other direct costs, overhead and profit must not exceed the limit set for this contract.

Part 8 Supporting Information 5 pages Maximum Score: 5
{ See Standard RFP language for Section 4.3.i }

Part 9 Affirmative Action Program 1 page Pass/Fail
{ See Standard RFP language for Section 4.3.g }

Part 10 DBE Policy and Participation Goal 1 page Pass/Fail
{ See Standard RFP language for Section 4.3.j }

The total number of pages for the entire proposal submitted in response to this RFP must not exceed 100 pages. The number of pages in each of the ten sections of the consultant’s proposal must not exceed the limits stated above. One page is considered to be one side of a single 8½” x 11” page, and the minimum font size is 12 point for the text (consultants may use their discretion for other materials, e.g., graphics.) Firms not meeting all page requirements and/or using a type smaller than 12 point shall be considered nonresponsive.

Section 5: Proposal Format and Length

The consultant’s proposal shall be submitted with six (6) copies of the materials described in Section 4.3, above. These six (6) copies of the consultant’s proposal must be accompanied by a Cover Sheet that meets all the requirements specified in and in is the format specified in Appendix A.

The Proposal must be organized in accordance with the list of Proposal Contents and accompanying instructions specified in Section 4.3, above. Proposals that are in any other format will be considered non-responsive to this RFP, and will not be considered for work on this project.

Section 6: Proposal Evaluation

6.1 {See SOP/Q Standard Format}

6.2. Evaluation Criteria

Each proposal will be evaluated on the basis of the following criteria. Each response to the Land Use Model Integration Program RFP will be judged on the consultant’s written response to the RFP. No other information, whether in writing or via other communication will be used in the evaluation. The evaluation criteria, maximum number of pages that can be used to present information for each criterion and the maximum score available for each criterion are as follows:

Criterion Number	Criteria	Maximum Number of Pages	Maximum Available Score
1	Introductory Letter/Cover Sheet	1	Pass/Fail
2	Firm's Capabilities and Qualifications	8	10
3	Technical Proposal <ul style="list-style-type: none"> • Understanding of Project • Project Approach • Management Plan 	48	40
4	Project Deliverables	6	10
5	Project Schedule and Resource Allocation	10	10
6	Project Staffing and Teaming Arrangements	15	20
7	Cost Estimate, Salary and Fee Schedule	5	5
8	Supporting Information	5	5
9	Affirmative Action Program	1	Pass/Fail
10	DBE Policy and Participation Goal	1	Pass/Fail
Total:		100	100