

Perimeter Community Improvement Districts



Request for Proposals To Provide Travel Demand Model and Traffic Operational Analysis Services

I. General Project Information

A. Overview

The Perimeter Community Improvement Districts (PCIDs) is soliciting Requests for Proposals from qualified firms to provide traffic modeling services within the District. This RFP seeks to identify potential providers to develop a traffic model of the District as noted in the attached Scope of Work. PCIDs requires that the selected firm have the ability to provide, either with its own forces or through a sub-consultant, comprehensive traffic modeling and traffic operational analysis services which may arise during the course of the anticipated contract.

B. All respondents to this RFP are subject to instructions communicated in this document, and are cautioned to completely review the entire RFP and follow the instructions carefully. PCIDs reserves the right to reject any or all Proposals, and to waive technicalities and informalities at its discretion.

Proposals are due on or before 12:00 pm eastern on August 20, 2013. Proposals received after this time and date will be unopened.

C. DBE Participation

PCIDs is interested in supporting DBEs as well as a diverse project team. PCIDs will monitor and assess each bidder for its DBE participation and / or good faith effort to promote equity and opportunity.

D. Contract Term

PCIDs anticipates the Agreements will be in force for a period of up to 12 months with an option to renew for two (2), one (1) year terms. PCIDs intends to immediately engage the successful firm for discussion of services.

II. Selection Method

A. Technical Proposals - Proposals will be primarily evaluated using a technical proposal. The technical proposal should be sufficiently detailed and complete to demonstrate your firm's understanding of the requirements, and should provide information pertinent to the evaluation criteria indicated below. A uniform organizational structure has been established that must be followed, consisting of the sections indicated in the following table. Do not exceed the page limitation indicated. *Please use a simple, letter format; elaborate proposals are not intended.*

Mandatory Technical Proposal Outline		
Section No.	Description / Evaluation Criteria	Max. Total Pages (15)
1.0	Solutions / Approach for Successful Performance	Max 5 pages
2.0 2.1 2.2 2.3	Experience and Past Performance <ul style="list-style-type: none">• Representative Project No. 1 (Attachment A)• Representative Project No. 2 (Attachment A)• Representative Project No. 3 (Attachment A)	Max 4 pages total
3.0 3.1 3.2 3.3 3.4	Company and Personnel Information <ul style="list-style-type: none">• Financial Strength• Corporate Resources• Key Personnel Organizational Chart• Resumes	Max 6 pages

B. Evaluation Criteria

PCIDs will evaluate all firms using the following criteria:

Bidders must be prequalified in designated Georgia Department of Transportation (GDOT) Area Classes in order to be evaluated. Required proof of prequalification shall be submitted as indicated in Section III, below. (Pass / Fail)

Section 1.0 - Solutions / Approach for Successful Performance (40%)

Firms shall demonstrate an understanding of the project objectives. The firm must also demonstrate an understanding of PCIDs goals, the project issues and challenges and how they may affect project delivery.

Section 2.0 – Experience and Past Performance (30%)

Please provide a description of three (3) projects completed in the past five (5) years that involved requirements similar to the requirements specified in the Scope of Work for this project. For each of the representative projects, provide the client contact on the Past Performance form. Offerors failing to provide a contact for each project will be deemed non-responsive.

Section 3.0 – Company and Personnel Information (30%)

Section 3.1 – Financial Strength

Please provide a brief company history, including the financial strength of your company. Indicate if you are registered to do business in the State of Georgia with the Secretary of State and any area municipalities.

Section 3.2 – Corporate Resources

Please indicate specific resources owned by your firm that would contribute to the success of this project.

Section 3.3 – Key Personnel

Identify key personnel and their experience in comprehensive traffic modeling services.

Section 3.4 – Resumes

Please provide a resume for each key personnel identified in the proposal.

C. Cost Proposals – Cost Proposals shall be placed in a separate envelope from the Technical Proposals. No mention of cost should be made in the Technical Proposal. While cost is important, the technical proficiency of prospective bidders is considered more important.

D. Selection of Finalists

Based on the proposals submitted in response to this RFP, the Selection Committee will identify the three (3) to five (5) most qualified firms. The Committee will evaluate all submittals deemed responsive and each evaluator will assign points using the criteria identified above. The points assigned to each criterion will be totaled for each evaluator and a rank will be determined. The rankings of all evaluators will be totaled for each submittal evaluated in order to determine the sum of the individual rankings. The three (3) to five (5) firms with the highest rankings determined by using the sum of scores will be determined to be the most qualified firms.

E. Finalist Notification

PCIDs will notify the firms selected as finalists. Each finalist will be invited to make a presentation and to respond to follow-up questions from PCIDs. Each finalist firm shall be notified in writing and informed of the place, date and time for the presentation / follow-up questioning sessions.

Note: Scoring and ranking from the previous qualifications round will NOT be used in the final selection determination.

F. Final Selection

Final selection will be determined by evaluation of the criteria identified in the finalist notification. For each evaluator, the points assigned to each criterion will be totaled and a rank will be determined. The rankings of all evaluators will be totaled for each finalist in order to determine the sum of the individual rankings. The finalists will be ranked in descending order of recommendation, using the sum of individual rankings from the Selection Committee members.

Should a tie exist for the highest ranking firm and qualifications appear to be equal, the Selection Committee shall proceed in the following order:

1. Defer to O.C.G.A. § 50-22-4(b) which states that “persons who maintain an office in Georgia shall be given preference when qualifications appear to be equal” and award to the firm who maintains an office in Georgia.
2. If multiple firms tied for the highest ranking maintain offices in Georgia, PCIDs shall defer to the sum of the individual points and the award shall be made to the finalist with the highest sum.

Negotiations shall then be negotiated with the top-ranked firm to finalize the terms and conditions of the contract, including the fees to be paid. In the event a satisfactory agreement cannot be reached with the highest-ranking firm, PCIDs will formally terminate the negotiations in writing and possibly enter into negotiations with the second highest-ranking firm, and so on in turn until a mutual agreement is established and PCIDs awards a contract. The final form of the contract shall be developed by PCIDs.

III. Instructions for Preparing Proposals

The proposal must be submitted in accordance with the instructions below, must be categorized and numbered as outlined below, and must be responsive to all requested information. Prospective bidders should remember the nature of PCIDs and its charter when responding.

A. Minimum Requirements

Prime Consultants and their sub-consultants must meet the minimum qualifications in order to be fully considered.

1. The Prime Consultant **MUST** be prequalified by GDOT in the area classes identified below:

Number	Area Class
1.10	Traffic Studies
3.06	Traffic Operations Studies
3.07	Traffic Operations Design

2. The team (either the Prime Consultant or any of the sub-consultants) **MUST** be prequalified by GDOT in the area classes identified below.

Number	Area Class
1.02	Planning
3.02	Two-Lane or Multi-Lane with Curb and Gutter
3.13	Facilities for Bicycles and Pedestrians

Submit the “Notice of Professional Consultant Qualifications” for the Prime Consultant and all sub-consultants with your proposal. The Notice must be current by the deadline stated for this RFP.

B. Technical Proposal

The Technical Proposal shall be produced on 8 1/2" by 11" paper. It should be no more than 15 pages, single-sided, including covers and section dividers, but excluding mandatory exhibits, GDOT Prequalification Certificates and Attachments.

(Note: Do not include costs of any kind in the Technical Proposal.)

Section 1.0 - Solutions / Approach for Successful Performance

1. Technical Approach

Consultants are required to describe the procedures and methods that will achieve the required outcome of this project.

2. Project Management

Describe how the project will be organized and managed and identify the main point of contact. Please indicate the number of years of experience in areas that are project specific. Include the anticipated use of sub-consultants. Describe the resources necessary to accomplish the purpose of the project. Describe internal quality control and quality assurance practices and how those will apply to these services.

Demonstrate familiarity with state and local regulations, if any, required criteria, standards and procedures with respect to development of the travel demand model.

Section 2.0 – Experience and Past Performance

1. Experience of Consultant

Complete one Project Experience Form (Attachment A) for three (3) projects completed in the past five (5) years that involved requirements similar to the requirements specified in the Scope of Work for this project. One Project Experience Form should be submitted for each project.

The proposal will address the following criteria and includes necessary information of any other professional firm to be involved through subcontract.

The proposal is to include the qualifications of the bidder and the staff who will perform the services.

The bidder shall demonstrate its experience in similar projects. Describe the past experience of the firm and of the staff on similar projects, as well as other relevant experience.

The required GDOT pre-qualified classes for required services have been previously stated.

If the Consultant proposes a team approach for the required services, then the Consultant shall provide 1 copy of the GDOT Prequalification Certificate for each member firm covering the above referenced classes.

Section 3.0 – Company and Personnel Information

1. Financial Strength

Please provide a brief company history, including the financial strength of your company. Indicate if you are registered to do business in the State of Georgia with the Secretary of State and any area municipalities. Include as an attachment a copy of the business license for the Prime Consultant and each sub-consultant, along with copies of the GDOT Prequalification Certificate for the Prime Consultant and any sub-consultants.

2. Corporate Resources

Describe the experience and qualifications of the project manager and document the onsite time commitment on comparable projects.

Proposals should include a description of the qualifications and experience of the specific staff members of the project team to be involved in the project. Proposals should demonstrate the ability to retain project managers and key project personnel throughout the project. The Project Manager shall not be changed without the approval of PCIDs staff.

Local Office

The Consultant must have an office in the Atlanta metropolitan area or establish an office within 30 days of notice of award.

In addition, the Consultant shall include current workload and commitments of proposed key personnel, as related to their capacity to perform work satisfactorily.

3. Key Personnel

For this project the following positions have been identified as key personnel:

Project Manager

Travel Demand Modeler

Traffic Engineer

Organizational Chart

Include an organizational chart of all personnel, including any sub-consultants of the project team. The Consultant shall identify which sub-consultant team members are performing specific services.

4. Resumes

Include names and brief resumes of key personnel on the project team, citing their past and recent work on similar projects.

C. Interviews

Consultants may be required to attend an interview to explain the merits of their proposal and to answer questions from members of the PCIDs Selection Committee. If selected, the Consultant would be required to have the key overall day-to-day project management team

and other members of the proposed project team available for the interview. The Consultant may have a maximum of five (5) people representing its firm at the interview.

D. Cost Proposal

The fee schedule (Attachment C) must be submitted in a separate, sealed envelope with the responder's name and title of the RFP clearly identified on the outside of the envelope. Provide FAR compliant hourly rates for each position to be filled. Do not include fees or costs in any area outside of Attachment C.

Also, include a breakdown of the hours for each task as outlined in the scope of work. The breakdown of hours should be submitted in the same sealed envelope as the fee schedule (Attachment C).

IV. Contract Administration

A. Six (6) copies of the Technical Proposal and one (1) copy of the Cost Proposal in a separate sealed envelope (Attachment C) must be submitted to the following address no later than 12:00 pm eastern on August 20, 2013.

Perimeter Community Improvement Districts
One Ravinia Drive, Suite 1125
Atlanta, Georgia 30346

Proposals must be clearly identified on the outside of the envelope with the responder's name and title of the RFP. Later proposals will not be opened.

B. Questions

All questions regarding this RFP should be addressed to Ms. Jennifer Harper, P.E., Program Manager for PCIDs, via e-mail at jharper@perimetercid.org with the title "RFP Question(s)" in the subject line.

All questions concerning the RFP shall be submitted via email only no later than 5:00 p.m. eastern on July 30, 2013. Questions received by the Program Manager after this date will not receive a response. All valid questions and responses will be posted on the PCIDs website by August 6, 2013.

C. Addenda

Addenda may be issued in response to changes in the RFP. Addenda must be acknowledged by signing and returning the Addendum Form to be included in the Technical Proposal. Failure to properly acknowledge any Addendum may result in a declaration of non-responsiveness by PCIDs. All Addendums issued for this project may be found on the PCIDs website at <http://www.perimetercid.org>.

D. Proposal Duration

Proposals submitted in response to this RFP must be valid for period of 120 days from the proposal submission deadline, and must be so marked.

E. Right to Cancel or Change RFP

The PCIDs reserve the right to cancel any and all RFPs where it is determined to be in the best interest of PCIDs to do so. PCIDs reserves the right to increase, reduce, add or delete any item in this RFP as deemed necessary.

F. Expenses of Preparing Responses to this RFP

The PCIDs accepts no responsibility for any expenses incurred by the responders to this RFP. Such expenses are to be borne exclusively by the responders.

G. Debriefings

Unsuccessful proposers may request a debriefing. If a respondent is notified of non-selection at any time during the procurement process, a Pre-Award Debriefing may be requested. Post-Award debriefings may be requested by a principal of the respondent, but will not be conducted until after the contract has been awarded.

I. Award of Contract

A Selection Committee will review all proposals submitted pursuant to this RFP. The Selection Committee, in its discretion, will determine which of the firms to interview based on the quality of the submitted proposals. Proposals will be evaluated on the qualifications and information provided in Section II, Selection Method, and Section III, Instructions for Preparing Proposals.

Firms to be interviewed will be scheduled for an oral presentation to the Selection Committee, not to exceed one hour in duration, responding to questions from the Selection Committee relevant to the firm's proposal.

The Selection Committee will then score all firms on the information submitted and oral interview, and will compile a ranking of those firms. After all ratings are completed, the Committee will open cost proposals of the final short-listed firms and will include the cost proposal information along with its Recommendation for Award to the PCIDs Board of Directors, which will make the final decision as to contract award. The project specific contract amount will be determined based on negotiations with PCIDs. If the PCIDs are unable to reach agreement on reasonable rates to be paid for the services to be provided, the PCIDs reserves the right to terminate negotiations with the highest scoring finalist and begin negotiations with the next highest scoring finalist.

Scope of Work

Project Background:

The Perimeter Community Improvement Districts (PCIDs), representing both the Central (DeKalb) and Fulton Perimeter CIDs, are self-taxing districts that use additional property taxes from commercial property owners to help accelerate needed transportation and infrastructure improvement projects. The PCIDs are leading the charge to implement vital transportation enhancements that will enhance mobility and improve access to the Perimeter activity center. In an effort to prepare for the growth that is anticipated in this area, the PCIDs are undertaking a project to develop a traffic model of the District. The PCIDs intend to select a Consultant to complete Phase 1 and 2 of the project as described below. However, the intent is to initially contract for Phase 1 of the project at this time.

Project Scope of Work:

The work to be accomplished within the scope of this Request for Proposal (RFP) and subsequent contract is:

Phase 1 of Project

I. Phase 1 of Travel Demand Model Development:

The PCIDs are seeking proposals for transportation and traffic engineering services to develop a travel demand model that will assist in evaluating the future growth expected within the District. Similarly, the model will assist the PCIDs in quantifying the travel time benefits of investing in such recent transportation improvements as the Hammond Drive Half-Diamond Interchange, and the Ashford Dunwoody Interchange as congestion mitigation measures.

The PCIDs are interested in the following stipulations in responses to this RFP:

The PCIDs will have ownership of the model, (i.e., component datasets and related documentation) and the travel demand model will be developed using widely available modeling software. No proprietary model would be acceptable.

The modeling procedure utilizes available data, and reduces the need for costly data collection efforts. It is noted that traffic counts for the years 2011, 2012 and 2013 within the District are available to aid in model calibration. This information will be made available on PCIDs' website.

The model zone structure and network shall be adequately detailed to permit the evaluation of future development impacts and transportation improvements in the District, including pedestrian and transit service enhancements;

The model structure and datasets are compatible with the Atlanta Regional Commission (ARC) model and to the maximum extent, widely available GIS platforms to promote ease in presentation of input and results;

The PCIDs, as part of this RFP, would like to solicit creative approaches to the development of the travel demand model with respect to the following individual components. Please highlight your unique approach and how it addresses the stipulations above.

- a. ***Select Appropriate Model Software:*** The Consultant shall recommend a travel demand software program for the development of the PCIDs Study Area Traffic Model and describe how it will fulfill the specified objectives of compatibility. Note that the cost of obtaining a license for PCIDs use at this time is not included as part of the scope of services. The Consultant shall have or obtain such license for their exclusive use as a cost of doing business, for example, similar to their ownership of Microsoft Office products.

Deliverables: Technical memorandum documenting the selection and recommendation of the appropriate modeling software.

- b. ***Develop Zonal Variables Database and Networks:*** An initial activity of this task will be to present an overview of the PCIDs model development program to the various local government agencies. This briefing will be to convey the capabilities of such a detailed model and to increase the awareness of respective agency staff on the necessity of providing accurate land use projections and zonal allocations to enhance the forecasting process. It would be appropriate to explain the benefits of coordination in the development of detailed zonal data and transportation networks. It is important to establish this level of detail early in the model development process and note the potential for providing subarea refinements for examining land use and network alternatives in future scope activities.

This is a critical task to the success of the modeling effort since the trip distribution and traffic assignments directly reflect the level of detail and accuracy of the zone system and zone centroid loading points. With the level of recent growth experienced by the PCIDs, much more detail is needed in terms of zone and network structure to provide meaningful results and allow the testing and analysis of growth and transportation improvement scenarios. The ARC Traffic Analysis Zone structure and network should be used as the basis for developing the new zone system for the Model. In consultation with staff, the regional zones within the focus area shall be disaggregated into a finer level of zone system.

Deliverables: (1) Technical Memorandum documenting the development and specification of the detailed zone structure. (2) The zone structure in a digital file format compatible with ArcView. (3) Technical Memorandum

documenting the development of the base year socio-economic and land-use data including maps and tabulated data.

The Consultant will obtain the latest existing zonal socio-economic data for developing the model. Thematic maps which illustrate the patterns in the data will be generated for presentation and analysis. This method will enable both PCIDs staff and the Consultant to check the accuracy of the disaggregated data.

Deliverables: Technical Memorandum documenting the development of the base year socio-economic and land-use data including maps and tabulated data.

Network Data: Starting with the base year network, the Consultant will implement the detailed model zone system. This effort may require coding new links in the network for the new centroid connectors and additional minor arterials and collector streets in the network. These may include other minor arterials, major collector streets or even some important local facilities, as appropriate. The Consultant will check the network in detail for connectivity and accuracy of link attributes.

Deliverables: Technical Memorandum documenting the development of the base year and future year networks, including quality control checks that were made (e.g., facility type, number of lanes, capacity, speeds, etc.)

c. *Calibrate Model to Base Year:*

Base Year Traffic Data: The Consultant will utilize existing traffic counts for 2011, 2012 and 2013 conducted by PCIDs as well as available supplemental counts from Fulton and Dekalb County, cities, area corridor or traffic impact studies for use in model calibration and subsequent validation efforts.

Special Generators: The Consultant will identify any special generators such as the Perimeter Mall and/or other special land uses. Adjustments will be made to the trip productions and attractions if the difference is significant.

Deliverables: A Technical Memorandum documenting the findings and any adjustments to trips generated by special generators.

Model Calibration: The Consultant will review the performance of each individual model, (i.e., trip generation, trip distribution, mode split, traffic assignment, etc.) within the recommended model environment to ensure that overall results are consistent with regional model results.

Careful evaluation of the performance of the individual models with respect to the specific ARC travel characteristics will be needed. To ensure the performance of the PCIDs trip distribution model, trip length frequency distribution, average trip

length and average trip time for the trip purposes will be compared with the ARC trip distribution model.

Deliverables: A Technical Memorandum documenting the trip generation, trip distribution, mode split, and traffic assignment models. Variances from the regional model shall be indicated and explained.

- d. ***Perform Model Validation of Traffic Assignments:*** The Consultant will apply “reasonableness checks” during the process of calibrating each individual Model component. After each component has been checked, the overall set of models must be validated to ensure that each is properly interfaced and that modeling error is not propagated by chaining the model together. For example, trip generation models shall be checked to ensure that trip productions and attractions estimated at the detailed area and regional bases are reasonably similar to the observed number of trips.

Review Screenline / Cutline Data: In addition, the validation process must evaluate the overall results of the Model, especially highway volumes at screenline crossings established across the PCID’s major sub-regional travel corridors. The existing traffic data collected as part of Task C is also necessary for this process.

The Consultant will check each module of the model independently of other modules for consistency and ensure that the differences are within acceptable range. To validate the overall model performance, daily model traffic volumes are compared against the observed daily traffic counts across screen lines. The goal is to have a total difference of observed versus estimated traffic volume of 5% to 10% for each screen line.

- e. **Model Existing Conditions:** The Consultant will prepare a comprehensive model report documenting all aspects of the PCIDs Study Area Base Year Model development process. The report will be prepared describing the Base Year Model components and methodologies used, details of the changes made to the model, and a discussion of existing traffic results and findings. Within the report, The Consultant will prepare tables and graphics suitable for presentation to the PCIDs. In addition, pertinent maps and other graphics from previous tasks will be included.

Deliverables: A comprehensive Travel Demand Model Development Documentation report.

II. Traffic Operational Analysis of Ashford Dunwoody DDI and Hammond Drive Half Diamond Interchange:

The Consultant shall obtain the traffic study completed for the Ashford Dunwoody DDI and Hammond Drive Half-Diamond Interchange. The Consultant shall also obtain other data to conduct a “Before” and “After” study to quantify the benefits obtained from these

interchange modifications. The Consultant will establish the methodology and determine the appropriate traffic analysis tools necessary to quantify the benefits. A Traffic Report sufficiently detailed shall be produced for this task.

Phase 2 of Project

I. Phase 2 of Travel Demand Model :

Phase 2 of the PCIDs Model Development Effort could include the following tasks:

Task 1 – Compile Future Year Zonal Data and Network Elements: The PCID’s future network will be developed based on the ARC future network, plus the additional facilities added to the base year network (i.e., minor arterials, collectors, and significant local roadways). Essentially, the network within the PCIDs will be replaced with the links and centroid connectors from the new base year network discussed in Phase 1 and updated to reflect planned improvements (if on the network).

Task 2 – Perform Future Year Traffic Assignments: As part of the development of a PCIDs Future Traffic Volume Map, the forecast disaggregated zonal data and planned highway networks will be used for performing future traffic assignments with the PCIDs’ model. The Consultant will run the Model for the 2040 horizon year land-use scenario. The future land-use and detailed network information for this scenario shall be provided to the Consultant by PCIDs.

Task 3 – Further Analyze Alternative Improvement Program: Based upon the results of the Future Year (2040) Traffic Assignments prepared for Task 2 (Phase 2), and deficiencies that are evident, possible mitigating improvements will be identified and form the basis for additional alternative scenarios. The network serving as the basis for this task would include the existing plus committed and the current adopted long range transportation plan. A possible scenario would be the development of a “Needs Plan” that could serve to analyze an ultimate network without financial constraints applied.

Task 4 – Model Alternative Scenarios – Zonal Data / Networks: The Consultant will develop two model runs based on the land-use scenarios provided by the PCIDs. Consistency checks will be performed between the two runs and model outputs will be provided in tabular format and maps. A memorandum will be prepared by the Consultant summarizing the traffic forecast results for the two scenarios. Within the memorandum, the Consultant will prepare tables and graphics suitable for presentation to the PCIDs. It is anticipated that this will serve as a trial basis for the types of modeling services to be provided by the PCIDs in examining impacts of Developments of Regional Impact or examining alternative congestion mitigation strategies.

Deliverables: A memorandum presenting the model results for the two scenarios.

Task 5 – Produce Future Traffic Volume Map (20 Year Horizon): The Consultant shall utilize the powerful graphic generating capability of the model software or GIS environment to prepare the PCIDs Future Traffic Volume Map. This map will be a graphic representation of the roadway system components included in the model network with various traffic details as requested.

II. Traffic Operational Analysis of Future Proposed Improvements

This task shall be undertaken to evaluate site and/or corridor specific operational characteristics. The tasks may include “before” and “after” analysis, development of improvement alternatives, and determination of preferred alternative(s). This task may also be used to conduct a benefit-cost analysis of the recommended improvements which will help in prioritizing the projects. Some or all of the following sub-tasks may be required:

- a. ***Establish Methodology:*** This task shall require a clear understanding of the existing and proposed/anticipated conditions to establish the most appropriate methodology needed to conduct traffic operational analysis. The methodology shall include the determination of the most appropriate traffic analysis program(s) including any traffic simulation programs such as CORSIM. The Consultant shall also determine the Measures of Effectiveness (MOEs) for operational evaluation.
- b. ***Establish Analysis Hours and Determine Traffic Volumes:*** Depending on the site or corridor specific needs, appropriate traffic analysis hours shall be determined and corresponding traffic volumes shall be developed.
- c. ***Establish Baseline Conditions:*** The Consultant shall obtain traffic counts and other data necessary for conducting the required analysis. Based on this data, the Consultant shall establish a baseline condition.
- d. ***Develop Future Traffic for the Proposed Conditions:*** Utilizing the baseline model developed under Task I (Travel Demand Model), the future daily traffic volumes shall be developed for the proposed project.
- e. ***Develop Future Traffic for the Analysis Hours:*** The Consultant shall develop future traffic volumes for the analysis hours based on the standard traffic engineering practices. All assumptions shall be documented.
- f. ***Conduct Traffic Analysis:*** The most appropriate traffic analysis tool or a combination thereof shall be used to conduct operational analyses.
- g. ***Develop & Evaluate Improvement Alternatives:*** Based on the results of the traffic analysis, viable improvement alternatives shall be developed for undesirable operational conditions. The improvement alternatives shall also be evaluated.
- h. ***Compare Future Conditions with Baseline Conditions:*** A comparison matrix shall be prepared to compare the future operating conditions with the baseline condition.

- i. ***Conduct Benefit-Cost Analysis:*** As deemed appropriate, a benefit cost analysis shall be conducted to determine the most appropriate improvement alternative. Benefit-Cost analysis can also help in prioritizing projects.

III. Presentation of Materials

Information shall be prepared in a manner that can be easily adapted to marketing materials with messages that state what these statistics mean to the public. For example, information should be presented in a format that clearly explains the deficiency /need and the resulting benefits to the public of the proposed improvements.

Attachments:

- Attachment A – Project Experience Form
- Attachment B – Resume Experience Form
- Attachment C – Fee Schedule
- Attachment D – E-Verify Form

Attachment A – Project Experience Form

Project Name:	
a.	Client Information
	Name: Location: Period of Performance:
b.	Description of Overall Project and Services
c.	Duration of Services/Overall Budget:
d.	Client Contact Information
	Name: Phone: Address: Email:
d.	Involvement of Key Personnel

Attachment B – Resume Experience Form

Key Personnel Experience			
Name:			
Years worked with current employer:			
a.	Education:	b.	Registration:
c.	Relevant Planning/Engineering Experience on Similar Type Projects		
d.	Relevant Project Management Experience on Similar Type Projects		

**EXHIBIT C
FEE SCHEDULE**

Job Category	FAR Compliant Raw Labor Rate	FAR Compliant Overhead Rate	Billing Rate
Principal			
Project Manager			
Travel Demand Modeler			
Traffic Engineer			
Engineer			
Project Accountant			
Admin			

Attachment D

GEORGIA SECURITY AND IMMIGRATION COMPLIANCE ACT AFFIDAVIT

Solicitation Name: _____

Respondent's Name: _____

**State of Georgia
Consultant Affidavit**

By executing this affidavit, the undersigned Consultant verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm, or corporation which is contracting with the Perimeter Community Improvement Districts has registered with, is authorized to participate in, and is participating in the federal work authorization program commonly known as E-Verify,* in accordance with the applicable provisions and deadlines established in O.C.G.A. 13-10-91.

The undersigned Consultant further agrees that it will continue to use the federal work authorization program throughout the contract period and, should it employ or contract with any subconsultant(s) in connection with the physical performance of services pursuant to this contract with the Perimeter Community Improvement Districts, Consultant will secure from such subconsultant(s) similar verification of compliance with O.C.G.A. § 13-10-91 on the Subconsultant Affidavit provided in Rule 300-10-01-.08 or a substantially similar form. Consultant further agrees to maintain records of such compliance and provide a copy of each such verification to the Perimeter Community Improvement Districts at the time the subconsultant(s) is retained to perform such service.

EEV / E-Verify™ User Identification Number

Date of Authorization

BY: Authorized Officer or Agent
(Contractor Name)

Date

Title of Authorized Officer or Agent of Consultant

Printed Name of Authorized Officer or Agent

SUBSCRIBED AND SWORN
BEFORE ME ON THIS THE

_____ DAY OF _____, 2013

[NOTARY SEAL]

Notary Public

My Commission Expires: _____

*or any subsequent replacement operated by the United States Department of Homeland Security or any equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform and Control Act of 1986 (IRCA), P.L. 99-603.