

CHECKLIST TO DESIGNATE AREAS OF EVALUATION FOR REQUESTS FOR PROPOSAL (RFP)

| | | | | |
|---|--|---|---|----------------------|
| MDOT PROJECT MANAGER | | | JOB NUMBER (JN) | CONTROL SECTION (CS) |
| DESCRIPTION | | | | |
| MDOT PROJECT MANAGER: Check all items to be included in RFP WHITE = REQUIRED GRAY SHADING = OPTIONAL | | | CONSULTANT: Provide only checked items below in proposal | |
| Check the appropriate Tier in the box below | | | | |
| TIER I (\$25,000-\$99,999) | TIER II (\$100,000-\$250,000) | TIER III (>\$250,000) | | |
| | | | Understanding of Service | |
| | | | <i>Innovations</i> | |
| | | | <i>Safety Program</i> | |
| N/A | | | Organizational Chart | |
| | | | Qualifications of Team | |
| | | | Past Performance | |
| Not required As part of Official RFP | Not required As part of Official RFP | | Quality Assurance/Quality Control | |
| | | | Location: The percentage of work performed in Michigan will be used for all selections unless the project is for on-site inspection or survey activities, then location should be scored using the distance from the consultant office to the on-site inspection or survey activity. | |
| N/A | N/A | | Presentation | |
| N/A | N/A | | Technical Proposal (if Presentation is required) | |
| 3 pages (MDOT Forms not counted) (No Resumes) | 7 pages (MDOT Forms not counted) | 19 pages (MDOT Forms not counted) | Total maximum pages for RFP not including key personnel resumes | |

The Michigan Department of Transportation (MDOT) is seeking professional services for the project contained in the attached scope of services.

If your firm is interested in providing services, please indicate your interest by submitting a Proposal, Proposal/Bid Sheet or Bid Sheet as indicated below. The documents must be submitted in accordance with the latest "Consultant/Vendor Selection Guidelines for Service Contracts" and "Guideline for Completing a Low Bid Sheet(s)", if a low bid is involved as part of the selection process. **Referenced Guidelines are available on MDOT's website under Doing Business > Vendor/Consultant Services > Vendor/Consultant Selections.**

RFP SPECIFIC INFORMATION

BUREAU OF HIGHWAYS

BUREAU OF TRANSPORTATION PLANNING **

OTHER

THE SERVICE WAS POSTED ON THE ANTICIPATED QUARTERLY REQUESTS FOR PROPOSALS

NO

YES

DATED _____

THROUGH _____

Prequalified Services – See page ___ of the attached Scope of Services for required Prequalification Classifications.

Non-Prequalified Services - If selected, the vendor must make sure that current financial information, including labor rates, overhead computations, and financial statements, if overhead is not audited, is on file with MDOT's Office of Commission Audits. This information must be on file for the prime vendor and all sub vendors so that the contract will not be delayed. **(Form 5100J Required with Proposal)**

Qualifications Based Selection – Use Consultant/Vendor Selection Guidelines

For all Qualifications Based Selections, the section team will review the information submitted and will select the firm considered most qualified to perform the services based on the proposals. The selected vendor will be contacted to confirm capacity. Upon confirmation, that firm will be asked to prepare a priced proposal. Negotiations will be conducted with the firm selected.

****For RFP's that originate in Bureau of Transportation Planning only**, a priced proposal must be submitted at the same time as, but separate from, the proposal. Submit directly to the Contract Administrator/Selection Specialist, Bureau of Transportation Planning **(see address list, page 2)**. The priced proposal must be submitted in a sealed envelope, clearly marked **"PRICE PROPOSAL."** The vendor's name and return address **MUST** be on the front of the envelope. The priced proposal will only be opened for the highest scoring proposal. Unopened priced proposals will be returned to the unselected vendor(s). Failure to comply with this procedure may result in your priced proposal being opened erroneously by the mail room.

For a cost plus fixed fee contract, the selected vendor must have a cost accounting system to support a cost plus fixed fee contract. This type of system has a job-order cost accounting system for the recording and accumulation of costs incurred under its contracts. Each project is assigned a job number so that costs may be segregated and accumulated in the vendor's job-order accounting system.

Qualifications Review / Low Bid - Use Consultant/Vendor Selection Guidelines. See Bid Sheet Instructions for additional information.

For Qualification Review/Low Bid selections, the selection team will review the proposals submitted and post the date of the bid opening on the MDOT website. The notification will be posted at least two business days prior to the bid opening. Only bids from vendors that meet proposal requirements will be opened. The vendor with the lowest bid will be selected. The selected vendor may be contacted to confirm capacity.

Best Value - Use Consultant/Vendor Selection Guidelines. See Bid Sheet Instructions below for additional information. The bid amount is a component of the total proposal score, not the determining factor of the selection.

Low Bid (no qualifications review required - no proposal required.) See Bid Sheet Instructions below for additional instructions.

BID SHEET INSTRUCTIONS

A bid sheet(s) must be submitted in accordance with the "Guideline for Completing a Low Bid Sheet(s)" (available on MDOT's website). The Bid Sheet(s) is located at the end of the Scope of Services. Submit bid sheet(s) separate from the proposal, to the address indicated below. The bid sheet(s) must be submitted in a sealed manila envelope, clearly marked **"SEALED BID."** The vendor's name and return address **MUST** be on the front of the envelope. Failure to comply with this procedure may result in your bid being opened erroneously by the mail room and the bid being rejected from consideration.

PROPOSAL SUBMITTAL INFORMATION

| | | |
|---|-----------------------|----------|
| REQUIRED NUMBER OF COPIES FOR PROJECT MANAGER | PROPOSAL/BID DUE DATE | TIME DUE |
|---|-----------------------|----------|

PROPOSAL AND BID SHEET MAILING ADDRESSES

Mail the multiple proposal bundle to the MDOT Project Manager or Other indicated below.

MDOT Project Manager

MDOT Other

Mail one additional stapled copy of the proposal to the Lansing Office indicated below.

| Lansing Regular Mail | OR | Lansing Overnight Mail |
|---|----|--|
| Secretary, Contract Services Div - B470 Michigan Department of Transportation PO Box 30050 Lansing, MI 48909 | | Secretary, Contract Services Div - B470 Michigan Department of Transportation 425 W. Ottawa Lansing, MI 48933 |
| Contract Administrator/Selection Specialist Bureau of Transportation Planning B470 Michigan Department of Transportation PO Box 30050 Lansing, MI 48909 | | Contract Administrator/Selection Specialist Bureau of Transportation Planning B470 Michigan Department of Transportation 425 W. Ottawa Lansing, MI 48933 |

GENERAL INFORMATION

Any questions relative to the scope of services must be submitted by e-mail to the MDOT Project Manager. Questions must be received by the Project Manager at least four (4) working days prior to the due date and time specified above. All questions and answers will be placed on the MDOT website as soon as possible after receipt of the questions, and at least three (3) days prior to the RFP due date deadline. The names of vendors submitting questions will not be disclosed.

MDOT is an equal opportunity employer and MDOT DBE firms are encouraged to apply. The participating DBE firm, as currently certified by MDOT’s Office of Equal Opportunity, shall be listed in the Proposal

The following two American Recovery and Reinvestment Act of 2009 (ARRA) notifications, **ARRA MONTHLY EMPLOYMENT REPORTS** and **REQUIRED CONTRACT PROVISIONS TO IMPLEMENT AMERICAN RECOVERY AND REINVESTMENT ACT (ARRA) SECTIONS 902 AND 1515**, are attached to this Request For Proposal for your understanding. These two notifications are only applicable for those projects/contracts funded with ARRA funds and will be included in contract Exhibits.

MDOT FORMS REQUIRED AS PART OF PROPOSAL SUBMISSION

- 5100D** – Request for Proposal Cover Sheet
- 5100G** – Certification of Availability of Key Personnel
- 5100I** – Conflict of Interest Statement
- 5100J** - Consultant Data and Signature Sheet (Required only for Non-Prequalified Work)

(These forms are not included in the proposal maximum page count.)

MICHIGAN DEPARTMENT OF TRANSPORTATION
ATTITUDES AND PERCEPTION SURVEY

REQUEST FOR PROPOSAL
for
BEST VALUE

Special notes pertaining to submission of Bid Sheet and Proposal Length

- For this Request for Proposals (RFP) only, do not submit a bid sheet in a separate, sealed envelope as directed on form 5100H.
- Cost proposal should be submitted along with RFP proposal. The format of the cost proposal is indicated at the conclusion of this RFP. Questions about this process should be directed to Amy Meldrum at MeldrumAm@michigan.gov. This RFP waives the 19-page limitation for proposals to allow for the integration of technical information.

I. Objective

The Bureau of Transportation Planning at the Michigan Department of Transportation (MDOT) is soliciting proposals from qualified organizations, namely private consultants, universities and/or research organizations. MDOT expects this research to provide an evaluation of MDOT's customers' attitudes and perceptions as well as satisfaction toward specific programs as described in detail below and to be summarized and promptly reported electronically on a schedule listed below. Open dialog between the consultant and MDOT during the extent of this contract is imperative.

Research Objectives:

1. To assess the opinions of the public regarding the composition, importance, and delivered quality of the MDOT's key products and services.
2. To assess whether attitudes and perceptions have changed significantly? If so, how?
3. To assess progress in addressing customer concerns through MDOT's ongoing efforts to develop and execute strategic plans.
4. To assess how MDOT is achieving the goals of the State Long-Range Transportation Plan, *MI Transportation Plan: Moving Michigan Forward*. Are goals still relevant?
5. To identify specific actions MDOT can take to improve its performance and the perception of customer groups and business partners regarding its performance.

The Consultant will be responsible to:

1. Meet with the MDOT Project Manager to review the project's scope and work plan.
2. Interview selected managers and staff of MDOT to identify potentially important issues related to customer service and to identify actions taken in response to MDOT's prior customer surveys.

3. Prepare and submit for approval of the project team a technical memorandum summarize the findings and recommendations of future actions MDOT might take to be responsive to survey findings.
4. Design sampling plan stratified by MDOT 7 regions as shown in Appendix A.
5. Develop and submit for approval of the project team and MDOT director, a survey instrument that allows for comparisons to previous surveys, meeting long-range plan goals, and are long-range plan goals still relevant.
6. Upon approval of the survey instrument, conduct telephone household survey of Michigan adults to quantitatively assess perceptions concerning the composition, importance, and delivered quality of MDOT's key products and services
7. Prepare and submit for approval of the project team a technical memorandum (executive briefing) that summarizes survey results, compares them to results of prior assessments, and identifies issues deserving MDOT's attention.
8. Prepare a final report summarizing research methodology, findings, conclusions, and recommendations, including recommended updates to the survey instrument(s) for use in future assessments.
9. Make executive presentation to MDOT's Leadership Team presentation of key findings and identify possible actions responding to the findings at the conclusion of the project.

MDOT staff will be responsible for:

- Providing results of previous surveys.
- Identify Managers, staff for interview
- Secure approval of survey questions.
- Reviewing and commenting on technical documents provided by consultant.

Documentation of all work and decisions are necessary at each step as a record for current and future staff to understand the process and decision making that was involved to complete the final products. The products of this effort include the following:

- Full documentation of final decisions for each task
- MDOT Responsiveness to Survey Results Technical Memorandum
- Sampling Plan Technical Memorandum
- Michigan Questionnaire and Scripts
- Marginal Results
- Book of Tables
- Executive Briefing Technical Memorandum
- Report
- Database of responses in SPSS
- Presentation to MDOT Leadership Team

It is the intention of MDOT staff to be heavily involved with this entire process working on questions under guidance of the consultant. The consultant will be required to provide explanations and answer staff questions via oral (teleconference) and written documentation.

II. Background

During the development of MDOT's 2005-2030 State Long-Range Transportation Plan, Michigan residents were surveyed to gain a deeper understanding of their perceptions of transportation in the State. Three surveys were conducted and for each representative samples of 1,100 adults were surveyed about their satisfaction with the state's transportation system, their transportation priorities, and any regional differences in attitudes. The recommendations in the survey reports were intended to provide the public voice for MDOT's long-range transportation planning.

In 2009, a follow-up to the Attitude and Perception (A&P) survey in 2006 was conducted. This study allowed for comparisons to the public's opinions for the three years prior. The recommendations in the 2009 report were intended to provide the public voice to help guide MDOT's transportation planning.

The intent of this version of the A&P survey is to identify any changes in resident's perceptions or attitudes which have occurred since the completion of the previous surveys, how MDOT is achieving the goals of the State Long Range Transportation Plan, *MI Transportation Plan: Moving Michigan Forward*, and are the goals still relevant. In addition to

The final reports for the 2006 and 2009 surveys can be found on the MI Transportation Plan website: www.michigan.gov/slrp . Previous surveys will be made available upon award of contract.

III. Consultant Prequalification

This project does not require the prime consultant to be pre-qualified by MDOT.

IV. Project Scope

The following is a general outline of the tasks necessary to achieve the project goals.

1.0 Project Work and Management Plan

All proposals shall include a draft project work and management plan. The plan should in detail address management of the project, each task and subtask, specific work elements, schedules, personnel assignments and hours, and quality control measures. The plan will also specifically describe how activities will be coordinated with the MDOT project manager.

In addition, the schedule included in the proposal should show how the following schedule concerns can or can not be met. The survey and results must be completed for presentation at MDOT's Leadership Team Meeting to be held on September 21, 2011.

Within five days of the contract award and the authorization to proceed, the selected consultant will meet with the MDOT project manager and other project participants to

review the project work and management plan and identify any revisions and clarifications. Within five days following this initial project meeting, the consultant will complete the revisions to the work program and forward to MDOT for approval.

Over the course of the project, the consultant will provide agendas for all meetings, including teleconferences in advance of the meeting date. Items to be reviewed at meetings will be provided to MDOT in advance as well. The consultant will produce the minutes and action items resulting from each meeting and also keep a record of significant events that may affect the outcome of the project.

MDOT will work with the consultant to schedule all meetings and review documents in a timely fashion.

Meetings:

- One meeting in Lansing, MI with MDOT project manager and others. Depending on consultant location this may be completed via web conferencing.
- Teleconferences as necessary

Deliverables for Task 1.0:

- Draft Project Work and Management Plan
- Final Project Work and Management Plan

2.0 Identify Important Issues Related to Customer Service

The consultant will interview members of MDOT's Strategic Plan Coordination Team (SPCT) members and others identified by the SPCT to identify potentially important issues related to customer service and to identify actions MDOT has taken in response to prior customer surveys. In completing this task, the consultant will work closely with MDOT's Strategic Plan customer team, who are responsible to make periodic evaluation of our progress towards achieving our department strategic plan goals, of which one is: "Understand our customers' most important needs to achieve improved products, programs and services." The main objective of this task is to conduct a high-level analysis of how MDOT has made use of the 2009 Attitudes and Perception survey.

The consultant will analyze and summarize the findings of the interviews and make recommendations of future actions MDOT might take to be responsive to findings from the survey to be conducted under this contract. The results should address the questions: How has MDOT responded to issues identified in prior surveys and how can it ensure it makes use of the results of this survey?

Meetings:

- Teleconferences as necessary

Deliverables for Task 2.0:

- MDOT Responsiveness to Survey Results Technical Memorandum

3.0 Sampling Plan and Survey Design Development

3.1 Sampling Plan

The consultant will conduct a telephone survey, working from a central, monitored location, interviewing a random sample of adult Michigan residents. All previous surveys sample size were 1,100. To obtain a sample size large enough to generalize to each of the 7 MDOT regions (appendix A) quotas for each region should be identified using the latest Census estimates of adult population in Michigan.

According to the Centers for Disease Control and Prevention, 20.2% of US households in 2008 were cell phone only households. In Michigan, this percentage was 16.3. The sampling plan shall consider if sampling of cell phone only households should be included.

The sampling plan will be coordinated with the Community Outreach Project Manager and the MDOT Project Manager assigned to this task.

3.2 Survey Design

A detailed survey methodology will be developed and documented. The survey methodology will describe, in detail, all of the steps and tasks that will be undertaken as part of the effort. In previous surveys, potential respondents were contacted through random digit dialing (RDD). In the past, the average interview was approximately 15 minutes long and up to 20 questions were asked. The questions will be developed in consultation with MDOT Office of Communications, Community Outreach Project Manager, and the MDOT Project Manager prior to conducting the survey. State Transportation Director Kirk T. Steudle will approve final questions.

The survey design for MDOT's previous statewide customer satisfaction identified MDOT's key products and services and assessed perceptions of their importance and quality of delivery. The surveys raised MDOT's awareness of customers' concerns and provided valuable insights into their degree of satisfaction. Findings also influenced MDOT's strategic plans and allowed MDOT to gauge progress in addressing customers' priorities. The survey design shall allow for assessments and comparisons with public perceptions from these past surveys, address the following questions:

- Have perceptions of MDOT's performance changed significantly? If so, how?
- Based on findings in Task 1.0: Have the responses been effective? Are more proactive or effective responses possible?
- To assess how MDOT is achieving the goals of the State Long-Range Transportation Plan, *MI Transportation Plan: Moving Michigan Forward*. Are goals still relevant?

The survey design and sampling plan will need to ensure comparability to the previous surveys conducted for the State Long Range Transportation.

Meetings:

- Teleconferences as necessary.

Deliverables for Task 3.0:

- Sampling Plan Technical Memorandum
 - Technical document incorporating the evaluations and recommendations on cell phone households
- Michigan Questionnaire and Scripts
- Survey Data Collection
- Marginal Results

4.0 Evaluate Household Survey Data

The final report should be similar to the report created for the previous surveys for overall statewide and MDOT 7 region comparisons. In addition, the report shall provided information on the research objectives:

1. To assess the opinions of the public regarding the composition, importance, and delivered quality of the MDOT's key products and services.
2. To assess whether attitudes and perceptions have changed significantly? If so, how?
3. To assess progress in addressing customer concerns through MDOT's ongoing efforts to develop and execute strategic plans.
4. To assess how MDOT is achieving the goals of the State Long-Range Transportation Plan, *MI Transportation Plan: Moving Michigan Forward*. Are goals still relevant?
5. To identify specific actions MDOT can take to improve its performance and the perception of customer groups and business partners regarding its performance.

The final report shall include a summarizing research methodology, findings, conclusions, and recommendations, including recommended updates to the survey instrument(s) for use in future assessments

Meetings:

- Teleconferences as necessary.

Deliverables for Task 4.0:

- Book of Tables
- Final Report
- Database of responses in SPSS

5.0 MDOT Leadership Team Presentation

The Attitude and Perception Survey and all reports are to be completed by September 30, 2011. The specific timing of the survey will be determined after contract award, however, it is anticipated that it will take place no later than August 29, 2011. **The presentation to the MDOT Leadership Team will be on September 21, 2011.**

For this meeting the consultant will prepare an Executive Briefing Technical Memorandum summarizing research methodology, findings, conclusions, and recommendations, including recommended updates to the survey instrument(s) for use in future assessments. Among the recommendations, shall be how MDOT should make use of the results in its decision-making and methods MDOT leadership might use over the next several years to evaluate whether MDOT has responded to the results.

Meetings:

- On location, Lansing, MI

Deliverables for Task 5.0:

- Presentation to MDOT Leadership Team – September 21, 2011
- Executive Briefing Technical Memorandum
- All presentation Materials and Handouts

V. Travel

The consultant at a minimum will be required to be on site at the MDOT Leadership Team meeting location, in Lansing, Michigan for task 5.0.

VI. Project Schedule

| <u>Target Date</u> | <u>Required Activity</u> |
|--------------------|-----------------------------|
| June 21, 2011 | Project Begins- Anticipated |
| September 30, 2011 | Project Complete |

NOTE: MDOT’s new fiscal year begins on October 1 of each year. Funding for this contract is for the FY year ending September 30, 2011. If a time only extension is required due to MDOT Leadership Team availability, pending notification of funding for FY 2012, it may be necessary to temporarily suspend work on the last day of the fiscal year (September 30). Work would resume when funding is in place. Specific language referring to State Planning and Research (SPR) funds will be in the contract.

VII. Payment Schedule

Compensation for this project shall be on a **milestone** basis. Compensation shall be divided into payments for the completion of the services (deliverables) by task. An example of a task milestone would be:

| | |
|---|-------------------|
| Conference Call (Discussion with MDOT Staff) | 10% |
| Draft Technical Paper | 20% |
| Review of Data from MDOT Staff | 20% |
| Finalized Technical Paper & QA/QC | 35% |
| <u>Final Acceptance of Completed Task</u> | <u>15%</u> |
| Total Service | 100% |

Milestones will be determined in Task 1.0. The MDOT Project Manager may authorize payment if a milestone is delayed due to circumstances beyond the consultant's control.

All billings for services must be directed to the MDOT Project Manager. Please note: Labor supporting documentation must be submitted with your billing for all labor performed on a milestone basis project.

The actual milestone payment schedule will be determined after the selection has been made and will be included in the contract with the selected consultant. The selected consultant is to provide to MDOT a detailed cost breakdown for each task including labor, overhead, direct expenses, and fixed fees, which will be utilized to develop the payment schedule.

Payment to the consultant for services rendered shall not exceed the maximum contract amount unless an increase is approved in accordance with the contract with the Consultant.

VIII. Deliverables

Progress reports and deliverables shall be submitted to the MDOT Project Manager in Microsoft Word format (compatible with 2003 version) for ease of distribution, review and comment by the MDOT project team. All Final reports will be provided in both Microsoft Word format and Adobe pdf format. Progress reports and deliverables shall be submitted by **12:00 P.M. EST** of the agreed upon due date to:

Susan A. Gorski, Manager
Michigan Department of Transportation
Van Wagoner Building, Mail Code: B340
425 W. Ottawa Street
P.O. Box 30050
Lansing, MI 48909
gorskis@michigan.gov
(517) 335-2958

IX. Subcontracting of Contract Work

A maximum of 40% of all contracted work can be conducted by a sub-consultant.

X. Changes in Staff

Changes in staff that may occur during the course of the project must be approved by MDOT's Project Manager.

XI. Responsibilities

The roles and responsibilities of the consultant and MDOT staff will be solidified when the final workplan is developed.

1. The MDOT Project Manager shall be the official MDOT contact person for the consultant. The consultant must address or send a copy of all correspondence to the MDOT Project Manager. This includes all sub-consultant correspondence. The MDOT Project Manager shall be aware of all communications regarding the project.
2. The consultant shall notify MDOT and obtain MDOT Project Manager's approval of all proposed sub-consultants for all work that will not be performed directly by the consultant.
3. As work progresses, the consultant will present all deliverables for review by MDOT staff. Consultant will address MDOT staff comments in a document.
4. Deliverables will be considered complete and acceptable when the MDOT Project Manager has given final approval in writing.

XII. Content of Proposal

Do not simply reiterate the RFP Scope of Services in the submitted proposal. Proposals should include the following, not necessarily in the order presented:

- Scope of work, proposed approach, and workplan including timeline.
- Team Qualifications: Proposals should list all staff, their role in the project, their hours for each task, work location, and a resume of each team member that will be part of this contract team.
- Past experiences as it relates to scope of work. The consultant should include only the experience of personnel assigned to this project and clearly state role in project.
- Three References of the consultant, including contact person and phone number.
- Price Proposal for each task and summary.
- A plan and/or checklist to ensure quality control and quality assurance for the project in documentation review and estimation development.
- An example of a complete technical document composed by the primary team member(s) that will be responsible for writing the documentation for this project. The technical document can be a survey design, survey data analysis, manuals, or a similar project. Please do not submit policy documents or long-range transportation plans. **Consultant may submit one stand alone copy of the document if it is more than 10 pages long rather than attached to each copy of the proposal.**

XIII. Scoring Criteria

The proposals will be evaluated based on the following scoring criteria to determine a short list of consultants who will be asked to interview. The top scoring consultants will be invited to proceed to the interview/presentation process. Do not simply reiterate the RFP Scope of Services in the submitted proposal.

1. **Understanding of Services: 45 Points.**
The proposal will be evaluated on the level of understanding of the scope of services as presented in this RFP. The consultant will also be evaluated on their unique approach to achieving the goals of the project, the comprehensiveness and cohesiveness of the proposed approach, and the techniques to be used within the framework of best practices in travel demand modeling. Evaluation will also be on the allocation of time and staff hours on specific tasks.

2. **Qualifications of Team: 30 Points.**
The professional personnel will be evaluated on the ability to meet the terms of the RFP relative to having the qualifications needed to successfully complete the project. The score will be based on education and overall experience of the individual professional personnel assigned to the project, as specified in the proposal, including sub-consultants, as stated in their attached resumes. The professional personnel who work on the project must be the same individuals identified in the proposal.

3. **Relevant Past Performance: 25 Points.**
The proposals will be evaluated on specific prior experience and work applicable to this scope of services. The consultant should include only the experience of personnel assigned to this project and their roles clearly stated. This also includes the prospective consultant's experience working in a cooperative team environment with other consultants and public agencies. References of consultant and sub-consultants will be checked.

This project requires a large amount of documentation and a writing sample is required. The writing sample will be evaluated for clarity and writing style. This must be a technical document written by the primary team member(s) that will be responsible for writing the documentation in this project. The technical document can be a survey development technical manual, survey data analysis, manuals, or a similar project. Please do not submit any policy documents such as Long Range Transportation Plans.

4. **Quality Assurance/Control: 10 Points.**
The proposal will be evaluated on a plan or checklist to ensure quality control and assurance for the project's documentation review, data development, and modeling. This includes methods to ensure quality in data analysis, data checks, and document version control.

5. **Location: 5 Points.**
The consultant selection criteria will include a consideration of the amount of work that will be performed in Michigan, following the standard MDOT listed here:

| <u>Percentage of Work to be done in Michigan</u> | <u>Score</u> |
|--|--------------|
| 95% to 100% | 5 |
| 80% to 94% | 4 |
| 50% to 79% | 3 |
| 25% to 49% | 2 |
| 10% to 24% | 1 |
| Less than 10% | 0 |

6. **Price: 38 Points.**

After scoring the proposal with the above criteria (1-5), the total price of the proposal will be scored using a scale determined by the MDOT selection team.

Total Points: 153 Points.

XIV. Presentation/Interview

The top scoring consultants will be invited to an interview and to provide a presentation to the MDOT selection team. It may be determined that an interview and presentation are not necessary after a complete review of the proposals submitted, and at the discretion of the MDOT Project Manager.

The interview and presentation will provide an opportunity for the consultant to discuss in more detail their qualifications, past experience, and proposed work plan. The presentation/interview will consist of a maximum thirty (30) minute presentation followed by forty (40) minutes of questions/answers, and discussion. Audiovisual aids may be used during the interviews, but the consultant is responsible for all materials and equipment. The presentation must be given by the project manager listed in the proposal or the main technical staff listed in the proposal. Both project manager and main technical staff need to be present at the interview for question/answers and discussion.

Scores from the presentation/interview (**up to 20 points**) will be added to the previous proposal scores. The consultant receiving the highest combined score of the proposal and presentation/interview will be awarded the contract.

It is anticipated that presentations/interviews will be held between May 9 2011 and May12, 2011, pending department approval of the consultants to be invited. Consultants approved for a presentation/interview will be notified directly by the project manager to finalize the date and time.

**Appendix A: Attitudes and Perception
Michigan Household Survey Sample Area**

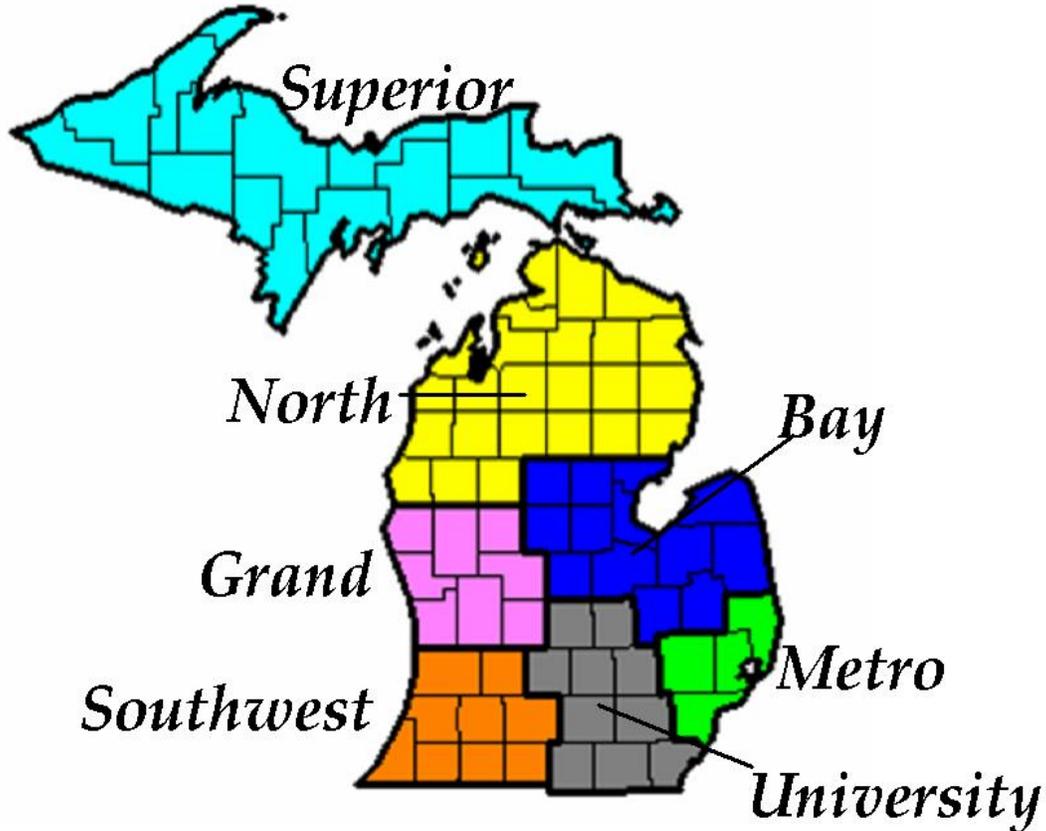


Table 1. Sample and Population Breakdown by Region from 2009 Survey

| Regions | Proportion of Adult Population | Actual Sample Size | Proportion of Sample | Weighted Sample Size | Proportion of Weighted Sample |
|------------|--------------------------------|--------------------|----------------------|----------------------|-------------------------------|
| Metro | 41% | 300 | 27% | 453 | 41% |
| University | 15 | 150 | 14 | 168 | 15 |
| Southwest | 9 | 150 | 14 | 104 | 9 |
| Bay | 12 | 150 | 14 | 135 | 12 |
| Grand | 13 | 150 | 14 | 138 | 13 |
| North | 6 | 100 | 9 | 66 | 6 |
| Superior | 3 | 100 | 9 | 36 | 3 |

DERIVATION OF COST PROPOSAL
Attitudes and Perception Survey
Task 1

CONSULTANT NAME
 FEDERAL ID #

DIRECT LABOR:

| | | | | | |
|--|------------------------|---|-----------------------|---|-----------------------|
| Individual Employee <u>Classification</u> | Person <u>Hours</u> | x | Hourly <u>Rate</u> | = | Labor <u>Costs</u> |
|--|------------------------|---|-----------------------|---|-----------------------|

Total Hours _____ Total Labor \$ _____

TOTAL OTHER COSTS: \$ _____

(include overhead, direct expenses, and fixed fee .

A breakdown of individual costs for these categories is not necessary at this time)

SUBCONSULTANT FEES Total Subconsultant Cost \$ _____

TOTAL PROPOSED TASK 1 COSTS \$ _____

DERIVATION OF COST PROPOSAL
Attitudes and Perception Survey
Task 2

CONSULTANT NAME
 FEDERAL ID #

DIRECT LABOR:

| | | | | | |
|--|------------------------|---|-----------------------|---|-----------------------|
| Individual Employee <u>Classification</u> | Person <u>Hours</u> | x | Hourly <u>Rate</u> | = | Labor <u>Costs</u> |
|--|------------------------|---|-----------------------|---|-----------------------|

Total Hours _____ Total Labor \$ _____

TOTAL OTHER COSTS: \$ _____

(include overhead, direct expenses, and fixed fee .

A breakdown of individual costs for these categories is not necessary at this time)

SUBCONSULTANT FEES Total Subconsultant Cost \$ _____

TOTAL PROPOSED TASK 2 COSTS \$ _____

DERIVATION OF COST PROPOSAL
Attitudes and Perception Survey
Task 3

CONSULTANT NAME
 FEDERAL ID #

DIRECT LABOR:

| | | | | | |
|--|------------------------|---|-----------------------|---|-----------------------|
| Individual Employee <u>Classification</u> | Person <u>Hours</u> | x | Hourly <u>Rate</u> | = | Labor <u>Costs</u> |
|--|------------------------|---|-----------------------|---|-----------------------|

| | | | |
|-------------|-------|-------------|----------|
| Total Hours | _____ | Total Labor | \$ _____ |
|-------------|-------|-------------|----------|

TOTAL OTHER COSTS: \$ _____

(include overhead, direct expenses, and fixed fee .

A breakdown of individual costs for these categories is not necessary at this time)

SUBCONSULTANT FEES Total Subconsultant Cost \$ _____

TOTAL PROPOSED TASK 3 COSTS \$ _____

DERIVATION OF COST PROPOSAL
Attitudes and Perception Survey
Task 4

CONSULTANT NAME
 FEDERAL ID #

DIRECT LABOR:

| | | | | | |
|--|------------------------|---|-----------------------|---|-----------------------|
| Individual Employee <u>Classification</u> | Person <u>Hours</u> | x | Hourly <u>Rate</u> | = | Labor <u>Costs</u> |
|--|------------------------|---|-----------------------|---|-----------------------|

Total Hours _____ Total Labor \$ _____

TOTAL OTHER COSTS: \$ _____

(include overhead, direct expenses, and fixed fee .

A breakdown of individual costs for these categories is not necessary at this time)

SUBCONSULTANT FEES Total Subconsultant Cost \$ _____

TOTAL PROPOSED TASK 4 COSTS \$ _____

DERIVATION OF COST PROPOSAL
Attitudes and Perception Survey
Task 5

CONSULTANT NAME
 FEDERAL ID #

DIRECT LABOR:

| | | | | | |
|--|------------------------|---|-----------------------|---|-----------------------|
| Individual Employee <u>Classification</u> | Person <u>Hours</u> | x | Hourly <u>Rate</u> | = | Labor <u>Costs</u> |
|--|------------------------|---|-----------------------|---|-----------------------|

Total Hours _____ Total Labor \$ _____

TOTAL OTHER COSTS: \$ _____

(include overhead, direct expenses, and fixed fee .

A breakdown of individual costs for these categories is not necessary at this time)

SUBCONSULTANT FEES Total Subconsultant Cost \$ _____

TOTAL PROPOSED TASK 4 COSTS \$ _____

