



Request for Qualifications

for On-Call Strategic Communications, Media and Community Relations Professional Services

Date Issued	SOQs Due	Expected Duration	Budget	DBE Goal	Contact
April 18, 2025	May 23, 2025 at 2:00 p.m. (electronically)	Three years plus two one-year options	Transportation Authority: Up to \$600,000; TIMMA: Up to \$500,000	17%	Ron Leong Management Analyst 415.522.4817 ronald.leong@sfcta.org

SECTION I — NOTICE

Notice is hereby given that the San Francisco County Transportation Authority (Transportation Authority) and the Treasure Island Mobility Management Agency (TIMMA), hereinafter collectively referred to as “Agencies”, are requesting Statements of Qualifications (SOQs) from qualified respondents (respondents) to provide on-call strategic communications, media and community relations professional services on a task order basis. The Agencies anticipate awarding 3-5 contracts for this solicitation.

Pre-Response Conference. Although attendance at the pre-response conference is not mandatory, respondents and sub-consultants are encouraged to attend a pre-response conference to be held via video conference. See the schedule in Section II for the conference date and time. Attendees are requested to confirm attendance by completing the online registration form at Pre-Submittal Conference Registration [here](#) by 5:00 p.m. the day before the conference.

Questions. Questions may be submitted in writing by the stated deadline in Section II by e-mail to info@sfcta.org; please include “RFQ 24/25-06 – Strategic Communications” in the subject line. The Agencies’ response will be posted to www.sfcta.org/contracting by the date indicated in the schedule, and any addenda to the RFQ will also be made available on that webpage prior to the SOQ due date. Please see Section II for all important dates and deadlines.

SECTION II — SELECTION PROCESS SCHEDULE

Date	Phase/Item Due
April 18, 2025	Release of RFQ
April 25 5:00 p.m.	Pre-response conference attendees requested to submit registration: Zoom Registration
April 28 11:00 a.m.	Pre-response conference



April 29 5:00 p.m.	Respondents to submit written questions to Transportation Authority
May 6*	Transportation Authority issues written responses to questions
May 23, 2:00 p.m.	Responses to RFQ and sealed/separate cost proposals due electronically. Late submissions will not be accepted.
June 3*	Invitation(s) to interview issued to short list of respondents* (if necessary)
Week of June 9*	Interviews* (scheduled if necessary)
June 25*	The selection committee's recommendation to Community Advisory Committee for award
July 8*	Recommendation to Transportation Authority Board for award
TBD	Recommendation to TIMMA Committee for award
July 22*	Transportation Authority Board awards contract
TBD	TIMMA Board awards contract

* *Subject to change*

SECTION III — BACKGROUND

The Transportation Authority was created in 1989 by the voters of the City and County of San Francisco (City) to impose a voter-approved transaction and use tax (i.e., sales tax) of one-half of one percent to fund essential traffic and transportation projects as set forth in the San Francisco County Transportation Expenditure Plan (Proposition B Expenditure Plan) for a period not to exceed twenty years. Beginning July 1, 2017, the California Department of Tax and Fee Administration became the successor to the State of California Board of Equalization for administering and collecting sales tax revenues for the Transportation Authority. In November 2003, San Francisco voters approved a new 30-year Expenditure Plan (Prop K Expenditure Plan) that superseded Prop B, and continued the one-half of one percent sales tax.

The Transportation Authority Board consists of the eleven members of the Board of Supervisors (BOS) of the City, who act as Transportation Authority Commissioners; nonetheless, pursuant to California Public Utilities Code Section 131000 et seq., the Transportation Authority operates as a special purpose governmental entity, independent of the City.

The Transportation Authority is designated under State law as the Congestion Management Agency for San Francisco County. In this capacity, the Transportation Authority has a wide range of responsibilities which include preparing the long-range County-wide Transportation Plan, prioritizing state and federal transportation funds designated for San Francisco, developing and operating a computerized travel demand forecasting model, and implementing the state-mandated Congestion Management Program. The Transportation Authority is also the designated San Francisco Program Manager for the Transportation Fund



for Clean Air Program, a state-mandated program that collects an annual vehicle registration surcharge and allocates the funds to transportation projects that improve air quality.

On November 2, 2010, San Francisco voters approved Proposition AA, establishing a new \$10 vehicle registration fee on motor vehicles registered in the City and designated the Transportation Authority as administrator of the fee. Revenues are used for local road repairs, pedestrian safety improvements, and transit reliability improvements throughout the City in accordance with the voter-approved Expenditure Plan.

On April 1, 2014, the BOS adopted a resolution designating the Transportation Authority as the Treasure Island Mobility Management Agency (TIMMA) to implement elements of the Treasure Island Transportation Implementation Plan (TITIP) in support of the Treasure Island/Yerba Buena Island Development Project. The TITIP calls for, and TIMMA will be responsible for implementing, the Treasure Island Mobility Management Program: a comprehensive and integrated program to manage travel demand on Treasure Island as the development project occurs, including an integrated congestion pricing program with vehicle tolling, parking pricing, and transit pass components. Assembly Bill 141 (Ammiano), signed in 2014, established TIMMA as a separate entity, providing a firewall between TIMMA and the Transportation Authority's other functions.

On November 5, 2019, San Francisco voters approved Proposition D, the Traffic Congestion Mitigation Tax also known as the Transportation Network Company (TNC) tax, and the Transportation Authority was designated to receive 50% of the TNC Tax revenues. This tax enables the City and County of San Francisco to impose a 1.5% business tax on shared rides and 3.25% business tax on private rides for fares originating in San Francisco and charged by commercial ride-share and driverless-vehicles companies until November 2045. Revenues are used for bicycle and pedestrian safety improvements, traffic calming, traffic signal upgrades and retiming.

On November 8, 2022, San Francisco voters approved Proposition L, the Sales Tax for Transportation Projects measure that will direct \$2.6 billion (2020 dollars) in half-cent sales tax funds over 30 years. Prop L came into effect on April 1, 2023, superseding the previous half-cent sales tax, Prop K.

Project Background and Purpose

The Transportation Authority - in its role as the city's Congestion Management Agency and as TIMMA - has regular needs to communicate with policymakers, the media, key stakeholders, the general public, partner agencies and the private and non-profit sectors, on a wide range of agency and project-specific matters. These include:

- Presenting to and advising the Agencies' Boards and Committees;
- Performing outreach and seeking input from the public, partner agencies and other stakeholders on specific studies, plans, projects, funding, or policy recommendations led by the Agencies;
- Engaging the Agencies' various citizens or community advisory committees to advise on specific projects or policies, comprised of citizens or community members, stakeholders, and agency or funding partners;
- Communicating business opportunities to consultants and contractors, including special efforts to encourage disadvantaged and/or locally-owned businesses to participate;



- Regular interaction with the media by way of media advisories, press releases, press briefings and responding to media inquiries;
- Occasional use of digital-based outreach (such as online polling, data visualization or online public participation) that facilitates and enhances outreach techniques;
- Other occasional needs such as convening focus groups, conducting facilitated meetings, or focused stakeholder outreach; and
- Additionally, TIMMA will have specific needs relating to operations for the Treasure Island Transportation Plan, including but not limited to the marketing of the transportation plan and transportation services.

How We Communicate Now:

The Agencies use several methods to communicate. Proposing firms/teams should have demonstrated experience with each of the following communication methods.

Communities of Concern: The Agencies make extra efforts to include San Francisco stakeholders that represent Communities of Concern, which are locations within the city with concentrations of low-income, minority, and low-English proficiency residents. The Agencies frequently translate materials into Spanish and Chinese, but for certain projects additional languages such as Tagalog, Vietnamese, Russian, Japanese, Korean and other languages will be needed. The Agencies also occasionally provide real time translation at events to communicate with non-English speakers, as well as American Sign Language. The Agencies have previously contracted with community-based organizations as part of outreach, and are always interested in new, innovative, and better ways to effectively engage with these communities.

Fact Sheets/Reports: Each planning effort led by the Agencies has a fact sheet that conveys key project information. These fact sheets are typically created at the outset of a study and refreshed occasionally throughout the planning effort. On occasion, staff have created supplemental infographics. The Agencies also create fact sheets for internally-led engineering studies and construction efforts, calls for projects (e.g., grant opportunities), as well as for signature major capital projects featured in the Prop L Expenditure Plan. Staff also regularly produce reports to document study findings or recommendations.

Video: Staff have produced short videos on occasion to draw attention to a project and to solicit feedback from viewers.

Graphic Design Standards: The Agencies employ one graphic designer whose responsibilities intersect with communications in many ways. The graphic designer's communications-relevant duties currently include maintaining the Transportation Authority's website and designing fact sheets, business cards, meeting flyers, emails, and other collateral. The Agencies have a common set of layouts, fonts, and formats that are aimed to be applied consistently throughout various collateral materials. For graphic design, the Agencies most often use Adobe Suite but occasionally use InDesign and Photoshop, among others.

Email Communication: The Agencies use Mailchimp, a web-based platform that allows users to opt in to a variety of email groups maintained by staff.

Electronic newsletter: The Transportation Authority has a newsletter, The Messenger, which is sent monthly to subscribers. The newsletter updates recipients on agency-related news and ways to get involved.

Monitoring and Evaluation: The Agencies have access to various tools to monitor the effectiveness of communications efforts such as social media diagnostics, Mailchimp diagnostics, Google Analytics, social media analytics, and meeting participant numbers and demographics.

PowerPoint Presentations: The Agencies have standard templates that are used for presentations made in a variety of formats.



Social Media: The Transportation Authority maintains presence on various social media communications platforms including:

- LinkedIn (<http://www.linkedin.com/company/san-francisco-county-transportation-authority>)
- Facebook (<http://www.facebook.com/SFCTA/>)
- X (www.x.com/sfcta)
- Instagram (<http://www.instagram.com/sfcta>)
- Bluesky (<https://bsky.app/profile/sfcta.bsky.social>)
- Threads (<https://www.threads.net/@sfcta>)
- YouTube (<http://www.youtube.com/sfcta>)
- YouTube TIMMA is developing its social media platforms and the Consultant is expected to participate in that process.
- **Website:** The Transportation Authority maintains an agency website (www.sfcta.org) that includes a wide variety of information about the Agency's roles and purpose, efforts being led or coordinated by the Transportation Authority, and meeting agendas and materials for all meetings staffed or convened by the Transportation Authority. The Transportation Authority has created interactive maps as an outreach and communication tool. Examples include www.mystreetsf.com and tncstoday.sfcta.org/. A separate website for TIMMA is under development and the Consultant is expected to participate in that process.

Community/Nonprofit/Neighborhood/Advocacy/Groups: The Agencies work with community / nonprofit / neighborhood / advocacy groups to circulate materials, solicit feedback, and connect with the public. Proposing firms/teams should have a demonstrated knowledge of, and good relationships with, a wide range of groups across the city.

SECTION IV — SCOPE OF SERVICES

It is the intent of the Agencies to contract with one or more consultant firms and/or teams of firms that will collectively provide the best overall service packages for strategic communications, media and community relations professional services. Teams are comprised of a prime consultant and all subconsultants under one contract, and firms can be on more than one team. The establishment of contracts with one or more firms/teams will enable the Agencies to enlist the services of a broad range of communications specialists on an on-call, as-needed basis. The Agencies will separately contract with the selected firm(s)/team(s) for a three-year term, with options to extend, which may be exercised at the discretion of the Agencies, for two additional one-year periods (up to a total of five years). The Transportation Authority has budgeted \$350,000 for the first three-year term, and approximately \$125,000 for each of the two one-year extensions, for a maximum amount of \$600,000. TIMMA has budgeted \$300,000 for the first three-year term, and approximately \$100,000 for each of the two one-year extensions, for a maximum amount of \$500,000. Please note these are ceilings and not targets.

The below areas of expertise and example task types are representative of needs in the coming three years – additional undetermined task types are anticipated to be needed and not all task types listed below will



necessarily be produced under this contract in the next three years. Example tasks include: 1) Transportation Authority agency-wide outreach/communications, 2) Transportation Authority project-specific outreach/communications, and 3) TIMMA outreach/communications/marketing.

Areas of Expertise

In seeking assistance with communications, outreach and engagement efforts, the Agencies seek to advance the following goals and objectives:

- Raise awareness about the Agencies' roles, purpose, and operations to the general public;
- Provide consistent and easy-to-understand public communication regarding the Agencies' work;
- Maintain a common voice among the Agencies' communications and strengthen quality assurance/quality control, while maintaining the flexibility for rapid responses;
- Collaborate with the community to develop shared visions and action plans for improving transportation in San Francisco; and
- Engage with, and solicit input from, policymakers, the general public, and stakeholder groups in the Agencies' initiatives and projects, and in particular develop methods to obtain meaningful input from hard-to-reach-population segments.

To achieve these goals, the Agencies will need expertise in the following communications and outreach areas:

1. Strategic Communications
2. Message Framing
3. Public Relations
4. Media Relations
5. Public Outreach
6. Marketing
7. Public Opinion Surveys/Market Research/Focus groups
8. Crisis Communications
9. Graphic Design
10. Meeting Facilitation and/or Design Thinking
11. Event planning
12. Photography/Videography
13. Online and/or Technology Engagement/Outreach Tools (examples could include webinars, online data visualization tools, online engagement tools, telephone town halls, etc.)
14. Translation (both verbal and written). Translation services must also include interpretation in culturally relevant terms.

The Agencies will favorably consider firms/teams that have capabilities in all areas of expertise, but specialized firms/teams may also submit responses for one or more areas of expertise that match the



firm/team's capabilities. Firms/teams must declare which of these areas of expertise they are qualified to support. The Agencies will also favorably consider firms/teams that have a local presence for in-person coordination meetings and are familiar with transportation projects in the City and County of San Francisco and greater Bay Area.

Details of Scopes of Work

The Agencies anticipate that Task Orders will be developed to address the following areas of work during the duration of the contract(s):

A. Transportation Authority Agency-wide Outreach/Communications

1. Media/Public Relations Services

- a. Support communications with the media, including development of communications materials
- b. Demonstrate experience with all media formats, including print/radio/television from local to national level, bloggers, advertising, social media, etc.
- c. Demonstrate experience placing media stories/opinion-editorials/letters to the editor

Deliverables: press list and kit; media plan; media advisories; press kit development and distribution; press events; log of media hits

2. Opinion/Market Research

- a. Administer opinion research such as focus groups, polls, surveys conducted via a range of methodologies (intercept, mail, phone, online) or other types of opinion research as needed

Deliverables: focus group/polling results; development and administration of focus groups/polling

3. Events

- a. Support communications with the planning and execution of events, including ribbon cutting ceremonies, press events, networking events, celebratory events, etc.

Deliverables: event plan; invitation list; event logistics including catering/food/beverage service/entertainment

4. Branding, Messaging, Images

- a. Develop messaging/branding/images/graphics to support Transportation Authority initiatives

Deliverables: messaging, branding, and images that support agency initiatives

5. Relationship Building and Management Support



- a. Track partner agency and policymaker initiatives and suggest ways for the Transportation Authority to provide cross support or to collaborate on relevant initiatives
- b. Facilitate meetings with key groups/individuals related to the Transportation Authority's initiatives

Deliverables: proposals on communications initiatives/events that advance Transportation Authority goals and align with relevant initiatives

6. Administration and Reporting

- a. Project phone calls/in-person meetings, including agendas and meeting minutes
- b. Management of overall project tasks and invoice preparation

Deliverables: meeting notes; progress updates; project reporting and monthly invoices by task

B. Transportation Authority Project-Specific Outreach/Communications

1. Communications Plan Development

- a. Develop and implement robust outreach and communications strategies - which will include strategies to reach non-English speaking and/or other hard to reach communities - to support advancement of agency plans, programs, or efforts
- b. Be proficient in taking complicated technical material and translating it into readily digestible and publicly understandable concepts
- c. Identify innovative public engagement and involvement methods and processes
- d. Identify strategies for developing projects and recommendations that gain the support of/respond to the needs of all project stakeholders
- e. Develop and/or review communications collateral and/or plans

Deliverables: draft and final communications plans; draft and final versions of communications collateral

2. Communications Plan Execution

- a. Implement outreach plan, working with any combination of the project team, communications staff and potentially outside agencies reporting to the Transportation Authority
- b. Secure venues for meetings
- c. Reach out to relevant audiences online and in-person to participate in meetings and events
- d. Oversee logistics to arrange for food/beverage, child care, or other needed services at public events
- e. Staff meetings, open houses, or other events as appropriate
- f. Arrange for translation of materials or arrange for live translation services
- g. Arrange for notification to the public of open house or other public outreach events



Deliverables: venues secured for meetings with appropriate services provided; translation services; advance public notification of events

3. Administration and Reporting

- a. Project phone calls/in-person meetings, including agendas and meeting minutes
- b. Management of overall project tasks and invoice preparation

Deliverables: meeting notes; progress updates; project reporting and monthly invoices by task

C. TIMMA Outreach/Communications/Marketing

1. Communication Plan Development

- a. Develop and implement robust outreach and communications strategies - which will include strategies to reach non-English speaking and/or other hard to reach communities - to support advancement of agency plans, programs, or efforts
- b. Develop and/or review communications collateral and/or plans

Deliverables: draft and final communications plans; draft and final versions of communications collateral

2. Communications Plan Execution

- a. Implement outreach plan, working with project team or communications staff
- b. Prepare materials such as PowerPoint presentations, poster boards, fact sheets, etc.
- c. Secure venues for meetings
- d. Conduct the promotion of public events through social media, tv, print, radio, flyering, etc.
- e. Oversee logistics to arrange for food/beverage, child care, or other needed services at public events
- f. Staff meetings, open houses, or other events as appropriate
- g. Arrange for translation of materials or arrange for live translation services
- h. Arrange for notification to the public of open house or other public outreach events

Deliverables: venues secured for meetings with appropriate services provided; translation services; advance public notification of events

3. Coordination among TIMMA Partners

- a. Track TIMMA messaging among other public (such as Treasure Island Development Authority, etc.) and private entities (such as developer) on Treasure Island/Yerba Buena Island
- b. Arrange/facilitate meetings, check-ins, or other methods to enable communications staff to exchange information/messaging with other public and private entities



Deliverables: meeting or check-in schedule; staffing of meetings or check-in; record-keeping during those meetings/check-ins

4. Planning for Operations Phase of Transportation Plan

- a. Plan outlining communication and outreach needs as TIMMA readies the launch of plan operations
- b. Develop / execute the strategic plan for the development of the TIMMA brand (name)
- c. Conceptualize / create the TIMMA logo design to be widely implemented across all branding outlets

Deliverables: draft and final plans; branding strategy; brand design

5. Marketing

- a. Identify methodologies to identify target audiences for elements of the Treasure Island Transportation Plan (e.g., increased Muni service, transit pass, new ferry service, congestion pricing, on-island shuttle, etc.)
- b. Identify key messages
- c. Identify ways to market elements of the plan to Island business and residents

Deliverables: draft and final marketing plans

6. Administration and Reporting

- a. Project phone calls/in-person meetings, including agendas and meeting minutes
- b. Management of overall project tasks and invoice preparation

Deliverables: meeting notes; progress updates; project reporting and monthly invoices by task

SECTION V — RFQ RESPONSE REQUIREMENTS: CONTENT AND FORMAT

Interested parties responding to this RFQ are expected to submit one SOQ that responds to the specific activities described in this section for both Agencies' scopes of services. The process, terms and conditions will be in strict accordance with the requirements and guidance contained herein.

All SOQs should be clear, concise, and provide sufficient information to minimize questions and assumptions. SOQs should be limited to **20 pages** (no smaller than 12-point font shall be used and all page sizes greater than the letter size of 8.5" x 11" will be counted as two pages), excluding cover letter, table of contents, the cost proposal, and the following items, which should be included as attachments: résumés, Disadvantaged Business Enterprise (DBE) certifications, and required exhibits. The 20-page limit is inclusive of the maximum 10-page response to the hypothetical scenarios discussed below. The Agencies accept no financial responsibility for any costs incurred in the preparation of SOQs. Upon receipt by the Transportation Authority, all accepted SOQs submitted in response to this RFQ will become the property of the Agencies.

Time and Place for Submission of SOQs. By the SOQ submission deadline, the following must be transmitted:



- **SOQ** (written SOQ, without cost proposal): one (1) electronic copy (PDF) including all information herein requested. Please clearly specify in the subject line of the e-mail transmittal: “Response to RFQ 24/25-06 for Strategic Communication Services”.
- **Cost proposal** (in a separate electronic file): one electronic copy (XLS/XLSX format) including all information herein requested. Please name the file: “Cost Proposal for RFQ 24/25-06”, and submit along with the SOQ.

The SOQs must be transmitted electronically to the Transportation Authority at the following address:
info@sfcta.org.

All responses must be in writing and identified as to content and be received by the Transportation Authority by the due date. SOQs received later than the above date and time will be rejected.

Cover Letter. Respondents must submit a letter of introduction for the SOQ. The letter must be signed by a person authorized by your firm to obligate your firm to perform the commitments contained in the SOQ. Submission of the letter will constitute a representation that your firm is willing and able to perform the commitments contained in the SOQ. The cover letter must also include the following content in the format as shown:

- 1. Project Manager** (The individual in charge of the scope of services, and who will be the Agencies’ contact throughout the contract duration)

Prefix: (Mr./MS./Mx., etc.)

Name:

Title:

Firm Name:

Address:

City, State, ZIP:

Phone Number:

Email:

- 2. Selection Process Lead** (The individual to whom correspondence and other contacts should be directed during the consultant selection process)

Prefix: (Mr./MS./Mx., etc.)

Name:

Title:

Firm Name:

Address:

City, State, ZIP:

Phone Number:

Email:



3. Negotiating Officer (The individual who will negotiate with the Agencies and who can contractually bind the respondent's firm)

Name:

Title:

Firm Name:

Address:

City, State, ZIP:

Phone Number:

Email:

4. List proposed co-venture arrangements or sub-consultants, if any:

1. Company:

DBE status:

Percentage of involvement:

Name:

Title:

Address:

City, State, ZIP:

Phone Number:

Email:

2. ...

5. ☒ This letter is signed by an officer that is authorized to bind the respondent contractually.

6. ☒ This SOQ is firm for a 120-day period from the SOQ submission deadline.

Content. SOQs must contain the following five sections:

- 1. Respondent Information and Understanding of Project Objectives.** In this section, the respondent must provide a discussion demonstrating an understanding of the services to be provided, the challenges for each task, and their significance to the Agencies.
- 2. Technical and Management Approach.** In this section, the respondent must describe its approach to the delivery of the services included in Section IV. This section must reflect the respondent's knowledge of, and ability to demonstrate, a sound approach to the requested services.

Respondent must provide the names and positions of all staff for the proposed team. An organization chart should be included that clearly establishes principal team member firms and sub-consultants, if any.

Respondent must also identify any specialty sub-consultants that would not necessarily be part of the core team, but would be available on an as-needed basis for specialty support. The SOQ should also designate the



Project Manager in charge of the scope of services and the Agencies' contact throughout the contract duration. In addition, the SOQ should briefly address how the efforts of each of the team members will be coordinated. Proposers should provide a staffing plan with level of effort (e.g., person hours per staff) by task. Do not include budget or rate information in the written proposal; this information should be included in the cost proposal. If the work is to be shared among firms and offices at different locations, indicate where each office is located and what work is to be performed in each office.

SOQs must discuss level of effort with hours by task for all key team members, indicating their expected availability, the percentage of their time that will be devoted to the Agencies' contracts and any other assurances as to their ability to provide the requested services in a responsive and timely manner. The description of the management approach should address proposed response time standard and how the management and team structure will help to meet those standards.

THIS SECTION IS REQUIRED TO INCLUDE RESPONSES TO THE BELOW HYPOTHETICAL SCENARIOS

Respondents are required to provide a response to the Hypothetical Scenario. Responses have page limits as noted below, and should include a staffing plan with level of effort (e.g., person hours per staff) and direct costs as well as state assumptions about the Agencies' roles and/or expenditures. **Please include an actual financial cost estimate and budget for each hypothetical in the separate cost proposal.**

Propose the most effective communications strategy that achieves the goals stated below while staying within the available budget. Respondents are encouraged to think out of the box and suggest practical yet creative strategies to reach outreach goals.

Hypothetical Scenario (4 pages maximum): Develop a community engagement approach for a proposed plan to implement (choose one):

- 1) a Bus Rapid Transit (BRT) corridor connecting District 10 in the Bayview District / Visitacion Valley and District 7 in the Ocean View, Merced Heights-Ingleside neighborhoods, or
- 2) dedicated bike lanes across the entire stretch of the corridor.

Both projects will require some changes to parking or traffic lane configurations, to accommodate the new facility.

Describe your proposed approach to the design and implementation of an overall communications strategy to inform, educate and gain feedback from the public and including hard-to-reach communities and stakeholders.

- Make the following assumptions about the resources for the engagement strategy:
 - Budget is \$150,000 (includes consultant hours and direct costs)
 - Transportation Authority staff time can be included in the outreach plan and will not count against the \$150,000 budget
- In the Communications and Engagement Strategy, be sure to discuss how your approach will:
 - Engage non-English speaking residents
 - Engage people who do not have access to the internet or a mobile phone
 - Engage business owners



3. **Capabilities and Experience.** Respondents must state the qualifications and experience of the proposed team, emphasizing the specific qualifications and experience acquired while providing services similar to those being sought by the Agencies, particularly for the Project Manager and other key project staff members assigned to the Project. Except under certain circumstances beyond the respondent's control, the Agencies will not accept substitutions of key members of the team put forth as part of the winning SOQ.

This section must include the following information:

- Names of Project Manager and team members;
- Résumés of all technical personnel to be assigned to work within the scope of services as outlined in Section IV (provide as attachments; résumés will not count toward the page limit);
- Statement of respondent's background and experience related to activities and services being sought through this RFQ;
- Brief description of similar projects for which the respondent has provided services during the past five (5) years, including the following information:
 - Client, including reference contact information
 - Project description and location
 - Description of services
 - Total value of services provided
 - Actual budget performance vs. projected
 - Actual schedule performance vs. projected
 - Key personnel involved
 - Sub-consultants employed

4. **Assurances and Miscellaneous Items.** In this section, SOQs must provide the following information:

- a. Respondents must complete and include the exhibits listed below within the submittal. These exhibits do not count toward the page limit; please provide as attachments to SOQ. Exhibit samples are attached to this RFQ.

Exhibit	Prime Consultant	Subconsultant(s)
Exhibit A – Debarment and Suspension Certification	X	X
Exhibit B – Terminated Contracts	X	X
Exhibit C – Workforce Data Spreadsheets	X	X
Exhibit D – Guidance for Bidders Completing the Good Faith Effort Submittal	N/A	N/A
Exhibit 10-H – Sample Cost Proposal	X	N/A
Exhibit 10-I – Notice to Proposers DBE Information	N/A	N/A



Exhibit 10-O1 – Local Agency Consultant Proposal DBE Commitment	X	N/A
Exhibit 10-O2 – Local Agency Consultant Contract DBE Information	X	N/A
Exhibit 10-Q – Disclosure of Lobbying Activities	X	X
Exhibit 15-H – DBE Information – Good Faith Efforts	X	N/A

- b. Respondents must provide the names, telephone numbers, and e-mail addresses of at least three references, in addition to staff of the Transportation Authority or TIMMA, if any. The references should cover work performed by the Project Manager and other key project staff members, should be for work recently performed and similar in nature to the services sought in this RFQ. The references must include a brief description of the projects involved, and the roles of the respective team members in successfully completing the project.
- c. Respondents must specify any potential or perceived conflicts of interest which would disqualify its firm from doing business with the Agencies. If respondents are unaware of existing or foreseeable conflicts of interest, a simple statement will suffice. However, respondents should provide a brief description of each apparent, existing, or foreseeable conflict of interest, if any. In addition, list all relevant assignments completed for the City and County of San Francisco within the last five (5) years, and any involvement with Transportation Authority or TIMMA-funded projects, to enable the Agencies to identify any possible conflicts of interest.
- d. Respondents must list any political contributions of money, in-kind services, or loans made to any current member of the Agencies' Board of Commissioners within the last three (3) years by management positions of the proposed consultant or sub-consultant. If respondents are unaware of any political contributions, a simple statement will suffice. However, if respondents are aware of any political contribution, SOQs should include details, such as to whom, what type of contribution, the date, and the amount.
- e. Respondents must clearly designate financial submittals or other materials in their submittal, if any, which in good faith believes to be a trade secret or confidential proprietary information protected from disclosure. See Section IX below, for further details on public disclosure of responses and other materials.
- f. Respondents shall acknowledge receipt and understanding of the following Agencies' contracting requirements and state their ability and willingness to comply with each of them in their SOQ. The Agencies do not intend to deviate from their standard contract language.

i. Insurance

Prior to commencement of work, the Agencies will require the successful respondent to provide evidence of appropriate insurance coverage. The Agencies' standard contract requires firms to maintain, during the full term of the contract term, insurance in the following amounts and coverages:



- (a) Workers' Compensation, in statutory amounts, with Employers' Liability Limits not less than \$1,000,000 each accident;
- (b) Commercial General Liability Insurance with limits not less than \$1,000,000 each occurrence Combined Single Limit for Bodily Injury and Property Damage, including Contractual Liability, Personal Injury, Products and Completed Operations;
- (c) Commercial Automobile Liability Insurance with limits not less than \$1,000,000 each occurrence Combined Single Limit for Bodily Injury and Property Damage, including Owned, Non-Owned and Hired auto coverage, as applicable; and
- (d) Professional Liability Insurance with limits not less than \$2,000,000 per claim. Sub-consultants providing professional services under this Agreement shall be added to Contractor's policy as additional insured, or shall provide evidence of their own professional liability insurance which is acceptable to the Transportation Authority's Executive Director.

Such coverage must be provided by an insurance company authorized to do business in the State of California. Commercial General Liability and Business Automobile Liability insurance policies must name the San Francisco County Transportation Authority and Treasure Island Mobility Management Agency as an Additional Insured and that the policies will not be cancelled or materially changed without thirty (30) days prior notice in writing to the Transportation Authority. Describe if your firm's insurance coverage and amounts meet the above-stated contract limitations.

ii. Indemnification

Contractor shall indemnify and save harmless Transportation Authority/TIMMA and its officers, agents and employees from, and, if requested, shall defend them against any and all loss, damage, injury, liability, and claims thereof for injury to or death of a person, including employees of Contractor or loss of or damage to property, resulting directly or indirectly from Contractor's performance of this Agreement, including, but not limited to, the use of Contractor's facilities or equipment provided by Transportation Authority/TIMMA or others, regardless of the negligence of, and regardless of whether liability without fault is imposed or sought to be imposed on Transportation Authority/TIMMA, except to the extent that such indemnity is void or otherwise unenforceable under applicable law in effect on or validly retroactive to the date of this Agreement, and except where such loss, damage, injury, liability or claim is the result of the active negligence or willful misconduct of Transportation Authority/TIMMA and is not contributed to by any act of, or by any omission to perform some duty imposed by law or agreement on Contractor, its subcontractors or either's agent or employee. The foregoing indemnity shall include, without limitation, reasonable fees of attorneys, consultants and experts and related costs and Transportation Authority/TIMMA's costs of investigating any claims against the Transportation Authority/TIMMA.

In addition to Contractor's obligation to indemnify Transportation Authority/TIMMA, Contractor specifically acknowledges and agrees that it has an immediate and independent obligation to defend Transportation Authority/TIMMA from any claim which actually or potentially falls within this indemnification provision,



even if the allegations are or may be groundless, false or fraudulent, which obligation arises at the time such claim is tendered to Contractor by Transportation Authority/TIMMA and continues at all times thereafter.

Contractor shall indemnify and hold Transportation Authority/TIMMA harmless from all loss and liability, including attorneys' fees, court costs and all other litigation expenses for any infringement of the patent rights, copyright, trade secret or any other proprietary right or trademark, and all other intellectual property claims of any person or persons in consequence of the use by Transportation Authority/TIMMA, or any of its officers or agents, of articles or services to be supplied in the performance of this Agreement.

iii. Incidental and Consequential Damages

Contractor shall be responsible for incidental and consequential damages resulting in whole or in part from Contractor's acts or omissions. Nothing in this Agreement shall constitute a waiver or limitation of any rights that the Agencies may have under applicable law.

5. **Cost.** The cost proposal will not count toward the page limit, and must be submitted as a separate electronic file. Task Orders under this contract will be on a cost-reimbursement basis, which provides for payment of the successful respondent's allowable incurred costs, to the extent prescribed in the Task Order, plus a fixed fee. The cost proposal must include a budget comprised of a matrix with columns for hourly rate, classification, and name for all personnel and/or sub-consultants involved for the work described in Section IV above. The cost proposal must be presented in the applicable format for the method of payment (see Caltrans Exhibit 10-H) for the prime and all sub-consultants and must contain a breakdown of all cost components to include: unloaded labor base rate, other direct costs, indirect cost rate, escalation (not to exceed 3% annually) and net fee. Sub-consultant costs, travel and all other direct costs will be reimbursed at cost with no markup allowed. The fee (profit) for prime consultant and sub-consultants shall be negotiated and in any event shall not exceed 10% of respective labor costs comprised of the total of wages, overhead, general and administrative expenses within the cost proposal.

SECTION VI — EVALUATION CRITERIA AND METHOD OF AWARD

The SOQs will be evaluated by a selection committee appointed by the Executive Director and scored (maximum of 100 points) using the following criteria:

1. **Respondent Information and Understanding of Project Objectives. (30 points)**
 - a. Responsiveness to all items requested in the RFQ, such as completeness of submission, adherence to required page limits, overall organization, and clarity of SOQ; and
 - b. Understanding of the services to be provided, particularly in relation to the Agencies, and challenges for each task.
2. **Technical and Management Approach. (35 points)**
 - a. Effectiveness of the proposed work plan, program, and method of execution;



- b. Technical solutions to meet the scope of services; insight and understanding of special issues, problems and constraints, approach towards mitigating and resolving them;
- c. Effectiveness of the team's organizational structure in executing and managing the tasks;
- d. Management approach in providing technically sound and cost-effective services; and
- e. Ability to provide timely, qualified, and adequate staffing and services to support project demands.

3. Capabilities and Experience. (35 points)

- a. Capability of project team, specific relevant experience, qualifications, and expertise of each firm and subconsultant firm, especially the proposed key personnel; and
- b. Client references as to past project performance.

Evaluation Process. The selection committee retains the right to independently verify and evaluate relevant experience and client references, including any sources not mentioned in the SOQ.

Submittals receiving an initial score of less than 70 points will not be considered further in the selection process. Respondents that have received a score of 70 points or higher may, at the Agencies' sole discretion, be invited to an interview with the selection committee. The Agencies reserve the right to not conduct oral interviews and determine the winning respondents based solely on the written SOQ. If oral interviews are held, individuals who are identified as key personnel in the SOQ are required to be in attendance at the interview. Based on the results of the interview, the selection committee may adjust initial scores on the evaluation criteria identified above to arrive at the final evaluation score. The respondent with the highest final evaluation score shall be determined as the top respondent. Respondents who do not arrive for a scheduled interview, if one is held, will no longer be considered further in the selection process.

Once the top respondent(s) have been identified and the respondent's cost and pricing data has been reviewed, the Agencies' staff will start contract negotiations with those respondent(s). If contract negotiations are not successful, the next-ranked respondent may be asked to negotiate with the Agencies. Each respondent's cost and pricing data will remain sealed/unopened until negotiations begin with that particular respondent. The goal of such negotiations will be to agree on a final contract that delivers the services and work described in this RFQ at a fair and reasonable cost to the Agencies. The award, if any, will be made to the respondent(s) whose submittal is most responsive to the RFQ and deemed most advantageous to the Agencies. The Agencies reserve the right to modify and/or suspend any and all aspects of this procurement, to obtain further information from any firm or person responding to this procurement, to waive any informality or irregularity as to form or content of this procurement or any response thereto, to be the sole judge of the merits of the SOQs received, and to reject any or all SOQs.

Task Order Assignment. Once qualified Respondents have been identified and cost and pricing data has been reviewed, Respondents will remain eligible for consideration for contract and task order award on an as-needed basis for an initial three-year period, or until a superseding RFQ is issued. While the Agencies intend



to engage pre-qualified firms based on capabilities, experience and availability, no pre-qualified team or individual firm is guaranteed a task order. This RFQ does not in any way limit the Agencies' right to solicit contracts for similar or identical services if, in the Agencies' sole and absolute discretion, it determines the on-call teams are inadequate to satisfy its needs. Depending on size of task orders, 20-25 tasks orders may be issued from this contract. In addition, strategic communications, media and community relations professional services tasks valued above \$100,000 may be bid under a separate procurement process.

The Agencies, at its sole and absolute discretion, will provide standard contracts to qualified Respondents and will start contract negotiations with that respondent. The goal of such negotiations will be to agree on an executable contract that delivers the services and work described in this RFQ at a fair and reasonable cost to the Agencies. The award, if any, will be made to the responsive respondent whose submittal is deemed most advantageous to the Agencies. Such a contract may be executed concurrently with first award of a task order, or earlier at the Agencies' discretion.

Pre-qualified respondents may be invited to submit proposals and/or participate in oral interviews as part of the task order negotiation process. Interviews may consist of standard questions asked of each of the respondents, and specific questions regarding individual responses. The Agencies may consider factors including but not limited to availability in the timeframe needed, known performance, DBE/SBE/LBE certification status, conflict of interest and cost in the task order selection process. The Agencies reserve the right to interview any, all, or none of the pre-qualified respondents to negotiate task orders. The Agencies, in its sole discretion, have the right to approve or disapprove any staff person assigned to a task order before and throughout the contract term.

The Agencies, at its sole and absolute discretion, will contact respondent lead firms to negotiate task orders for specific projects. When task order proposals are requested, lead firms shall confirm team availability and organization for the commitments of the individual task order. In order to meet the DBE, SBE and/or LBE goals and requirements identified in the task order request, lead firms may propose to add new sub-consultants to the team, or new team members, at the time of task order proposals, subject to the Agencies' review and acceptance of qualifications.

The Agencies do not have office space available for this contract and, with the exception of progress and coordination meetings, all work shall take place at the consultant offices. Respondents should be prepared to mobilize within 48 hours following contract negotiations and contract award by the Agencies' respective Boards.

SECTION VII — DBE FOR U.S. DEPARTMENT OF TRANSPORTATION ASSISTED CONTRACTS

Terms. The terms used in this Policy have the meanings as defined in U.S. Department of Transportation (DOT) Code of Federal Regulations Title 49 Section 26 (49 CFR § 26).

DBE Objective/Policy Statement. As the Agencies may receive federal financial assistance to fund a portion of this procurement from the United States Department of Transportation through the California Department of Transportation (Caltrans) acting on behalf of the Federal Highway Administration (FHWA), the Metropolitan Transportation Commission (MTC), or the Federal Transit Administration, this procurement is



subject to Caltrans regulations in accordance with Code of Federal Regulations Title 49 Section 26 (49 CFR 26).

DBEs and other small businesses are strongly encouraged to participate in the performance of contracts financed in whole or in part with federal funds. The consultant should ensure that DBEs and other small businesses have the opportunity to participate in the performance of the work that is the subject of this solicitation and should take all necessary and reasonable steps for this assurance. The respondent shall not discriminate on the basis of race, color, creed, religion, national origin, ancestry, age, height, weight, sex, sexual orientation, gender identity, domestic partner status, marital status, or disability or AIDS/HIV status in the award and performance of subcontracts. Respondents are encouraged to use services offered by financial institutions owned and controlled by DBEs.

Nondiscrimination. The Agencies will never exclude any person from participation in, deny any person the benefit of, or otherwise discriminate against anyone in connection with the award and performance of any contract covered by 49 CFR 26 on the basis of race, color, sex, or national origin. The Agencies will not, directly or through contractual or other arrangements, use criteria or methods of administration that have the effect of defeating or substantially impairing the accomplishment of the objectives of the Caltrans DBE Program Plan with respect to individuals of a particular race, color, sex, or national origin.

Contract Goal. For this contract, the Agencies have established a DBE goal of **17%**. Respondents are requested to provide all applicable certificates or proof of certification along with their submission, which will not count against the page limit. Respondents must document adequate good faith efforts to involve DBEs by completing and submitting the attached Exhibit 10-O1, *Consultant Proposal DBE Commitment*, Exhibit 10-O2, *Consultant Contract DBE Information*, and Exhibit 15-H, *DBE Information – Good Faith Efforts*. Regardless of whether or not respondents are able to meet the DBE goal, all respondents must complete and submit Exhibit 15-H showing that respondents made adequate good faith efforts to meet the goal. SOQs that do not make an adequate good faith effort to meet the DBE contract goal and document adequate good faith efforts shall be considered non-responsive to this procurement.

DBE Regulations. Bidders shall be fully informed with respect to the requirements of the DBE regulations. The DBE regulations in their entirety are incorporated herein by reference. A DBE must be a small business firm defined pursuant to 13 CFR 121 and be certified through the California Unified Certification Program by the SOQ due date. A certified DBE may participate as a prime consultant, sub-consultant, joint venture partner with a prime or sub-consultant, vendor of materials or supplies, or as a trucking company. For more information, please refer to Exhibit 10-I, *Notice to Proposers DBE Information*, and Exhibit D, *Guidance for Bidders Completing the Good Faith Effort Submittal*.

DBE/LBE/SBE Policy for Non-Federally Funded Projects. It is the policy of the Transportation Authority to make good faith efforts to solicit and obtain quotes, bids or proposals from DBEs, LBEs and SBEs, and to give small businesses the maximum feasible opportunity to participate in the performance of contracts funded in whole or in part with Transportation Authority resources. The Transportation Authority strongly encourages joint ventures among professional firms as a way to meet the Transportation Authority's



DBE/LBE/SBE participation goals. Assistance in the formation of such joint ventures and/or associations may be obtained through the Human Rights Commission.

The Transportation Authority will establish DBE, SBE, and/or LBE goals and requirements for each subsequent task order request, based on the project's funding sources and specific scope of work.

Certifications. For non-federally funded projects, the Transportation Authority will accept certifications issued by the Transportation Authority, the City, the California Unified Certification Program, the California Department of General Services and the California Public Utilities Commission Supplier Clearinghouse. Applications for the Transportation Authority's DBE Program are available on the Transportation Authority's website (www.sfcta.org/dbe).

Transportation Authority DBE Certification. Under Transportation Authority policy, a business qualifies for DBE certification if its annual gross receipts do not exceed \$2.5 million, when calculated as the average of the three (3) years immediately preceding the certification request. In order to obtain DBE certification, a business must submit a request to the Transportation Authority, including evidence of income for the past three years. Acceptable evidence of business income include: copies of tax returns, independently audited financial statements and, in the case of sole proprietorships, personal income tax returns. The Transportation Authority and its employees will not discriminate on the basis of race, color, creed, religion, national origin, ancestry, age, height, weight, sex, sexual orientation, gender identity, domestic partner status, marital status, or disability or AIDS/HIV status in the award and performance of Transportation Authority contracts. Applications for Transportation Authority certification may take up to 14 days to be processed.

SECTION VIII — PROCUREMENT PROTEST AND APPEAL POLICIES AND PROCEDURES

The Agencies have established protest procedures, which apply to all procurements of supplies, equipment, and services. Respondents must file protests with the Transportation Authority no later than five (5) business days after notice, actual or constructive, by the Transportation Authority's Executive Director or his/her designee, that either their bid (or SOQ) is not being considered further, or a recommendation has been made to the Board to award to another bidder. Copies of these policies and procedures are kept at the Transportation Authority's offices and are available upon written request.

SECTION IX — NOTE REGARDING PUBLIC DISCLOSURE OF RESPONSES AND OTHER MATERIALS

Under the California Public Records Act (PRA; Government Code sections 6250 *et seq.*), records, information and materials submitted to the Agencies, not otherwise exempt, are subject to public disclosure. Immediately after the contract has been awarded, the materials submitted by all respondents will be open to inspection. Each party submitting a response to the RFQ should clearly designate financial submittals or other materials, if any, which it in good faith believes to be corporate proprietary information, including trade secrets, protected from disclosure; if no materials are designated, the submitted SOQ in its entirety may be subject to the PRA. To the extent permitted by law, the Agencies will attempt to maintain the confidentiality of such information by providing the respondent with notice that it has received a request. If the respondent desires that such materials not be disclosed, it may, at its own expense, take appropriate legal action to prevent such



disclosure. However, such confidentiality cannot be assured, and the Agencies will not be liable for the public disclosure of any material submitted to it.

APPENDICES AND EXHIBITS

The following documents are attached:

- Exhibit A – Debarment and Suspension Certification
- Exhibit B – Terminated Contracts
- Exhibit C – Workforce Data Spreadsheets
- Exhibit D – Guidance for Bidders Completing the Good Faith Effort Submittal
- Exhibit 10-H – Sample Cost Proposal
- Exhibit 10-O1 – Consultant Proposal DBE Commitment
- Exhibit 10-O2 – Consultant Contract DBE Information
- Exhibit 10-Q – Disclosure of Lobbying Activities
- Exhibit 15-H – DBE Information – Good Faith Efforts

Exhibit A

Debarment and Suspension Certification

Title 2, CODE OF FEDERAL REGULATIONS, PART 180

The Proposer's signature affixed herein, shall constitute a certification under penalty of perjury under the laws of the State of California, that the Proposer has complied with Title 2 CFR, Part 180, "OMB Guidelines to Agencies on Government wide Debarment and Suspension (nonprocurement)", which certifies that he/she or any other person associated therewith in the capacity of owner, partner, director, officer or manager:

- Is not currently under suspension, debarment, voluntary exclusion, or determination of ineligibility by any federal agency,
- Has not been suspended, debarred, voluntarily excluded or determined ineligible by any federal agency within the past three (3) years,
- Does not have a proposed debarment pending; and
- Has not been indicted, convicted, or had a civil judgment rendered against it by a court of competent jurisdiction in any matter involving fraud or official misconduct within the past three (3) years.

Any exceptions to this certification must be disclosed to the Transportation Authority in the following space:

Exceptions will not necessarily result in denial of recommendation for award, but will be considered in determining Proposer responsibility. For any exception noted above, indicate below to whom it applies, initiating agency, and dates of action.

Exceptions to the Federal Government Excluded Parties List System maintained by the General Services Administration are to be determined by the Federal Highway Administration.

In signing this document, I declare under penalties of perjury that the foregoing certifications and assurances, and any other statements made by me on behalf of the Proposer are true and correct.

Authorized Signature

Date Signed

Printed Name

Title

Firm Name

Exhibit B – Terminated Contracts

Proposers must provide a list of contracts terminated (partially or completely) by clients for convenience or default within the past three (3) years. For each contract, the list must include the following information:

- Contract number;
- Contract value;
- Description of work;
- Sponsoring organization name; and
- Sponsoring organization key contact information, including name, title and current telephone number.

☐ Proposer does not have any terminated contracts by clients for convenience or default within the past three (3) years.

Authorized Signature

Date Signed

Printed Name

Title

Firm Name

Exhibit C – Workforce Data Spreadsheet #1
Breakdown of existing employees

Name of firm: _____

Address: _____

EMPLOYEE * CATEGORIES	TOTAL EMPLOYEE		AFRICAN AMERICAN		HISPANIC		ASIAN/ PAC. ISL.		AMER. IND./ ALAK. NTV.		TOTAL MINORITY		PERCENTAGE WHITE		PERCENTAGE MINORITY	
	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
Officials																
Managers																
Professionals																
Technicians																
Admin. Support																
Trainees																
Others																
Full-time																
Part-time																
TOTAL																

COMPLETED BY Name: _____ Title: _____ Date: _____

* If the list of occupations on the left side of the workforce data form does not match your occupation titles, please modify the data form to indicate occupations particular to your organization.

Exhibit C – Workforce Data Spreadsheet #2
Breakdown of employees hired in last 12 months

Name of firm: _____

Address: _____

EMPLOYEE CATEGORIES	TOTAL EMPLOYEE		AFRICAN AMERICAN		HISPANIC		ASIAN/ PAC. ISL.		AMER. IND./ ALAK. NTV.		TOTAL MINORITY		PERCENTAGE WHITE		PERCENTAGE MINORITY	
	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
Officials																
Managers																
Professionals																
Technicians																
Admin. Support																
Trainees																
Others																
Full-time																
Part-time																
TOTAL																

COMPLETED BY Name: _____ Title: _____ Date: _____

* If the list of occupations on the left side of the workforce data form does not match your occupation titles, please modify the data form to indicate occupations particular to your organization.



Exhibit D

GUIDANCE FOR BIDDERS COMPLETING THE GOOD FAITH EFFORT SUBMITTAL

The specifications in Section 2 of the project Special provisions for each federally-funded project state the following about documentation of adequate good faith efforts:

“The information necessary to establish the bidder’s adequate good faith efforts to meet the contract goal should include:

- A. The names and dates of each publication in which a request for DBE participation for this project was placed by the bidder.
- B. The names and dates of written notices sent to certified DBEs soliciting bids for this project and the dates and methods used for following up initial solicitations to determine with certainty whether the DBEs were interested.
- C. The items of work which the bidder made available to DBE firms, including, where appropriate, any breaking down of the contract work items (including those items normally performed by the bidder with its own forces) into economically feasible units to facilitate DBE participation. It is the bidder’s responsibility to demonstrate that sufficient work to meet the DBE goal was made available to DBE firms.
- D. The names, address and phone numbers of rejected DBE firms, the firms selected for that work, and the reasons for the bidder’s choice.
- E. Efforts made to assist interested DBEs in obtaining bonding, lines of credit or insurance, and any work which was provided to the DBEs.
- F. Efforts made to assist interested DBEs in obtaining necessary equipment, supplies, materials, or related assistance or services, excluding supplies and equipment the DBE subcontractor purchases or leases from the prime contractor or its affiliate.
- G. The names of agencies contacted to provide assistance in contracting, recruiting and using DBE firms.
- H. Any additional data to support a demonstration of good faith efforts.”

It is recommended that bidders consider the following in making efforts to obtain participation of DBEs, and when preparing the documentation to be submitted, demonstrating their good faith efforts:

- Advertising for DBE participation may be placed in newspapers, trade papers, minority focus papers and on the Internet.
- The more advertising the better. The wider the audience—especially in trade and focus publications—the better a prime contractor can “get the word out” they plan to bid a project, the better potential for DBEs to know about the project and to whom they should bid.



- Solicitations and follow-up telephone contacts should occur within reasonable time before the opening bid date to allow the subcontractor time to prepare a quote to submit to the bidder. Telephone or e-mail logs, and fax receipts may be used to corroborate follow-up contacts.
- Advertisements and solicitations should state which items or portions of work are being made available. The bidder should consider making as many items of work available as possible to meet the goal, including those items normally performed by the bidder with its own forces.
- Bidders are encouraged to assist DBE subcontractors in the areas of bonding (if required), lines of credit, and obtaining necessary equipment, supplies and materials, and inform DBEs of this assistance in their solicitations.
- The documentation to be submitted to the local agency should clearly demonstrate all efforts made by the bidder to meet the DBE goal. To assist in providing clear documentation, bidders should consider the following:
 - Be careful when referring to “See Attachments” without providing explicit information where to find the material. Clearly identifying these items as Attachment A, Attachment B, etc. is suggested.
 - Attachments may include copies of advertisements, solicitations and logs of telephone follow-ups, e-mail or fax receipts.
 - In documenting the work made available to DBEs, list the bid item number, description of the work and what portion of the item was offered, if applicable.
 - Include quotes from rejected DBEs and the quotes from the firms selected. If the bidder is doing the work at less cost, include the items to be performed and the costs.
 - Identify any contacts with agencies, organizations or groups used or contacted to provide assistance in contacting, recruiting and using DBE firms, and any responses or assistance received from them.
 - Describe any additional information which would demonstrate that adequate good faith efforts were made to meet the goal.

EXHIBIT 10-H2 COST PROPOSAL Page 1 of 3

SPECIFIC RATE OF COMPENSATION (USE FOR ON-CALL OR AS-NEEDED CONTRACTS)

(CONSTRUCTION ENGINEERING AND INSPECTION CONTRACTS)

Note: Mark-ups are Not Allowed

Consultant _____ ☐ Prime Consultant ☐ Subconsultant ☐ 2nd Tier Subconsultant

Project No. _____ Contract No. _____ Participation Amount \$ _____ Date _____

For Combined Rate	Fringe Benefit % + General & Administrative %	=	Combined ICR%
	OR		
For Home Office Rate	Fringe Benefit % + General & Administrative %	=	Home Office ICR%
For Field Office Rate	Fringe Benefit % + General & Administrative %	=	Field Office ICR%
Fee = %			

BILLING INFORMATION

CALCULATION INFORMATION

Name/Job Title/Classification ¹	Hourly Billing Rates ²			Effective Date of Hourly Rate		Actual or Avg. Hourly Rate ⁴	% or \$ Increase	Hourly Range - for Classifications Only
	Straight ³	OT (1.5x)	OT (2x)	From	To			
John Doe – Project Manager * Civil Engineer II	\$0.00	\$0.00	\$0.00	01/01/2016	12/31/2016	\$0.00		Not Applicable
	\$0.00	\$0.00	\$0.00	01/01/2017	12/31/2017	\$0.00	0.0%	
	\$0.00	\$0.00	\$0.00	01/01/2018	12/31/2018	\$0.00	0.0%	
Sue Jones – Construction Engineer/Inspector Engineer I	\$0.00	\$0.00	\$0.00	01/01/2016	12/31/2016	\$0.00		Not Applicable
	\$0.00	\$0.00	\$0.00	01/01/2017	12/31/2017	\$0.00	0.0%	
	\$0.00	\$0.00	\$0.00	01/01/2018	12/31/2018	\$0.00	0.0%	
Buddy Black – Claims Engineer Engineer III	\$0.00	\$0.00	\$0.00	01/01/2016	12/31/2016	\$0.00		Not Applicable
	\$0.00	\$0.00	\$0.00	01/01/2017	12/31/2017	\$0.00	0.0%	
	\$0.00	\$0.00	\$0.00	01/01/2018	12/31/2018	\$0.00	0.0%	
Land Surveyor **	\$0.00	\$0.00	\$0.00	01/01/2016	12/31/2016	\$0.00		\$00 - \$00
	\$0.00	\$0.00	\$0.00	01/01/2017	12/31/2017	\$0.00	0.0%	\$00 - \$00
	\$0.00	\$0.00	\$0.00	01/01/2018	12/31/2018	\$0.00	0.0%	\$00 - \$00
Technician	\$0.00	\$0.00	\$0.00	01/01/2016	12/31/2016	\$0.00		\$00 - \$00
	\$0.00	\$0.00	\$0.00	01/01/2017	12/31/2017	\$0.00	0.0%	\$00 - \$00
	\$0.00	\$0.00	\$0.00	01/01/2018	12/31/2018	\$0.00	0.0%	\$00 - \$00

(Add pages as necessary)

NOTES:

1. Key personnel must be marked with an asterisk (*) and employees that are subject to prevailing wage requirements must be marked with two asterisks (**). All costs must comply with the Federal cost principles. Subconsultants will provide their own cost proposals.
2. The cost proposal format shall not be amended.
3. Billing rate = actual hourly rate * (1 + ICR) * (1 + Fee). Indirect cost rates shall be updated on an annual basis in accordance with the consultant's annual accounting period and established by a cognizant agency or accepted by Caltrans. All costs must comply with the Federal cost principles for reimbursement.
4. For named employees and key personnel enter the actual hourly rate. For classifications only, enter the Average Hourly Rate for that classification.

EXHIBIT 10-H2 COST PROPOSAL Page 2 of 3

SPECIFIC RATE OF COMPENSATION (USE FOR ON-CALL OR AS-NEEDED CONTRACTS)
(CONSTRUCTION ENGINEERING AND INSPECTION CONTRACTS)

Consultant _____ ☐ Prime Consultant ☐ Subconsultant

Project No. _____ Contract No. _____ Date _____

SCHEDULE OF OTHER DIRECT COST ITEMS (Add additional pages as necessary)				
Description of Item	Quantity	Unit	Unit Cost	Total
Subconsultant 1:				
Subconsultant 2:				
Subconsultant 3:				
Subconsultant 4:				
Subconsultant 5:				

Note: Add additional pages if necessary.

NOTES:

1. List other direct cost items with estimated costs. These costs should be competitive in their respective industries and supported with appropriate documentation.
2. Proposed ODC items should be consistently billed regardless of client and contract type.
3. Items when incurred for the same purpose, in like circumstance, should not be included in any indirect cost pool or in the overhead rate.
4. Items such as special tooling, will be reimbursed at actual cost with supporting documentation (invoice).
5. Items listed above that would be considered "tools of the trade" are not reimbursable as other direct cost.
6. Travel related costs should be pre-approved by the contracting agency and shall not exceed current State Department of Personnel Administration rules.

7. If mileage is claimed, the rate should be properly supported by the consultant's calculation of their actual costs for company vehicles. In addition, the miles claimed should be supported by mileage logs.
8. If a consultant proposes rental costs for a vehicle, the company must demonstrate that this is its standard procedure for all of their contracts and that they do not own any vehicles that could be used for the same purpose.
9. The cost proposal format shall not be amended. All costs must comply with the Federal cost principles.
10. Add additional pages if necessary.
11. Subconsultants must provide their own cost proposals.

EXHIBIT 10-H2 COST PROPOSAL Page 3 of 3

Certification of Direct Costs:

I, the undersigned, certify to the best of my knowledge and belief that all direct costs identified on the cost proposal(s) in this contract are actual, reasonable, allowable, and allocable to the contract in accordance with the contract terms and the following requirements:

7. Generally Accepted Accounting Principles (GAAP)
8. Terms and conditions of the contract
9. [Title 23 United States Code Section 112](#) - Letting of Contracts
10. [48 Code of Federal Regulations Part 31](#) - Contract Cost Principles and Procedures
11. [23 Code of Federal Regulations Part 172](#) - Procurement, Management, and Administration of Engineering and Design Related Service
12. [48 Code of Federal Regulations Part 9904 - Cost Accounting Standards Board](#) (when applicable)

All costs must be applied consistently and fairly to all contracts. All documentation of compliance must be retained in the project files and be in compliance with applicable federal and state requirements. Costs that are noncompliant with the federal and state requirements are not eligible for reimbursement.

Prime Consultant or Subconsultant Certifying:

Name: _____ Title*: _____

Signature: _____ Date of Certification (mm/dd/yyyy): _____

Email: _____ Phone Number: _____

Address: _____

* An individual executive or financial officer of the consultant's or subconsultant's organization at a level no lower than a Vice President or a Chief Financial Officer, or equivalent, who has authority to represent the financial information utilized to establish the cost proposal for the contract.

List services the consultant is providing under the proposed contract:

[illegible]

EXHIBIT 10-01 CONSULTANT PROPOSAL DBE COMMITMENT

1. Local Agency: _____ 2. Contract DBE Goal: _____
3. Project Description: _____
4. Project Location: _____
5. Consultant's Name: _____ 6. Prime Certified DBE: ☐

7. Description of Work, Service, or Materials Supplied	8. DBE Certification Number	9. DBE Contact Information	10. DBE %
Local Agency to Complete this Section			
17. Local Agency Contract Number: _____		11. TOTAL CLAIMED DBE PARTICIPATION	%
18. Federal-Aid Project Number: _____		IMPORTANT: Identify all DBE firms being claimed for credit, regardless of tier. Written confirmation of each listed DBE is required.	
Consultant's Ranking after Evaluation: _____			
Local Agency certifies that all DBE certifications are valid and information on this form is complete and accurate.		12. Preparer's Signature _____	13. Date _____
21. Local Agency Representative's Signature _____	22. Date _____	14. Preparer's Name _____	15. Phone _____
23. Local Agency Representative's Name _____	24. Phone _____	16. Preparer's Title _____	
25. Local Agency Representative's Title _____			

DISTRIBUTION: Original – Included with consultant's proposal to local agency.

ADA Notice: For individuals with sensory disabilities, this document is available in alternate formats. For information call (916) 654-6410 or TDD (916) 654-3880 or write Records and Forms Management, 1120 N Street, MS-89, Sacramento, CA 95814.

INSTRUCTIONS – CONSULTANT PROPOSAL DBE COMMITMENT**CONSULTANT SECTION**

- 1. Local Agency** - Enter the name of the local or regional agency that is funding the contract.
- 2. Contract DBE Goal** - Enter the contract DBE goal percentage as it appears on the project advertisement.
- 3. Project Location** - Enter the project location as it appears on the project advertisement.
- 4. Project Description** - Enter the project description as it appears on the project advertisement (Bridge Rehab, Seismic Rehab, Overlay, Widening, etc.).
- 5. Consultant's Name** - Enter the consultant's firm name.
- 6. Prime Certified DBE** - Check box if prime contractor is a certified DBE.
- 7. Description of Work, Services, or Materials Supplied** - Enter description of work, services, or materials to be provided. Indicate all work to be performed by DBEs including work performed by the prime consultant's own forces, if the prime is a DBE. If 100% of the item is not to be performed or furnished by the DBE, describe the exact portion to be performed or furnished by the DBE. See LAPM Chapter 9 to determine how to count the participation of DBE firms.
- 8. DBE Certification Number** - Enter the DBE's Certification Identification Number. All DBEs must be certified on the date bids are opened.
- 9. DBE Contact Information** - Enter the name, address, and phone number of all DBE subcontracted consultants. Also, enter the prime consultant's name and phone number, if the prime is a DBE.
- 10. DBE %** - Percent participation of work to be performed or service provided by a DBE. Include the prime consultant if the prime is a DBE. See LAPM Chapter 9 for how to count full/partial participation.
- 11. Total Claimed DBE Participation %** - Enter the total DBE participation claimed. If the total % claimed is less than item "Contract DBE Goal," an adequately documented Good Faith Effort (GFE) is required (see Exhibit 15-H DBE Information - Good Faith Efforts of the LAPM).
- 12. Preparer's Signature** - The person completing the DBE commitment form on behalf of the consultant's firm must sign their name.
- 13. Date** - Enter the date the DBE commitment form is signed by the consultant's preparer.
- 14. Preparer's Name** - Enter the name of the person preparing and signing the consultant's DBE commitment form.
- 15. Phone** - Enter the area code and phone number of the person signing the consultant's DBE commitment form.
- 16. Preparer's Title** - Enter the position/title of the person signing the consultant's DBE commitment form.

LOCAL AGENCY SECTION

- 17. Local Agency Contract Number** - Enter the Local Agency contract number or identifier.
- 18. Federal-Aid Project Number** - Enter the Federal-Aid Project Number.
- 19. Proposed Contract Execution Date** - Enter the proposed contract execution date.
- 20. Consultant's Ranking after Evaluation** - Enter consultant's ranking after all submittals/consultants are evaluated. Use this as a quick comparison for evaluating most qualified consultant.
- 21. Local Agency Representative's Signature** - The person completing this section of the form for the Local Agency must sign their name to certify that the information in this and the Consultant Section of this form is complete and accurate.
- 22. Date** - Enter the date the DBE commitment form is signed by the Local Agency Representative.
- 23. Local Agency Representative's Name** - Enter the name of the Local Agency Representative certifying the consultant's DBE commitment form.
- 24. Phone** - Enter the area code and phone number of the person signing the consultant's DBE commitment form.
- 25. Local Agency Representative Title** - Enter the position/title of the Local Agency Representative certifying the consultant's DBE commitment form.

EXHIBIT 10-02 CONSULTANT CONTRACT DBE COMMITMENT

1. Local Agency: _____ 2. Contract DBE Goal: _____
3. Project Description: _____
4. Project Location: _____
5. Consultant's Name: _____ 6. Prime Certified DBE: ☐ 7. Total Contract Award Amount: _____
8. Total Dollar Amount for **ALL** Subconsultants: _____ 9. Total Number of **ALL** Subconsultants: _____

10. Description of Work, Service, or Materials Supplied	11. DBE Certification Number	12. DBE Contact Information	13. DBE Dollar Amount
Local Agency to Complete this Section		14. TOTAL CLAIMED DBE PARTICIPATION	\$
20. Local Agency Contract Number: _____ 21. Federal-Aid Project Number: _____ 22. Contract Execution Date: _____ Local Agency certifies that all DBE certifications are valid and information on this form is complete and accurate.			%
23. Local Agency Representative's Signature _____ 24. Date _____ 25. Local Agency Representative's Name _____ 26. Phone _____ 27. Local Agency Representative's Title _____		IMPORTANT: Identify all DBE firms being claimed for credit, regardless of tier. Written confirmation of each listed DBE is required. 15. Preparer's Signature _____ 16. Date _____ 17. Preparer's Name _____ 18. Phone _____ 19. Preparer's Title _____	

DISTRIBUTION: 1. Original – Local Agency
2. Copy – Caltrans District Local Assistance Engineer (DLAE). Failure to submit to DLAE within 30 days of contract execution may result in de-obligation of federal funds on contract.

ADA Notice: For individuals with sensory disabilities, this document is available in alternate formats. For information call (916) 654-6410 or TDD (916) 654-3880 or write Records and Forms Management, 1120 N Street, MS-89, Sacramento, CA 95814.

INSTRUCTIONS – CONSULTANT CONTRACT DBE COMMITMENT**CONSULTANT SECTION**

- 1. Local Agency** - Enter the name of the local or regional agency that is funding the contract.
- 2. Contract DBE Goal** - Enter the contract DBE goal percentage as it appears on the project advertisement.
- 3. Project Description** - Enter the project description as it appears on the project advertisement (Bridge Rehab, Seismic Rehab, Overlay, Widening, etc).
- 4. Project Location** - Enter the project location as it appears on the project advertisement.
- 5. Consultant's Name** - Enter the consultant's firm name.
- 6. Prime Certified DBE** - Check box if prime contractor is a certified DBE.
- 7. Total Contract Award Amount** - Enter the total contract award dollar amount for the prime consultant.
- 8. Total Dollar Amount for ALL Subconsultants** – Enter the total dollar amount for all subcontracted consultants. SUM = (DBEs + all Non-DBEs). Do not include the prime consultant information in this count.
- 9. Total number of ALL subconsultants** – Enter the total number of all subcontracted consultants. SUM = (DBEs + all Non-DBEs). Do not include the prime consultant information in this count.
- 10. Description of Work, Services, or Materials Supplied** - Enter description of work, services, or materials to be provided. Indicate all work to be performed by DBEs including work performed by the prime consultant's own forces, if the prime is a DBE. If 100% of the item is not to be performed or furnished by the DBE, describe the exact portion to be performed or furnished by the DBE. See LAPM Chapter 9 to determine how to count the participation of DBE firms.
- 11. DBE Certification Number** - Enter the DBE's Certification Identification Number. All DBEs must be certified on the date bids are opened.
- 12. DBE Contact Information** - Enter the name, address, and phone number of all DBE subcontracted consultants. Also, enter the prime consultant's name and phone number, if the prime is a DBE.
- 13. DBE Dollar Amount** - Enter the subcontracted dollar amount of the work to be performed or service to be provided. Include the prime consultant if the prime is a DBE. See LAPM Chapter 9 for how to count full/partial participation.
- 14. Total Claimed DBE Participation - \$:** Enter the total dollar amounts entered in the "DBE Dollar Amount" column. **%:** Enter the total DBE participation claimed ("Total Participation Dollars Claimed" divided by item "Total Contract Award Amount"). If the total % claimed is less than item "Contract DBE Goal," an adequately documented Good Faith Effort (GFE) is required (see Exhibit 15-H DBE Information - Good Faith Efforts of the LAPM).
- 15. Preparer's Signature** - The person completing the DBE commitment form on behalf of the consultant's firm must sign their name.
- 16. Date** - Enter the date the DBE commitment form is signed by the consultant's preparer.
- 17. Preparer's Name** - Enter the name of the person preparing and signing the consultant's DBE commitment form.
- 18. Phone** - Enter the area code and phone number of the person signing the consultant's DBE commitment form.
- 19. Preparer's Title** - Enter the position/title of the person signing the consultant's DBE commitment form.

LOCAL AGENCY SECTION

- 20. Local Agency Contract Number** - Enter the Local Agency contract number or identifier.
- 21. Federal-Aid Project Number** - Enter the Federal-Aid Project Number.
- 22. Contract Execution Date** - Enter the date the contract was executed.
- 23. Local Agency Representative's Signature** - The person completing this section of the form for the Local Agency must sign their name to certify that the information in this and the Consultant Section of this form is complete and accurate.
- 24. Date** - Enter the date the DBE commitment form is signed by the Local Agency Representative.
- 25. Local Agency Representative's Name** - Enter the name of the Local Agency Representative certifying the consultant's DBE commitment form.
- 26. Phone** - Enter the area code and phone number of the person signing the consultant's DBE commitment form.
- 27. Local Agency Representative Title** - Enter the position/title of the Local Agency Representative certifying the consultant's DBE commitment form.

EXHIBIT 10-Q DISCLOSURE OF LOBBYING ACTIVITIES

COMPLETE THIS FORM TO DISCLOSE LOBBYING ACTIVITIES PURSUANT TO 31 U.S.C. 1352

1. Type of Federal Action: <input type="checkbox"/> a. contract <input type="checkbox"/> b. grant <input type="checkbox"/> c. cooperative agreement <input type="checkbox"/> d. loan <input type="checkbox"/> e. loan guarantee <input type="checkbox"/> f. loan insurance	2. Status of Federal Action: <input type="checkbox"/> a. bid/offer/application <input type="checkbox"/> b. initial award <input type="checkbox"/> c. post-award	3. Report Type: <input type="checkbox"/> a. initial <input type="checkbox"/> b. material change For Material Change Only: year _____ quarter _____ date of last report _____
4. Name and Address of Reporting Entity <input type="checkbox"/> Prime <input type="checkbox"/> Subawardee Tier _____, if known Congressional District, if known _____	5. If Reporting Entity in No. 4 is Subawardee, Enter Name and Address of Prime: Congressional District, if known _____	
6. Federal Department/Agency: _____	7. Federal Program Name/Description: CFDA Number, if applicable _____	
8. Federal Action Number, if known: _____	9. Award Amount, if known: _____	
10. Name and Address of Lobby Entity (If individual, last name, first name, MI) _____ (attach Continuation Sheet(s) if necessary)	11. Individuals Performing Services (including address if different from No. 10) (last name, first name, MI) _____ (attach Continuation Sheet(s) if necessary)	
12. Amount of Payment (check all that apply) \$ _____ <input type="checkbox"/> actual <input type="checkbox"/> planned	14. Type of Payment (check all that apply) <input type="checkbox"/> a. retainer <input type="checkbox"/> b. one-time fee <input type="checkbox"/> c. commission <input type="checkbox"/> d. contingent fee <input type="checkbox"/> e. deferred <input type="checkbox"/> f. other, specify _____	
13. Form of Payment (check all that apply): <input type="checkbox"/> a. cash <input type="checkbox"/> b. in-kind; specify: nature _____ Value _____		
15. Brief Description of Services Performed or to be performed and Date(s) of Service, including officer(s), employee(s), or member(s) contacted, for Payment Indicated in Item 12: (attach Continuation Sheet(s) if necessary)		
16. Continuation Sheet(s) attached: Yes <input type="checkbox"/> No <input type="checkbox"/>		
17. Information requested through this form is authorized by Title 31 U.S.C. Section 1352. This disclosure of lobbying reliance was placed by the tier above when his transaction was made or entered into. This disclosure is required pursuant to 31 U.S.C. 1352. This information will be reported to Congress semiannually and will be available for public inspection. Any person who fails to file the required disclosure shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.		
Signature: _____ Print Name: _____ Title: _____ Telephone No.: _____ Date: _____		
Authorized for Local Reproduction Standard Form - LLL		

Standard Form LLL Rev. 04-28-06

Distribution: Orig- Local Agency Project Files

INSTRUCTIONS FOR COMPLETING EXHIBIT 10-Q DISCLOSURE OF LOBBYING ACTIVITIES

This disclosure form shall be completed by the reporting entity, whether subawardee or prime federal recipient at the initiation or receipt of covered federal action or a material change to previous filing pursuant to title 31 U.S.C. Section 1352. The filing of a form is required for such payment or agreement to make payment to lobbying entity for influencing or attempting to influence an officer or employee of any agency, a Member of Congress an officer or employee of Congress or an employee of a Member of Congress in connection with a covered federal action. Attach a continuation sheet for additional information if the space on the form is inadequate. Complete all items that apply for both the initial filing and material change report. Refer to the implementing guidance published by the Office of Management and Budget for additional information.

1. Identify the type of covered federal action for which lobbying activity is or has been secured to influence, the outcome of a covered federal action.
2. Identify the status of the covered federal action.
3. Identify the appropriate classification of this report. If this is a follow-up report caused by a material change to the information previously reported, enter the year and quarter in which the change occurred. Enter the date of the last, previously submitted report by this reporting entity for this covered federal action.
4. Enter the full name, address, city, state, and zip code of the reporting entity. Include Congressional District if known. Check the appropriate classification of the reporting entity that designates if it is or expects to be a prime or subaward recipient. Identify the tier of the subawardee, e.g., the first subawardee of the prime is the first tier. Subawards include but are not limited to: subcontracts, subgrants, and contract awards under grants.
5. If the organization filing the report in Item 4 checks "Subawardee" then enter the full name, address, city, state, and zip code of the prime federal recipient. Include Congressional District, if known.
6. Enter the name of the federal agency making the award or loan commitment. Include at least one organization level below agency name, if known. For example, Department of Transportation, United States Coast Guard.
7. Enter the federal program name or description for the covered federal action (item 1). If known, enter the full Catalog of Federal Domestic Assistance (CFDA) number for grants, cooperative agreements, loans and loan commitments.
8. Enter the most appropriate federal identifying number available for the federal action identification in item 1 (e.g., Request for Proposal (RFP) number, Invitation for Bid (IFB) number, grant announcement number, the contract grant, or loan award number, the application/proposal control number assigned by the federal agency). Include prefixes, e.g., "RFP-DE-90-001."
9. For a covered federal action where there has been an award or loan commitment by the Federal agency, enter the federal amount of the award/loan commitments for the prime entity identified in item 4 or 5.
10. Enter the full name, address, city, state, and zip code of the lobbying entity engaged by the reporting entity identified in Item 4 to influence the covered federal action.
11. Enter the full names of the individual(s) performing services and include full address if different from 10 (a). Enter Last Name, First Name and Middle Initial (MI).
12. Enter the amount of compensation paid or reasonably expected to be paid by the reporting entity (Item 4) to the lobbying entity (Item 10). Indicate whether the payment has been made (actual) or will be made (planned). Check all boxes that apply. If this is a material change report, enter the cumulative amount of payment made or planned to be made.
13. Check all boxes that apply. If payment is made through an in-kind contribution, specify the nature and value of the in-kind payment.
14. Check all boxes that apply. If other, specify nature.
15. Provide a specific and detailed description of the services that the lobbyist has performed or will be expected to perform and the date(s) of any services rendered. Include all preparatory and related activity not just time spent in actual contact with federal officials. Identify the federal officer(s) or employee(s) contacted or the officer(s) employee(s) or Member(s) of Congress that were contacted.
16. Check whether or not a continuation sheet(s) is attached.
17. The certifying official shall sign and date the form, and print his/her name title and telephone number.

Public reporting burden for this collection of information is estimated to average 30-minutes per response, including time for reviewing instruction, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0046), Washington, D.C. 20503. SF-LLL-Instructions Rev. 06-04

EXHIBIT 15-H: PROPOSER/CONTRACTOR GOOD FAITH EFFORTS

Cost Proposal Due Date _____ PE/CE

Federal-aid Project No(s). _____ Bid Opening Date _____ CON

The _____ established a Disadvantaged Business Enterprise (DBE) goal of _____% for this contract. The information provided herein shows the required good faith efforts to meet or exceed the DBE contract goal.

Proposers or bidders submit the following information to document their good faith efforts within five (5) **calendar** days from cost proposal due date or bid opening. Proposers and bidders are recommended to submit the following information even if the Exhibit 10-O1: Consultant Proposal DBE Commitments or Exhibit 15-G: Construction Contract DBE Commitment indicate that the proposer or bidder has met the DBE goal. This form protects the proposer's or bidder's eligibility for award of the contract if the administering agency determines that the bidder failed to meet the goal for various reasons, e.g., a DBE firm was not certified at bid opening, or the bidder made a mathematical error.

The following items are listed in the Section entitled "Submission of DBE Commitment" of the Special Provisions, **please attach additional sheets as needed:**

- A. The names and dates of each publication in which a request for DBE participation for this project was placed by the bidder (please attach copies of advertisements or proofs of publication):

Publications	Dates of Advertisement

- B. The names and dates of written notices sent to certified DBEs soliciting bids for this project and the dates and methods used for following up initial solicitations to determine with certainty whether the DBEs were interested (please attach copies of solicitations, telephone records, fax confirmations, etc.):

Names of DBEs Solicited	Date of Initial Solicitation	Follow Up Methods and Dates

- C. The items of work made available to DBE firms including those unbundled contract work items into economically feasible units to facilitate DBE participation. It is the bidder's responsibility to demonstrate that sufficient work to facilitate DBE participation in order to meet or exceed the DBE contract goal.

Items of Work	Proposer or Bidder Normally Performs Item (Y/N)	Breakdown of Items	Amount (\$)	Percentage Of Contract
---------------	---	--------------------	-------------	------------------------

- D. The names, addresses and phone numbers of rejected DBE firms, the reasons for the bidder's rejection of the DBEs, the firms selected for that work (please attach copies of quotes from the firms involved), and the price difference for each DBE if the selected firm is not a DBE:

Names, addresses and phone numbers of rejected DBEs and the reasons for the bidder's rejection of the DBEs:

Names, addresses and phone numbers of firms selected for the work above:

- E. Efforts (e.g. in advertisements and solicitations) made to assist interested DBEs in obtaining information related to the plans, specifications and requirements for the work which was provided to DBEs:

- F. Efforts (e.g. in advertisements and solicitations) made to assist interested DBEs in obtaining bonding, lines of credit or insurance, necessary equipment, supplies, materials, or related assistance or services, excluding supplies and equipment the DBE subcontractor purchases or leases from the prime contractor or its affiliate:

- G. The names of agencies, organizations or groups contacted to provide assistance in contacting, recruiting and using DBE firms (please attach copies of requests to agencies and any responses received, i.e., lists, Internet page download, etc.):

Name of Agency/Organization

Method/Date of Contact

Results

- H. Any additional data to support a demonstration of good faith efforts: