



Pikes Peak Area  
Council of Governments  

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Communities Working Together

# PIKES PEAK AREA COUNCIL OF GOVERNMENTS CRASH GEOLOCATING PROJECT

## Request for Proposals

April 5, 2021

**Proposals due April 20, 2021 by 4:00 pm**

PPACG 15 South 7<sup>th</sup> Street, Colorado Springs CO 80905

(719) 471-7080 *Main* / (719) 471-1226 *Fax*

[www.ppacg.org](http://www.ppacg.org) / [jobrien@ppacg.org](mailto:jobrien@ppacg.org)

## I. Summary

Crash reports often contain inadequate or incorrect information related to crash type, location, direction of travel, and other attributes. This can obscure crash causality and lead to inappropriate counter-measures that fail to improve safety. Off-system crash reports in the Pikes Peak Region don't contain location coordinates, and offset location descriptions ("150 feet from the intersection of...") and variability in spelling street and county road names require further processing of the records before crash data can be mapped and analyzed.

The Pikes Peak Area Council of Governments (PPACG) is requesting proposals from professional consultants to geolocate unlocated traffic crash records for years 2015-19 within the 3-county region and to assist in developing systems and methodologies which will make the process more efficient and effective, thereby increasing the ability of PPACG and member governments to perform these activities in-house in the future.

The Project has five main goals:

- Future Cost Savings through building capacity for efficient in-house crash geocoding
- Consistent regional data through coordination and compatibility
- Complete data for the PPACG region
- Accurate data suitable for detailed safety analysis
- Open data that can be easily shared

The Project Schedule is:

RFP Issued:	April 5, 2021
Cutoff for Requests for Information:	April 13, 2021
Consultant Proposals Due:	April 20, 2021
Consultant Selection:	April 23, 2021
Notice to Proceed (estimate):	May 2021
Contract End Date:	September 10, 2021

**Proposals are due in the PPACG offices by 4:00 pm Tuesday, April 20, 2021. If any of the submission requirements are not met, the proposal may not be considered.**

Questions regarding this RFP should be directed to Jason O'Brien, Transportation Planner, PPACG at (719) 471-7080 x110, or [jobrien@ppacg.org](mailto:jobrien@ppacg.org). PPACG will maintain a list of questions and answers on the PPACG transportation website ([www.ppacg.org](http://www.ppacg.org)) for Consultant information. Questions will be accepted until **April 13, 2021** to ensure all parties have adequate time to review the answers. There are no circumstances that would allow proposals received after the deadline to be accepted.

All correspondence should be sent to:

Jason O'Brien: [jobrien@ppacg.org](mailto:jobrien@ppacg.org) OR  
Pikes Peak Area Council of Governments  
c/o Jason O'Brien  
15 South 7<sup>th</sup> Street  
Colorado Springs, CO 80905

Submissions should be marked in the subject line or on the envelope: "Request for Proposals: Crash Geolocating Project". Proposals are not to be considered received until a confirmation has been sent by PPACG transportation staff. **Due to the pandemic, email submissions will be accepted for this project. Send email to [jobrien@ppacg.org](mailto:jobrien@ppacg.org). No proposals will be opened before the closing date.**

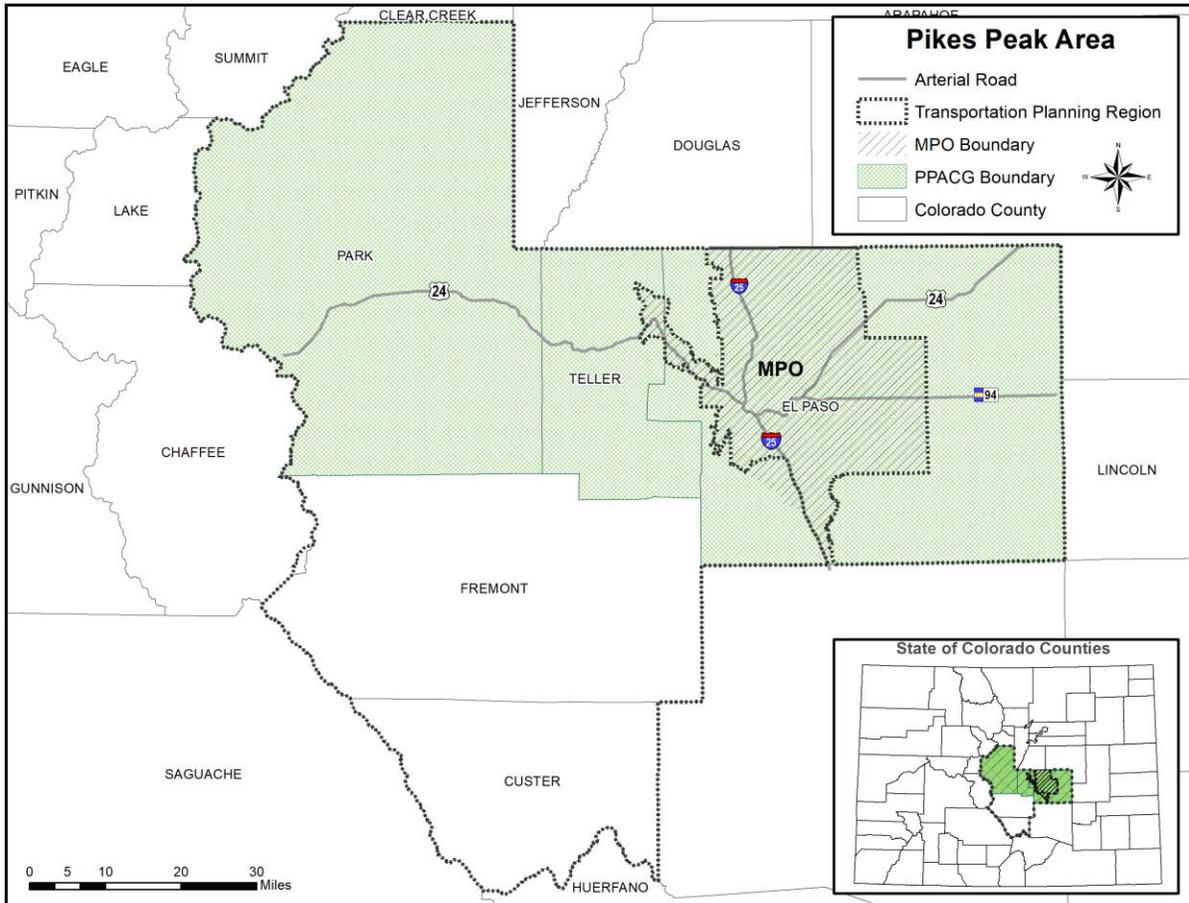
## II. Project Area

The Pikes Peak Area Council of Governments (PPACG), a voluntary organization of 3 counties and 13 municipalities, aims to provide a forum for local governments to discuss issues that cross their political boundaries, identify shared opportunities and challenges, and develop collaborative strategies for action. As part of the Council of Governments, member jurisdictions benefit from region-level planning, coordination, and advocacy. Members include:

- Park County
- El Paso County
- Teller County
- Alma
- Calhan
- Colorado Springs
- Cripple Creek
- Fairplay
- Fountain
- Green Mountain Falls
- Manitou Springs
- Monument
- Palmer Lake
- Ramah
- Victor
- Woodland Park

The Pikes Peak Region is a fast-growing area of Southern Colorado. El Paso and Teller Counties are expected to receive an additional 355,000 people and 177,000 jobs by 2045. The region includes rural, urban, and mountain areas that present unique challenges and opportunities. We're also part of a larger state system thus are affected by travel patterns and congestion elsewhere.

The Pikes Peak Area Council of Governments (PPACG) is the federally designated Metropolitan Planning Organization (MPO) for the Colorado Springs metropolitan area. In this capacity, PPACG works with member governments to develop and maintain a Regional Transportation Plan (RTP) and Transportation Improvement Program (TIP) to determine investment priorities for billions of dollars in federal, state, and local transportation funds.



### Existing/Available Crash Data & Systems

- Colorado State Patrol maintains accurately geolocated injury and fatality (not PDO) crash records for all unincorporated areas of the state for 2012-2019
  - Years 2012-17 may need to be checked for accuracy
- The City of Colorado Springs completed a geocoding & data cleanup project resulting in geocoded data for 2014-18
  - A Linear Referencing System (LRS) and street naming convention were developed as part of this project
- El Paso County has geocoded crash data for all roads outside of Colorado Springs, developed as part of its Road Safety Plan (in progress)
- “Raw” un-geocoded crash records come from the Colorado Department of Transportation (CDOT), with typically an approximate 20 percent of crashes unlocated after initial geocoding runs

**Timeframe**

The Consultant is expected to submit the final billing by September 10, 2021.

### **III. Scope of Work**

#### **Phase 1 – Project Administration**

Develop a detailed project timeline with milestones and, if necessary, a refined Scope of Work that meets the intent of the Project, for the approval of the PPACG project manager. Provide a revised labor/dollar allocation and project task cost breakdown if necessitated by scope or schedule refinements.

The total proposed fees should not exceed \$50,000.

#### **Phase 2 – Assessment**

##### **Data**

Evaluate existing geocoded data for accuracy and completeness, with greater attention to injury and fatal crashes. The minimum standards are 95 percent of PDO crashes and 99 percent of injury and fatal crashes accurately geolocated.

Make recommendations about which, if any, geocoded datasets, data years, and/or crash types should receive additional correction.

##### **Systems**

Identify and evaluate existing tools and systems in the region in order to avoid duplication and maximize compatibility and consistency. Perform any communication needed to make this assessment.

Make recommendations regarding labor-saving tools and systems (e.g. LRS's, street naming conventions, etc.) that present the greatest opportunity for improved accuracy and regional consistency. The focus should be on software and extensions, programming and macros, databases and other data products, and the like, as opposed to hardware and staff.

Make further recommendations regarding options for effectively scaling said tools and systems to fit the Project budget.

#### **Phase 3 – Implementation**

\*The implementation area for this Project is the 3-county region outside of the City of Colorado Springs. The Project approach should consider compatibility and consistency with Colorado Springs crash data and systems to the extent practical, but work is not to be performed on Colorado Springs data or systems.

1. Implement the selected systems and tools from Phase 2, in consultation with PPACG's GIS Admin & Modeling Lead.

If there are aspirational elements that can't be implemented as part of this project but that would reasonably follow, briefly itemize these recommendations and their benefits.

2. Perform geolocating of 2015-19 crashes in the 3-county region –
  - A. where existing geocoded datasets do not meet the standards of accuracy and completeness; in this case, geolocate enough unlocated crashes so that the datasets will meet or exceed the standards
  - B. where data have not been geocoded; this will include approximately –
    - i. 1,500 crashes for incorporated towns and cities in Teller & Park Counties
    - ii. 3,000 PDO crashes for unincorporated Teller & Park Counties

Work with existing geocoded datasets wherever it will be more cost effective than performing the original geocoding.

As stated above, the minimum standards are 95 percent of PDO crashes and 99 percent of injury and fatal crashes accurately geolocated.

This effort will involve two phases –

- A. an automated geocoding phase, where appropriate, and
- B. a manual geolocating phase that addresses offset crashes and others that are not practical for automation, where needed.

Maintain records of located and unlocated crashes and methodologies used.

#### **Phase 4 – Law Enforcement**

One way to improve crash data is at the source, when it is collected by law enforcement officers.

If the data show patterns or disproportional crash location issues by local law enforcement agency, note the issues and prepare brief guidance or references to appropriate existing guidance or manuals, or suggest a law enforcement approach based on successful past experience.

#### **Phase 5 – Evaluation**

The federal funding source for this project requires that performance measures be used. The following measurement formulas should be employed for the regional dataset, excluding Colorado Springs:

Calculate % of correct PDO records by dividing the number of geolocated PDO records by the total number of PDO records. Calculate % of geolocated injury + fatality records by dividing the number of geolocated injury + fatality records by the total number of injury + fatality records, or -

$\% \text{ PDO records} = \text{number of geolocated PDO records} / \text{all PDO records}$

$\% \text{ injury + fatal records} = \text{number of geolocated injury + fatal records} / \text{all injury + fatal records}$

If the regional dataset does not meet the accuracy and completeness standards described above, provide a brief review of the major obstacles and options for addressing them in the future.

### **Deliverables**

Final report including summary, recommendations, data, maps, and supporting information. Summary and documentation of information from each work phase.

Crash record data should be delivered in a widely-used database format compatible with ArcGIS. All deliverables are the sole property of PPACG.

Reports and other documentation should be delivered in MS Word and/or editable PDF file format and be fully reproducible.

The principal work products of this project are described above.

The Consultant will allow sufficient resources to meet with the PPACG project manager as necessary. The Consultant will provide to PPACG a draft copy of all materials to be presented at meetings for review and comment at least three business days prior to the scheduled meeting. Comments received from PPACG will be incorporated into the presentation materials prior to the presentation. The Consultant will provide PPACG with fully editable and reproducible electronic copies of all materials (e.g. slide shows) presented at the workshops and meetings. Slide show presentations for the workshops and meetings should be prepared in Microsoft PowerPoint Presentation format.

All work products created during the course of this project become the property of PPACG. Work products include, but are not limited to, written reports, graphic presentations, spreadsheets, databases, data files, computer programs, and support documentation. All working papers and the Final Report shall include an executive summary.

## IV. PROPOSAL REQUIREMENTS

All Consultants teams are required to prepare a proposal as part of this submission. The cost of proposal preparation is not a reimbursable cost. Proposal preparation costs are at the applicant's expense and are the applicant's total responsibility. The total written proposal should be no more than **twenty-five (25)** pages in length. One page is defined as one face of an 8½" x 11" sheet; we recommend double siding, with a minimum font size 12. The Project Schedule may appear as 11" x 17" and count as a single page.

We require clear, concise, and reasonably complete information about each firm and key personnel to be assigned to this project, emphasizing unique qualifications and ability to provide the highest quality services. In order to be considered responsive to this RFP, each proposal must conform to the following requirements. PPACG prefers digital copies of the proposal requirements, however, printed copies will be accepted. The prospective Consultant shall:

- Submit **one (1) digital copy of the Technical Proposal** with all pages numbered consecutively **OR one (1) printed copy**.
- Clearly indicate the name and address of the prime Consultant in either the email or on the sealed package.

The Pikes Peak Area Council of Governments reserves the right to reject any and all proposals, and to waive any formality in proposals received, to accept or reject any or all of the items in the proposal, and award contracts in the best interest of the Pikes Peak Area Council of Governments.

### Requirements

The proposal should demonstrate that the proposer understands the intent and scope of the work, the character of the deliverables, the services required for their delivery, and the specific tasks that must be performed to supply these services. In addition, the proposer must demonstrate qualifications to supply the required services.

The proposer shall prepare a detailed Scope of Services for the project, featuring each of the items listed below. The proposer is encouraged to include additional scope of service tasks that it feels should be included. PPACG is interested in different cost-effective approaches to completing the project items and the final Scope of Services will be subject to negotiation. The selected Consultant will be responsible for actively managing the project and for providing all services listed under the scope of work.

### Guidelines

The Proposal should contain the following information in the order listed:

1. Statement of Qualifications and Experience
2. References
3. Scope of Services (Project Approach)
4. Project costs
5. Insurance Coverage

## **Required Detail**

### **1. Statement of Qualifications and Experience**

Proposers shall describe **recent relevant** experience with items outlined in the scope of work. Particular emphasis should be placed on projects completed by the personnel assigned to this project. This should include any subconsultants that will be used for the proposed work. Include an organization chart for the proposed project team and how the team will interact.

### **2. References**

Provide a minimum of 1 reference, with current contact name(s) and phone number(s), for whom the Consultant has performed work in the past three (3) years. PPACG staff may contact reference(s) as part of the selection process. Up to four additional references may be considered.

### **3. Scope of Services**

This section should include a detailed description of the proposed approach to the Project and be responsive to the Scope of Work outlined in Part III of this document. Each of the considerations listed in the Scope of Work must be addressed. This section shall include a description of tasks and products, with reference to the schedule.

The scope of services will ultimately become part of the contract, incorporated in whole or by reference. It should describe in a specific and straightforward manner both the proposer's understanding of the project and the proposed approach to achieving the objectives and accomplishing the tasks described in this Request for Proposals.

### **4. Project Costs**

The prospective Consultant shall provide a proposed budget for completion of the work. The Cost Proposal should include all costs for which the prospective Consultant expects to be paid and shall include a total figure for all work to be performed including any supplies, equipment, transportation, or other services necessary to perform the proposed services. Transparency of the proposed budget structure is strongly encouraged, i.e. providing sufficient detail in terms of proposed budget categories and costs.

All costs shall be submitted as a separate document apart from the Technical Proposal.

### **5. Insurance Coverage**

The prospective consultant shall provide a summary of the firm's insurance coverage for comprehensive, general liability, professional liability, automotive liability and worker's compensation insurance. Indicate the limits of coverage on each policy. The PPACG requires a

minimum general liability coverage of \$200,000 for each person and \$1,000,000 per incident or accident during the contract period.

The maintenance of such insurance shall not affect Contractor's obligation to indemnify PPACG, but maintenance of such approved insurance shall be a condition precedent to the payment to Contractor of compensation for the performance of the contract work.

Certificates of the foregoing insurance coverage shall be furnished to PPACG within fifteen (15) days from the date of execution hereof.

**Non-Discrimination**

The selected contractor shall not discriminate on the basis of race, color, national origin, or sex in the performance of this work. The contractor shall carry out applicable requirements of 49 CFR part 26 in the award and administration of DOT-assisted contracts.

The selected contractor shall comply, as applicable, with the Colorado Department of Transportation DBE Program Manual found at <https://www.codot.gov/business/civilrights/smallbusiness/assets/cdot-dbe-program-manual-revised-2016.pdf>.

## V. Consultant SELECTION PROCEDURE

**Review of Proposals** The proposal and the proposer's team will be evaluated and ranked based on the following factors:

<b>Scoring Factor</b>	<b>Available Points</b>
Proposer's experience with similar projects comparable in type, size, and complexity	30
Understanding of PPACG's desires and general approach to the project as demonstrated in the Consultant's project description and scope of work	20
Qualifications of the proposer's staff assigned to this project	20
Demonstrated ability of the proposer to perform high quality work, to control costs and to meet time schedules	15
Appropriateness and transparency of fees	15
<b>Total Points</b>	<b>100</b>

Substantive vendor questions submitted to PPACG during the submission period will be responded to in writing and the questions and answers posted publicly on PPACG's website, [www.ppacg.org](http://www.ppacg.org).

PPACG reserves the right to seek clarification of any proposal submitted and to select the proposal considered to best promote the public interest.

After the due date, either the selection committee or a vendor may request a presentation by or interview with the vendor that will help clarify the proposal. PPACG is under no obligation to accept such requests.

Any substantial oral clarification of a proposal shall be reduced to writing by the vendor.

### **Award of Contract**

This solicitation of proposals in no way obligates PPACG to award a contract. PPACG reserves the right to award this contract not necessarily to the proposer with the most advantageous price, but to the firm that demonstrates the best ability to fulfill the requirements of this Request for Proposal. PPACG will select the most qualified firm that was proven to understand the needs and scope of the study. Aside from announcing the top ranked proposal, the scoring and ranking will be kept confidential.

A contract prepared by PPACG will be negotiated with the selected Consultant. In the event that a contract cannot be negotiated with the top ranked firm, PPACG may enter into negotiations with the second highest ranked firm or decide to call for new proposals.

Immediately after the notice of award, the Consultant will begin planning in conjunction with PPACG staff to guarantee fulfillment of all obligations.

PPACG reserves the right to reject any and all proposals received as a result of this solicitation, to negotiate with any qualified source, to waive any formality and any technicalities or to cancel the RFP in part or in its entirety if it is in the best interest of PPACG.

A contract is not considered to be executed until it has been signed by both the vendor and the PPACG Executive Director or his/her designee.



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