



May 01, 2017

Dear Consultant:

The Dubuque Metropolitan Area Transportation Study (DMATS) is soliciting statements of qualifications for qualified consulting firms to enter into agreements to provide a Systems Engineering (SE) study using the “V” Systems Engineering Model recommended by the Federal Highway Administration (FHWA) for the Smart Traffic Routing with Efficient and Effective Traffic Signals (STREETS) project.

This letter serves as an invitation to submit proposal for the STREETS project. The STREETS project is designed to develop a smart, next-generation, traffic management and control system that will use traffic control strategies to enable dynamic traffic routing to maximize the use of existing roadway capacities in the Dubuque Metro Area.

The proposed system should reduce wear and tear on major corridors in the Dubuque metro area by distributing traffic more evenly throughout the metro area. It is also expected that the system will reduce congestion, shorten travel times, and improve safety in the metro area. By rerouting traffic on the roads with extra capacities dynamically, it is expected that the proposed system will reduce/eliminate some of the traffic bottlenecks. As an auxiliary outcome of the system operations, the City staff will use the proposed system to identify future projects that will improve safety and reduce congestion in the metro area. Finally, the system will help to measure the effectiveness of safety and congestion projects. This project is one of a kind and will become a replicable model for small urban areas such as Dubuque with populations under 100,000.

The consultant will be required take into consideration the existing concept statement developed by DMATS and the City of Dubuque staff but not obligated to follow it. The consultant can make changes to the existing concept or develop a brand-new concept that will help attain the project goals. The existing concept statement with background information is attached to this document.

The development of the V model should also include constant and regular correspondence and input from project stakeholders including citizen groups, Dubuque County, City of Dubuque, Iowa Department of Transportation, Dubuque MPO, Dubuque School District, EMS groups, Freight groups and others as recommended. The consultant needs to communicate with the project team members and stakeholders to ensure that inputs and outputs of the V model are acceptable for the stakeholders and that final results are meeting the project expectations.

The department is looking to select consultants capable of providing a broad range of services which will allow maximized flexibility in assigning work. If your firm is interested in providing the described services, please submit a proposal stating your ability and availability to complete this work. The consultant selected to perform SE study will be restricted from bidding on development and implementation of the STREETS project.

Limit your proposal to ten double-sided pages, or twenty single-sided pages. Proposals exceeding this length will not be considered. Use a readable font size. Inclusion of promotional literature of a general nature is not encouraged. Include the following information in your proposal:

- The name and office address of the project manager who will direct the work for your firm.
- The location of the office where the majority of the work will actually be performed.
- The names and qualifications of key staff who will be available to work under the agreement.
- A description of your firm's capabilities and experience as in performing System Engineering for projects like the one described above. Emphasize recent work similar to the requirements of this project.
- A disclosure of any work you do for other clients that may be affected by the work on the proposed agreement.

Your proposal may include additional information, as you deem appropriate, subject to the overall length restriction. Do not submit cost information as a part of your proposal; if submitted, it will not be considered.

A selection committee will evaluate the proposals. Oral interviews will not be conducted. All correspondence, including any technical questions about this request, shall be submitted to Chandra Ravada by email no later than close of business May 26, 2017. All such questions and the responses will be posted on the DMATS's web site. Any effort to contact other members of the selection committee is considered inappropriate.

The selection criteria that will be used to evaluate the firms submitting proposals and the weighted value assigned to each criterion are as follows:

- Past experience with similar work: 15%
- Specific qualifications of project team: 30%.
- Understanding of the project and quality of the proposed SE process: 35%
- Proposed SE procedure: 20%.
- Present workload/availability of key staff: 10%.

After the selection committee evaluates each proposal, the final selection of firm with which to negotiate agreements will be made by a consultant steering committee. All firms submitting proposals will be notified of the steering committee's decision. The successful firms will then enter into contract negotiation with the DMATS. Negotiated agreement will specify a "cost- plus-fixed-fee" payment system.

Please notify Chandra Ravada in writing or by email that you have received this letter. Please inform us in your notification, if you are interested in submitting a proposal. We would appreciate if you can inform us even if you have no interest in this proposal.

For your firm to be considered, the Dubuque Metropolitan Area Transportation Study (DMATS) must receive seven (7) copies of your proposal by May 26, 2017. Submit them to Chandra Ravada at the address given below. We expect to announce the selected firms on or before June 23, 2017.

Sincerely,

A handwritten signature in black ink, appearing to read 'Chandra Ravada', with a long horizontal flourish extending to the right.

Chandra Ravada
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