



**MOBILITY
ZONES**

**Request for Applications
Community Leads
August 2024**



steer

INTRODUCTION

Online Application:

<https://wkf.ms/4dVm3kU>

Summary

Sacramento Area Council of Governments (SACOG) initiated a new program, Mobility Zones, in December 2023 to prioritize and advance clean, shared, and active transportation investments in equity-priority communities across the six-county region (El Dorado, Placer, Sacramento, Yolo, Yuba and Sutter). Mobility Zones is funded by the US Department of Transportation's Rebuilding American Infrastructure with Sustainability and Equity (RAISE) program.

Mobility Zones is managed by staff from SACOG in partnership with Civic Thread and Steer. Civic Thread is interested in contracting with up to six (6) Community-Based Organization(s)/Engagement Lead for each of the six counties (El Dorado, Placer, Sacramento, Yolo, Yuba, and Sutter). As such, Civic Thread is requesting applications from interested Community Based Organization(s)/Engagement Lead(s) to aid in:

- **Executing a county-specific community engagement plan**
- **Identifying and engaging equity priority communities**
- **Planning, developing, and implementing county-specific engagement activities.**

Interested applicants should be able to demonstrate:

- a. A commitment to equity.
- b. A strong understanding of the county in which they intend to lead engagement efforts, particularly its diverse communities, language needs, and opportunities for engagement.
- c. Experience implementing equitable community engagement that centers on language justice, youth, older adults, and disinvested communities.
- d. A strong community network and the ability to engage community residents, neighborhood associations, faith-based communities, and the broader community.
- e. Understanding of mobility, connectivity, and/or transportation needs of the communities in the county in which they intend to lead engagement efforts in.
- f. Capacity to conduct at least 6-10 events in each phase of the engagement (12-20 events total).

Background



As the association of local governments and federally designated Metropolitan Planning Organization (MPO) for twenty-two cities and six-counties (El Dorado, Placer, Sacramento, Sutter, Yolo and Yuba), SACOG prepares the region's long-range transportation plan, approves the regional distribution of affordable housing, and assists in planning for transit, bicycle networks, clean air and airport land uses.



WALKSacramento dba Civic Thread is a non-profit organization that works to empower residents in institutionally underserved communities to achieve healthy built environments, has partnered with SACOG to lead the community engagement on Mobility Zones.



The Steer team is comprised of experts across the mobility-planning spectrum, with thought leaders in equity and co-creation, data analysis and visualization, strategic decision making, active transportation and complete streets, urban design and placemaking, clean transportation and charging solutions, new mobility, funding and finance, and engineering/design capabilities.

Mobility Zones Project

The Mobility Zones Project aims to engage residents across the region in the co-creation of clean, shared, and active transportation infrastructure projects that address barriers to equitable mobility and reduce carbon emissions in locally designated “Mobility Zones” within SACOG’s region.

Through the Mobility Zones project, SACOG, Civic Thread, Steer, and the municipal, community, and technical advisors from across the region work to address mobility and safety challenges in historically disinvested communities in the six-county region. The Mobility Zones project centers around the co-creation of green transportation solutions by bringing together diverse public, private and community partners. This commitment to collaboration gives the Mobility Zones project a unique structure.

Project Management

While SACOG is the lead agency and the project manager for the RAISE grant and the contracts with Civic Thread and Steer, the work of the Mobility Zones project is jointly led by SACOG, Civic Thread, and Steer. The selected Community Based Organization(s)/Engagement Lead(s) will be under contract with Civic Thread and will directly report to Civic Thread staff. **The selected Community Based Organization(s)/Engagement Lead(s) will meet regularly with and receive direction from Civic Thread staff but will occasionally work directly with SACOG and Steer staff.**

Community and Stakeholder Engagement

Civic Thread is the lead for community and stakeholder engagement on the Mobility Zones project and is under contract with SACOG to provide these services. **The selected Community Based Organization(s)/Engagement Lead(s) will co-lead community and stakeholder engagement activities including but not limited to materials development, facilitation, and independently identifying and hosting county-wide community engagement activities for the county they are supporting. The selected consultant will operate independently with guidance from Civic Thread.**

Advisory Committees and Project Task Force

To elevate community voices, the Mobility Zones project is guided by a structure of seven Advisory Committees and one Project Task Force. Five of the advisory committees are the Community Committees (one for each of the SACOG region's counties: Yolo, Sacramento, El Dorado, Placer, with Yuba and Sutter counties combined) with community leaders, community-based organizations, and a diverse cross-section of community members. In addition, there is one Municipal Advisory Committee with staff from the region's cities, counties, and regional transportation planning agencies. Lastly, the Technical Advisory Committee includes staff from related agencies, including transit operators, air districts, utilities, universities, and Caltrans. One representative from each Advisory Committee sits on the Project Task Force, which directs the progress of the project. Civic Thread and SACOG lead the staffing of the seven Advisory Committees and Project Task Force. **The selected Community Based Organization(s)/Engagement Lead(s) will be expected to attend Task Force and Community Advisory meetings for the county they are representing, as needed. Community Advisory and Task Force meetings occur each quarter, for up to sixteen meetings throughout the project – eight Community Advisory meetings and eight Task Force meetings.**

Application Timeline

The application timeline is subject to change at Civic Thread's discretion to best meet the needs and requirements of the project.

Application Release: August 22, 2024

Question Submission Deadline: September 3, 2024

Question Response Deadline: September 6, 2024

Information Session: September 9, 2024, from 12:00 – 1:0 pm PST (Register [here](#)).

Application Submission Deadline: 11:59 PM PST on September 22, 2024

Application Review Period: September 23 – October 11, 2024

Notification of Award/Denial: October 14 – 18, 2024

SCOPE OF WORK

The scope of work and deliverables required under this contract are detailed below.

Task 1: Project Management

- The selected Community Based Organization(s)/Engagement Lead(s) is responsible for developing a final engagement scope of work based on the provided community engagement plan, along with a schedule for the engagement activities.
- The selected Community Based Organization(s)/Engagement Lead(s) is responsible for community engagement meetings with the project team. Additional project management meetings may be required as needed.
- The selected Community Based Organization(s)/Engagement Lead(s) will submit monthly invoices.

Task 2: Project Goal Setting and Criteria Development

- The selected Community Based Organization(s)/Engagement Lead(s) will engage the broader community on mobility zone criteria through community hosted events and attendance at quarterly Community Advisory Committees and Project Task Force meetings pertaining to Task 2.

Task 3: Zone Establishment and Conditions Scan

- The selected Community Based Organization(s)/Engagement Lead(s) will engage the broader community in identifying boundaries for mobility zones, and opportunities and constraints of all mobility zones through community hosted events and participation in quarterly Community Advisory Committees meetings and quarterly Task Force Meetings pertaining to Task 3.

Task 4: 5.0 Project Prioritization

- The selected Community Based Organization(s)/Engagement Lead(s) will engage the broader community in project identification and prioritization community hosted events and attendance at quarterly Community Advisory Committees and Project Task Force meetings pertaining to Task 4.

Deliverables:

- Task 1:
 - Finalized scope and schedule of engagement
 - Monthly invoicing
 - Participation and report-out on activities in project team meetings (estimate is 1-2 meetings per month).
- Task 2 – 4:
 - Planning and hosting community engagement activities related to each task and reporting on respective findings/outcomes.

- General communication and amplification of project activities in each task (getting the word out about the project, sharing surveys and documents, etc.)
- As needed attendance at quarterly Community Advisory Committees and quarterly Project Task Force meetings (up to 16 meetings)

PROJECT FUNDING

Funding Amounts

This funding has \$440,000 available in funds which will be awarded to up to six (6) Community Leads representing the six SACOG counties. Funding allocations are anticipated at \$70,000 to \$80,000 per county. Applicants may apply to lead work in multiple counties. The proposed budget must detail how the requested amount will support their work as part of the Mobility Zones project.

Applicants must adhere to the budget guidelines. All items budgeted must include all costs, including taxes and fees, in US dollars. Due to restrictions, there will be no-carry over funds; any funds not used by the end of the contract period will be forfeited.

Contract Period

The six (6) Community Consultant contracts will have an anticipated contract period from January 2025 to June 2026.

EVALUATION PROCESS

Review Panel

A review panel of Civic Thread and/or SACOG staff will evaluate the applications.

Technical Evaluation

Upon receipt of the applications, a technical evaluation will be performed. The review panel will evaluate each application in accordance with the criteria listed in the “Evaluation Criteria” section. Applicants may be telephoned or contacted via email for further information or for clarifications if necessary.

Recommendation of Award

The panel will make recommendations to the Civic Thread Executive Director based on the application and reference check. In determining which application is most advantageous, Civic Thread will award contracts to

the applicants whose application is the most complete and responsive, demonstrating a mix of credentials, experience, capacity, understanding, potential and cost.

EVALUATION CRITERIA

Applications will be scored using a 1 to 20-point system as detailed below and with the following weighted priorities.

Project Understanding

Understanding of the background, requirements, and anticipated outcomes of the community engagement process.

Scoring Method: 0 – 20 points

Weight (Points): 15%

Approach and Capacity

The overall community engagement approach, engagement techniques, and suggested number of events, and ability to complete 12-20 events between January 2025 to June 2026.

Scoring Method: 0 – 20 points

Weight (Points): 25%

Experience

Community engagement experience, project references, technical ability of proposed personnel, including qualifications and capacity of the project leader and the assurance of involvement in the project.

Scoring Method: 0 – 20 points

Weight (Points): 20%

Cost

The overall project cost, budget by task, including direct costs (mileage printing, translations, etc.), and actual hourly rates* for each project staff using the template provided.

**Actual hourly rates may be accompanied by a FAR-compliant overhead percentage. Review the budget template for more details.*

Scoring Method: 0 – 20 points

Weight (Points): 15%

DBE/CBO Participation

Civic Thread and SACOG are committed to providing opportunities for Disadvantaged Business Enterprises (DBE) and Minority and Women Business Enterprises (MBE/WBE) and Community Based Organizations

(CBO). Additionally, SACOG's Race, Equity, and Inclusion Working Group charge established an operations goal of reducing barriers to create more procurement and contracting opportunities for Black, Indigenous, Asian, Pacific Islander, Hispanic/Latino, and communities of color, along with low-income rural, urban, and other underrepresented communities. In accordance with this commitment, Civic Thread strongly encourages respondents to provide applications in furtherance of these objectives through the inclusion of DBE, MBE/WBE/CBO participation. Applications advancing the foregoing objectives will be scored favorably.

Scoring Method: 0 – 20 points

Weight (Points): 25%

QUESTION SUBMISSION AND RESPONSE

Question Submission

Submit questions related to the RFA to contact@civicthread.org with the subject line: **Mobility Zones Community Lead RFA Question – [ORGANIZATION NAME]** between Thursday, August 22, 2024, to Tuesday, September 3, 2024.

Question Response

A FAQ document will be shared on Friday, September 6, 2024, on the Civic Thread website.

SUBMISSION INSTRUCTIONS AND GUIDELINES

Instructions

All applications must be submitted via the [online application](#) by **Sunday, September 22, 2024, by 11:59 PM PST**. Applications must be completed and include all necessary attachments. Civic Thread will not accept applications not submitted via the online application, missing information/attachments, or received after the deadline. **If you experience any issues submitting your application**, email us at contact@civicthread.org with the subject line: **Mobility Zones Community Lead RFA – SUBMISSION ISSUE - [ORGANIZATION NAME]**.

Guidelines

- Read the RFA and reference documents thoroughly to ensure an understanding of the project and application requirements.
- Apply before the deadline to ensure sufficient time and account for technical difficulties.
- Confirm the online application is complete and accurate and all required questions have been answered and required attachments are uploaded.

- Applications may only be submitted once.

ATTACHMENTS

Upload the required attachments below and ensure it is complete and accurate. Templates are provided (links below) for some attachments and they may be downloaded and utilized.

- Proposed Budget Template (Access Civic Thread's Proposed Budget Template [here](#))
- Resumes (one-page limit per key personnel on the project – combine into one PDF document)
- 10-H (Access Civic Thread's 10-H Template [here](#))
- W-9 (Download the blank W-9 form [here](#))

REFERENCES

Below are recommended items to review to support with understanding the project and requirements, if awarded.

- Full RFA (PDF Version) – Please note this is the same as the content on the website.
- RFA Application ([Word Document Version](#)) – Use the [online application](#) to submit your response. Do not submit via word document.
- [Sample Contract Template \(Federal\)](#)
- [RAISE Grant Project Narrative](#)
- [Terms and Conditions](#)

FEDERAL EXHIBITS

The Community Leads contracts are federal contracts and awarded Community Leads must meet federal requirements. Applicants are required to review the following exhibits and confirm in the online application they have reviewed the requirements within each exhibit. **Note: Awarded Community Leads will be required to complete each exhibit and submit to Civic Thread and SACOG. Applicants do not need to complete all the exhibits at the time of application submission. However, the 10-H1 cost proposal is due with your submission.**

- [Exhibit B – Debarment Certification Form](#)
- [Exhibit D – Levine Act Form + Gov Code 1090 \(8-1-23\)](#)
- [Exhibit J – Lobbying Certification](#)
- [Exhibit 10-H1 Cost Proposal](#)
- [Exhibit 10-K Indirect Costs and Financial System Certification](#)

APPLICATION CHECKLIST

- Review the RFA thoroughly and utilize the application in the RFA to support with completing the online form.
- Review the reference documents, required attachments, and federal exhibits to ensure understanding of the project requirements.
- Complete all required attachments.
- Initiate the online application. (The online application cannot be saved and continued at a later time. Utilize the RFA application as a reference and transfer responses once ready to submit.)
- Respond to all required questions and upload all required attachments.
- Submit the online application.

APPLICATION FOR REFERENCE ONLY

Submit your application via the online form: <https://wkf.ms/4dVm3kU>

Please read the guidelines and instructions in the Request for Applications (RFA) carefully before beginning your application. Required fields and attachment uploads are marked with a red asterisk (*).

Link to RFA Materials: <https://civicthread.org/community-leads/>

Applicants may save their application anytime by clicking the "Save as draft" button at the bottom of the page. A link to your saved draft will appear. Be sure to save the link to access your draft application later. This link can be shared with others in your organization. Please note that files and signatures will not be saved when saved as a draft. You may only submit your application once.

We strongly recommend that applicants work on an external document using the RFA application as a reference. This will ensure that all requirements are met, and responses are accurate. Once you have completed your responses, you can easily copy them into the application.

APPLICATION DUE DATE: Sunday, September 22, 2024, at 11:59 PM PST

If you experience any issues submitting your application, email us at contact@civicthread.org with the subject line: Mobility Zones Community Lead RFA – SUBMISSION ISSUE – [ORGANIZATION NAME].

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For your convenience, below are some key timeline dates and information:

Application Timeline:

- Question Submission Deadline: **September 3, 2024**
- Information Session: **Monday, September 9, 2024 from 12:00 – 1:00 pm PST**
 - Register here: https://us02web.zoom.us/webinar/register/WN_XFIDAr5xSTidAH4HYnggEQ
- Application Submission Deadline: **Sunday, September 22, 2024 at 11:59 pm PST**

Submit questions related to the RFA to contact@civicthread.org with the subject line: Mobility Zones Community Lead **RFA Question** – [Organization Name] between Thursday, August 22, 2024 to Tuesday, September 3, 2024.

Applicant Information

1. Organization Name *
2. Organization Address *
3. Name of Authorized Signatory *
4. Email Address of Authorized Signatory *
5. Name of Primary Contact for Application *
6. Email Address of Primary Contact *
7. Phone Number for Primary Contact *
8. Select the county/counties you are applying for. *
 - El Dorado (Diamond Springs, Placerville, North Cameron Park, etc.)
 - Placer (Colfax, Dutch Flat, King's Beach, etc.)
 - Sacramento (North Highlands, Meadowview, West Arden-Arcade, etc.)
 - Sutter (Live Oak, Northeast Yuba Cit, Sutter, etc.)
 - Yolo (Broderick/Bryte, Esparto, Royal Oak, etc.)
 - Yuba (Olivehurst, Linda, Marysville, etc.)
9. Provide a brief overview of your organization and why you are suited to lead this work in the county/counties you have identified. (500 words or less) *

Cost Proposal

10. Proposed Cost Proposal *

Funding allocations for each county are anticipated at \$70,000 to \$80,000.

Project Understanding

11. What is your understanding of the project? (250 words or less) *
12. What do you understand are the anticipated outcomes of your role in the community engagement process? (250 words or less) *

Approach

13. What is your general approach to reaching priority communities in your county? Consider your networks in the county you will be working in, where do you anticipate being able to hold events, and which communities can you successfully reach? (500 words or less) *

14. Engagement should be county-wide, based on your selection in question 8, please identify the jurisdictions, neighborhoods, or unincorporated areas within the county that you have connections in and are able to reach via engagement activities. (500 words or less/list is fine) *
15. Please identify areas within the county that you may need support engaging. (500 words or less) *
16. What kind of engagement events would you implement and why are those the best for the communities you work in? Be specific about communities and how you would reach them. (500 words or less) *

Capacity

This is a two-year contract concluding in the fall of 2026 and has a heavy community engagement and event planning component.

17. What kind of staff resources are you able to dedicate to this work? Consider staff time, number of staff, future and existing workload demands, staff experience, etc. (500 words or less) *

Note: This question can be supplemented by your budget as documentation and explanation of your capacity.

18. Please review the timeline provided within the RFA in the Project Funding section under the Contract Period subsection of the RFA and assert that your organization can conduct events accordingly to the timeline established. *

Yes

No

19. Awarded community leads should conduct at least 6-10 events in each phase of the engagement (12-20 events total). If the number of events you can conduct is less or significantly more, please explain. (500 words or less). *

Experience

20. Demonstrate your understanding of your county's specific needs around mobility, connectivity, and/or transportation, and the impacts of people's daily lives such as access to education, employment, and services. Be specific about any work your organization has conducted related to these topics. (300 words or less). *

21. Project Reference 1: Provide a project reference that speaks to your organization's ability to manage and lead this work and the experience of the proposed personnel. Include the project name, total budget, client contact information, and a short description of the work conducted. (250 words) *

22. Project Reference 2: Provide a project reference that speaks to the technical ability and experience of the proposed personnel. Include the project name, total budget, client contact information, and a short description of the work conducted. (250 words) *

Required Attachments

Please upload all attachments as required in the RFA and any supplemental attachments (e.g. resumes for key personnel, budget). File type for each attachment have been identified below. Be sure to upload only in the requested file or it will not be accepted. You may download and utilize available attachment templates on the Civic Thread website.

23. Proposed Project Budget *

Your proposed project budget should include the overall project cost, budget by task, including direct costs (mileage, printing, translations, etc.) and billable rates for each project staff. Ensure that your proposed budget is complete and accurate and is aligned with your proposed cost. Upload your final proposed project budget in excel format only.

24. 10-H1 *

Complete the 10-H1 form and upload it in excel format only.

25. Resumes for Key Personnel *

Provide resumes for each key personnel on this project (one-page limit per staff) and upload as one PDF document.

26. W-9

Complete and submit a W-9 for your organization.

27. Required Attachments

I assert that I have uploaded all attachments as required in the RFA and any supplemental attachments (e.g. resumes for key personnel, budget) and have uploaded the requested file type for each attachment that has been identified above. I understand that if I did not upload the required attachments and their requested file type, my attachments may not be accepted.

Assertion of Federal Exhibits Review

28. I assert for each exhibit listed below that I have reviewed and understand the requirements of each document.

Note: You can do this by opening the drop down and selecting each document that you have reviewed and understood. Links to each exhibit can be found in the RFA. Awarded Community Leads will be required to complete each exhibit and submit to Civic Thread and SACOG. Applicants do not need to

complete the exhibits at the time of application submission with the exception of the 10-H1 form. The 10-H1 form should be completed and uploaded in the attachments section above.

Exhibit B – Debarment Certification Form *

Exhibit D – Levine Act Form + Gov Code 1090 (8-1-23) *

Exhibit J – Lobbying Certification *

Exhibit 10-H1 Cost Proposal *

Exhibit 10-K Indirect Costs and Financial System Certification *