

a program of Land of Sky

FRENCH BROAD RIVER

METROPOLITAN PLANNING ORGANIZATION

REQUEST FOR PROPOSALS (RFP)

CONTRACT TYPE: Planning

TITLE: Five-County Regional Travel Survey

ISSUE DATE: 2/26/2026

SUBMITTAL DEADLINE: 4/24/26

ISSUING AGENCY: French Broad River MPO

PROCUREMENT METHOD

The French Broad River Metropolitan Planning Organization (MPO) will select a consultant using a **Best Value Request for Proposals (RFP)** process.

Proposals will be evaluated based on technical qualifications, project understanding, methodology, project management approach, and cost. The MPO will select the proposal determined to provide the best overall value to the MPO and the region.

The lowest cost proposal will not automatically be selected.

PROJECT PURPOSE

The French Broad River MPO will select a consultant using a Best Value Request for Proposals (RFP) process.

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SUBCONSULTANTS ARE PERMITTED UNDER THIS CONTRACT.

Pursuant to North Carolina General Statute (NCGS) §143-129, French Broad River Metropolitan Planning Organization invites you to submit a sealed bid for the Regional Household Travel Survey.

This contract shall be reimbursed with Federal-aid funding through the North Carolina Department of Transportation (hereinafter referred to as the Department). The solicitation, selection, and negotiation of a contract shall be conducted in accordance with all Department requirements and guidelines.

Accordingly, this solicitation and any resulting contract are subject to 2 CFR Part 200 (Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards) and all applicable federal laws and regulations.

In the event of a conflict between federal requirements and state or local requirements, federal requirements shall govern

This RFP is to solicit proposals from qualified firms to conduct a regional household travel survey to support updates to the Metropolitan Planning Organization's (MPO's) and Land of Sky Rural Planning Organization's (RPO) regional Travel Demand Model (TDM). The MPO and RPO's current model was developed in support of the 2050 Metropolitan Transportation Plan and relies primarily on a 2012 household travel survey, along with supplemental modeling procedures including a visitor travel component. This model extends beyond the MPO's Planning Area and also includes the RPO's Planning Area. In total, the model's area encompasses Buncombe, Haywood, Henderson, Madison, and Transylvania counties in Western North Carolina. Since that time, travel behavior in the region has changed substantially due to factors such as increased telecommuting, evolving peak-hour travel patterns, and shifts in walking, bicycling, and transit use. Updated, post-pandemic travel behavior data is needed to improve the accuracy and relevance of the model for future planning and decision-making.

The primary purpose of this project is to collect statistically valid, model-ready travel behavior data that reflects current conditions within the MPO and RPO planning areas. The survey effort is expected to capture changes in trip-making, trip timing, and mode choice, with particular attention to non-traditional commute patterns, peak spreading, and active transportation trips that may have been underrepresented in earlier surveys. The resulting data will be used to recalibrate and validate key components of the MPO and RPO's TDM, including trip generation, distribution, time-of-day factors, and mode choice assumptions.

In addition to resident travel behavior, the MPO and RPO seek to better understand visitor and non-resident travel patterns, recognizing the significant influence of tourism and seasonal visitation on the transportation system in Western North Carolina. Visitor travel

affects congestion, peak-period conditions, parking demand, and walking and bicycling activity, particularly in activity centers, recreational areas, and tourist corridors. The MPO and RPO intend for this effort to implement an appropriate approach to capturing visitor travel behavior—potentially through a combination of targeted surveys and supplemental data sources—and to document how this information can be incorporated into or used to inform the region’s existing travel demand modeling framework.

Electronic Proposals should be submitted in .pdf format using software such as Adobe, CutePDF PDF Writer, DocuDesk deskPDF, etc.

Proposals SHALL be received ELECTRONICALLY no later than 5:00 PM, 4/23/26.

SCOPE OF WORK

The French Broad River MPO is soliciting proposals for the services of a firm/team for the following contract scope of work:

A. Project Overview

The French Broad River MPO is seeking consultant qualifications to conduct a regional household travel survey to support updates to the region’s Travel Demand Model (TDM). The last comprehensive regional travel survey was conducted in 2012. Since that time, travel behavior has changed significantly due to factors including telecommuting, evolving peak-hour travel patterns, changes in visitor demand, changes to walking and bicycling patterns, and shifts in transit usage. Particular attention should be given to recreation- and event-driven travel patterns that are characteristic of Western North Carolina.

The purpose of this effort is to collect updated, statistically valid travel behavior data that reflects current post-pandemic conditions and can be used to recalibrate and enhance the MPO’s regional Travel Demand Model.

The regional travel demand model covers an area greater than the MPO’s Planning Area as it also includes the Land of Sky RPO Planning Area. In total, this includes the counties of Buncombe, Haywood, Henderson, Madison, and Transylvania in Western North Carolina.

B. Key Objectives

The consultant team will be expected to:

- Collect updated household travel behavior data representative of at least 1% of households within the MPO and RPO planning areas, or 2,500 to 3,000 households
- Use an Address-Based Sampling (ABS) survey method to collect random households in a methodology that is scalable to the region
- Capture changes in work patterns, trip timing, and mode choice
- Provide data suitable for travel demand model calibration and validation
- Document observed changes since the 2012 regional travel survey
- Collect and analyze visitor and non-resident travel behavior, including trip purpose, timing, and mode choice, to inform travel demand modeling and planning assumptions.

C. Anticipated Tasks

Task 1: Project Management & Survey Design

- Coordinate with MPO and RPO staff to refine survey goals and methodology
- Develop a statistically sound sampling plan covering:
 - Geographic subareas
 - Household demographics
- Size, Income, and Vehicle Ownership
- Design survey instruments, potentially including:
 - Household travel diaries
 - Individual trip logs
 - Attitudinal or preference questions related to telecommuting and mode choice

Task 2: Survey Administration

- Administer the regional travel survey using appropriate methods, which may include:
 - Web-based surveys
 - Mobile or GPS-assisted data collection
 - Targeted outreach to ensure participation across demographic groups
- Implement strategies to maximize response rates and data quality
- Ensure compliance with applicable privacy and data security standards

Task 3: Focus on Emerging Travel Trends

The survey shall place particular emphasis on capturing:

- Telecommuting and hybrid work patterns

- Frequency of remote work
- Changes in commute frequency and timing
 - Peak-hour and off-peak travel behavior
 - Peak spreading or peak avoidance
- Non-personal vehicle commute patterns
 - Active Transportation (Walking, Biking, etc.)
 - Recreational Behavior
 - Transit usage
 - Frequency, purpose, and barriers to use
- Trip purpose shifts
 - Changes in non-work trips
 - School, childcare, and discretionary travel

Task 4: Visitor Travel Data Collection & Analysis

The consultant shall propose and implement an approach to collect information on visitor travel behavior within the MPO and RPO planning area. The approach may include a combination of methods such as:

- Intercept surveys at key activity locations (e.g., downtowns, recreational destinations, park-and-ride facilities, or tourist corridors)
- Self-administered survey forms or QR-code-based surveys made available at visitor centers, welcome centers, and other visitor-serving facilities
- Surveys coordinated with lodging providers or visitor-serving organizations
- Use of passive or third-party data sources to estimate visitor trip volumes, origins, destinations, and temporal patterns
- The visitor travel component should aim to capture:
 - Trip purpose (recreation, dining, events, lodging, etc.)
 - Trip timing and duration of stay
 - Mode choice, including walking, bicycling, transit, and vehicle use
 - Differences between weekday and weekend travel
 - Seasonal considerations relevant to Western North Carolina
- The consultant shall describe how visitor travel data will:
 - Complement the resident household travel survey
 - Be incorporated into or inform regional travel demand modeling assumptions
 - Improve understanding of peak-period congestion and off-peak travel dynamics

Task 5: Data Processing & Validation

- Clean, code, and expand survey data
- Develop a code manual
- Conduct validation checks and summarize response characteristics
- Compare key metrics to the 2012 regional travel survey, where feasible
- Document limitations, biases, and recommended mitigation strategies

Task 6: Deliverables & Documentation

- Final survey dataset suitable for use in travel demand modeling
- Technical memorandum documenting:
 - Survey methodology
 - Sample characteristics
 - Key findings and trends
 - Summary of implications for travel demand modeling assumptions
- Presentation of findings to MPO staff and committees

D. Optional / Value-Added Services

Respondents may also highlight experience with:

- Post-pandemic travel behavior analysis
- Use of passive or big-data sources (e.g., mobile device data) to supplement surveys

E. Budget & Schedule

- Anticipated project duration: approximately 18–24 months

PROPOSED CONTRACT TIME: 18-24 Months

PROPOSED CONTRACT PAYMENT TYPE: Lump Sum

PROPOSAL SUBMISSION STRUCTURE

Proposals shall be submitted in two separate parts:

Part 1 – Technical Proposal

- Project understanding
- Technical approach and methodology
- Team qualifications and experience
- Project management and schedule
- Quality assurance / quality control approach

Part 2 – Cost Proposal

- Task-level budget
- Labor categories and hours
- Direct expenses
- Total project cost

Cost proposals will be reviewed after completion of technical scoring.

No cost information shall be included in the technical proposal.

PROPOSAL EVALUATION PROCESS

1. The Selection Committee will review proposals for responsiveness and completeness.
2. Technical proposals will be evaluated and scored first.
3. The MPO may shortlist firms for interviews or clarifications.
4. Cost proposals of technically acceptable firms will then be reviewed.
5. The MPO may request clarifications or Best and Final Offers (BAFO).
6. Selection will be based on overall best value.

The MPO reserves the right to make an award based on initial proposals without interviews or discussions.

SELECTION CRITERIA

| Evaluation Criteria | Weight |
|--|---------------|
| Technical Approach & Project Understanding | 30% |
| Team Qualifications & Relevant Experience | 25% |
| Survey Methodology & Data Quality Approach | 20% |
| Project Management & Schedule | 15% |
| Cost Proposal | 10% |

Cost proposals will be evaluated based on reasonableness, completeness, and demonstrated value relative to the technical proposal.

COMMUNICATION DURING EVALUATION

From the date proposals are received until contract award, respondents shall not communicate regarding this RFP with MPO staff, MPO board members, or other officials except the designated contact person.

Unauthorized communication may be grounds for disqualification.

MPO RESERVED RIGHTS

The MPO reserves the right to:

- Reject any or all proposals
- Waive minor irregularities
- Request clarifications
- Negotiate scope, schedule, or cost
- Request Best and Final Offers
- Cancel and reissue this solicitation

PROPOSAL TERMS

Submission of a proposal constitutes a firm offer. Any alternate or modified terms submitted by the respondent may be rejected by the MPO.

FEDERAL COMPLIANCE

This contract shall be reimbursed with Federal-aid funding through the North Carolina Department of Transportation. All procurement and contract actions shall comply with:

- 2 CFR Part 200
- Applicable federal transportation requirements

In the event of conflict between federal and local requirements, federal requirements shall govern.

TITLE VI NONDISCRIMINATION NOTIFICATION

The LGA in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 U.S.C. §§ 2000d to 2000d-4) and the Regulations, hereby notifies all RESPONDENTS that it will affirmatively ensure that any contract entered into pursuant to this advertisement, disadvantaged business enterprises will be afforded full and fair opportunity to submit Proposals in response to this ADVERTISEMENT and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

APPENDICES

CONSULTANT CERTIFICATION Form RS-2

Completed Form RS-2 forms SHALL be submitted with the firm's letter of interest. This section is limited to the number of pages required to provide the requested information.

Submit Form RS-2 forms for the following:

- Prime Consultant firm

Prime Consultant Form RS-2 Rev 1/14/08; and

- ANY/ALL Subconsultant firms to be, or anticipated to be, utilized by your firm.

Subconsultant Form RS-2 Rev 1/15/08.

In the event the firm has no subconsultant, it is required that this be indicated on the Subconsultant Form RS-2 by entering the word “None” or the number “ZERO” and signing the form.

Complete and sign each Form RS-2 (instructions are listed on the form).

The required forms are available on the Department’s website at:

<https://connect.ncdot.gov/business/consultants/Pages/Guidelines-Forms.aspx>

[Prime Consultant Form RS-2](#)

[Subconsultant Form RS-2](#)

All submissions, correspondence, and questions concerning this RFP should be directed to tristan@landofsky.org.

SUBMISSION SCHEDULE AND KEY DATES

RFP Release – 2/26/26

Deadline for Questions – 3/20/26

Issue Final Addendum – 3/27/26

Deadline for RFP Submission – 4/24/26

Firm Selection and Notification ** – 5/12/26

Anticipated Notice to Proceed – 6/1/26