



Northeast Ohio Areawide Coordinating Agency

**Northeast Ohio Areawide Coordinating Agency (NOACA)**

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**Request for Quote (RFQ)**

**Travel Forecasting Model Conversion Services**

**Issue Date: July 10, 2025**  
**Closing Date: July 28, 2025**

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## **1. ABOUT NORTHEAST OHIO AREAWIDE COORDINATING AGENCY (NOACA)**

The Northeast Ohio Areawide Coordinating Agency (NOACA) is a Cleveland-based transportation and environmental planning organization that serves as the metropolitan planning organization (MPO) and designated areawide water quality management agency for the counties of Cuyahoga, Geauga, Lake, Lorain, and Medina in Ohio.

In these capacities it:

- Works with other organizations to help address northeast Ohio's transportation, air quality, and water quality needs.
- Conducts metropolitan planning for various modes of transportation, including vehicles, freight, transit, bicycle, pedestrian, etc., while considering the transportation system's impact on the environment and land use.
- Prepares the region's long-range transportation plan and short-range transportation improvement program, which is the region's capital budget for federally funded transportation projects.
- Conducts studies that address congestion, improve safety, and strengthen community livability.

The vision of NOACA is as follows: NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.

NOACA is directed by a 48-member Board of Directors, representing the City of Cleveland and the counties and municipalities of Cuyahoga, Geauga, Lake, Lorain and Medina, plus transit agencies, the Northeast Ohio Regional Sewer District (NEORS), the Cleveland-Cuyahoga County Port Authority, the Ohio Environmental Protection Agency (Ohio EPA), the Ohio Department of Transportation (ODOT), and the Ohio Turnpike Infrastructure Commission.

The NOACA region is home to 2.1 million people and over 150 units of government.

More information about NOACA is available on our website at [www.noaca.org](http://www.noaca.org)

## 2. BACKGROUND

NOACA has developed and maintains a travel forecasting model (“Model”) which analyzes travel for the counties of Cuyahoga, Geauga, Lake, Lorain and Medina. To enhance accuracy, the model includes Summit County and Portage County, which are adjacent to but outside of the NOACA region. NOACA’s Model includes approximately 9,000 traffic analysis zones (TAZ) with 6,000 active zones and 114 external zones. The Model’s highway network includes approximately 100,000 links; 30,000 nodes; the transit network for five counties; and bike links.

The model is utilized to forecast daily travel demand in the region for the existing transportation system and to accurately predict the impacts of future growth on travel and emissions. The model is updated as needed throughout the year as new and updated information becomes available. The model was most recently calibrated and validated in summer 2025 based on the last three years of the census data and traffic counts.

NOACA’s Model is a traditional four-step travel demand model with the following features:

- Separate levels of auto-occupancy
- Three truck purposes (four-tire, single unit, and combination) for truck trips
- Internal-external trips are treated as internal trips.
- Utilizes the ODOT highway capacity calculator module to calculate the road segment capacity based on road characteristics.
- Utilizes facility-type specific volume-delay functions in traffic assignment

The Model is comprised of the following major modules:

- *Trip generation*: utilizes a cross-classification method for estimating zonal trip productions and attractions.
- *Trip distribution*: utilizes several standard gravity models
- *Mode choice*: consists of several nested logit models which combine peak and off-peak periods, and trip purposes that are comprised of drive-alone, share-ride of two passengers, share-ride of three or more passengers, transit, bike and walk options
- *Time-of-Day Factoring*: adheres to five modeling periods that include early morning, AM peak, midday, PM peak, and nighttime. The Time-of-Day module splits the travel demand in the model periods between highway and transit assignments
- *Highway capacity calculator*
- *Assignment*: consists of nine separate multi-class highway assignments for each of the five modeling periods:
  - Auto work
  - Auto non-work
  - Auto external to external
  - Small truck internal to internal
  - Medium truck internal to internal
  - Large truck internal to internal
  - Small truck external to external
  - Medium truck external to external
  - Large truck external to external
- *Calibration and validation*: utilized to adjust the model step parameters and match socioeconomic data and traffic counts conducted over a three-year period

### **3. SCOPE OF WORK**

The general scope of work includes conversion of the NOACA Travel Forecasting Model (“Model”) from the CUBE platform to the TRANSCAD platform. The scope of work also includes the following sub-tasks:

- Ensure that results in the converted TRANSCAD are identical to those of the original CUBE model. Convert the voyager script in CUBE to the GISDK script in the TRANSCAD platform for each of the model’s aforementioned major modules.
- Convert approximately ten (10) scripts in CUBE to GISDK TRANSCAD platform for the calibration and validation step.

### **4. QUALIFICATIONS**

The qualified consultant shall have the following knowledge and experience:

- Experience with travel demand modeling at the regional and/or state levels
- Expertise working with CUBE and TRANSCAD travel demand applications

### **5. PROCUREMENT TIMELINE**

NOACA’s estimated timeline for selection of a consultant is as follows:

RFQ Distributed	July 10, 2025
RFQ submissions due	July 28, 2025
Vendor Selection	August 2025
Execute Agreement	August/Sept 2025

### **6. SELECTION PROCEDURES**

NOACA will select a consultant based on review of the vendor’s qualifications and experience and price quote.

Information provided on qualifications shall demonstrate that the Consultant has the education, credentials, experience, and organizational capability to provide the level of service specified in the scope of work.

Total cost will be evaluated on a scale relative to the cost of all quotes received. NOACA shall review cost factors such as identified budget items, billable hours, rates of pay and appropriate staff assignment relative to the complexity of each task.

## **7. ADMINISTRATIVE PROCEDURES AND CONDITIONS**

- A. Consultants agree not to discriminate against any employee or applicant for employment because of race, color, religion, age, creed, sex, sexual orientation, or national origin. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff, or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Consultants further agree to comply with all requirements of Title VI of the Civil Rights Act of 1964, 42 U.S.C. § 2000d et seq., 49 C.F.R. Part 21.
- B. All proposals received by NOACA in response to this RFQ shall remain valid for 90 days from the date of submittal.
- C. An RFQ does not constitute an offer or a contract.
- D. NOACA reserves the right to cancel or reissue the RFQ or to revise the timeline at any time. NOACA reserves the right to reject all quotes and to waive minor irregularities in the proposal process which do not affect the substance of the quote. NOACA may accept any quote if such an action is believed to be in the best interests of the agency.
- E. NOACA is not liable for any cost incurred by the proposer prior to execution of a contract.
- F. The contract between the successful proposer and NOACA shall include all documents mutually entered specifically including the contract instrument, applicable portions of the RFQ, and the response to the RFQ. The contract must include, and be consistent with, the provisions stated in the RFQ. The contract shall be deemed to incorporate and is subject to all applicable federal and state laws and regulations.
- G. The prime consultant will be required to assume responsibility for all services offered in the proposal whether directly performed by the prime consultant or a subconsultant. Further, the prime consultant will be the sole point of contact for NOACA regarding contractual matters.
- H. The consultant project team shall be approved by NOACA. NOACA must approve any changes in the consultant's project team.
- I. Consultants must show proof of professional liability insurance, comprehensive general liability insurance, and Ohio Workers' Compensation insurance.
- J. Firms included on the current Excluded Parties List System maintained within the System for Award Management by the United States General Services Administration, or on comparable lists of suspended or debarred firms maintained by the State of Ohio or jurisdictions within NOACA's service area are not eligible for selection.

## 8. SUBMISSION OF QUOTE FOR SERVICES

Submit a quote of up to five (5) pages in length that provides the following information:

- A Summary of qualifications that relate to the credentials, knowledge and experience listed in *Section 4* of this RFQ
- A pricing proposal that details the services to be provided and provides the unit cost for each service component requested in *Section 3 – Scope of Work*. The pricing proposal shall include itemized costs by task with estimated respective hours and rates. Attach resume(s) of professional(s) to be assigned to this engagement.

Quotes shall be emailed in PDF format to [procurement@mpo.noaca.org](mailto:procurement@mpo.noaca.org) by **5:00 p.m. on Monday, July 28, 2025**. Please state “Travel Model Conversion” in the subject line of the transmittal email.

## 9. QUESTIONS

For questions regarding the RFQ, please contact [procurement@mpo.noaca.org](mailto:procurement@mpo.noaca.org).