

REPORT TO SHASTA COUNTY RTPA

SUBJECT		MEETING DATE	ITEM NUMBER
Rural Statewide Google Transit Implementation Project		04/27/2010	4-6

RECOMMENDATION

It is recommended that the Board:

1. Act as lead agency for the Rural Statewide Google Transit Implementation Project (Phase 2);
2. Authorize the Executive Director to execute funding agreements;
3. Adopt resolution No. 10-06 (Attachment A) approving Amendment #2 to the 2009/10 Overall Work Program (OWP) for \$125,000 (Attachment B); and
4. Authorize distribution of a Request for Proposal (RFP) for consultant services (Attachment C).

SUMMARY

The RTPA is the lead agency for the Northern California Google Transit Feasibility Study (Phase 1). Google Maps is now available to plan public transit trips within and between Modoc, Shasta, Siskiyou, Tehama, and Trinity counties. The Division of Mass Transportation (DMT) and participating regions have requested that the RTPA continue as lead agency for maintaining Phase 1 and adding other interested counties. Staff and consultant time is 100% funded with a Federal Transit Administration (FTA) grant. The OWP must be amended to accept the new funds. A new RFP is required.

DISCUSSION

Phase 2 will add Amador, Calaveras, Inyo, Lassen, Mono, and Plumas counties to Google Transit. A consultant must be selected to collect and prepare transit data for Phase 2 counties. Data must be tested and trip planner issues resolved prior to launch. Phase 2 also secures three years of funding for subscription fees and publishing tool software for transit operators in each county, including the Redding Area Bus Authority.

RTPA staff time will be fully funded through DMT and the FTA. It is proposed that the Board authorize the Executive Director to execute a funding agreement with DMT. The 2009/10 OWP must be amended to include the \$125,000 grant.

The next steps are to distribute an RFP (Attachment C), form a multi-agency panel to select a consultant, and execute a personal services agreement with the selected consultant. The final RFP is pending review by Caltrans.

ALTERNATIVES

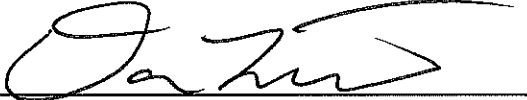
The Board may choose not to participate in this project. This is not recommended. The project addresses several priorities and goals in the Shasta County Coordinated Human Transportation Plan and maintains the current Google Transit Trip Planning tool within Shasta and the other regions.

OTHER AGENCY INVOLVEMENT

The project involves Amador, Calaveras, Inyo, Lassen, Modoc, Mono, Plumas, Shasta, Siskiyou, Tehama, and Trinity counties, and transit operators within these counties. DMT and Caltrans District 2 will be involved during the project. The Technical Advisory Committee (TAC) concurs with the staff recommendation.

FINANCING

The project is 100% funded by DMT and the FTA, including RTPA staff time estimated at \$15,000.

A handwritten signature in black ink, appearing to read 'Daniel S. Little', is written over a horizontal line.

Daniel S. Little, AICP, Executive Director

DSL/SLC/jac

Attachments: A – Resolution No. 10-06
B - Amendment #2 to the 2009/10 OWP
C- Draft Request for Proposal

RESOLUTION 10-06
AMENDMENT #2 OF THE FY 2009/10 OVERALL WORK PROGRAM
TO INCLUDE THE RURAL STATEWIDE GOOGLE TRANSIT IMPLEMENTATION PROJECT

WHEREAS, Caltrans and rural counties have requested that the Shasta County Regional Transportation Planning Agency act as lead agency for rural statewide implementation of Google Maps/Transit's online trip planner; and

WHEREAS, rural statewide implementation of Google's trip planner is fully funded through Federal Transit Administration 5311f funds; and

WHEREAS, the Board has authorized the Executive Director to execute funding agreements; and

WHEREAS, a formal Overall Work Program (OWP) amendment is required to include work tasks for consultant services and staff time; and

WHEREAS, work elements cannot be added/deleted/changed and funds cannot be added/deleted/redirected until the local Caltrans District Office approves the OWP amendment.

NOW, THEREFORE, BE IT RESOLVED that the Shasta County Regional Transportation Planning Agency hereby adds Amendment #2 to the FY 2009/2010 Overall Work Program for \$125,000 for the Rural Statewide Google Transit Implementation Project.

BE IT FURTHER RESOLVED, that Amendment #2 shall be considered final and in full force and effect upon Caltrans acceptance and approval thereof.

PASSED AND ADOPTED this 27th day of April, 2010, by the Shasta County Regional Transportation Planning Agency.

Dick Dickerson, Chairman
Shasta County Regional
Transportation Planning Agency

SHASTA COUNTY RTPA POLICY AND PROCEDURE MANUAL		Number
		5-1 Rev.1
SECTION: Rules of the Shasta County RTPA	Policy to Prioritize the Distribution of Federal Planning Funds	
APPROVAL DATE: Rev No1. 2/26/08		
Page No. 1 of 2		

POLICY TO PRIORITIZE THE DISTRIBUTION OF FEDERAL PLANNING FUNDS

INTRODUCTION

Annually, the Shasta County Regional Transportation Planning Agency (RTPA) is allocated Metropolitan Planning Funds (PL) to perform mandated transportation planning for Shasta County in accordance with the Memorandum of Understanding between the Shasta County RTPA and Caltrans. These responsibilities are performed by RTPA staff under the direction of the SCRTPA Executive Director.

Funds are budgeted through the Overall Work Program (OWP). There is an 11.47% agency match. The PL match requirements for these tasks shall be provided from Transportation Development Act (TDA) funds, or other available revenue sources that are authorized for administrative uses. These funds are subject to annual audits. The RTPA shall maintain \$450,000 in reserve to cover contingencies and delays in the federal budget process.

FUNDING PRIORITIES

- Priority 1. RTPA core planning functions. Processes and reports required to be completed with PL funds are:
- Regional Transportation Plan (RTP) – Every five years (due to attainment). Inclusive of agency staff.
 - Traffic model runs and updates
 - Traffic Volume Inventories
 - Highway Pavement Management System
 - Public transit participation in the RTPA planning process
 - Non-motorized planning
 - Review of Transportation Enhancement projects
 - Regional Aviation system planning
 - Federal Transportation Improvement Program (FTIP/FSTIP) – Biennial update of a four-year program
 - Regional Transportation Improvement Program (RTIP) – Biennial update of a five-year program.
 - Review of State Highway Operations and Protection Program (SHOPP)
 - Review of development projects in accordance with the Office of Planning Research procedures.
 - Planning policy meetings, RTPA meetings, and training. Inclusive of agency staff.
 - Transportation Development Act administration
 - Inclusion of public transportation providers in the planning process.
 - Review of public transit performance
 - Overall Work Program (OWP) – January of each year

- Adoption and maintenance of a public participation plan.
 - Public outreach
 - Coordinated Human Transportation Plan updates (follows RTP cycle)
 - Coordination with Caltrans to satisfy federal planning and programming processes.
 - Consultation with tribal governments in the planning process.
 - Ensure that plans, programs and projects conform to applicable air quality standards.
 - Collect and analyze data reflecting existing and historical information that is the basis for local project cost estimates and revenue projections.
 - Environmental stewardship in planning and programming transportation projects
 - Intelligent Transportation Systems implementation and updates
 - Area transportation plans and revenue programs
 - RTPA Administration – meetings, fiscal audits, accounting, administer grants, correspondence, and legal counsel.
- Priority 2. RTPA planning functions performed by outside consultants under contract to the RTPA and planning functions performed by member agency staff in support of RTPA core planning functions.
- Agency bike plan updates
 - Short and Long-Range Transit Plan updates including review and implementation
 - Public transit administration – analysis of ridership, internal circulation planning, conferences, RTPA meetings, and preparation of grant applications
- Priority 3. RTPA planning functions performed by member agency staff in support of ongoing data collection that relates to Federal Planning Emphasis Areas (PEAs).
- Accident surveillance
 - Traffic device control and inventories
 - Studies related to traffic circulation
 - Transportation safety management and monitoring
 - Deficiency and needs studies
- Priority 4. Projects in support of regional plans and programs that include the state highway system.
- Priority 5. Projects in support of regional plans and programs that do not include the state highway system.



Google maps

REQUEST FOR PROPOSAL RURAL STATEWIDE GOOGLE TRANSIT IMPLEMENTATION PROJECT

Issued: *date pending*
Proposals due by: *date pending*



Shasta County

Regional Transportation
Planning Agency

1855 Placer Street
Redding, CA 96001
530-225-5654
Contact: Sue Crowe
Email: slcrowe@co.shasta.ca.us

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I. PURPOSE

RURAL STATEWIDE GOOGLE TRANSIT IMPLEMENTATION PROJECT

Identified Need

Projects receiving Federal Transit Administration (FTA) Section 5310 , 5316, and 5317 program funding requires that all federal grants be derived from locally developed, coordinated public transit-human services transportation plans.

A majority of current and prospective transit riders are Internet users. The Google Transit trip planner provides travel information in a format that is integrated with online driving directions and maps.

Forty-two Coordinated Human Transportation Plans were completed in 2007 and 2008. Many of the plans recommended implementing an online trip planner as an element as part of mobility management programs.

The statewide goal is to improve connectivity (trips using two or more transit operators) and to enhance traveler trip planning through rural regions of California.

Project Understanding

Google Maps/Transit is an online trip planner for planning trips on participating public transportation services. This is the second phase of a statewide project to implement Google Maps/Transit's trip planner in rural California counties.

The Shasta County Regional Transportation Planning Agency was selected by the California Department of Transportation, Division of Mass Transportation as the lead agency for the Northern California Google Transit Feasibility Study and Implementation Plan (Phase1). In 2009, Google's trip planner was successfully implemented in Shasta, Siskiyou, Tehama, and Trinity counties.

Phase 2 will implement Google's trip planner in Amador, Calaveras, Lassen, and Inyo/Mono, and Plumas counties in California. Phase 2 secures a triennial contract for subscription fees for Google Transit Feed Specification (GTFS) publishing and maintenance tools.

Consultant Requirements

Consultant should have a thorough understanding of

- (a) Technical specifications and requirements of Google Maps/Transit;
- (b) Experience with implementing Google Maps/Transit; and
- (c) Developing GTFS for public transportation operators.

II. PROJECT APPROACH

There are two components to the Rural Statewide Google Transit Implementation Project (Phase 2). The first component includes full implementation of Google Maps/Transit for four transit operators in California's rural counties of: Amador, Calaveras, Lassen, Inyo/Mono, and Plumas counties. The second component contains procurement of a three-year contract for annual subscription fees for Google Transit Feed Specification (GTFS) publishing and maintenance tools/software for all transit operators in Phase 1 and 2.

Proposers should refer to the Northern California Google Transit Feasibility Study in determining the methodology and processes for implementing Phase 2. The study is available on the SCRTPA website at: <http://www.scrtpa.org/RTtransit.htm>. Attachment A contains transit operator and transit service information to assist in developing the proposal. <insert Coordinated Plan discussion>

Components should be listed separately in the proposal.

Task 1 - Implementation

Proposer shall prepare GTFS for Phase 2 transit operators utilizing resources such as; on-board GPS data collection, existing GIS datasets, map-based data input, paper route schedules, and other resources deemed necessary to prepare GTFS (including shape and transfer files). Proposal should include an option on data collection for: 1) transit agencies to gather GPS positions using transit staff, or 2) data collection by Proposer.

GTFS data must be thoroughly tested utilizing Google Maps/Transit test environment. Data must be validated using multiple methods such as; map-based view of routes and schedule data, or random query testing within service areas. Proposer and transit operators should resolve any technical and display issues to determine if test data is ready to implement for public view. Upon approval by SCRTPA staff, Proposer shall launch transit operators for public view.

Proposer shall obtain any agreements required by Google, Inc. to test, post, and maintain transit operator's data on Google Maps/Transit.

Proposer is required to maintain a web-based project management site accessible to all agencies. One presentation to the Rural Counties Task Force <insert location> and a minimum of three teleconference calls <insert if you think more> will be required.

The scope of work may require additional tasks as determined by the Proposer. The SCRTPA will consider alternative work plans to meet the deliverables.

Phase 2 counties should be fully implemented no later than February 28, 2011.

Task 2 – Annual Subscription Fees

Statewide consistency of GTFS creation and maintenance software for transit agencies/operators will be essential in managing software fees. The SCRTPA seeks to secure a three-year contract for subscription fees for GTFS publishing and maintenance tools for ten transit operators in the following counties. Phase 1 counties are using Trillium Solutions WebSchedule publishing software (<http://trilliumtransit.com>). The Proposer will need to obtain the GTFS feed created for Phase 1 counties from Trillium Solutions.

Counties and transit operators (refer to Attachment A for transit agency information):

Phase 1 Counties:

- Modoc – Sage Stage (SAGE)
- Shasta – Redding Area Bus Authority (RABA)
- Siskiyou – Siskiyou Transit and General Express (STAGE)
- Tehama – Tehama Rural Area Express (TRAX)
- Trinity – Trinity Transit (TCTC)

Phase 2 Counties:

- Amador– Amador Regional Transit System (ARTS)
- Calaveras – Calaveras Transit
- Inyo/Mono – Eastern Sierra Transit Authority (ESTA)
- Lassen – Lassen Rural Bus (LRB)
- Plumas – Plumas Transit (PT)

In selecting the preferred publishing tool, the following criteria will be used:

- Availability of service and support
- Centrally hosted and web-based application preferred
- Ease of use
- Data visualization tools
- GTFS publishing features such as shape and transfer files
- Data validation features
- Initial, ongoing, and overall cost
- Updating capabilities

III. DELIVERABLES AND TARGET DATES

Deliverables:

1. SCRTPA Agreement
 - a. Enter into a contract with the SCRTPA to launch Phase 2 transit operators on Google Maps/Transit by February 28, 2011; and
 - b. Provide subscription service for Phase 1 transit operator's beginning July 1, 2010 and ending February 28, 2014; and
 - c. Provide subscription service for Phase 2 transit operators beginning six months from launch date.
2. Analyze transit operators system and scheduling software, if any, for compatibility to generate GTFS.
3. Provide Google, Inc. agreement agencies.
4. Collect and prepare transit operator's stops and schedules for GTFS creation.
5. Test methods of GTFS in a Google's development environment.
6. Resolve trip planner issues.
7. Determine if test data is ready for public view.
8. Upon SCRTPA approval, launch data.
9. Provide a six month evaluation and maintenance period for Amador, Calaveras, Lassen, Inyo/Mono, and Plumas counties transit operators.

IV. PROPOSAL CONTENTS

Proposers interested in providing the services specified in this RFP must submit a written proposal before the **deadline (5:00 pm mm/dd/yy)**.

At a minimum, the following information should be included in the proposal.

1. A statement of understanding of the scope of work.
2. A list of the personnel who would be on the project team, including a summary of their qualifications and work experience.
3. A representative list of similar projects completed within the last five years.
4. Provide a list of at least three references of clients for which you have completed similar work. Include a description of the completed projects, the duration, and contact information.
5. A work plan and schedule to complete the scope of work.
6. Include a proposed budget (by task), including a fee schedule on a time (by personnel) and materials basis, and an estimate of the total cost to complete the project.
7. Total cost for three-year bulk license, listed by County.
8. Any objections to the provisions of the Personal Services Agreement.
9. A statement of the ability to provide proof of liability insurance as specified in the personal services agreement.
10. Consultant must comply with all Federal Transit Administration requirements.

V. PROPOSAL PROCESS

The proposal shall not exceed twenty (20) pages (excluding attachments). Please submit one original, signed by the authorized individual, four (4) copies of the written proposal, and one proposal in Adobe PDF to:

Shasta County Regional Transportation Planning Agency
Attn: Sue Crowe
1855 Placer Street
Redding, CA 96001

Submittals must be received before **5:00 PM on mm/dd/yy**. This is a firm deadline, and no proposals will be accepted after this time.

All proposals become the property of the SCRTPA and part of its official records. The cost of preparing and submitting a proposal, and participating in an interview, are at the sole expense of the proposer. The SCRTPA reserves the right to reject any or all proposals, and to waive any informality, technical defect, or clerical error in any proposal as the interest of the SCRTPA may require. Solicitation of proposals in no way obligates the SCRTPA to contract with any firm or individual. The decision to approve and award a contract is at the discretion of the SCRTPA.

Modification or Withdrawal of Proposal: Any proposal received prior to the deadline may be withdrawn or modified by written request of the consultant. To be considered, the modification must be received in writing, with the same number of copies as the original proposal, prior to the deadline.

RFP Addendum: Any changes to the RFP will be made by written addenda issued by the SCRTPA and shall be considered part of the RFP. Upon issuance, such addenda shall be incorporated into the agreement documents, and shall prevail over inconsistent provisions of earlier issued documentation and be forwarded to prospective consultants. It will be the consultant's responsibility to assure that all addenda are incorporated into the proposal as required according to all the terms and conditions for submittal of the proposal.

Verbal Agreement or Conversation: No prior, current, or post award verbal conversations or agreement(s) with any officer, agent, or employee of the SCRTPA shall affect or modify any terms or obligations of this RFP, or any contract resulting from this procurement.

Special Funding Considerations: Any contract resulting from this RFP will be financed with funds available to the SCRTPA. The contract for this service is contingent upon the provision of these funds to the SCRTPA. In the event these funds are reduced or eliminated, the SCRTPA reserves the right to terminate or revise any contract.

Alternatives: Consultants may not alter any requirement of the RFP. If alternatives or options are proposed, consultant must clearly identify such. The SCRTPA expressly reserves the right in its sole discretion to consider such alternatives and to award a contract based thereon if determined to be in the best interest of the SCRTPA. Since the SCRTPA desires to enter into one contract to provide all of the intended services, only those proposals to provide all services will be considered.

Debarment and Suspension: The resulting contract is a covered transaction for purposes of 49 CFR Part 29. As such, the Consultant is required to verify that none of the Consultant, its principals, as defined at 49 CFR 29.995, or affiliates, as defined at 49 CFR 29.905, are excluded or disqualified as defined at 49 CFR 29.940 and 29.945.

The Consultant is required to comply with 49 CFR 29, Subpart C and must include the requirement to comply with 49 CFR 29, Subpart C in any lower tier covered transaction it enters into.

By signing and submitting its bid or proposal, the bidder or proposer certifies as follows:

The certification in this clause is a material representation of fact relied upon by SCRTPA. If it is later determined that the bidder or proposer knowingly rendered an erroneous certification, in addition to remedies available to SCRTPA, the Federal Government may pursue available remedies, including but not limited to suspension and/or debarment. The bidder or proposer agrees to comply with the requirements of 49 CFR 29, Subpart C while this offer is valid and throughout the period of any contract that may arise from this offer. The bidder or proposer further agrees to include a provision requiring such compliance in its lower tier covered transactions.

Protests: Protests regarding any aspect of this RFP must be submitted in writing to the SCRTPA, c/o Sue Crowe, 1855 Placer Street, Redding, Ca 96001 by the date and time specified below:

- Pre-bid Protest due – 3:00 p.m., mm/dd/yy.
- Pre-Award Protest due - (3:00 p.m., mm/dd/yy).
- Post-Award Protest due – Within five calendar days after notice of contract award.

Under certain limited circumstances, and after the protester has exhausted all administrative remedies at the SCRTPA level, an interested party may protest to the California Department of Transportation (Caltrans) the award of a contract pursuant to an FTA grant. A copy of such protests should also be sent to SCRTPA.

Caltrans' review of any protest is limited to:

1. Violations of Federal or State law or regulations.
2. Violations of SCRTPA's protest procedures.
3. Failure of SCRTPA to review a complaint or protest.

The protest filed with Caltrans shall:

1. Include the name and address of the protester.
2. Identify SCRTPA as the party responsible for the RFP process.
3. Contain a statement of the ground for protest and any supporting documentation.
4. Include a copy of the protest filed with SCRTPA, and a copy of the SCRTPA decision, if any.
5. Indicate the desired relief from Caltrans.

Such protests should be sent to:

State of California
Department of Transportation
Division of Mass Transportation
P.O. Box 942874
Sacramento, Ca 94274-0001

VI. PROPOSAL EVALUATION

Screening and selection will be made to the Offerer which meets the requirements specified in Section I of this RFP and submits the proposal considered most advantageous to the SCRTPA based on the evaluation criteria below. A consultant selection panel composed of SCRTPA staff; one or more representatives from SCRTPA member agencies, and/or Caltrans will evaluate the proposals. Proposal evaluation will be based on the following:

- Responsiveness and comprehensiveness of the proposal
- Understanding of project needs
- Qualifications and experience of the consulting firm and project team
- Work plan and schedule
- Cost
- References

Following proposal evaluations, one or more consultants may be invited to interview with the consultant selection panel to explain their relevant experience, approach, and methodology. The consultant selection panel will rank the interviewed firms. ***The consultant selection panel may choose to forgo the interview process and begin negotiations with the top-ranked consultant.***

Contract negotiations will be initiated with the top-ranked consultant. In the event an agreement cannot be successfully negotiated with the top-ranked consultant, the second-ranked consultant will be invited to enter into negotiations. This process will be continued until a satisfactory agreement can be negotiated.

VII. CONTRACT AWARD

The selected firm will be required to enter into a contract with the SCRTPA in a form acceptable to the SCRTPA (a standard contract is attached). The contract is not in force until it is executed by the SCRTPA Executive Director.

VIII. CONTACT PERSONS

Questions concerning this RFP may be directed to:

Sue Crowe, Accountant/Auditor III
530-245-6826 or slcrowe@co.shasta.ca.us