

REQUEST FOR PROPOSAL

FEASIBILITY STUDY

NORTHERN CALIFORNIA INTERNET TRANSIT TRIP PLANNING SERVICE



ISSUED OCTOBER 29, 2008

PROPOSALS ARE DUE BY 5:00 PM ON NOVEMBER 21, 2008



Shasta County

Regional Transportation
Planning Agency

1855 Placer Street
Redding, CA 96001
(530) 225-5654

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I. PURPOSE

Summary

Federal law mandates coordination of human transportation services. The Shasta County Regional Transportation Planning Agency (SCRTPA), as the designated Metropolitan Planning Organization for Shasta County, is the lead agency for a pilot planning study (Study) that will integrate rural and small-urban public transit operator's schedules into Google Maps/Transit (example attached). The Study includes identifying gaps in inter-regional and inter-state connectivity for both public and private transportation carriers.

The transit trip planning feature in Google Maps/Transit enables users to create travel itineraries using public transportation schedules. This feature is utilized in large-urban areas throughout California, but has yet to be implemented in most rural and small-urban areas.

The Consultant must determine if it is possible to accurately collect and maintain data for display on Google Maps/Transit from rural and small-urban public transportation agencies, human transportation service providers, and private carriers. Consultant must present a draft feasibility study prior to the final study report. If determined feasible by the SCRTPA, the Consultant shall prepare an implementation plan.

Study Area

The study area consists of the seven-counties within Caltrans District 2 (Lassen, Modoc, Plumas, Shasta, Siskiyou, Tehama, and Trinity) and Inyo/Mono counties. The Study includes public-transit operators, specialized transit operators, and private carriers within these counties. The Modoc Transportation Agency's service is currently live on with Google Maps/Transit and will serve as the rural county liaison on this project.

Consultant Requirements

Consultant should have a thorough understanding of

- (a) Technical specifications and requirements of Google/Maps Transit;
- (b) Have experience with transit trip planning utilizing Google Maps/Transit; and
- (c) Developing Google Transit Feed for public transportation operators.

II. SCOPE OF WORK

The scope of work may require additional tasks as determined by the Consultant. The SCRTPA will consider alternative work plans to meet the deliverables. Consultant shall provide a detailed list of tasks required to complete each component including estimated time and associated cost. The final report will require oral presentations to the SCRTPA Board, Caltrans, and the Rural Counties Task Force.

FEASIBILITY STUDY

The feasibility component examines if a regional network of transportation providers can be interfaced to Google Maps/Transit, and what will be required to develop, accurately maintain, and sustain such a network. A draft feasibility study must be submitted prior to the final study report. A work plan and schedule must be included with this component.

Task #1: Develop Regional Network to Offer Trip Plans and Fares

1. Obtain input from stakeholders.
2. Analyze transit operators system and scheduling software, if any, for compatibility to generate Google Feed.
3. Obtain any agreements necessary between transit operators and Google, Inc. to test, post, and maintain accurate data on Google Maps/Transit.
4. Prepare necessary data required for Google Feed from transit operator's stops and schedules (both automated and non-automated transit operators).
5. In partnership with Google, Inc., test methods of Google Feed in a development environment.
6. Develop a functioning regional network of four transit operators in a test environment. Selection of the four transit operators will be based on consultant's recommendation and with SCRTPA approval.
7. Resolve any technical and display issues.
8. Determine if test data is ready to implement for public view.
9. Present findings in final study report.
10. Oral presentation to Caltrans, Rural Counties Task Force, and SCRTPA Board.

Task #2: Inter-Regional Test Data

1. Determine data required for private carriers to be displayed on Google Maps/Transit by corridor, service area, and hours of service.
2. Work with Google, Inc. to enhance display of carrier types with specific icons.
3. Test private carriers display in test environment.
4. Test two transit services for connections in inter-regional and inter-state networks (Nevada/California/Oregon) in a test environment.
5. Present findings on successful and un-successful trips.
6. Provide summary results of test data.
7. Contact local carriers (Amtrak/Greyhound) to participate in testing their services live.
8. Test two transit services in a live environment on inter-regional and inter-state corridors.
9. Identify any overlapping transit services.
10. Coordinate test data with California 211 consultant.
11. Resolve any technical and display issues.

12. Identify service gaps and method to display gaps.
13. Present findings in final study report.

Task #3: Sustainability and Accuracy

1. Determine if data can be maintained accurately.
2. Determine and identify the most effective and efficient method for transit service operators to maintain and update Google Feed data including detailed procedures.
3. Develop a maintenance schedule for each transit operator to maintain and update data.
4. Provide cost estimates for each transit operator for the maintenance and update of data including staff and other resource needs.
5. Present findings in final study report.

Task #4: Future Cost Savings Analysis

1. Identify if Google Feed data can be used for other purposes. For example, the agency's own website, trip planning system, development of schedules, etc.
2. Estimate reduction in customer service staff time that would normally be required to provide trip data to transit travelers.
3. Present findings in final study report.

Draft

IMPLEMENTATION PLAN

Should the Study be deemed feasible, the SCRTPA may direct the Consultant to recommend an approach for full implementation of the transit trip planning feature for the nine-counties within the project study area. Consultant should identify the agency/agencies required to implement the plan. **A work plan and schedule must be submitted for this component.**

Plan should include (at a minimum):

1. The cost to fully implement the Study for all nine counties.
2. The cost to fully implement individual counties.
3. Requirements to fully implement the Study in the nine counties.
4. Requirements to fully implement individual counties.
5. All necessary agreements required by all entities to implement the Study.
6. Address all data integration issues.
7. Instruct transit operators how to update and accurately maintain Google Feed.
8. Prepare detailed instructions on how to update and maintain Google Feed.
9. Assurances that ownership of the final Google Feed data is Caltrans and the respective transit operator.
10. Agency/or agencies recommended to manage data and provide host server.
11. If implemented, which agency/or agencies should be responsible to sustain and manage the project.

IMPLEMENTATION (OPTIONAL PROPOSAL)

If funding is available, the SCRTPA may direct the Consultant to implement the plan. Consultant shall preview data and resolve any issues with Google. Consultant shall obtain approval from Google to go live with transit data. Consultant and Google shall decide how often Google will check the host server for feed updates. **A work plan and schedule for implementation must be included in the proposal.**

III. DELIVERABLES AND TARGET DATES

The Consultant selected will be required to submit a bi-weekly project status report to the SCRTPA project manager. Consultant will be required to complete a personal services agreement (sample attached).

The draft feasibility study must be submitted to the SCRTPA no later than March 31, 2009. There will be a thirty-day comment period for all agencies. Comments should be included in the final report. The draft feasibility study should include, but not be limited to, all tasks listed in the scope of work. If determined feasible, the SCRTPA will direct Consultant to prepare a draft implementation plan. **The draft implementation plan must be submitted by April 30, 2009.**

Consultant must submit a final study report and implementation plan by June 1, 2009.

Optional Proposal: If plan is implemented, all work products must be delivered by the date determined in the implementation plan. The time required to execute the implementation plan shall not exceed the term of the personal services agreement.

IV. PROPOSAL CONTENTS

Consultants interested in providing the services specified in this RFP must submit a written proposal before the **deadline (5:00 pm on November 21, 2008).**

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. Consultants quoting on plan implementation should include this as a separate component.
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 an officer of the firm, 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 November 21, 2008**. 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 SCRFP. 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.

Lobbying: Consultants who apply or bid for an award of \$100,000 or more shall file the certification required by 49 CFR part 20, "New Restrictions on Lobbying." Each tier certifies to the tier above that it will not and has not used Federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any Federal contract, grant or any other award covered by 31 U.S.C. 1352. Each tier shall also disclose the name of any registrant under the Lobbying Disclosure Act of 1995 who has made lobbying contacts on its behalf with non-Federal funds with respect to that Federal contract, grant or award covered by 31 U.S.C. 1352. Such disclosures are forwarded from tier to tier up to the recipient.

Certification for Contracts, Grants, Loans, and Cooperative Agreements

(To be submitted with each bid or offer exceeding \$100,000)

The undersigned [Consultant] certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for making lobbying contacts to an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form--LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions [as amended by "Government wide Guidance for New Restrictions on Lobbying," 61 Fed. Reg. 1413 (1/19/96). Note: Language in paragraph (2) herein has been modified in accordance with Section 10 of the Lobbying Disclosure Act of 1995 (P.L. 104-65, to be codified at 2 U.S.C. 1601, *et seq.*)]

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by 31, U.S.C. § 1352 (as amended by the Lobbying Disclosure Act of 1995). Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

[Note: Pursuant to 31 U.S.C. § 1352(c)(1)-(2)(A), any person who makes a prohibited expenditure or fails to file or amend a required certification or disclosure form shall be

subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such expenditure or failure.]

The Consultant, _____, certifies or affirms the truthfulness and accuracy of each statement of its certification and disclosure, if any. In addition, the Consultant understands and agrees that the provisions of 31 U.S.C. A 3801, *et seq.*, apply to this certification and disclosure, if any.

Signature of Consultant's Authorized Official

Name and Title of Consultant's Authorized Official

Date

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., November 14, 2008.
- Pre-Award Protest due - (specify time and date).
- 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 Section 5311 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

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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 Executive Director of the SCRTPA will schedule the proposed contract for consideration by the SRTPA Board in December of 2008. The contract is not in force until it is awarded by the SCRTPA Board.

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
or

Dan Little, AICP, Executive Director
530-245-6819 or dlittle@co.shasta.ca.us