

STAFF REPORT



MEETING DATE:	April 25, 2017
SUBJECT:	Authorize Request for Proposals for the North State Express Connect Business Plan For Intercity Bus Service Between Redding and Sacramento
AGENDA ITEM:	#14
STAFF CONTACT:	Jennifer Pollom, Senior Transportation Planner

SUMMARY:

SRTA anticipates a \$223,203 award through the Caltrans Sustainable Transportation Planning Grant Program to develop a business plan for the *North State Express Connect* – a conceptual intercity bus network with a backbone service along I-5 between Redding and Sacramento and feeder services linking other North State communities. A request for proposals (RFP) for consultant services to complete the business plan has been prepared for distribution, pending the grant award announcement in late April 2017. Results will be used to attract capital and operating grant funds.

STAFF RECOMMENDATION:

It is recommended that the board of directors authorize the executive director to issue an RFP for the *North State Express Connect Business Plan* (attached), pending award of a Caltrans Sustainable Transportation Planning Grant.

DISCUSSION:

Background – Since 2014, SRTA and city of Redding staff have been discussing options for expanding intercity transportation to airports and passenger rail facilities in Sacramento and the Bay Area. The concept was initiated to complement interregional travel options and to provide better connections to state, national, and international destinations. To address this issue, SRTA – in coordination with the North State Super Region – sought capital funding for busses and associated infrastructure in April 2016 and studied the feasibility of enhanced intercity bus service. This study, called the Shasta Intercity Transportation to Sacramento and the Bay Area Study, was accepted by the board in December 2016.

Business Plan – A business plan is needed to improve North State access to large urban markets in Sacramento and beyond. It is envisioned that the intercity express bus service would provide Shasta, Modoc, Siskiyou, Lassen, Butte, Trinity, Tehama, Glenn, Lake and Colusa counties convenient access to Sacramento's airport, train station and downtown.

In November 2016, SRTA submitted a grant application to the Caltrans Sustainable Transportation Planning Grant Program entitled the *North State Express Connect Business Plan*. In anticipation of a grant award in late April 2017, the attached draft RFP for consultant services is provided for consideration by the board of directors.

Results of the business plan will be instrumental when pursuing future state and federal funding for capital and operating costs. The *North State Express Connect* has generated interest from the California State Transportation Agency and the San Joaquin Joint Powers Authority with whom SRTA staff have met several times in 2017. The San Joaquin JPA manages the Amtrak thruway bus service between Redding, Sacramento, and Stockton. A possible joint pilot project is under discussion for SRTA to receive a portion of the Amtrak thruway bus service funds for the *North State Express Connect* operations.

If the grant is successful and the board approves distribution of an RFP, staff will present a *North State Express Connect Business Plan* consultant services agreement at the June board meeting.

ALTERNATIVES:

The board of directors may modify the RFP or defer the item to the June meeting to request additional information.

OTHER AGENCY INVOLVEMENT:

Caltrans administers Sustainable Transportation Planning Program grants. During the project, SRTA will work with potential transportation and transit agency partners from across the North State and Sacramento. The Technical Advisory Committee (TAC) concurs with the staff recommendation.

FINANCING:

The total project cost is \$338,375. Consultant costs (up to \$223,203) will be funded through the grant, and required local match will be funded with Planning, Programing and Monitoring funds (\$67,677). SRTA will over match with Federal Metropolitan Planning (PL) or Federal Transit Agency 5303 Funds (\$47,495). Project funds are budgeted in the fiscal year 2017/18 Overall Work Program under Work Element 706.07 North State Express Connect Business Plan.



Daniel S. Little, AICP, Executive Director

Attachments: Draft RFP for the *North State Express Connect Business Plan*



REQUEST FOR PROPOSALS

North State Express Connect

Business Plan

Interested applicants must subscribe to SRTA's bid posting webpage to receive notices when information and possible RFP addenda become available.

RFP issued May 1, 2017

Proposals must be received no later than

5:00 PM on May 30, 2017

Shasta Regional Transportation Agency
1255 East Street, Suite 202
Redding, CA 96001
(530) 262-6190

KEY DATES AND CONTACT INFORMATION

PROCUREMENT SCHEDULE

Tasks	Deadline
Release RFP	May 1, 2017
Pre-Proposal Conference	2:00 PM, May 9, 2017
Interested Consultant Questions Due	5:00 PM, May 15, 2017
SRTA Response to Vendor Questions	May 17, 2017
Consultant Proposals Due	5:00 PM on May 30, 2017 (no postmarks accepted)
Evaluation and Ranking of Proposals	May 31-June 5 2017
Interviews (if necessary)	June 6-8, 2017
Consultant-SRTA Contract, including Budget and Scope of Work	June 6-12, 2017
SRTA Board of Directors Approval	June 27, 2017
Estimated Contract Start	July 3, 2017

PRE-PROPOSAL CONFERENCE

Please indicate your interest in the pre-proposal conference to the below contact via telephone or email.

Date: May 9, 2017
Time: 2:00 PM
Location: SRTA office (1255 East Street, Redding, CA 96001, Suite 202)
Call-in option: (866) 906-9888, participation code 8514637#

SRTA CONTACT INFORMATION

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INTRODUCTION

Shasta Regional Transportation Agency (SRTA) is the designated Metropolitan Planning Organization (MPO) for the Shasta County region. Member agencies are the cities of Anderson, Redding, and Shasta Lake, the county of Shasta and the Redding Area Bus Authority (RABA). Information regarding SRTA, regional plans and programs, and this procurement are available online at www.srta.ca.gov.

SRTA seeks proposals from qualified consultants to develop the business plan for an intercity bus network with a backbone I-5 service between Redding and Sacramento and feeder services linking North State counties – North State (NS) Express Connect.

This project is funded by SRTA and by the Federal Highway Administration (State Planning and Research, Part 1), through a [Caltrans Sustainable Transportation Planning Grant Program Strategic Partnerships award](#).

BACKGROUND AND PROJECT PURPOSE

Enhanced interregional transportation choices is an identified community need and goal of the 2015 Regional Transportation Plan for the Shasta Region (see Objective 3.2 of Goal #3). Similar objectives have been adopted by other regions in California's sixteen-county North State. A comprehensive plan is needed for integrated existing and new intercity services between the North State and large urban destinations. Efforts to date include:

- [A bid for capital funding](#) to purchase buses and associated infrastructure through the Transit and Intercity Rail Capital Program (April 2016). Though unsuccessful, extensive engagement and consensus occurred among North State regions.
- A small-scale (\$30K) enhanced intercity bus service study was completed (December 2016) known as the [Shasta Intercity Transportation To Sacramento And Bay Area Feasibility Study And Action Plan](#) (referred to as the 'Intercity Study' throughout this document).

The end goal is to support coordinated intercity feeder service from Shasta, Modoc, Siskiyou, Lassen, Butte, Trinity, Tehama, Glenn, Lake and Colusa counties to the Interstate 5 corridor with backbone express service between Redding and urban destinations located in Sacramento (i.e. airport, train station and downtown) and beyond by way of connectivity with other service providers.

SRTA is seeking a qualified consultant to complete the North State Express Connect Business Plan. The conceptual intercity express bus service is an innovative, environmentally friendly, secure, and technology-enabled service that runs four daily round-trips on battery electric buses between Redding and Sacramento on the backbone service and connects to feeder services to the more rural North State communities. To attract choice riders, once seated in a comfortable, secure armchair, passengers will have the option to connect to the internet using a free Wi-Fi service, and at any point throughout their ride, passengers will have the option to use the on-board restrooms.

The objective of the business plan is to describe the details of enhanced bus transit that provides meaningful connections for rural north state citizens to key Sacramento destinations, including the Amtrak Sacramento Valley Station, Sacramento International Airport and Downtown Sacramento. The planning details are needed to optimize the intercity service for users and to support the pursuit of state and federal funding for capital and operation expenses. The planning details will be developed in coordination with Catrans, California State Transportation Agency, San Joaquin Joint Powers Authority, and North State residents and stakeholders in counties along the Interstate 5 corridor and in rural counties that will be providing feeder service to this corridor.

The deliverables associated with this procurement will be instrumental when pursuing future state and federal funding for capital and operating costs.

The key tasks for NS Express Connect Business Plan are:

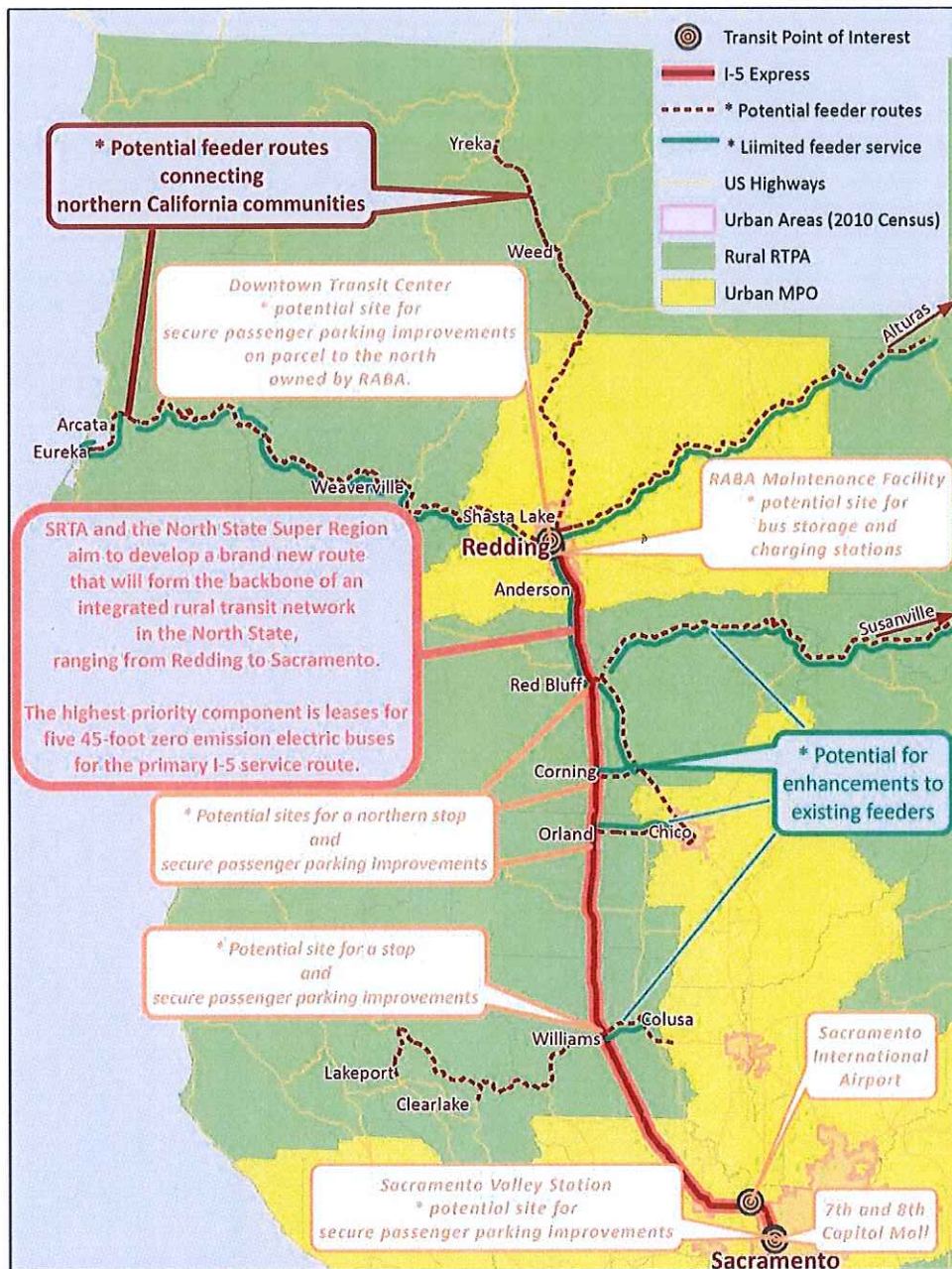
- State, Rail, and Super Region coordination
- Charging stations and downtime parking for battery electric buses
- Airport terminal and bus and train gate facilities access
- Ticketing structures and integration
- Ridership demand analysis, including 'big data' analysis
- Schedule coordination
- Secure passenger parking
- Maintenance facility contract or site improvements
- Fare structure and operating budget
- E-bus design needs and costs
- Final business plan

SRTA will be the primary responsible party. Additional partners on the project are:

- Amtrak and Amtrak Thruway
 - San Joaquin Joint Powers Authority
 - Capitol Corridor Joint Powers Authority
- Butte County Association of Governments & Butte Regional Transit
 - B-Line
- Caltrans Districts 1, 2, and 3
- Caltrans Division of Rail and Mass Transportation
- California State Transportation Agency
- Redding
 - Department of Public Works
 - Redding Area Bus Authority (RABA)
 - Redding Electric Utility (REU)
 - Redding Municipal Airport
 - Redding Civic Auditorium
 - Turtle Bay Exploration Park and Hotel
- Colusa County Transit Agency
- Glenn County Regional Transit Committee
 - Glenn Ride
- Greyhound
- Humboldt Transit Authority
- Lake Transit Authority
- Lassen Transit Service Agency (LTSA)
 - Lassen Rural Bus
- Modoc County Transportation Commission & Modoc Transportation Agency
 - Sage Stage
- North State Super Region (NSSR) and member MPOs & RTPAs
- Sacramento Regional Transit (SAC RT)
- Siskiyou County Local Transportation Commission
 - Siskiyou Transit and General Express (STAGE)
- Susanville Indian Rancheria Public Transportation Program (SIR Bus)
- Tehama County Transit Agency
 - Tehama Rural Area eXpress (TRAX)
- Trinity County Transportation Commission and Trinity County Board
- Trinity Transit

STUDY AREA

The NS Express Connect Business Plan will benefit the counties of Shasta, Modoc, Siskiyou, Lassen, Butte, Trinity, Tehama, Glenn, Lake, Colusa, and Sacramento by meaningfully connecting them to California's intercity public transportation system (see Project Area Map).



PROJECT AREA – NS Express Connect Service Area

RELATED ONLINE LINKS

Sustainable Transportation Planning Strategic Partnership grant application

<http://srta.ca.gov/DocumentCenter/View/3235>

Transit and Intercity Rail Capital Program grant application

<http://srta.ca.gov/DocumentCenter/View/3444>

Shasta Intercity Transportation To Sacramento and Bay Area Feasibility Study and Action Plan

<http://srta.ca.gov/DocumentCenter/Home/View/3280>

San Joaquin Joint Powers Authority Business Plan

<https://www.sjipa.com/Business-Plan>

PROJECT SCOPE OF WORK AND DELIVERABLES

To be considered responsive to this RFP, submitted proposals must include the tasks outlined below. However, SRTA is open to alternative approaches that meet all task deliverables, such as alternative tasks, additional tasks, innovative methods, etc., based on the consultant's expertise. If alternative approaches are included in a proposal, they must be provided in addition to scope of work outlined below, indicating whether each proposed task intended to supplant, modify, or augment these tasks and deliverables.

TASK 1: PROJECT INITIATION AND MANAGEMENT

A kick-off meeting with SRTA, Caltrans, and selected consultant will be held at the commencement of the project review background information and to establish and agree upon communication protocols, roles and responsibilities, and general assumptions. SRTA staff will explain and answer any questions regarding project deliverables, progress reports, and invoicing procedures.

DELIVERABLES:

- KICK-OFF MEETING BETWEEN SRTA, CONSULTANT AND CALTRANS
- PROJECT MANAGEMENT PLAN, INCLUDING THE ROLES OF THE PROJECT MANAGER AND OTHER PROJECT TEAM MEMBERS
- SCHEDULE OF PROJECT MEETINGS, INCLUDING COLLABORATION MEETINGS
- MONTHLY INVOICES ACCOMPANIED BY PROGRESS REPORTS SUMMARIZING WORK PERFORMED AND DRAFT/FINAL DELIVERABLES. INVOICING FORMAT AND OTHER DETAILS WILL BE DISCUSSED AND DOCUMENTED AT KICK-OFF MEETING.

TASK 2: STATE, RAIL, AND SUPER REGION COORDINATION

TASK 2.1 – STATE PARTNERSHIP COORDINATION

SRTA and consultant will initially meet with Caltrans District 1, 2, and 3; Division of Rail and Mass Transit; and the California State Transportation Agency to introduce the business plan contracted scope and schedule. Up to eight additional meetings or conference calls will be conducted to maintain a cohesive and focused approach meeting state goals.

DELIVERABLES: MEETING NOTES FROM INITIAL MEETING, UP TO EIGHT FOLLOW UP MEETINGS OR CONFERENCE CALLS

TASK 2.2 – RAIL AND PRIVATE PARTNERSHIP COORDINATION

SRTA and consultant will initially meet with San Joaquin Joint Powers Authority to introduce the business plan contracted scope and schedule. Similarly SRTA and consultant will initially meet with private industry (e.g. Greyhound). Up to eight additional meetings or conference calls will be conducted to maintain a cohesive and focused approach meeting state rail and intercity goals and objectives. As appropriate, Capital Corridor Joint Powers Authority will be encouraged to participate in meetings and conference calls.

DELIVERABLES: MEETING NOTES FROM INITIAL MEETINGS, UP TO EIGHT FOLLOW UP MEETINGS OR CONFERENCE CALLS

TASK 2.3 – SUPER REGION TRANSIT PARTNERSHIP COORDINATION

SRTA and consultant will introduce the business plan contracted scope and schedule at a scheduled North State Super Region meeting. Individual agency conference calls will be conducted to develop partnership agreements, schedule public outreach, develop integrated ticketing, and maintain a cohesive and focused approach meeting Super Region goals.

DELIVERABLES: MEETING NOTES FROM SCHEDULED SUPER REGION MEETING(S) AND INDIVIDUAL AGENCY CONFERENCE CALLS

TASK 3: E-BUS CHARGING STATIONS AND DOWNTIME PARKING

TASK 3.1 – SITE ANALYSIS AND RECOMMENDATION

The Intercity Study recommended locations for E-bus charging and overnight bus parking outside of Redding, e.g. the Sacramento Regional Transit bus storage lots beneath the Capital City Freeway. Consultant and SRTA will coordinate with local agencies and private property owners to develop a detailed suitability analysis for those locations. The suitability analysis will build on the strengths, weaknesses, opportunities, and threats (SWOT) analysis completed in the Intercity Study, (e.g. specifying the number and availability of bus parking spots, security improvements, existing utilities, etc.). If a location is not suitable, alternative locations will be suggested and analyzed.

DELIVERABLES: E-BUS CHARGING AND PARKING SITE SUITABILITY ANALYSIS

TASK 3.2 – COST ANALYSIS OF UTILITY REQUIREMENTS FOR PROPOSED E-BUS CHARGING LOCATIONS

Based on a refined list from Task 3.1, Consultant and SRTA will coordinate with local agencies, private property owners, and energy providers to develop capacity and cost analyses for charging locations.

DELIVERABLES: E-BUS CHARGING LOCATIONS CAPACITY AND COST ANALYSIS

TASK 3.3 – COST ANALYSIS OF INFRASTRUCTURE NEEDS FOR PROPOSED E-BUS DOWNTIME PARKING LOCATIONS

Based on a refined list from Task 3.1, Consultant and SRTA will coordinate with local agencies and private property owners to develop cost analyses for E-bus overnight and other downtime parking infrastructure needs other than E-bus charging needs (e.g. security, shade structures, etc.).

DELIVERABLES: E-BUS PARKING INFRASTRUCTURE COST ANALYSIS

TASK 4: AIRPORT TERMINAL AND BUS AND TRAIN GATES FACILITIES

TASK 4.1 – DOCUMENTING FACILITY ACCESS PROCESS

The Intercity Study recommended locations for beginning service, ending service and intermediate rural and urban stops. Locations, such as terminals at airports and gates at bus, and train stations, require access agreements and inspections or something similar in order to use their facilities. Consultant and SRTA will coordinate with local agencies and private property

owners to determine facility access requirements for the different stop locations. If a location is not suitable, alternative locations will be suggested and analyzed.

DELIVERABLES: FACILITIES ACCESS PROCESS DOCUMENTATION

TASK 4.2 – COST ANALYSIS FOR FACILITY ACCESS

Based on a refined list from Task 4.1, Consultant and SRTA will coordinate with local agencies and private property owners to develop facility access cost analyses – both initial and ongoing – for each location.

DELIVERABLES: FACILITIES ACCESS INITIAL AND ON-GOING COST ANALYSIS

TASK 5: TICKETING STRUCTURES AUDIT AND INTEGRATION RECOMMENDATION

TASK 5.1 – TICKETING STRUCTURES AUDIT

Many of the stop locations identified in the Intercity Study are multi-modal facilities that serve other existing public transportation services. Consultant and SRTA will coordinate with local agencies and public transportation providers to determine existing ticketing structures and to identify opportunities to implement integrated ticketing and transfer agreements.

DELIVERABLES: TICKETING STRUCTURE AUDIT

TASK 5.2 – ON-DEMAND AND SMART PHONE TICKETING

SRTA envisions the service to be technology-enabled with smart phone ticketing that considers users and their access requirements (e.g. luggage, wheel chair, service animal, bicycle, stroller, child's seat, etc.). As well, certain stop locations were identified as on-demand stops (i.e. the proposed NS Express Connect would only stop at some locations if someone is already ticketed to embark or disembark). Another technology needed for on-demand and customer service is bus location, such as Where's My Bus technology. Consultant and SRTA will provide a current review of smart ticketing and bus location options and describe in detail those options that are already in use in the North State. Consultant and SRTA will provide a path forward for on-demand, smart ticketing, technology for bus location and integration of technologies. The on-demand and smart ticketing require coordination with Task 10 – Fare Structure, specifically demand pricing.

DELIVERABLES: SMART TICKETING REPORT AND INTEGRATION PATH FORWARD

TASK 5.3 – COST ANALYSIS FOR TICKETING INTEGRATION

Based on findings and recommendations in Tasks 5.1 and 5.2, Consultant and SRTA will develop a cost analysis for smart ticketing integration for the NS Express Connect and integration with other public transportation providers (e.g. Amtrak, Capital Corridor, Altamont Corridor Express, YoloBus, BART, etc). The on-demand and smart ticketing require coordination with Task 10 – Fare Structure, specifically demand pricing.

DELIVERABLES: SMART TICKETING AND INTEGRATION COST ANALYSIS

TASK 6: RIDERSHIP DEMAND ANALYSIS (INCLUDES DATA PURCHASE)

TASK 6.1 – BIG DATA TO PINPOINT CURRENT RIDER HABITS

SRTA will coordinate with consultant for a ‘big data’ purchase to better analyze ridership habits and needs. For example, the data purchase could focus on North State travel to the Sacramento airport and train station.

DELIVERABLES: BIG DATA PURCHASE

TASK 6.2 – RIDERSHIP DEMAND ANALYSIS

The Intercity Study developed NS Express Connect ridership projections for a ten-county area. Based on the data purchase in Task 6.1, Consultant and SRTA will coordinate with local agencies and private or non-profit stakeholders in those counties to better project ridership demand.

DELIVERABLE: RIDERSHIP DEMAND ANALYSIS AND STAKEHOLDER CONSENSUS

TASK 6.3 – PUBLIC OUTREACH

Consultant and SRTA will coordinate with local agencies and public transportation providers to present project concept to potential users in the North State at meetings open to the public such as agency meetings and chamber of commerce meetings. SRTA will coordinate with local agencies and public transportation providers to present and receive public input at existing, well-attended events in rural areas, e.g. county fairs. Consultant will describe the outreach effort including relevant input in an outreach report.

SRTA will work with local North State agencies and use [2016 Shasta Participation and Partnership Plan \(Title V1\)](#) public outreach toolbox to reach out to under-represented community members and those with language barriers.

DELIVERABLE: OUTREACH REPORT

TASK 7: SCHEDULING COORDINATION

TASK 7.1 – ANALYZE EXISTING SCHEDULES AND IDENTIFY POTENTIAL FOR SCHEDULING COORDINATION

The Intercity Study developed an initial coordinated schedule with the other multi-modal facility stop locations. Consultant and SRTA will coordinate with rural, small urban, and large urban public transportation providers to fine tune the initial coordinated schedule, considering things such as timing needs, ridership identified in Task 6.2, and facilities' bus bay availability.

DELIVERABLE: COORDINATED SCHEDULE AND TWO ALTERNATIVES

TASK 8 SECURE PASSENGER PARKING

TASK 8.1 – PASSENGER PARKING INFRASTRUCTURE IMPROVEMENTS

The Intercity Study identified passenger parking locations for beginning service, ending service and intermediate stops for the backbone of the NS Express Connect bus route. Consultant and SRTA will coordinate with local agencies and private property owners regarding secure parking infrastructure needs.

DELIVERABLE: MOCKUPS AND DESCRIPTIONS OF PARKING INFRASTRUCTURE IMPROVEMENTS

TASK 8.2 – COST ANALYSIS FOR SECURE PARKING INFRASTRUCTURE IMPROVEMENTS

Based on findings and recommendations in Tasks 8.1, Consultant and SRTA will develop cost analyses – both initial and ongoing – for infrastructure improvements needed at each passenger parking location.

DELIVERABLE: SECURE PASSENGER PARKING FACILITIES COST ANALYSIS

TASK 9: MAINTENANCE FACILITY CONTRACT OR SITE IMPROVEMENTS ANALYSIS

TASK 9.1 – REDDING MAINTENANCE FACILITY FOR BUSES, INCLUDING OVERNIGHT BUS STORAGE

Consultant will coordinate with SRTA, RABA, and Transdev (RABA's contract service provider) to analyze infrastructure and administrative requirements for the NS Express Connect buses to be maintained and parked at RABA's maintenance yard. The consultant will coordinate with SRTA to develop an optional maintenance and bus storage location if the RABA yard has administrative or capacity limitations.

DELIVERABLE: RABA MAINTENANCE YARD INFRASTRUCTURE, ADMINISTRATIVE AND CONTRACTOR NEEDS REPORT, AS WELL AS AN OPTIONAL MAINTENANCE AND BUS STORAGE LOCATION NEEDS REPORT

TASK 9.2 – COST ANALYSIS FOR RABA IMPROVEMENTS AND OPTIONAL INDEPENDENT CONTRACTOR

Based on findings and recommendations in Tasks 3 and 9.1, Consultant and SRTA will develop a cost analyses for infrastructure improvements needed at RABA's maintenance yard and contractor costs to maintain the E-buses. Consultant and SRTA will also develop a second cost analysis for an independent contractor to maintain the E-buses at another location.

DELIVERABLE: MAINTENANCE YARD AND BUS STORAGE COST ANALYSIS FOR RABA MAINTENANCE YARD AND FOR INDEPENDENT CONTRACTOR

TASK 10: FARE STRUCTURE AND OPERATING BUDGET

TASK 10.1 – FARE STRUCTURE

The Intercity Study described that longer intercity trips are to be encouraged in developing the NS Express Connect. Based on ridership demand projections in Task 6.2, Consultant and SRTA will coordinate with local agencies to develop a fare structure that should prioritize longer range trips over short trips close to urban centers and describe demand pricing options to prioritize longer trips. The fare structure and demand pricing require coordination with Task 5 – Ticketing.

DELIVERABLE: FARE STRUCTURE THAT ENCOURAGES LONGER TRIPS AND INCLUDES DEMAND PRICING

TASK 10.2 – OPERATING BUDGET

Using details in the Intercity Study and costs analyses provided in prior tasks, consultant will develop an operating budget for the NS Express Connect service.

DELIVERABLE: OPERATING BUDGET

TASK 11: E- BUS NEEDS AND COSTS ANALYSIS

TASK 11.1 – E-BUS NEEDS

SRTA's 2016/17 Transit and Intercity Rail Capital Program grant application made inroads on capital costs needed for E-bus purchase or lease. Consultant and SRTA will coordinate with backbone and feeder service stakeholders, private E-bus manufacturers, and existing E-bus public transportation providers to identify initial (e.g., bus build design with restrooms, wheelchair spots, bicycle racks, bus purchase or lease agreement, etc.) and ongoing capital needs (e.g. WiFi, service needs warranty).

DELIVERABLE: E-BUS CAPITAL NEEDS INVENTORY

TASK 11.2 – CAPITAL COST ANALYSES

Using details in Task 10.1, Consultant and SRTA will develop costs analyses for E-bus purchase and optional E-bus lease programs that capitalize many of the ongoing costs.

DELIVERABLES: E-BUS PURCHASE AND OPTIONAL LEASE COST ANALYSIS

TASK 12: FINAL BUSINESS PLAN

TASK 12.1 –FINAL BUSINESS PLAN STRUCTURE

Consultant and SRTA will coordinate on the structure of the final business plan through iterative drafts of a plan table of contents that will include – at a minimum – sections for an executive summary; introduction; roles and responsibilities; public outreach; expected performance;

service integration; operating plan; capital improvement program; fare structure; action plan (including marketing, outreach and advocacy recommendations); and performance standards.

DELIVERABLE: PLAN TABLE OF CONTENTS

TASK 12.2 – COMPILATION OF PRIOR TASKS INTO PLAN SECTIONS

Consultant and SRTA will coordinate on the compilation of Tasks 2 – 11 into the final plan structure through an iterative plan outline. The outline will map how Task 2 – 11 deliverables will be included in the final business plan.

DELIVERABLE: PLAN OUTLINE

FINAL BUSINESS PLAN

Based on plan tables of contents and plan outline in Tasks 12.1 and 12.2, Consultant will develop a draft business plan (in Microsoft Word) that will sequentially be reviewed and edited by the Consultant a minimum of two reviews by SRTA staff; next, a broader review by collaborators; and finally, a draft review by SRTA's technical advisory committee and collaborators. The Consultant will address all edits and comments suggested by SRTA staff, collaborators, and the technical advisory committee into a draft final business plan that will be presented to the SRTA Board of Directors for their approval. The Consultant will present the draft final plan at a SRTA Board of Directors' meeting and answer questions.

DELIVERABLES:

- INITIAL DRAFT PLAN
- DRAFTS OF THE PLAN (MINIMUM FOUR) ADDRESSING EDITS DESCRIBED IN REVIEWS ABOVE
- DRAFT-FINAL NORTH STATE EXPRESS CONNECT BUSINESS FOR BOARD
- PRESENTATION OF DRAFT-FINAL NORTH STATE EXPRESS CONNECT BUSINESS TO BOARD JOINTLY WITH SRTA STAFF
- ADOPTED NORTH STATE EXPRESS CONNECT BUSINESS IN ELECTRONIC FORMAT (E.G. MICROSOFT WORD & EXCEL, ADOBE PDF, OR OTHER AGREED UPON FORMAT)
- 10 COLOR COPIES OF ADOPTED NORTH STATE EXPRESS CONNECT BUSINESS

- ALL PROJECT DELIVERABLES IN A WELL-ORGANIZED ELECTRONIC FILE STRUCTURE AND FORMAT (E.G. MICROSOFT WORD, MICROSOFT EXCEL, ADOBE PDF, OR OTHER AGREED UPON ELECTRONIC FORMAT), INCLUDING RAW AND FINAL DATA, CALCULATION SPREADSHEETS AND SUPPORT FILES

DRAFT

TIMELINE

An anticipated/estimated project schedule is provided at the end of this document as Attachment A.

PROPOSAL CONTENTS

At a minimum, the following information should be included and clearly labeled:

1. Transmittal letter--signed by an officer who may contractually bind the business, including a description of the firm. The proposal shall be a firm offer for a minimum of 90 days, and contain a statement to that effect. The proposal shall contain a statement that all activities performed within the proposed scope of work, notwithstanding SRTA unforeseen needs, will be performed at a not-to-exceed price.
2. Statement of understanding of the project and scope of work.
3. Discussion of project management approach and technical approach.
4. List of the personnel on the proposed project team, including a summary of their qualifications and work experience (resumes may be included as an attachment). This includes sub-consultants proposed for use.
5. Representative list of similar projects completed within the last five years including: project description and services provided, budget and schedule performance, and contact information for the client reference.
6. Work plan and schedule to complete the project scope of work identifying milestones and deliverables.
7. Cost proposal, including: fee schedule by personnel and materials; cost by task; and total cost to complete the project. Alternative approaches not requested in this RFP's scope of work should be clearly marked as such. The cost proposal shall be fully inclusive of all services, overhead, and direct expenses.

PRE-PROPOSAL CONFERENCE

A pre-proposal conference will be held as follows:

Date: May 9, 2017
Time: 2:00 PM
Location: SRTA office (1255 East Street, Redding, CA 96001, Suite 202)
Call-in option: (866) 906-9888, participation code 8514637#

Written questions concerning this RFP not addressed during the pre-proposal conference may be submitted via email no later than 5:00 PM on May 15, 2017, to Jennifer Pollom, Senior Planner, at srta@srta.ca.gov.

SCHEDULE

Tasks	Deadline
Release RFP	May 1, 2017
Pre-Proposal Conference	2:00 PM, May 9, 2017
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SRTA Board of Directors Approval	June 27, 2017
Estimated Contract Start	July 3, 2017

Interested consultants are responsible for subscribing to SRTA's bid posting webpage at <http://www.srta.ca.gov/bids.aspx> in order to receive addenda to this RFP and responses to questions.

PROPOSAL EVALUATION

A panel will be formed to evaluate the proposals, and make a recommendation in consultation with the executive director, which will then go to the SRTA Board of Directors for approval. The proposal evaluation will be based on the scoring criteria presented in the following table.

In unusual circumstances where a recommendation cannot be made based on the proposals alone, the highest ranked consultants may be invited to an interview. Should interviews be held, SRTA will provide a list of questions and evaluation criteria before the interviews. Presentations will be allowed, with a specified time limit.

PROPOSAL SCORING CRITERIA

Criteria	Scoring Weight %
Thoroughness of proposal and meeting the RFP project scope of work and the project's overarching objectives	40
Qualifications and similar experience of the consulting firm and project team	20
Local knowledge demonstration of North State Super Region and Sacramento Valley public and intercity transit options	15
Innovative ideas to meet RFP objectives	10
DBE participation level	5
References	10

CONTRACT AMOUNT AND AWARD

The anticipated start date is July 3, 2017, with a July 31, 2020 contract expiration. The project will not be on-going for three years; the contract term is three years to align with the grant award timeframe. Consultant selection will be based on a combination funding availability and the value of the services to be provided. SRTA has programmed \$338,375 for both consultant and staff time and material purchases. Of the total, the grant award for \$223,203 is expected to cover consultant costs.

Barring any delays (i.e. the need for a budget amendment, extension of the RFP response date, etc.), the SRTA Executive Director will schedule the proposed technical services agreement for

consideration by the SRTA Board of Directors on June 27, 2017. The agreement is not in force until approved by the SRTA Board of Directors and written authorization to proceed is provided to the selected consultant.

STANDARD CONSULTING AGREEMENT

SRTA's standard Technical Services Agreement (TSA) will be used for the agreement between SRTA and the selected consultant. SRTA's TSA template is provided by separate attachment to the RFP distribution.

PROTEST PROCEDURE

All protests, signed by the protesting party, must be in writing within three (3) business days from the results notification and be addressed to the SRTA Executive Director. Include a description of the expected relief or corrective action in the protest. The protest should stipulate an issue of fact concerning the following points:

- A matter of bias, discrimination, or conflict of interest on the part of an evaluator(s);
- Errors in computing the score; and/or
- Non-compliance with procedures described in this RFP or SRTA's established policies.

SRTA will only consider protests based on the above points. SRTA will reject protests without merit if they address issues such as an evaluator's professional judgment on the objective quality of a proposal. The SRTA Executive Director will review and respond to protests within five (5) business days from receipt. Protests considered unresolved by the protesting party will be forwarded to the SRTA Board of Directors either at the meeting at which the subject contract is under consideration, or at a subsequent meeting.

DEBRIEFING

SRTA will provide an informal debriefing to interested consultants not selected for this contract, once a final contract has been negotiated and executed.

PROPOSAL SUBMITTAL

Please submit consultant proposals to:

Shasta Regional Transportation Agency

Attn: Jennifer Pollom

1255 East Street, Suite 202

Redding, CA 96001

srta@srta.ca.gov

Submittals must be received at the SRTA office before **5:00 PM on May 30, 2017**. No proposals will be accepted after this time. **Postmarks are not acceptable**. Consultants may submit their proposal by email or by mail, or delivery service. Proposal receipt will be acknowledged by email.

The cost of preparing and submitting a proposal, pre-contract meetings, and participating in an interview—if held—are at the sole expense of the proposer. SRTA reserves the right to reject any or all proposals, and to waive any informality, technical defect, or clerical error in any proposal at SRTA's discretion. Solicitation of proposals in no way obligates SRTA to contract with any firm or individual. The decision to approve and award a contract is at the discretion of SRTA.

Public Records Act: All proposals submitted in response to the RFP will become the exclusive property of SRTA. At such time the SRTA Executive Director recommends a proposal to the board of directors and such recommendation appears on the board agenda, all proposals submitted in response to the RFP shall become a matter of public record and shall be regarded as public records. **If there are any trade or proprietary secrets included by the consultant, the consultant may provide a different copy of the proposal that would be acceptable to release to the public. If an alternate document is not made available to SRTA by the consultant, then the original proposal, as submitted, will be released as requested.** Proprietary information can include secret formulas, processes, and methods used in production. It can also include a company's business and marketing plans, salary structure, customer lists, contracts, and details of its computer systems. In some cases, the special knowledge and skills that an employee has learned on the job are considered to be a company's proprietary information.

Modification or Withdrawal of Proposal: Any proposal received prior to the deadline may be withdrawn or modified either personally, through e-mail, or by written request of the consultant. To be considered, the modification must be received in writing (email acceptable) prior to the deadline. Proposals may be withdrawn following the proposal deadline for good cause; please consult with the RFP contact person to discuss this.

RFP Addendum or Addenda: Any changes to the RFP will be made by written addenda issued by SRTA, and shall be considered part of the RFP. The RFP deadline may be extended dependent upon the nature of the changes issued. Upon issuance, such addenda shall be incorporated into the agreement documents, and shall prevail over inconsistent provisions of earlier issued documentation. Any addenda will be posted on-line only. 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. In no event will SRTA modify the RFP with less than five (5) days remaining to the deadline, without extending the RFP deadline.

Verbal Agreement or Conversation: No prior, current, or post-award verbal conversations or agreement(s) with any officer, agent, or employee of SRTA 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 SRTA. The contract for this service is contingent upon the provision of these funds to SRTA. In the event these funds are reduced or eliminated, SRTA reserves the right to terminate or revise any contract.

DBE Requirement: SRTA has determined that disadvantaged business enterprises, as defined in 49 CFR Part 26, will have the opportunity to compete fairly for contracts financed, in whole or in part, with federal funds. SRTA has a disadvantaged business enterprise (DBE) goal of 5.1% for federal fiscal years 2015/2016/2017. SRTA encourages respondents to include the participation of DBE businesses within your proposal.

Equal Employment Opportunity/Affirmative Action: In awarding a contract to a consultant, SRTA includes language within the contract which requires the consultant to certify their compliance with federal regulations.

Attachment A

		Fiscal Year 2017/18						FY 2018/19						FY 2019/20																							
Task Number		J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J
1	Project Initiation and Management																																				
2	State, Rail, and Super Region Coordination																																				
2.1	State Partnership Coordination																																				
2.2	Rail and Private Partnership Coordination																																				
2.3	Super Region Transit Partnership Coordination																																				
3	Site and energy analysis for E-bus charging stations and down																																				
3.1	Site analysis and recommendation																																				
3.2	Cost analysis of utility requirements for proposed E-bus charging locations																																				
3.3	Cost analysis of infrastructure needs for proposed E-bus downtime parking locations																																				
4	Facilities access process and cost analysis																																				
4.1	Documenting facility access process																																				
4.2	Cost analysis for facility access																																				
5	Ticketing structures audit and integration recommendation																																				
5.1	Ticketing structures audit and integration recommendation																																				
5.2	On-demand and smart mobile ticketing																																				
5.3	Cost analysis for ticketing integration																																				
6	Ridership demand analysis (includes data)																																				
6.1	Big data to pinpoint current rider habits																																				
6.2	Ridership demand analysis																																				
6.3	Public outreach																																				
7	Scheduling coordination																																				
7.1	Analyze existing schedules and identify potential for scheduling coordination																																				
8	Secure passenger parking																																				
8.1	Passenger parking infrastructure improvements																																				
8.2	Cost analysis for secure parking infrastructure improvements																																				
9	Maintenance facility contract or site improvements analysis																																				
9.1	Redding maintenance facility for buses, including overnight bus storage																																				
9.2	Cost analysis for RABA improvements and optional independent contractor																																				
10	Fare structure and operating budget																																				
10.1	Fare structure																																				
10.2	Operating budget																																				
11	E-bus needs and costs analysis																																				
11.1	E-bus needs																																				
11.2	Capital cost analyses																																				
12	Final Business Plan																																				
12.1	Final Business Plan Structure																																				
12.2	Compilation of prior tasks into a final business plan																																				
12.3	Final Business Plan																																				