

STAFF REPORT



MEETING DATE:	December 13, 2016
SUBJECT:	Authorize the Executive Director to Issue a Request for Proposals for Public Transit Services Related to the Consolidated Transportation Services Agency
AGENDA ITEM:	5-8
STAFF CONTACT:	Dan Little, AICP, Executive Director

SUMMARY:

SRTA's contract with Shasta Senior Nutrition Program (SSNP) for public transit services beyond the RABA service area expires at the end of June. A new contract is needed subject to a competitive bid process. A preliminary draft request for proposals (RFP) is provided for board consideration.

STAFF RECOMMENDATION:

It is recommended that the board of directors authorize the executive director to issue an RFP for the provision of public transit services related to the Consolidated Transportation Services Agency (CTSA).

DISCUSSION:

Under contract to SRTA, Shasta Senior Nutrition Program (SSNP) provides CTSA transit services for the Shasta region in areas not covered by the Redding Area Bus Authority (RABA). Approximately 17,000 passenger trips are provided annually, primarily to seniors and persons with disabilities. SSNP provides up to 35% in matching funds through other social service programs.

The contract expires on June 30, 2017. Standard procurement practices include the regular evaluation of service providers and periodically going out to bid for contract work. There may be interest from other public transit providers, including non-profits, to provide the service; however, a new contractor would have to provide all vehicles needed for the service. SRTA intends to develop agreements going forward where any new vehicles purchased with public funds for the contracted services could be transferred to a new service provider.

The budget is determined annually. The current-year budget is \$280,000. The RFP leaves the pricing structure open to vendor proposals and final contract negotiation because vendors may be able to offer innovative ideas that incentivize higher quality and more cost-effective services. This pricing structure would differ greatly depending on if the vendor is a non-profit or for-profit provider.

Results of the procurement process will be presented to the board of directors at the February or April meeting. Due to the large capital start-up needs to provide the service, the RFP provides for an initial five-year contract, with options to extend for up to five additional years.

ALTERNATIVES:

The board of directors may request specific modifications to the attached scope of work or contract term, or request additional information.

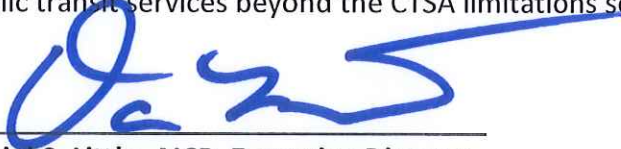
OTHER AGENCY PARTICIPATION:

SRTA staff will invite Caltrans District 2 and RABA staff to evaluate proposals received.

FINANCING:

Similar to RABA, the operating budget would be determined annually by the SRTA Board of Directors as part of the unmet transit needs process. In the 2016-17 year, approximately \$280,000 was budgeted for CTSA transit operations.

SRTA may budget up to five percent of Local Transportation Funds for CTSA services or about \$350,000 annually. Under this RFP, SRTA may provide additional funds through grants or other means for other public transit services beyond the CTSA limitations set forth in the Transportation Development Act.



Daniel S. Little, AICP, Executive Director

Attachment: Preliminary Draft Request for Proposals

REQUEST FOR PROPOSALS **(Preliminary Draft)**

Public Transit Provider for Consolidated Transportation Services Agency and Other Related Public Transit Services

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

RFP issued ///

Proposals must be received no later than
5:00 PM on ///

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



2016 SRTA Board Members and Agency Partners

Board Members

Leonard Moty, Chair
Greg Watkins, Vice Chair
Susie Baugh
Francie Sullivan
Pam Giacomini
David Kehoe
Kristen Schreder

Affiliation

County of Shasta
City of Shasta Lake
City of Anderson
City of Redding
County of Shasta
County of Shasta
Redding Area Bus Authority

Preliminary Draft

Introduction

The Shasta Regional Transportation Agency (SRTA) is the designated Metropolitan Planning Organization (MPO) for the Shasta 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 vendors to provide Consolidated Transportation Services Agency (CTSA) public transit services, and potentially other similar transit services, within the Shasta Region. SRTA staff anticipates requesting a five-year contract, with options for extensions for a total of up to five additional years.

The resultant vendor contract would be primarily funded by the Transportation Development Act's (TDA's) Local Transportation Fund (LTF). SRTA may annually provide up to 5% of LTF for CTSA provision, through Article 4.5 of TDA, Claims for Community Transit Services. Other fund sources, including grants, may also be considered.

Background

CTSAs are designated by local transportation commissions (LTCs) such as SRTA pursuant to Assembly Bill (AB) 120 to achieve the intended transportation coordination goals of that act. The goal of AB 120 is *"to improve transportation service required by social service recipients by promoting the consolidation of social service transportation services."*

SRTA has a contract with Shasta Senior Nutrition Program (SSNP), a subsidiary of Dignity Health, through June 30, 2017, for the provision of CTSA transit services in the Shasta Region. Periodically, the contract must be competitively bid to ensure SRTA is receiving the best value. SRTA currently provides the service coordination aspect of CTSA designation.

CTSA services are safety net services intended to complement and not duplicate services provided by the Redding Area Bus Authority (RABA). RABA is the region's primary public transit operator serving the region's three cities and surrounding suburban areas.

CTSA services are limited to 5% of the region's Local Transportation Fund revenues which are about \$350,000 annually. Over the term of this agreement, similar services that are not CTSA eligible may be considered. The operational budget is currently \$280,000 and is approved annually by the SRTA Board of Directors.

Geography & Study Area

The Shasta Region is located at the geographic center and transportation crossroads of California's North State. The nearest large city is Sacramento, 160 miles to the south on the Interstate 5 corridor, while the Oregon state line lies 100 miles due north. The region occupies the northern part of the Sacramento Valley and includes southern portions of the Cascade mountain range. The region has an area of 3,785 square miles. The Shasta Region has an urbanized area which contains the cities of Anderson, Redding and Shasta Lake. The region is home to approximately 180,000 residents, about 80% of which live in the south-central urbanized area along I-5. Redding is the county seat and the region's primary socio-economic center.

The region is largely rural in character and geographically separated from other California metropolitan regions. Its population is one of the most dispersed in the state, having 49 persons per square mile compared to the statewide average of 239.

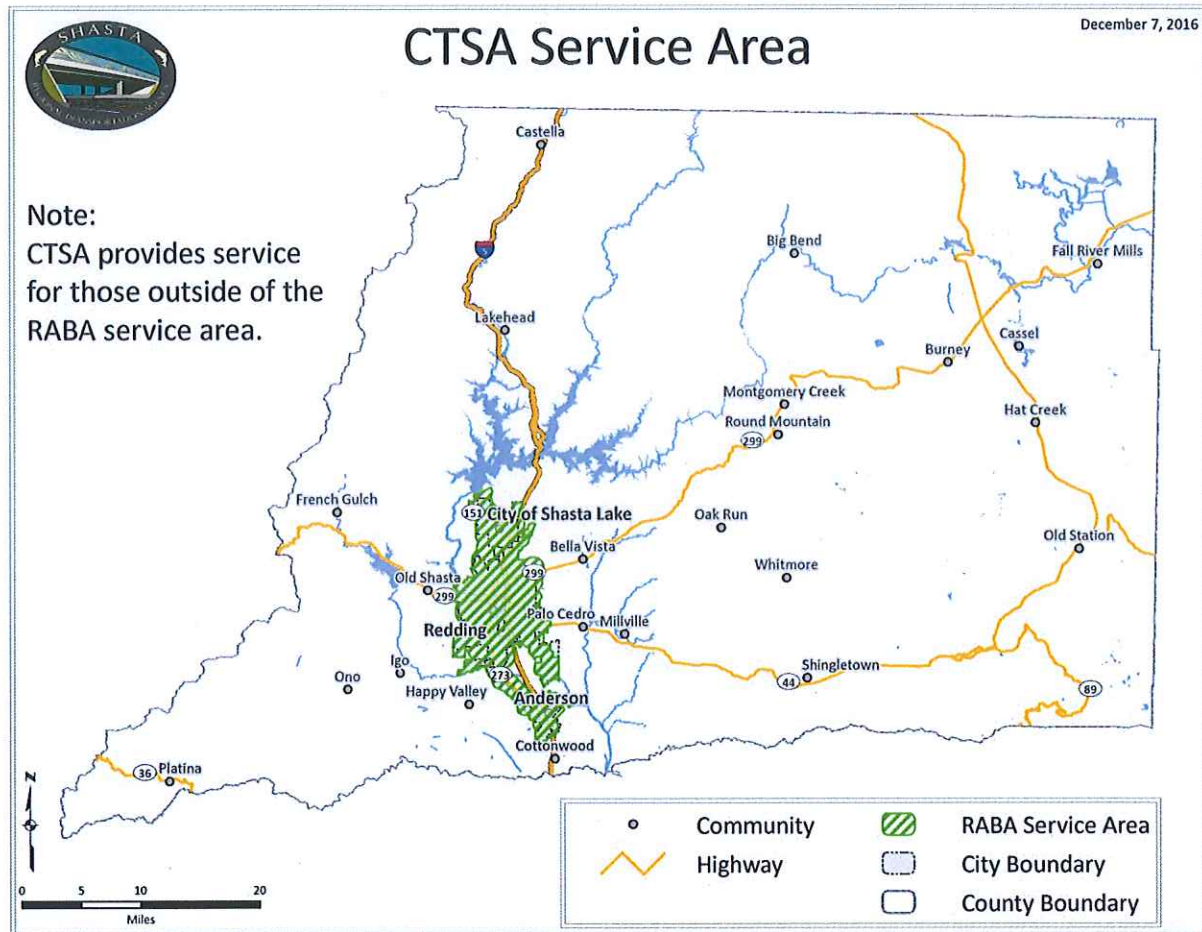
The population in the Shasta Region is getting progressively older and the region, due to a lower-than-average cost of living, has drawn a growing number of retirees from more urban areas of California. Many of these retirees are moving into rural communities within the county that are less likely to be well served by public transit.

Along with the primary I-5 corridor, state highways in the county include State Routes (SRs) 36, 44, 89, 151, 273 and 299.

Geographic elevations range from 425 feet on the valley floor to over 10,000 feet in Lassen Volcanic National Park. The region is surrounded by mountains to the west, north, and east. The Sacramento River flows through the center of the region and down the Sacramento Valley to the south. These attributes have contributed to the region's establishment as a center for recreation and tourism.

Figure 1 shows the topography and state highway/interstate layout of Shasta County.

Figure 1 – General Study Area



Project Scope of Work

SRTA is seeking a creative vendor, able to mesh with other ones, to provide public transit services within the Shasta Region subject to Consolidated Transportation Services Agency (CTSA) provisions under the state Transportation Development Act. Similar transit services beyond CTSA limitations may be considered over the term of this agreement subject to annual budget approval by the SRTA Board of Directors.

Intent - SRTA's intent is to maintain a transit service that optimizes all transportation resources in the community, particularly those other than traditional fixed route systems. SRTA desires a CTSA transportation service that:

1. Provides service links to intra-community origins and destinations.
2. Responds to transportation needs currently not being met in the region.
3. Integrates with existing transit services, where appropriate.
4. Is in compliance with AB 120 by improving the effectiveness, efficiency and quality of travel services being delivered while avoiding service overlaps.

5. Aggressively pursues grants or can offer other matching funds to increase service and minimize the TDA subsidy per passenger trip.

Minimum Service Area, Service Hours, and Level of Service - The qualified vendor will:

1. Supply vehicles, personnel, fuel, maintenance and operations necessary to provide transportation services in the Shasta Region outside of the RABA demand response service area.
2. Except for major holidays, the service hours, at a minimum, shall be Monday through Friday, for an average of eight hours daily.
3. The service area, at a minimum, shall include those areas identified in SRTA's annual Transit Needs Assessment as Palo Cedro, Happy Valley, Millville, Burney, Fall River Mills, Igo-Ono, Cottonwood, and the outlying areas of Redding, Anderson and Shasta Lake City. The vendor may provide services with both the trip origin and destination within the RABA service area with prior written permission from SRTA finding that the service meets all other CTSA criteria and cannot reasonably be provided by RABA. The bidder is encouraged to serve additional areas with approval by SRTA and an evaluation of the services impact to meeting performance standards. Such findings may also be included in SRTA's annual unmet needs documentation or by the SRTA Board of Directors. For all other trips with both the origin and destination within the RABA service area, the vendor will not be reimbursed using CTSA funds. The vendor may elect to deny service to a passenger or area outside the minimum service area where the cost of the trip would be unreasonable.
4. Provide curb-to-curb or door-to-door services primarily to individuals over the age of sixty and disabled individuals over eighteen. This is the priority service population for CTSA services. Any non-disabled individual under sixty will be served when space permits. The vendor will demonstrate a willingness to provide licensed drivers authorized to transport children and will indicate a date by which this will occur, if not already included in the vendor operation.

Service Expansion – It is SRTA's intent to provide the maximum level of service within CTSA limitations and/or established performance standards. This includes expanded service areas, service hours, and enhanced levels of service. Bidders are encouraged to discuss capabilities and propose pricing incentives and other measures to meet this intent.

Maximum TDA Subsidies Per Passenger Trip - The average annual TDA subsidy per passenger trip should not exceed \$18.60, indexed annually at a commonly accepted rate to be determined at the time of contract. If the applicable standard is not met, SRTA will meet with the vendor to review the cause. SRTA may change the standard if it is determined to be unreasonable. If the applicable standard cannot be met, SRTA will set forth a method and a timeframe for compliance. If the vendor still cannot meet the standard, it will be reviewed by the SRTA Board of Directors which may deny reimbursement above the applicable maximum per passenger trip reimbursement rate.

Reporting - The service provider will be required to submit monthly reports which contain the following:

- a) Operating cost by type, including depreciation and total personnel cost for drivers and fleet maintenance, and cost for CTSA administration
- b) Total operating costs broken down by fund source: TDA share, fare box revenue, and other grants
- c) Service Hours
- d) Operating Days
- e) Service Miles
- f) Passenger Trips
- g) The Average Rate of Occurrence of Passengers Each Hour of the Operating Day
- h) Denied Trips and Reasons for Denial (monthly)
- i) Number of Missed Trips (a failure of the vehicle to show up) and no-shows (when the vehicle arrived on time and the rider did not show up or cancel in advance) (quarterly)
- j) Daily Originations and Destinations of Passenger Trips (provided quarterly)
- k) Log of Passenger Complaints and Resolution or Actions Taken (provided quarterly)

Performance Goals and Existing Performance - Prospective bidders must discuss capabilities and should propose pricing incentives and other measures to meet either the current levels of performance or the performance goals stated below. Bidders should state what levels are achievable for each goal and provide justification:

Performance Goals	Goals	12-Month Average (Nov 2015 - Oct 2016)
Fare Box Ratio	10%	8%
Passengers per Hour	2.74	2.25
Cost per Service Hour	\$42.58	\$49.18
Average Annual TDA Subsidy per Trip	\$11.43	\$15.75
Passengers per Service Mile	0.2	0.17
Denied Trips	0	0
Number of Complaints	0	0
Number of Missed Trips	0	0
Match of CTSA Operations Budget from non-TDA or Fare Box Resources	25%	42%
Vehicle purchases from 100% non-TDA resources unless a grant requires a particular match	No TDA funded vehicles	No TDA funded vehicles

Public Information and Website – The successful bidder will be required to maintain a website containing all appropriate information of the services provided.

Technology Incentives – SRTA intends to incentivize the use of advanced transit technologies involving on-demand services, low- or zero-emission vehicles and infrastructure, ticketing, dispatching, safety and performance monitoring and reporting. At a minimum, SRTA may exempt expenditures for such technology from calculation in the performance standards for an initial period. SRTA would also work with the service provider to obtain grants for such technology. Bidders are encouraged to discuss capabilities and propose pricing incentives and other measures to meet this intent.

Non-CTSA Services, General Public Use, and Coordination with other Services – SRTA may engage the vendor to provide additional services beyond those eligible for CTSA funding as part of SRTA's annual unmet transit needs process. These may include transit services open to the general public. The vendor shall actively coordinate with other transit providers and seek opportunities to consolidate or share resources. The vendor will be expected to participate as a member of SRTA's Social Services Transportation Advisory Council (SSTAC) which reviews the region's current transit service delivery, opportunities

to identify and discuss service overlaps and to brainstorm ideas to meet service gaps. SRTA bidders are encouraged to discuss capabilities, pricing incentives and other measures to meet this intent.

Vehicles – SRTA does not own vehicles to provide CTSA services. SRTA, over several years, intends to work with the vendor to seek grants and provide other SRTA funds to establish a dedicated fleet to the services provided herein. For vehicles purchased with public funds during the term of the agreement, SRTA will need to establish a legal framework to ensure the vehicles can transfer to a different service provider under a subsequent agreement. In the interim, the bidder will need to provide and maintain a minimum of six ADA compliant vehicles with a capacity of eight to twelve passengers. Bidders need to discuss vehicle fleet capabilities at startup and propose measures to assist SRTA with the acquisition of new vehicles over the term of this agreement.

Fare Structure, Matching Funds, and Grants - The vendor will propose fares, subject to approval by the SRTA executive director, and may charge a higher fare for certain outlying areas, or for an improved level of service. Matching funds are also encouraged which can be realized by combining other social service provider resources or utilization of grants. Bidders are encouraged to propose match, pricing incentives and other measures to meet this intent.

Pricing and Payment – Vendor pricing and the payment structure will vary by the type of service provider and the type of service or service funding (i.e., CTSA service versus non-CTSA or grant funded service). Vendor pricing structure will also depend on the incentives proposed and negotiated in the final contract to meet the various intents and performance measures stated in this RFP. SRTA maintains some flexibility in the vendor pricing structure, and the bidder should propose a pricing and payment structure that best meets agency needs.

Administrative Provisions and Policies – Various other administrative provisions and policies are outlined in the draft Technical Services Agreement attached separately to this RFP.

Proposal Contents

Written proposals shall not exceed 35 pages (including attachments). At a minimum, the following information should be included and clearly labeled:

1. Transmittal letter--signed by an officer who may contractually bind the vendor, including a description of the business or organization. The proposal shall be a firm offer (subject to final contract negotiations) for a minimum of 120 days, and contain a statement to that effect.
2. Statement of understanding of the scope of work, as well as a demonstrated knowledge of the requirements to serve and area such as the Shasta Region. This should also include information about the vendor's management approach and philosophy of service delivery.
3. Description of the fleet to be used including age, condition, and capacity. A description how maintenance will be performed.
4. Methods to meet the intent, and performance measures and goals, stated in this RFP, including booking and dispatching methods, and vendor pricing incentives noted in Item #7 below.
5. Description of personnel on the service provider team, including a summary of the qualifications and work experience of key managers (resumes may be included as an attachment). This includes any sub-contractors proposed for use.
6. A representative list of similar services provided within the last five years including project description and services provided, budget and schedule performance, and contact information for the client reference.
7. Pricing Structure including incentives or other measures to meet the stated intent of this solicitation.

Pre-Proposal Conference

There will be a pre-proposal conference on /// at SRTA, 1255 East Street, Suite 202, Redding, CA per the below schedule. This conference may be attended by teleconference, if desirable. Please indicate your interest in the pre-proposal conference, and the method of your attendance, to the above contact person by telephone or email.

RFP Questions, Contact Person, and Schedule

Questions

Questions concerning this RFP will be responded to collectively, and made available for interested applicants via the SRTA website. All email inquiries must be submitted no later than 5:00 PM on ///, to the below contact person. **No oral questions will be taken or responded to unless they are asked at the pre-proposal conference.** All responses to questions will be posted on the [SRTA website](#) no later than ///. Interested applicants must subscribe to SRTA's

bid posting web page at <http://www.srta.ca.gov/bids.aspx> so that they are notified of any addenda to the RFP, or for responses to questions received.

Contact Person

Dan Little, AICP
Executive Director
dlittle@srta.ca.gov
530-262-6190

Schedule

The RFP anticipated schedule is as follows:

Tasks	Deadline
Release RFP	December ///, 2016
Interested Vendor Questions Due	5:00 PM January ///, 2017
Pre-Proposal Conference	January ///, 2017
SRTA Response to Vendor Questions	No later than January ///, 2017
Vendor Proposals Due	5:00 PM, January ///, 2017 (no postmarks accepted)
Evaluation and Ranking of Proposals	January ///, 2017
Interviews	February ///, 2017
Vendor-SRTA Contract, including Budget and Scope of Work	February ///, 2017
SRTA Board of Directors Approval	February 28, 2017
Contract Start	July 1, 2017

Proposal Evaluation

A panel will be formed to evaluate the proposals and make a recommendation of which vendors to interview for further contract consideration, as needed. The panel will make a final recommendation for consideration by the executive director and SRTA Board of Directors.

Figure 2 – Example Proposal Scoring Criteria

Criteria	Scoring Weight %
Thoroughness of proposal and meeting the RFP project scope of work and the CTSA service overarching objectives	25
Demonstration of ability to meet performance objectives, the quality of the vehicles provided for the service upon startup, and the method for obtaining new vehicles or replacement vehicles.	25
Qualifications and similar experience of the vendor and project team	20

Innovative pricing structure incentivizing performance efficiency, service quality, matching funds, grants, and coordination with other public transit providers	20
Ability to use advanced technology such as on-demand dispatch and low or zero emission vehicles	10

Contract Term, Amount, and Award

The initial contract term would be five years, starting July 1, 2017, and ending June 30, 2022. There will be options for the SRTA Board of Directors to extend the agreement for up to a total of five additional years.

The budget for services will be determined annually as part of SRTA's unmet transit needs process. CTSA services are eligible for up to 5% of the Local Transportation Fund, which in FY 2016-17 was \$350,000. For CTSA services, SRTA anticipated budgeting slightly less than this amount for operations to reserve funds for CTSA vehicles and grant match. As stated in the RFP, SRTA may budget additional funds for non-CTSA eligible service needs that may arise from the annual unmet transit needs process. Services may be funded by advancement or reimbursement on a monthly basis.

Barring any delays (i.e., negotiation of contract details, an extension of the RFP response date, etc.), the technical services will be scheduled for consideration by the SRTA Board of Directors on February 28, 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 vendor.

Standard Consulting Agreement

A Technical Services Agreement (TSA) will be used between SRTA and the selected vendor. A preliminary draft TSA is provided by separate attachment to the RFP distribution. (Note: The TSA is not yet attached to this preliminary draft RFP)

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 or rankings; 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 vendors not selected for this contract, once a contract has been negotiated and accepted by the parties.

Proposal Submittal

Please submit vendor proposals to:

Shasta Regional Transportation Agency

Dan Little, AICP, Executive Director

dlittle@srta.ca.gov

Submittals must be received before **5:00 PM on January ///, 2017**. No proposals will be accepted after this time. Vendors must forward their proposal by email. 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 vendor, the vendor 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 vendor, 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 vendor. 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 vendor'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.

Alternatives: Vendors may not alter objectives, tasks, and deliverables of the RFP in the response to the RFP. If the vendor brings to SRTA's attention, at least ten (10) days before the RFP deadline, a superior alternative to the RFP request, SRTA reserves the right to cancel the RFP and re-bid it.

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. Although CTSA service operations are not funded with federal funds, SRTA encourages respondents to include the participation of DBE businesses within your proposal, if available and feasible.

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