
Request for Proposals (RFP):

Long-Range Transit Plan for the Shasta Region

To receive notice when information and possible RFP addenda become available, subscribe to SRTA's bid posting webpage at:

<http://www.srta.ca.gov/bids.aspx>

RFP issued: November 4, 2019

**Proposals must be received no later than
5:00 PM PST on December 2, 2019**

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



Shasta Regional Transportation Agency (SRTA) is the designated metropolitan planning organization (MPO) for the Shasta Region, located in Far-Northern California. Additional information regarding the agency and its various plans and programs is available online at www.srta.ca.gov.

PROJECT BACKGROUND AND PURPOSE

The [Shasta Regional Transportation Agency](#) (SRTA) seeks a qualified consultant to prepare a Long-Range Transit Plan (LRTP) for the Shasta Region. Although the first such plan for the region, much of the necessary foundation has been completed as part of the [2017 Shasta Coordinated Transportation Plan](#), [2019/20 Unmet Transit Needs Assessment](#), [2018 RABA Transit Asset Management Plan](#), [2014 Coordination of Consolidated Transportation Services Agency Review](#), [2014 Transit Technology Plan](#), [2014 RABA Short-Range Transit Plan](#), [ShastaConnect Sunday On-Demand Transit Service Demonstration Project Business Plan](#), City of Shasta Lake Micro-Transit Feasibility Study (available soon), [North State Intercity Bus System Business Plan](#), and [fiscal and triennial performance audits for SRTA and RABA](#). These documents, available on SRTA's website, detail the region's transit services, transit performance, population and ridership characteristics, public input, and transit assets.

The selected consultant will build upon this knowledge and planning foundation in the following manner:

- Extend transit-related data, trends, and financial forecasts to the year 2042 to align with the next Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS) planning horizon (2022-2042).
- Combine existing transit-related information with 'big data' (i.e. data from location-enabled devices purchased from a third party vendor) in order to gain a better understanding of the origins of common trip destinations, the travel patterns of individuals in disadvantaged communities, and other information that cannot be gleaned from conventional sources such as rider surveys or boarding and alighting data.
- Consult with regional stakeholders to identify long range trends, organizational directions, emerging technologies, and other factors that may affect the delivery and performance of public transportation.
- For each identified transit service delivery challenge, the consultant shall develop and evaluate potential solutions and integrate preferred solutions into a coordinated, fiscally constrained transit service delivery strategy. In order to inform development of the region's next Sustainable Communities Strategy, a fiscally unconstrained version with land use strategies will also be developed and performance outcomes measured. .
- Engage the general public and regional stakeholders via interactive online content (contained within SRTA's agency webpage); an online survey with corresponding interview survey administered to riders and prospective riders; a community focus group and targeted focus group of individuals representing disadvantaged and transit dependent communities; and the sharing of information through SRTA's social media accounts.



The final plan shall include actionable recommendations that, if implemented, would help the region: 1) meet the mobility needs of disadvantaged communities; 2) provide a compelling mobility option for new riders; 3) improve service effectiveness and efficiency; 4) maintain public transportation affordability; and 5) meet regional performance targets for farebox recovery and greenhouse gas emissions.

Key issues and questions that SRTA seeks to address through this process include the following:

- RABA's farebox recovery ratio is declining and is projected to fall below minimum Transportation Development Act (TDA) standards within the next two years unless operating costs are reduced or additional farebox revenue is generated. Farebox recovery and system performance for Consolidated Transportation Services Agency (CTSA) services are also trending downward. How can the region's public transportation services evolve to be more sustainable? What new and emerging tools, technology, and service delivery strategies might increase the efficiency and expand the appeal of public transportation? What is the ideal role for SRTA and other service providers in realizing these opportunities?
- What is SRTA's legal responsibility for the oversight of RABA and other operators? What key policy decisions should the SRTA Board of Directors explore or revisit in order to clarify the role of SRTA, RABA, and Dignity Health Connected Living (DHCL) in implementing the long-range vision for public transportation?
- In order to meet the region's greenhouse gas emission reduction target for 2035, the region's Sustainable Communities Strategy (SCS) assumes a 20% increase in transit service. There is no definitive long-range plan or list of strategies to realize these assumptions and performance outcomes. Several trial services have been introduced in recent years using non-TDA funding sources (e.g. Low Carbon Transit Operations Program). The region cannot continue to introduce new services without improved performance or additional non-TDA funding. What are the alternatives? If public transportation services were being designed for the first time today (e.g. starting from scratch without being constrained by existing systems), how would intra- and interregional services be similar and where might they diverge?
- Downtown Redding is experiencing a resurgence, including over 150 new housing units, new commercial development, new complete streets, and a new urban trail system. Paid parking as well as a reduction and redistribution of parking inventory are also being considered. How can public transportation facilities, services, and programs be coordinated with these changes to increase ridership and reduce the operating cost per trip? How can public transportation be better integrated with the Sustainable Communities Strategy?
- As an alternative to fixed-route service, SRTA has introduced 'on-demand' transit service as a two-year pilot project. Using smartphones or by calling in, individuals may summon a van or small cutaway bus for curb-to-curb service on Sundays within a limited geographic area. If successful, how might on-demand service be integrated with conventional fixed route services (e.g. replace fixed-route services for low ridership areas/days/times) or will the 'gig economy', autonomous vehicles, and other factors combine to eventually make fixed route services obsolete in small-urban environments like the Shasta Region?

- SRTA provides Consolidated Transportation Services Agency (CTSA) funds to Dignity Health Connected Living (DHCL) for senior and disabled mobility services. SRTA is utilizing this partnership with DHCL to administer the above-mentioned on-demand Sunday service pilot project. Are there additional ways that SRTA might utilize this relationship to test new public transportation service delivery strategies? What role might DHCL or another organization play in administering Mobility Management and Mobility Coordination?
- How might SRTA consolidate the administration of the following services to reduce duplicative costs and make them more coordinated and seamless to utilize and manage?
 - RABA (fixed-route and complementary paratransit);
 - County of Shasta (Burney Express);
 - SRTA (Salmon Runner intercity bus service, CTSA curb-to-curb service for seniors and disabled individuals outside of the RABA service area (performed under contract to DHCL), and Sunday on-demand general public service (also performed under contract with DHCL); and
 - Fifteen other providers specializing in medical service transportation, home health care service transportation, and tribal transportation services.

For example, can fares, passes, and ticketing be integrated and streamlined? Are there opportunities to reduce redundancy in transit services and administration, including fleet management and administrative functions, vehicle maintenance, driver and dispatcher training, purchasing, and driver recruitment and retention programs?

- Public transportation in the region is funded primarily with TDA funding. Is the region making the most effective and strategic use of flexible funding sources such as Federal Transit Administration (FTA), Low Carbon Transit Operations Program (LCTOP), State of Good Repair (SGR), and other existing and upcoming fund sources? Are there potential funding sources that the region is not taking advantage of? What is the optimal pricing strategy – one that effectively balances operational needs and increasing ridership? What can be learned from recent no-fare services (e.g. Sunday on-demand transit, Crosstown Express, Shasta College, and Iasco Flight School)?
- SRTA and RABA recently partnered to fund and procure the region’s first plug-in electric bus. How should the region transition to a zero-emission fleet, what are the challenges, and how can they be addressed? How will the recently approved Innovative Clean Transit regulation by the California Air Resources Board affect the Shasta Region?
- SRTA received a grant to develop and operate intercity bus service between Redding and Sacramento (see Salmon Runner website at <https://salmonrunner.us/>). How might this new service be leveraged to increase the utilization of intra-regional public transportation by non-transit dependent individuals?
- It is longstanding practice in the Shasta Region for local jurisdictions to fund public transportation through formula-based contributions of LTF funds. Local agencies have explored the cost-benefit of other transit service delivery alternatives but ultimately decided to remain within the RABA joint powers agreement (JPA). As constituted, the TDA can put transit funding at odds with vital local streets and roads needs. How might each jurisdiction’s needs and expectations be better met – either through more

effective local transit service delivery methods, an alternative funding arrangement, or other means? Are there innovative financial strategies that should be considered? Building upon past partnerships between RABA and Bethel Christian School, Shasta College, and Iasko Flight School, are there other specific partnerships or broader programmatic solutions that should be explored?

- What are the most effective public transportation marketing strategies and public outreach methods? How can the region promote public transportation, create positive experiences for potential new riders, and achieve other cross-purpose needs such as economic development? Current examples include special event service and subsidized passes for residents of new affordable housing near the Downtown Redding Transit Center.

The ultimate goal of this effort is to assess and alter, as appropriate, the delivery of regional public transportation services to meet the needs of existing and new customers in a more productive, efficient and cost-effective manner.



SCOPE OF WORK

A detailed scope of work follows. Only those work tasks in the highlighted 'Consultant' column are being requested under this RFP; however, final deliverables will incorporate SRTA contributions as indicated. To assist proposers in generating comparable cost bids, a sample outline of the final report is provided by attachment.

CONSULTANT SCOPE OF WORK (FOR INCLUSION IN PROPOSALS AND BUDGET)

TASK/SCOPE OF WORK	SRTA ROLE	CONSULTANT ROLE & DELIVERABLES	EST. TIMELINE
1. PROJECT INITIATION Task Objective: To ensure clarity and consensus regarding project objectives, consultant and SRTA roles, and administrative functions (i.e. reporting, invoicing, etc.). Also to identify – and subsequently avoid – potential pitfalls to the planning process.			
1.1 Participate in a project kick-off meeting organized by SRTA.	- Plan and conduct an internal kick-off meeting between SRTA staff and consultant team. - Provide a contact list of individuals representing primary stakeholders. - Participate in interviews with regional partners and stakeholders.	The consultant shall participate in an internal kick-off meeting with SRTA staff; plan and conduct an external kick-off meeting with regional partners identified by SRTA; and perform introductory interviews with key regional partners (e.g. RABA, DHCL, local agencies, etc.) and community stakeholders (e.g. SSTAC members, large employers, schools, etc.) in order to gain a better understanding of expectations for project management, communications, and potential sensitivities that may affect the planning process. Deliverables: - One multi-day site visit by consultant project manager and essential project support staff. - External kick-off meeting agenda and minutes. . - Summary of interviews performed and key takeaways.	Dec 2019 – Feb 2020
1.2 Organize and administer a project kick-off meeting for regional partners.			
1.3 Interview key regional partners and community stakeholders.			
2. STAKEHOLDER AND PUBLIC OUTREACH Task Objective & Future Application: To engage both traditional and non-traditional stakeholders in the planning process by increasing public awareness, access to information, and opportunity to influence key decisions. Public input obtained through this effort will inform future project development and funding recommendations. The Long Range Transit Plan Project Advisory Committee (PAC) members will help to ensure that the plan and the recommendations therein are vetted within their respective agency/organization, and will provide a collective recommendation to the SRTA Board of Directors at the time of adoption.			
2.1 Organize and conduct a Long-Range Transit Plan (LRTP) project advisory committee.	- Develop a list of regional stakeholders. - Organize a LRTP Project Advisory Committee.	The consultant shall develop agendas, provide written and oral project updates, facilitate discussions, and document stakeholder participation and input received. Deliverables: - Two site visits by consultant project manager. - Project advisory committee meeting agendas. - Provide project updates to project advisory committee meetings and facilitate participation in the process.	Jan 2020 – project completion

TASK/SCOPE OF WORK	SRTA ROLE	CONSULTANT ROLE & DELIVERABLES	EST. TIMELINE
2.2 Plan and administer an online public outreach campaign.	• Provide website space for project-related information. • Provide an ArcGIS map tool for the project website. • Post social media notifications. • Administer onboard surveys.	The consultant shall develop content for project webpages hosted on SRTA's website. This series of webpages will be the primary means for distributing information about the planning process. The consultant shall also advise and support SRTA in the development of online tools used to collect public and stakeholder input, including: a community survey; a tool for reviewing and commenting draft documents; and an interactive ArcGIS map. The consultant shall prepare press releases, social media posts, and email blasts that direct audiences to the website for project-related documents and opportunities to participate in planning and decision-making processes.	Jan 2020 – project completion
2.3 Perform targeted outreach in areas with higher concentration of transit dependent households	• Provide results of data analyses for populations likely to be transit dependent (see Unmet Transit Needs Process) and SRTA's disadvantaged communities analysis (see RTP/SCS).	The consultant shall advise and support the development of an onboard rider survey and other outreach strategies that effectively engage transit dependent and disadvantaged communities (as identified in the latest Transit Needs Assessment and Regional Transportation Plan). These tools will be used to better understand mobility barriers within the region and identify services and facilities (public transportation-related or otherwise) that may be used to overcome these challenges. Deliverables: • Project website content. • Public notifications and documentation of their distribution.	
2.4 Plan and administer a series of three regional public open houses.	• Review and comment on draft materials and provide staff support. • Reserve location/facility for public open house. • Participation and general support needed to prepare and administer the open houses.	The consultant shall take the lead role in planning and conducting a series of public open houses held in three locations across the RABA service area (i.e. cities of Shasta Lake, Redding, and Anderson). Open houses will be scheduled at the end of the planning process for the purpose of sharing findings from earlier outreach activities; presenting draft recommendations; and facilitating community consensus. The consultant shall prepare invitations and produce all handouts and visual aids for the open houses. All advertising, sign-in attendance sheets, and public input received shall be documented and attached to the final report. Deliverables: • Meeting-related collateral. • Appendix to Final Report: Documentation of public outreach activities and input. • One multi-day site visit by consultant project manager and project support staff to conduct and document the three regional public open houses.	Aug 2020 – Sept 2020

TASK/SCOPE OF WORK	SRTA ROLE	CONSULTANT ROLE & DELIVERABLES	ESTIMATED TIMELINE
3. <u>ESTABLISH A BASELINE UNDERSTANDING OF REGIONAL PUBLIC TRANSPORTATION</u> Task Objective & Future Application: To establish a common baseline of relevant information and to avoid the duplication of previously performed work. Also to enhance the understanding of regional mobility needs based on actual observed travel behavior. Findings shall inform the planning process and support the development of appropriate regional public transportation performance measures and goals (see Task 5.1).			
3.1 Compile, evaluate, and summarize existing transit-related data, financing, plans, capital investment programs, and other relevant resources.	• Provide access to relevant regional documents and data. • Facilitate access to data, plans, and other documents produced by local agency and community partners.	The consultant shall develop a baseline understanding of current conditions and past efforts to improve public transportation services and performance. Both intra- and interregional public transportation services shall be considered. Existing and potential new funding sources shall also be evaluated. The consultant shall purchase access to appropriate regional data. In consultation with SRTA, the consultant shall develop research questions, perform data inquiries, and summarize findings. Deliverables: • Technical Memo: Executive summary style overview of public transportation-related: 1) data and data gaps; 2) financing and regional funding practices; 3) plans and capital investment programs; 4) the effectiveness of past efforts to improve public transportation service and performance; and 4) new or expanded funding opportunities. All sources shall be referenced by attachment. • Technical Memo – Visual (e.g. maps and charts) and descriptive summary of big data analytics, including research questions, data queries, and the presentation and interpretation of results.	Feb 2020 – Mar 2020
3.2 Identify potential new public transportation funding sources.			
3.3 Identify and evaluate past public transportation enhancement initiatives.			
3.4 Apply ‘big data’ analytics.	• Review and approve research plan. • Provide access to previously downloaded data purchased from Streetlight Data. • Review and comment on findings.		

4. IDENTIFY AND ASSESS FACTORS AFFECTING THE FUTURE DELIVERY AND PERFORMANCE OF PUBLIC TRANSPORTATION SERVICES

Task Objective & Future Application: To align regional public transportation policy and programs with the assumptions, timelines, and performance outcomes found in the region's adopted RTP/SCS. Adopted findings and recommendations from the LRTP will inform development of the 2022 RTP/SCS to help the region meet its more aggressive 2035 greenhouse gas emission reduction target. SRTA anticipates developing new policies, programs, and investment strategies to systematically implement the RTP/SCS. Forecast and modeled data will be used to set performance targets and track progress toward desired outcomes. The ultimate outcome is a more sustainable, adaptive, and resilient package of public transportation facilities, vehicles, services, and support programs.

4.1 Extend public transportation-related forecasts to 2035 (for SCS GHG target setting) and to 2042 (for RTP planning), including: performance measures; revenue and expenditures; and local and macro trends affecting transit performance.	• Travel demand modeling and EMFAC emissions outputs in five-year bands through 2042. • Review and provide comment on draft deliverables. • Provide transit forecast information used in the 2018 RTP/SCS.	The consultant shall build upon existing data, financing, plans, and capital programs by extending forecasts from the current 2018-2038 RTP to align with the upcoming 2022-2042 Regional Transportation Plan and Sustainable Communities Strategy (RTP/SCS). The consultant shall also identify the various trends and potential disrupters affecting the delivery, utilization, and performance of public transportation services. This assessment should include internal variables (i.e. factors that the region has the ability to influence) and external variables (i.e. factors that cannot be changed but where public transportation can adopt and be more resilient). Deliverables: • Technical Memo – Future forecast (through 2042) of factors affecting the delivery and performance of public transportation in the Shasta Region, including documentation of key assumptions and potential disrupters (e.g. emerging technologies, public policies, funding, socio-economic changes, etc.).	Mar 2020 – Jul 2020
4.2 Identify a range of regionally applicable public transportation enhancement strategies based on findings from Task 4.1; best practices from other regions; and emerging strategies.			

TASK/SCOPE OF WORK	SRTA ROLE	CONSULTANT ROLE & DELIVERABLES	ESTIMATED TIMELINE
5. <u>DEVELOP AN OUTCOME-ORIENTED LONG-RANGE PUBLIC TRANSPORTATION SERVICE DELIVERY STRATEGY</u>			
Task Objective & Future Application: To consider the delivery of public transportation services without the constraints of current practices and operational and equipment related limitations and to determine what range of performance (including measures of effectiveness and efficiency) might be achieved via a more optimal public transportation service delivery strategy. Results of performance comparisons (current trend vs. recommended strategy) will inform the development of new regional policies, grant applications, pilot projects, funding priorities, and other implementation activities.			
5.1 Develop public transportation performance indicators consistent with desired regional outcomes.	• Participate in strategy brainstorming and share research and ideas. • Provide access to available data needed for performance indicators. • Review and comment on draft materials.	The consultant shall develop performance measures consistent with the goals of SRTA and its member agencies, including direct metrics (e.g. transit ridership and farebox recovery ratio); indirect metrics (i.e. indicators of positive directional changes); and measures of efficiency and effectiveness. All metrics must utilize accessible data to allow for future assessments and comparisons/trend analysis.	Jun 2020 – Aug 2020
5.2 Develop a regionally coordinated long-range public transportation service delivery strategy.		The consultant shall then develop a regionally coordinated long-range public transportation service delivery strategy. The strategy shall package the best, most applicable strategies identified through Task 4.2 and consider all findings from previous tasks as well as public and stakeholder input. In addition to public transportation-related strategies (i.e. operational and programmatic), reasonably anticipated secondary strategies (e.g. transit oriented development and first- and last-mile active transportation connections) shall be included. This strategy shall be constrained by reasonably anticipated financial resources. A financially unconstrained version of this strategy shall also be generated to inform development of the region’s Sustainable Communities Strategy and to bookend the maximum potential performance of public transportation in the Shasta Region. This strategy will include a greater number and degree of non-transit strategies that address the Five D Factors known to affect travel mode choice*.	
5.3 Develop a fiscally unconstrained version of the long-range public transportation service delivery strategy with land use strategies.			
5.4 Apply performance indicators to the recommended strategy (constrained and unconstrained) and compare to the current trend/‘no project’ alternative.			
		Deliverable: • Technical Memo describing the recommended long-range public transportation service delivery strategy. All planning assumptions and performance metrics used to evaluate the recommended strategy and to compare and contrast it against the current trend/‘no project’ alternative shall be documented. *Additional information regarding the ‘Five D Factors’ may be accessed via the following link: www.reconnectingamerica.org/assets/Uploads/20110114TransitOrientedCommunitiesLiteratureReview.pdf	

TASK/SCOPE OF WORK	SRTA ROLE	CONSULTANT ROLE & DELIVERABLES	ESTIMATED TIMELINE
6. <u>PREPARE OUTCOME-ORIENTED IMPLEMENTATION PLAN AND TIMELINE</u> Task Objective & Future Application: To develop a clear and unified path forward for SRTA and regional partners, necessary to meet shared goals and objectives for the effective and efficient delivery of public transportation services in the region.			
6.1 Prepare implementation plan and circulate for review and comment.	Review and comment	The consultant shall develop actionable recommendations needed to implement the recommended public transportation service delivery strategy. This action plan shall address: 1) SRTA and partner roles; 2) necessary changes to SRTA’s public transportation-related policies and programs; and 3) necessary changes in the financing and administration of regional public transportation services. An estimated timeline shall be developed to support implementation. Draft recommendations shall be presented to the following groups and revised as appropriate: - SRTA staff; - Project advisory committee; - Social Services Advisory Committee; and - SRTA Board of Directors. Deliverables: - Technical Memo containing action plan and timeline. - Site visit to present draft findings and receive feedback.	Aug 2020 – Oct 2020
7. <u>FINAL REPORT</u> Task Objective & Future Application: The final plan will provide a shared regional vision for the delivery of public transportation services in the Shasta Region and clearly outline SRTA and partner roles. The plan will be referenced when developing and recommending specific projects, policies, programs, and other activities to the SRTA Board of Directors and partner agencies.			
7.1 Prepare working draft report for SRTA staff review.	Review and comment on working draft report.	The consultant shall utilize previously completed technical memos and findings as the basis for developing a cohesive and comprehensive working draft report. The body of the report shall be concise and written for non-technical audiences. Exhibits, tables, and other infographics shall be used wherever appropriate in order to convey technical concepts in a more approachable manner. Technical documentation of the planning process, public input, data, performance measure methodology, and other such elements shall be attached as appendices to the report. Deliverable: Working draft report.	Oct 2020 – Feb 2021

TASK/SCOPE OF WORK	SRTA ROLE	CONSULTANT ROLE & DELIVERABLES	ESTIMATED TIMELINE
7.2 Prepare public review draft report and circulate for comment.	Review and comment.	The consultant shall integrate SRTA staff input and direction received in response to the working draft report into a public review report. The consultant shall widely advertise the availability of the public review draft report and be available (in person or via video or teleconference) to participate in meetings with the project PAC and the Social Services Transportation Advisory Council (SSTAC). Deliverables: Public review draft report.	Oct 2020 – Feb 2021
7.3 Prepare final report and present to SRTA Board of Directors.	Review and approve.	The consultant shall provide a complete final report in color hardcopy (quantity 15) and an electronic version. The consultant shall verbally and visually summarize the long-range transit plan process, findings, and recommendations at an SRTA Board of Directors meeting. Deliverables: - Final report. - Site visit by project manager to present findings to SRTA Board of Directors.	

PROPOSAL CONTENTS

Consultants interested in providing the services specified in this RFP should submit a proposal with the following required information:

1. Transmittal letter stating that the proposal represents a firm offer for a minimum of 90 days, signed by an officer who may contractually bind the business.
2. Description of the consultant team, including relevant experience and qualifications.
3. Narrative that effectively demonstrates the following: a) a clear understanding of the project scope and objectives; and b) expertise and experience relevant to the planning of successful public transportation services, especially that of innovative public transportation service delivery strategies.
4. Minimum of three relevant professional references.
5. Disadvantaged Business Enterprise (DBE) participation level, including sub-consultants if applicable.
6. Cost proposal itemized by sub-tasks (i.e. 1.1, 2.1, 2.2, and so forth). Each task should include a budget line items for the following: a) number of hours and pay rate by job classification (e.g. project manager, senior planner, etc.); b) travel costs; and c) materials and direct expenses. Such fees shall be inclusive of all overhead. In addition, SRTA's funding partners require a separate line item for profit when procuring professional services.

QUESTIONS AND TIMELINE

All questions regarding this solicitation must be submitted in writing via email to: srta@srta.ca.gov, attention Daniel Wayne, Senior Planner. Responses will be posted online as they are received via the bid posting webpage (www.srta.ca.gov/bids.aspx) for the benefit of all prospective proposers.

TABLE 2: PROCUREMENT TIMELINE

Release RFP	November 4, 2019
Deadline to submit written questions	November 20, 2019
SRTA response to written questions	Questions will be responded to as they are received, usually within 1-2 business days
Proposals due	5:00pm, Monday, December 2, 2019
Highest ranking proposal presented to SRTA Board of Directors for approval	December 10, 2019
Estimated contract start date/notice to proceed	January 10, 2020

***Interested proposers must subscribe to SRTA's bid posting webpage to receive notices and any addenda to this RFP: <http://www.srta.ca.gov/bids.aspx>**

CONTRACT TERM AND BUDGET

SRTA anticipates a contract start date in December 2019 and approximately 12-14 months to complete the project. SRTA has estimated \$168,000 for this effort; however, proposed fees should reflect what is necessary to complete the project as scoped in this RFP. Both cost and value of services to be provided will be considered in accordance with scoring criteria shown in Table 3.

STANDARD CONSULTING AGREEMENT

A sample copy of SRTA's standard Technical Services Agreement (TSA) is available at the project bid posting webpage. It is the proposer's responsibility to review the TSA and discuss any issues prior to preparing a proposal. SRTA may consider amendments to the TSA during the negotiation process with the highest ranked proposal. The TSA shall not be in force until the consultant selection is approved by the SRTA Board of Directors and after written authorization to proceed has been provided by SRTA staff.

PROPOSAL EVALUATION

Proposals received shall be reviewed according to the criteria and weighting shown in Table 3. In addition to SRTA staff, the evaluation panel may include representative(s) from project stakeholders. A recommendation to award contract(s) will be presented to the SRTA Board of Directors for approval.

TABLE 3 – SCORING CRITERIA

Criteria	Points
Understanding of the project and objectives	30
Relevant qualifications and experience of the project team	40
References	5
DBE participation level	5
Cost and value of services to be provided	20
Total:	100

PROPOSAL SUBMITTAL

Electronic submittals are preferred and may be submitted via email to srta@srta.ca.gov, attention Daniel Wayne, Senior Planner. If submitting a hardcopy, please mail or deliver three copies to the following address:

Shasta Regional Transportation Agency
Attn: Daniel Wayne, Senior Transportation Planner
1255 East Street, Suite 202
Redding, CA 96001

Submittals must be received at the SRTA office no later than 5:00pm Pacific Standard Time on the stated deadline. 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 or contracts is at the discretion of SRTA.

ADDITIONAL INFORMATION & TERMS

Public Records Act: All proposals submitted in response to the RFP will become the exclusive property of SRTA. At such time as a contract award is recommended to the agency, all bids and proposals become a matter of public record and will be regarded as public records and subject to the Public Records Act (Gov. Code Section 6254 et. seq.).

In the event of litigation concerning the disclosure of any records, SRTA's sole involvement will be as a stakeholder, retaining the records until otherwise ordered by a court. The proposer, at its sole expense and risk, shall be fully responsible for any, and all, fees for prosecuting or defending any action concerning the records and shall indemnify and hold SRTA harmless from all costs and expenses, including attorney's fees, in connection with, any such action.

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(a): 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.

Alternatives: Consultants may not alter objectives and deliverables of the RFP in the response to the RFP. If the consultant brings to SRTA's attention, at least ten (10) days before the RFP deadline, an alternative end product than the RFP delineates, SRTA reserves the right to cancel the RFP and re-bid the project.

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 4.8% for federal fiscal years 2018/2019/2020. 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.

ATTACHMENTS:

REPRESENTATIVE LONG-RANGE TRANSIT PLAN OUTLINE ***PROVIDED TO ASSIST PROPOSERS IN GENERATING COMPARIBLE COST BIDS*** ***(ACTUAL OUTLINE WILL BE MODIFIED IN CONSULTATION WITH SRTA)***

- I. EXECUTIVE SUMMARY**
- II. INTRODUCTION/BACKGROUND**
 - A. Need statement
 - B. Policy Framework (how transit fits in/relates to state, regional, and local plans)
- III. Regional Goals and Objectives of the Plan**
 - A. Why an LRTP now
 - B. Desired outcomes including primary and secondary benefits
- IV. Existing Conditions (based predominately on previously completed local/regional plans augmented with 'big data' analytics)**
 - A. Market Analysis, including Customer Segmentation/Profile
 - B. Big data analytics
 - C. Existing Intra- and Interregional Transit Providers, Services, Service Areas, Programs, Interagency Coordination, Transit Asset Inventory, Transit Performance, and Rider Characteristics
 - D. Existing Land Use, including activity/destination centers, employment centers, etc.
 - E. Existing Demographics, including the location, characteristics, and needs of DACs
 - F. Existing Transit Plans and Unmet Transit Needs History
 - G. First- and Last Mile Facilities/Connections to Transit
 - H. Other Existing Local and Specific Areas Plans as Applicable
 - I. Existing Stakeholder Roles (i.e. SRTA, Redding Area Bus Authority, local agencies, Dignity Health Connected Living, etc.)
- V. Future Conditions Through 2042**
 - A. Methodology and Assumptions
 - B. Year 2035 Population and Employment Forecasts
 - C. Planned Development Projects
 - D. Uncertainties and disruptive mobility technologies and practices
- VI. Development of Draft Recommendations**
 - A. Existing Transit Funding Sources and Amounts
 - B. Possible Innovative Financial Strategies
 - C. Financial Projections
 - D. Summary of public input
 - E. 2042 Baseline (Current Trend assuming minor service changes but no increase in service hours)

- F. 2042 Recommended Alternative, including public transportation strategies (i.e. operational and programmatic) plus reasonably anticipated secondary strategies (e.g. coordinated land use strategies, first- and last-mile active transportation connections, and so forth)
- G. 2042 Fiscally Unconstrained/Sustainable Communities Strategy Alternative (same as Recommended Alternative, but is not restricted to forecast public transportation revenues)

VII. Evaluation of Draft Recommended Alternative

- A. Performance measures and targets
- B. Alternatives Comparison
- C. Results of public and stakeholder feedback

VIII. Final Recommendations

- A. Final recommended public transportation service delivery strategy
- B. SRTA and partner roles and actions
- C. Recommendations for future projects and directions that may be developed and brought to the SRTA Board of Directors for future consideration and support grant seeking efforts
- D. Recommended actions and timeline
- E. Stakeholder roles and expectations
- F. Financial Plan

Appendix A: Stakeholder and Public Outreach.

- Documentation of public outreach
- Documentation of public input
- Technical Advisory Committee Membership

Appendix B: Technical Methodologies and Assumptions

- Documentation of performance measures (i.e. methodology, data sources, and assumptions; modeling outputs; etc.)