

REQUEST FOR PROPOSALS

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

Interested applicants must [subscribe](#) to SRTA's RFP posting webpage to receive notices when information and possible RFP addenda become available.

RFP issued January 5, 2017

**Proposals must be received no later than
5:00 p.m., on February 9, 2017.**

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



2016 SRTA Board Members

Board Members

Affiliation

Leonard Moty, Chair	County of Shasta
Greg Watkins, Vice Chair	City of Shasta Lake
Susie Baugh	City of Anderson
Francie Sullivan	City of Redding
Pam Giacomini	County of Shasta
David Kehoe	County of Shasta
Kristen Schreder	Redding Area Bus Authority

Introduction

The Shasta Regional Transportation Agency (SRTA) is the designated Metropolitan Planning Organization (MPO) for the entire Shasta County area. 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 the SRTA Board of Directors to extend the contract for up to five additional years.

Local Transportation Funds (LTF) under the Transportation Development Act (TDA) would primarily fund the contracted services. SRTA may annually provide up to 5% of LTF for CTSA services, through Article 4.5 of TDA, Claims for Community Transit Services. Other fund sources, including grants, may also be considered.

Background

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 of those 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 also be considered. The CTSA operational budget is currently \$280,000 and is set 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 (I-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.

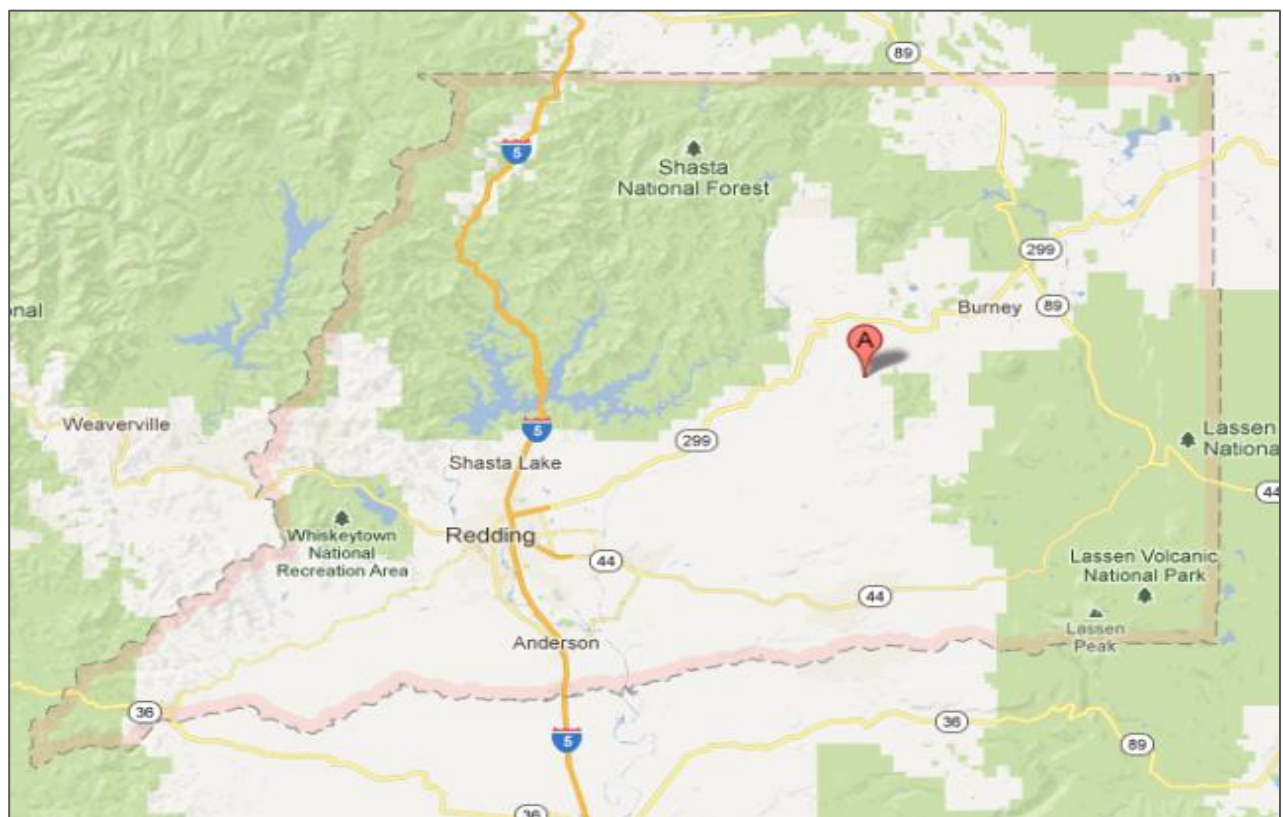
The population in the Shasta Region is getting progressively older and the region, due to a lower-than-average cost of living, has drawn a growing number of retirees from more urban areas of California. Many of these retirees are moving into rural communities within the county that are less likely to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



Project Scope of Work

SRTA is seeking a creative vendor, able to mesh well with others, to provide public transit services within the Shasta Region subject to Consolidated Transportation Services Agency (CTSA) provisions under the state Transportation Development Act (TDA). SRTA will consider similar transit services beyond CTSA limitations over the term of this agreement subject to annual needs assessments and budget approval by the SRTA Board of Directors.

Intent - SRTA's intent is to maintain a public 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 not met in the region by the traditional fixed-route and related paratransit system.
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 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.
6. Utilizes technology for innovative and efficient dispatch and delivery of public transit services.

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 contractor 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 otherwise determined 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. This is the priority service population for CTSA services. Any non-disabled individual under sixty should receive service 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 established performance standards. This includes expanded service areas, service hours, and enhanced levels of service. Proposals should discuss capabilities, 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 this standard is not met, SRTA will meet with the vendor to review the reasonableness of the standard and agree on methods and a timeframe for compliance. If the vendor still cannot meet the agreed upon standard, SRTA would not reimburse above the maximum per-passenger trip subsidy 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 by employee
- b) Total operating costs are 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) Average passengers each hour of the operating day
- h) Denied trips and reasons for denial
- 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)
- j) Daily origins and destinations of passenger trips

- k) Number and percent of non-disabled and under age sixty trips
- l) Log of passenger complaints and resolution or actions taken

Performance Goals and Existing Performance – Proposals must discuss capabilities, pricing incentives and other measures proposed to meet performance measures, and how they will strive to meet the performance goals stated below:

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 service provider will be required to maintain a website containing all appropriate information of the CTSA, and other applicable 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 the calculation in the performance standards for an initial period thereby increasing the allowable subsidy per passenger trip. SRTA would also work with the service provider to obtain grants for such technology. Proposals should discuss capabilities, 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 and budgeting 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). SSTAC reviews the region's current transit service delivery, provides opportunities to identify and discuss service overlaps and develops ideas to meet service gaps. Proposals should discuss capabilities, pricing incentives and other measures to meet this intent.

Vehicles – SRTA does not own vehicles to provide CTSA services. SRTA, over the term of this agreement, will work with the vendor to seek grants and provide other SRTA funds to gradually establish a dedicated fleet for the services provided herein. For vehicles purchased with public funds, SRTA will need to establish a legal framework to ensure the vehicles may transfer to a different service provider when the agreement for this RFP terminates. In the interim, the contractor will need to provide and maintain a minimum of six ADA compliant vehicles with a capacity of eight to twelve passengers. Proposals need to demonstrate vehicle fleet capabilities and provisions to fueling and maintaining vehicles in a clean and safe condition. Proposals should demonstrate how they will initially supply the vehicles and 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 by combining other social service provider resources, combining social service programs, or utilization of grants. Proposals should identify any match capabilities, pricing incentives and other measures to meet this intent.

Pricing and Payment – Pricing and payment structure will vary by the type of service provider (e.g., non-profit versus for-profit); the type of service and service funding (i.e., CTSA service versus non-CTSA or grant funded service); and types of incentives proposed and negotiated in the final contract to meet the intent and performance measures stated in this RFP. SRTA has some flexibility, and proposals are required to identify a pricing and payment structure that best meets the needs and intent stated in this RFP.

Administrative Provisions and Policies – Various other administrative provisions and policies are found in the template Technical Services Agreement available on the SRTA web listing for this RFP.

Proposal Contents

Written proposals shall not exceed 35 pages (including attachments). At a minimum, include and clearly label the following information:

1. Transmittal letter--signed by an officer who may contractually bind the vendor, including a description of the business. 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 illustrating vendor's familiarity with the Shasta Region and its specialized transportation needs. 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. Include a description of how and where maintenance and fueling is 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. Proposals may include resumes by attachment.
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. Proposed pricing and reimbursement 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 January 12, 2017, at 1:00 p.m., at SRTA, 1255 East Street, Suite 202, Redding, CA. Proposers may attend by teleconference. Please indicate your interest in the pre-proposal conference and the method of your attendance, to the below contact person by telephone or email. Attendance is not mandatory. A written summary of the questions and responses will be made available on the SRTA website; however, this may not include certain details heard only by attending the pre-proposal conference.

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 p.m., on February 1, 2017, to the below contact person. Except at the pre-proposal conference, no oral questions are allowed. All responses to questions will be posted on the [SRTA website](http://www.srta.ca.gov) no later than February 3, 2017. Interested applicants must monitor or subscribe to SRTA's RFP posting web page at <http://www.srta.ca.gov/bids.aspx> to be 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

Submittal

Proposals are due by February 9, 2017, at 5:00 p.m. Proposals must be submitted by email. SRTA will acknowledge receipt by email. No hard copies will be accepted. Please email vendor proposals to:

Shasta Regional Transportation Agency
Attention: Dan Little, AICP, Executive Director
srta@srta.ca.gov

Schedule

The RFP anticipated schedule is as follows:

Tasks	Deadline
Release RFP	January 5, 2017
Pre-Proposal Conference	January 12, 2017, at 1:00 p.m.
Interested Vendor Questions Due	February 1, 2017, at 5:00 p.m.
SRTA Response to Vendor Questions	February 3, 2017
Vendor Proposals Due (by email only)	February 9, 2017, at 5:00 p.m.
Evaluation and Ranking of Proposals	February 10 to 13, 2017
Interviews (if needed)	February 15, 2017
Vendor-SRTA Contract Development	TBD
SRTA Board of Directors Approval	TBD
Contract Start	July 1, 2017

Proposal Evaluation

A panel will be formed to evaluate and rank the proposals. SRTA may conduct interviews among one or more of the top ranked vendors if determined necessary by the executive director. The panel will make a final recommendation for consideration by the executive director and the 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 and the methodology for obtaining new 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

SRTA anticipated that the initial contract 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 estimated at \$350,000. For CTSA services, SRTA anticipated budgeting slightly less than this amount for operations to reserve funds for CTSA vehicles and to match prospective grants. As stated in the RFP, SRTA may annually budget additional funds for non-CTSA eligible service needs, including pilot programs, that may arise from the annual unmet transit needs process. All services may be funded by advancement or reimbursement on a monthly basis, the details of which will be determined as part of the contract for services.

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 at either the February 28 or April 25 2017 meetings. 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

SRTA's standard Technical Services Agreement (TSA) is the basis for the agreement between SRTA and the selected vendor. The TSA template is available on the SRTA web posting for this RFP opportunity; however, the contract negotiation process will resolve many details specific to the proposal.

Protest Procedure

Any protests to the executive director recommendation must be made promptly under SRTA's purchasing and contracting policies available on the SRTA website under Financial and Accounting Policies & Procedures.

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.

Disclaimers

Cost to Prepare Proposals: 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. 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 before the deadline may be withdrawn or modified either personally, through e-mail, or by written request of the vendor. SRTA must receive the modification in writing before the deadline in order to be considered. Proposals may be withdrawn following the proposal deadline for a 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 is 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 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-issue 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 do not typically receive 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.