

REQUEST FOR PROPOSALS

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

Issued August 13, 2015

Submittals are due by 5:00 PM on September 14, 2015

Interested applicants are encouraged to subscribe to SRTA's bid posting webpage at <http://www.srta.ca.gov/bids.aspx> to receive notices when information, and possible RFP addenda, become available.

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



2015 SRTA Board Members and Agency Partners

Board Members

Missy McArthur, chair
Leonard Moty, vice chair
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Kristen Schreder
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Affiliation

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

Agency Partners

Caltrans, District 2
City of Anderson
City of Redding
City of Shasta Lake
County of Shasta
North State Super Region (NSSR)
Pit River Tribe
Redding Area Bus Authority (RABA)
Redding Rancheria (Yana, Wintu, Pit River)
Shasta Senior Nutrition Programs (SSNP)
Far North Regional GIS Council (FarNorCalGIS)

Introduction

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

SRTA seeks proposals from qualified consultants to prepare a feasibility study and action plan that evaluates public transportation services to Sacramento, the Sacramento International Airport, and to connect to major ground transit and airport facilities in the Bay Area. Objectives of the feasibility study and action plan are described below.

- Assess current intercity services to Sacramento and the Bay Area, including costs and passenger fares
- Assess current and projected market demand
- Assess coordination of passenger rail and air-travel connections
- Assess possible new rapid transit bus service or expansion of existing services
- Evaluate possible funding sources
- Implementation Plan

This project is funded by FTA Section 5311(f) funds.

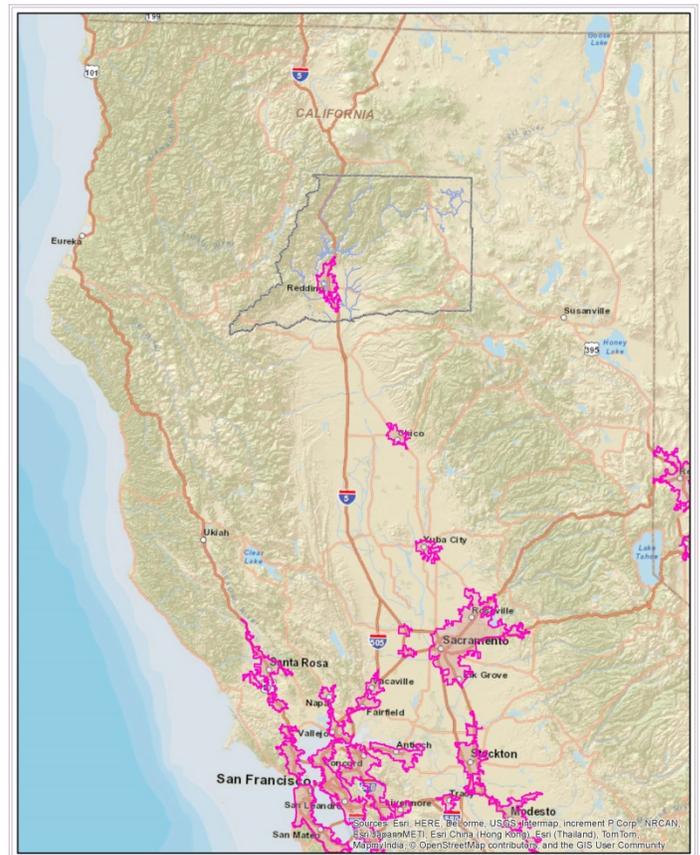
Background

SRTA was awarded an FTA 5311(f) Intercity Bus Program grant that is administered by the California Department of Transportation (Caltrans) in July of 2015. An 'airporter' study came out of discussions between the city of Redding and SRTA regarding enhanced intercity transportation options to airports and passenger rail facilities in Sacramento and the Bay Area. In addition to improving mobility for the general public, reliable connections to state, national, and international markets help grow the local economy.

Adhering to the "intercity bus services" definition requires that alternatives and recommendations in the study address making limited stops; connecting two or more urban areas not in close proximity; provide meaningful connections and reasonable lay-over times; and use of a vehicle with the capacity to transport baggage safely. The grant criterion is to study the possibility of connecting two or more urban areas not in close proximity (greater than 15 miles). See the list below detailing the distances to urban areas south of Redding on the I-5, I-505, and I-80 corridors that could be studied.

Miles	Census Defined Urban Areas
143	Woodland
154	Davis
162	Sacramento
163	Vacaville
173	Fairfield
187	Vallejo
215	San Francisco—Oakland

MAP 1-URBAN AREAS IN NORTHERN CALIFORNIA



Geography

Shasta County is located at the geographic center and transportation crossroads of California’s North State. The Oregon state line lies 100 miles due north. The county occupies the northern part of the Sacramento Valley and includes southern portions of the Cascade mountain range. The county has an area of 3,785 square miles. Shasta County has an urbanized area which contains the cities of Anderson, Redding and Shasta Lake. The county 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 239.¹

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 county and down the Sacramento Valley to the south. These attributes have contributed to the region’s establishment as a center for recreation and tourism.

¹ Shasta Regional Transportation Agency, FY 2015-16 Overall Work Program, <http://www.srta.ca.gov/148/Overall-Work-Program>, May 27, 2015.

Project Scope of Work

SRTA is seeking a qualified consultant to prepare a feasibility study and action plan that evaluates public transportation services to Sacramento, the Sacramento International Airport, and to connect to major ground transit and airport facilities in the Bay Area.

Submitted proposals must include the tasks outlined below.

Task 1: Project Initiation and Management

A kick-off meeting with SRTA and selected consultant will be held at the commencement of the project to establish and agree upon communication protocols, roles & responsibilities, expectations, and to review background information on the region and project. SRTA staff will explain the expected deliverables, progress reports, and invoicing procedures.

Deliverables:

- Kick-off meeting
- Project management plan, including the roles of the project manager and other project team members
- Schedule of project meetings
- Progress reports that summarize task progress & deliverables in accompaniment of monthly invoices.

Task 2: Shasta Intercity Feasibility Study

The consultant will perform work necessary to develop the following sections of the feasibility study:

1. Review current regional intercity service to Sacramento and the Bay Area, including but not limited to air service; passenger rail service, Amtrak Thruway Bus service, Greyhound bus service, First Class Shuttle service, and ride share services.
2. Analyze market demand for intercity service to Sacramento and the Bay Area, including but not limited to, current usage on existing services and projected demand.
3. Identify viable airport, intercity rail and transit connections in Sacramento and the Bay Area, including but not limited to intermodal locations, connection schedules, departure destinations, and intercity travel times.
4. Work with SRTA staff to develop a minimum of four intercity bus service (meeting the Caltrans definition) alternatives detailing advantages, disadvantages, estimated costs, general implementation tasks, and funding options of each.

Deliverables:

- Draft section regarding current regional intercity service for approval by SRTA staff
- Draft section regarding market demand for approval by SRTA staff
- Draft section regarding meaningful connections for approval by SRTA staff
- Draft section regarding alternatives for approval by SRTA staff
- Final feasibility study with incorporated edits and comments from SRTA staff

Task 3: Shasta Intercity Action Plan

The consultant will perform work necessary to develop the following sections of the action plan:

1. Work with SRTA staff to identify preferred intercity bus service alternative and recommend final action plan with detailed routes, intercity stops, projected ridership with associated greenhouse gas reductions, cost allocation and implementation tasks.
2. Work with SRTA staff to demonstrate disadvantaged communities served by preferred intercity bus service.
3. Identify candidate funding sources for preferred intercity bus service alternative and describe regional requirements that would lead to successful implementation.

Deliverables:

- Draft section regarding preferred alternative specifics and detailed budget and implementation tasks for approval by SRTA staff
- Draft section regarding funding strategy for preferred alternative for approval by SRTA staff
- Final action plan with incorporated edits and comments from SRTA staff

Task 4: Final Deliverables

The consultant will combine the feasibility study and action plan into one cohesive document for final delivery and will provide the following number of hard copy documents and electronic copies of all deliverables in SRTA-compatible formats, for editing and posting on the agency website. The consultant will present the final report and recommendations to the SSTAC and SRTA Board of Directors.

Deliverables:

- Draft feasibility study and action plan for approval by SRTA staff
- Draft presentation for approval by SRTA staff two weeks prior to SSTAC and SRTA Board meetings
- Final presentation materials
- Final feasibility study and action plan (25 hard copies)
- Electronic formats of all project deliverables, in SRTA-compatible formats, including data and support files

Options

Qualified consultants are encouraged to also respond to SRTA's separate and concurrent "Request for Proposal to prepare an update to the 2007 SRTA *Shasta County Coordinated Human Transportation Plan.*" This is because there may be a economies of scale associated with costs for travel, meetings, and baseline research. If a consultant has the successful bid for both projects, they could be administered and managed under a single agreement.

Timeline

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

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

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 August 26, 2015, to the below contact person. **No oral questions will be taken or responded to.** Responses to questions will be posted on the [SRTA website](#) no later than August 28, 2015. Interested applicants must view or subscribe to SRTA's bid posting webpage 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

Jennifer Pollom, MS, AICP
jpollom@srta.ca.gov
530-262-6195

Schedule

The RFP schedule follows.

Tasks	Deadline/Dates
Release RFP	August 13, 2015
Pre-proposal Conference (in conjunction with Shasta Coordinated Transportation Plan RFP)	11:00 AM, Monday, August 24, 2015
Vendor Questions Due	5:00 PM, August 26, 2015
SRTA Response to Vendor Questions	No later than August 28, 2015
Vendor Proposals Due	5:00 pm, September 14, 2015 (no postmarks accepted)
Evaluation and Ranking of Proposals	September 14-17, 2015
Interviews (if necessary)	September 21-23, 2015 (tentative)
Consultant-SRTA Contract, including Budget and Scope of Work	No later than September 30, 2015
SRTA Board of Directors Approval	October 13, 2015
Contract Start	October 13, 2015

There will be a pre-proposal conference on August 24, 2015 per the above schedule; this conference may be attended by teleconference, if desirable. Please make such arrangements with the above contact person.

Proposal Evaluation

A panel will be formed to evaluate the proposals, and make a recommendation in consultation with the executive director, which will then go to the SRTA Board of Directors for approval. The proposal evaluation will be based on the scoring criteria presented in Figure 1.

Figure 1 – Proposal Scoring Criteria

Criteria	Scoring Weight %
Thoroughness of proposal and meeting the RFP objectives	35
Qualifications and experience of the consulting firm and project team	20
Experience delivering similar projects	20
Innovative ideas to meet RFP objectives	15
DBE participation level	5
References	5

In unusual circumstances where a recommendation cannot be made based on the proposals alone, the highest ranked consultants may be invited to an interview.

Contract Amount and Award

The anticipated start date is October 13, 2015, with a June 30, 2016, contract expiration. Consultant selection will be based on a combination funding availability and the value of the services to be provided. The FTA 5311(f) grant award was for \$30,000, and the grant application budget included SRTA staff administration.

The SRTA Executive Director will schedule the proposed technical services agreement for consideration by the SRTA Board of Directors on October 13, 2015. The agreement is not in force until approved by the SRTA Board of Directors and written authorization to proceed is provided to the selected consultant.

Standard Consulting Agreement

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

Protest Procedure

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

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

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

Debriefing

SRTA will provide an informal debriefing to interested consultants not selected for this contract.

Proposal Submittal

Please submit consultant proposals to:

Shasta Regional Transportation Agency
Attn: Jennifer Pollom
1255 East Street, Suite 202
Redding, CA 96001
jpollom@srta.ca.gov

Submittals must be received at the SRTA office before **5:00 PM on Monday, September 14, 2015**. No proposals will be accepted after this time. **Postmarks are not acceptable.** Consultants may forward their proposal by email or by mail, or delivery service.

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

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

Modification or Withdrawal of Proposal: Any proposal received prior to the deadline may be withdrawn or modified either personally, through e-mail, or by written request of the consultant. To be considered, the modification must be received in writing, with the same number of copies as the original proposal, prior to the deadline. Negligence on the part of a proposer in preparing the proposal confers no right of withdrawal of the proposal after the proposal has been opened. No proposal may be withdrawn for a period of 60 days following the proposal deadline.

RFP Addendum(a): Any changes to the RFP will be made by written addendum(a) 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 and be forwarded to prospective consultants and posted on-line. 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 established a disadvantaged business enterprise (DBE) goal of 5.1% for federal fiscal years 2015/2016/2017. SRTA encourages respondents to include the participation of DBE businesses within your proposal.

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

Attachment A

