

March 17, 2016

COUNTY OF LASSEN  
REQUEST FOR PROPOSAL  
FOR  
PREPARATION OF THE 2016 TRANSIT DEVELOPMENT PLAN

The County of Lassen is now accepting proposals for the preparation of the 2016 Transit Development Plan to be adopted by the Lassen County Transportation Commission. This project is located within Lassen County.

This work is subject to State contract nondiscrimination and compliance requirements pursuant to Government Code, Section 12990.

Proposal information and RFP packages can be obtained from the Lassen County Department of Transportation, 707 Nevada Street, Suite 4, Susanville, CA 96130 or downloaded at [www.lassencounty.org](http://www.lassencounty.org).

Proposals must be sealed and clearly marked "TDP Proposal" and submitted to the Lassen County Department of Transportation, 707 Nevada Street, Suite 4, Susanville, CA. 96130 by 4:00 P.M., Friday, April 15, 2016 at which time they will be opened and referred to the evaluating committee.

The County reserves the right to reject any or all proposals.

For the Lassen County Department of Transportation

Larry Millar, Director

**Request for Proposals  
for  
Consultant Services**

**Lassen County Transportation Commission  
Transit Development Plan and Marketing Plan**

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## **I. Background**

### **A. Area Profile**

Lassen County lies in the northeastern section of California, sharing a common boundary to the east with the State of Nevada, and bordered on the north by Modoc County, on the west by Shasta County and on the south by Plumas and Sierra Counties. It is the eighth largest county in the State, containing 4,729 square miles. The net population in Lassen County is 22,439 residents. An additional 9,310 residents are incarcerated in one of the three correctional institutions, thus the total population is estimated to be 31,749. Major industries in the County include; two (2) state prisons, Sierra Army Depot, one Federal Prison, tourism, agriculture, timber, and other federal, state, and local governmental agencies.

### **B. Organization and Management**

The LCTC has an active Social Services Transportation Advisory Council (SSTAC). The SSTAC was established to meet the intent of Senate Bill 498 (1987). The SSTAC assists the LTSA in the identification of transit needs that may be reasonable to meet by establishing or contracting for new public transportation services, or specialized transportation services, or by expanding existing services. The Lassen County Transportation Commission is an active member of the SSTAC.

The LCTC encourages citizen participation in the planning and decision making process and therefore, hold public hearings whenever an important decision concerning transportation is imminent. In addition to these public hearings which are announced in the local newspapers, posting on the buses and Facebook page, parties known to be interested in specific issues are invited to the Technical Advisory Committee, and Lassen Transit Service Agency meetings, when appropriate.

The LCTC contracts with an outside provider to operate the Lassen Rural Bus Transit Service. Paratransit Services, Inc. is the current operations contractor that operates the Dial-a-Ride (DAR) and fixed routes services for the LCTC.

## **II. Project Description**

### **A. Project**

The Transit Development Plan (TDP) and Marketing Plan Update are intended to guide Lassen Transit Service Agency in the management, operation, and maintenance of the transit system, and guide the marketing of LCTC services using new technologies and strategies to reach current and future riders.

### **B. Purpose**

The LCTC is seeking a qualified firm to update the Lassen County Transportation Development Plan and Marketing Plan. These companion documents will be developed as one project. The TDP will be a five-year plan while the Marketing Plan does not have a set timeframe. This project will evaluate existing routes and schedules, develop alternatives to meet current and future needs for both fixed route and DAR services, and evaluate the management organization and staffing of LCTC and identify options to improve organizational effectiveness. Capital improvement alternatives will be analyzed and a five-year capital improvement plan will be developed. A financial analysis will be conducted and alternatives will be developed for the financial plan component of the TDP. A market analysis will be conducted, and marketing strategies and a marketing tool kit will be developed. Potential funding sources for transit management services, including federal grants, may dictate certain compliance requirements for contracts. As part of the project's Policy Analysis, this project will examine various organizational options with respect to the transit manager position, and potential issues involved in expensing the transit management contract to federal grants.

### **III. Scope of Work**

The major objective of this project will be to collaboratively review the current transportation demands of the public in Lassen County, analyze the problems and opportunities facing public transit and other existing or potential transit providers and to develop a comprehensive, realistic Five Year Transit Development Plan (TDP).

To establish the communication links and information processes that are necessary to the success of the study; to finalize the scope of the study and determine responsibilities for data collection; and to set the institutional and demographic context in which the plan is being developed.

#### **Task 1: Administrative Tasks**

Task 1.1 Hold Project Kick-off meeting with participants (Caltrans, LCTC, Consultant)

Task 1.2 Conduct contract administration activities including submitting invoices and status reports and communicating regularly with LCTC.

#### **Task 2. Data Review and Policy Review**, including existing plans (TDP, Transit Facilities Plan, RTP, Coordinated Plan, General Plans), contracts, demographic data, marketing materials.

Task 2.1 Review existing plans (TDP, Marketing Plan, Regional Transportation Plan, General Plans, etc.), and identify components with which the TDP and Marketing Plan should be consistent. Review existing contracts and organization structure.

Task 2.2 Review existing marketing materials, rider guides, advertising, signage and web site.

Task 2.3 Review existing transportation modeling data

**Task 3.** **Conduct Quantitative and Qualitative Research** including outreach to diverse communities, existing passengers and key stakeholders.

Task 3.1 Develop and Conduct Passenger Surveys

Task 3.2 Conduct Qualitative interview/focus groups and analyze results

Task 3.3 Conduct Stakeholder Interviews and analyze results

Task 3.4 Conduct Quantitative Surveys and analyze results

Task 3.5 Conduct LCTC staff workshop (outreach and to discuss recommended strategies)

**Task 4.** **Conduct Transit Policy & Service Analysis; Develop Alternatives**

Task 4.1 Review System Operations and Performance, including management organization and staffing.

Task 4.2 Analyze Individual Route Performance

Task 4.3 Conduct Transit Demand Analysis. Information from Task 5, Marketing Analysis, will inform this task.

Task 4.4. Identify and Analyze Service Alternatives. Activities under Task 3 will inform this task.

Task 4.5 Validate and inventory all bus stop locations, including GPS coordinates and improvement needs.

Task 4.6 Develop a five-year operating plan for routes and services

Task 4.7 Analyze capital improvement alternatives to develop a five-year capital improvement plan. Identify primary transit corridors and needed improvements (such as pavement condition, pedestrian and ADA access issues, bus stop improvements and signage)

Task 4.8 Conduct financial analysis and alternatives to develop cost projections, expected revenues and expenses, and funding information.

**Task 5.** **Marketing Analysis and Strategies**

Task 5.1 Identify Target markets and Develop Marketing objectives and policies

Task 5.2 Conduct Market Analysis based on transit demand, service area and services (including fixed route, Dial-a-Ride),

Task 5.3 Develop Marketing Strategies which address LCTC identity and branding, passenger information, bus stop and signage information, advertising and public outreach.

Task 5.4 Conduct workshop with LCTC staff on marketing strategies and potential marketing tools for implementing the Marketing Plan

Task 5.5 Develop Marketing Tool Kit. The tool kit may include passenger-focused materials, advertising, promotional materials and travel training tools.

**Task 6. Draft and Final TDP Plan and Marketing Plan.**

Task 6.1 Develop Draft and Final Transit Development Plan

The Final TDP will present findings, objectives and strategies developed in previous tasks. The TDP will also include a policy section, a five year capital improvement program, a five-year operating plan, and a five-year financial plan.

Task 6.2 Develop Draft and Final Marketing Plan

The final Marketing Plan will present the findings, objectives and strategies developed in previous tasks, and identify marketing partners and key issues. The final Marketing Plan will include the budget for and timing of specific marketing strategies.

Task 6.3 Present draft and final TDP and Marketing Plan at public meetings of LCTC Board.

**IV. Proposal Requirements**

Each proposal shall contain as a minimum:

**A. Identification of Prospective Contractor**

The proposal shall include the name of the firm submitting the proposal, its mailing address, telephone number, and the name of an individual to contact if further information is desired.

**B. Management**

The prospective contractor shall designate by name the project manager to be employed. The selected contractor shall not cause the substitution of the project manager without prior approval of the LCTC.

**C. Personnel**

The prospective contractor shall describe the qualifications of all professional personnel to be employed, including a summary of similar work or studies performed, a resume for each professional, a statement indicating how many hours each professional will be assigned to the contract and what tasks each professional will perform. The contractor shall not cause members of the project team to be substituted without prior approval of the LCTC.

**D. References**

The prospective contractor shall provide names, addresses, and telephone numbers for at least three clients for whom the prospective contractor has performed work similar to that proposed in this request. A summary statement for each assignment shall be provided.

**E. Subcontractors**

If subcontractors are to be used, the prospective contractor must submit a description of each person or firm and the work to be done by each subcontractor. The cost of the subcontract work is to be itemized in the cost proposal. An agreement will only be entered into with the Contractor and payments will only be made to Contractor.

**F. Methodology**

The prospective contractor shall describe the overall approach to the project, specific techniques that will be used, and specific administrative and operations management expertise that will be employed.

**G. Schedule of Tasks**

The proposal shall contain a detailed schedule identifying major tasks to be undertaken to conduct the work and timeframe for each task. The schedule shall also identify all meetings, progress reports, deliverables, and the estimated staffing and hours to accomplish each task and deliverable.

**H. Budget**

The prospective contractor shall prepare a detailed budget for the work to be performed. The budget shall itemize all items that will be charged to the project. Costs shall be segregated to show (by task) hours, fully weighted rates, classifications, administrative, and direct expenses. If subcontractors are to be used, the prospective contractor must indicate any markup that the contractor intends to take on subcontracts. The breakdown of subcontract costs shall follow the same format as for the prime contractor.

**I. Signature**

The proposal shall be transmitted with a cover letter that must be signed by an official authorized to bind the proposer contractually and shall contain a statement to the effect that the proposal is a firm offer for a 90-day period. The letter accompanying the technical proposal shall also provide the following: name, title, address, and telephone number of individuals with the authority to negotiate and contractually bind the contract.

**V. Contractor Award**

**A. Response Review**

Each response will be reviewed to determine if it meets the requirements contained in Section IV. Failure to meet the requirements for the Request for Proposals will be cause for rejection of the proposal.

The LCTC may reject any proposal if it is conditional, incomplete, or contains irregularities. The LCTC may waive an immaterial deviation in a proposal. Waiver of an immaterial deviation



shall in no way modify the Request for Proposals documents or excuse the respondent from full compliance with the contract requirements if the proposer is awarded the contract.

**B. Response Evaluation**

An evaluation committee will evaluate those responses that meet the response requirements. Evaluation will be based on the criteria shown below:

<u>Criterion</u>	<u>Weight</u>
1. Responsiveness and comprehensiveness of the RFP response	10%
2. Qualifications of individual or firm	20%
3. Experience/performance	35%
4. Proposal Contents/Methodology	35%

**C. Contract Award**

A contract will be negotiated with the individual or firm determined in the evaluation process to be best suited to perform this project. The LCTC is expected to award a contract by **May 9, 2016**.

If a contract cannot be negotiated with the individual or firm submitting the highest rated response which is in the best interests of the LCTC, then staff shall commence the negotiation process with the individual or firm submitting the second highest rated response.

**VI. General Information**

**A. Proposal Submittal**

Responses must be in a sealed envelope clearly marked “TDP Proposal” received by no later than **4:00 p.m. on April 15, 2016**. Fifteen (15) copies of the response shall be furnished and one copy electronically. Responses may be either mailed or hand delivered to:

Kelly Mumper  
Lassen County Public Works Division of Transportation  
707 Nevada Street Suite 4  
Susanville, CA 95482  
Telephone (530) 251-8305; FAX (530) 251-2675

**B. Late Submittals**

Responses received after the specified time will not be considered and will be returned, unopened, to the respondent.

**C. Modification or Withdrawal of Responses**

Any response received prior to the date and time specified above for receipt of responses may be withdrawn or modified by written request of the proposer. To be considered, however, the modified response must be received by the date and time specified above.

**D. Schedule**

The schedule of activities related to this contract is as follows:

<u>Activity</u>	<u>Date</u>
RFP Mail-out	March 22, 2016
Proposal Submittal Deadline	April 15, 2016
Tentative Contract Award	May 9, 2016
Tentative Contract Effective Date	June 1, 2016
Project Completion	December 31, 2016

**E. Property Rights**

Responses received within the prescribed deadline become the property of the LCTC and all rights to the contents therein become those of the LCTC.

**F. Amendments to Request for Proposals**

The LCTC reserves the right to amend the Request for Proposals by addendum prior to the final date of response submission.

**G. Non-commitment of the Area Planning Council**

This Request for Proposals does not commit the LCTC to award a contract, to pay any costs incurred in the preparation of a response to this request, or to procure or contract for services or supplies. The LCTC reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified individual or firm, or to modify or cancel in part or in its entirety the Request for Proposals if it is in the best interest of the agency to do so.

**H. Public Domain**

All products used or developed in the execution of any contract resulting from this request will remain in the public domain at the completion of the contract.

**I. Questions**

Questions regarding this Request for Proposals will be received by FAX, telephone, e-mail, or in writing. Written questions should include the individual's name, the name of the firm (if applicable), address, telephone number, and e-mail.

Questions should be directed to:

Kelly Mumper  
Lassen County Public Works Division of Transportation  
707 Nevada Street Suite 4  
Susanville, CA 95482  
Telephone (530) 251-8305; FAX (530) 251-2675  
kmumper@co.lassen.ca.us

**J. Affirmative Action**

Prospective contractors should be aware that the Equal Employment Opportunity Requirement of Executive Order 11246, as amended by Executive Order 11275, Title VII of the Civil Rights Act of 1964, the California Fair Employment Practices Act and other federal and state laws pertaining to equal employment opportunity are applicable to any contract awarded by the LCTC.