



Providing Services in Carbon, Emery, Grand, and San Juan Counties

SOUTHEAST UTAH TRANSIT FEASIBILITY STUDY PROJECT SCOPE

Southeastern Utah Association of Local Governments (SEUALG) is soliciting a Request for Proposals (RFP) from firms with transportation and transit service expertise to guide SEUALG and Carbon, Emery, and San Juan Counties and local municipalities in the potential development or creation of transit service to connect and create mobility options for the residents in these respective counties.

SUMMARY INFORMATION	
Project: Carbon, Emery, and San Juan Transit Study	
Location	Carbon, Emery and San Juan Counties
Project Leadership Contact	
SEUALG Project Manager (PM)	Colton Judd
PM Phone No.	All questions/clarifications must be in writing
PM Email Address	cjudd@seualg.utah.gov
Instructions	
Utah Public Procurement Place (U3P, formerly known as SciQuest) posting date	August 11, 2021
Proposal due date and time	August 30, 2021 by 4:00 PM
Submittal Instructions	5 hard copies are to be submitted to the SEUALG Project Manager, Colton Judd, at 375 S Carbon Ave, Price, Utah 84501. An electronic copy is also to be emailed to cjudd@seualg.utah.gov no later than August 30, 2021 at 4:00 PM. <u>Proposal responses</u> will not be accepted after August 30, 2021 at 4:00 PM.

INTRODUCTION

SEUALG and the growing cities and communities located in Carbon, Emery, and San Juan counties have recognized the need to look for potential transit options to serve and provide greater mobility to the citizens that live and or work within the counties and to explore the potential for greater connectivity when partnered with other transit systems. SEUALG acting as the project lead and its stakeholder partners intend to study various elements of a scenario where transit is introduced to Carbon, Emery, and San Juan, which will include recommendations for new techniques and technologies for reaching rural communities, improving the provision of transportation services, and increasing awareness of transportation options within and to/from rural communities.

A. PLANNING FRAMEWORK

The purpose of the Southeast Utah Transit Feasibility Study (SUTFS) is to provide a long-term strategy for enhancing passenger transportation services in Carbon, Emery, and San Juan and provide justification for federally funded public transportation projects in the Transportation Investment Plan (TIP). The plan will be developed in a partnership with the leadership committee and potentially implemented over time.

The SUTFS is not intended to replace or override the vision of individual communities, but rather to promote regional cooperation on services, solutions and opportunities benefitting multiple jurisdictions.

B. PROJECT GOALS

The overall goals of the Carbon, Emery, and San Juan Transit Study are:

1. Provide an overview of existing passenger transportation services in rural areas and ways these models may be utilized in starting a new rural transit system
2. Define passenger transportation “need” and identify the most pressing needs in the region
3. Develop a vision and strategies for meeting those passenger transportation needs with the SEUALG leadership committee.
4. Develop public transportation routes which include types fixed, demand response, flex routes, stops, bus schedule, and locations, for which communities will benefit from the respective types.
5. Identify capital and operating costs for each service scenario
6. Outline specific funding strategies both governmental and philanthropic to implement each transit service scenario identified.
7. Clarify SEUALG's role in supporting and meeting regional transportation needs now and into the future.
8. Propose how advancements in existing and future transportation technologies can impact the provision of transportation services within and to/from rural communities
9. Develop documentation and language necessary for the creation and implementation of a public transportation provider in Southeast Utah.

This RFP focuses on the goals and SUTFS, which will include a regional transit vision, an overview of previous transit studies, an analysis of current and future passenger transportation needs and the creation of a prioritized list of corridors and communities for future service. The CONSULTANT is encouraged to be creative in developing a sound analytical approach to achieve the project goals. The CONSULTANT is urged to be as specific as possible when describing the activities that will be performed to support each task. The CONSULTANT is also urged to make maximum use of matrices, tables and drawings in working papers produced for the project to ensure conciseness and clarity and to minimize the amount of text required. The CONSULTANT must provide information on their approach as well as estimated cost breakdowns for each task; however, the CONSULTANT may propose reasonable modifications to tasks and/or additional tasks for possible SEUALG approval to meet the goals of or improve the value of this study. For Task 4.2 (Develop Scenario(s) for Meeting Passenger Transportation Needs), the CONSULTANT may choose to complete a single Scenario for Meeting Passenger Transportation Needs if multiple scenarios are cost prohibitive. Ideally all work tasks, including optional tasks, will be completed by the CONSULTANT within the firm-fixed price amount. SEUALG will evaluate all proposals as submitted and reserves the right to modify, add or delete tasks based upon considerations that may include CONSULTANT approach, timeline, cost and budget availability.

C. PHASE 1 PROJECT BUDGET AND DURATION

SEUALG's budget for the Passenger Transportation Study is currently established at approximately \$75,000.

SEUALG seeks to complete work on the Passenger Transportation Study by approximately May 17, 2022 or a six-month time frame. The notice to proceed is anticipated to be issued near the end of November 2021.

Activity One. Project Initiation

Task 1.1 Refinement of Study Goals and Objectives and Formalized Scope of Work

The awarded CONSULTANT will work with SEUALG to refine the study goals and objectives and Scope of Work. This exercise will serve to guide the overall work effort and will ensure that the awarded CONSULTANT understands the perspectives and viewpoints of SEUALG and its region relative to the study purpose and expectations. The formalized Scope of Work will include the specific tasks, deliverables, and schedule of the project. In addition, the Scope of Work will provide a plan for innovative, cost-effective outreach and engagement of key stakeholders and the general public.

1.2 Summary of Transit Plans

The awarded CONSULTANT will review and consider the findings of transit and transit-related studies and plans completed over the past 10 years in rural areas. The awarded

CONSULTANT will summarize the transit planning landscape, identifying implemented service proposals and articulating how these transit studies could be integrated. For helpful background information, see the SEUALG Community Needs Assessment and county needs assessments. The awarded CONSULTANT will also include studies in the analysis that focus on Carbon, Emery, and San Juan, Coordinated Public Transit Human Services Transportation Plan, Carbon, and recent Regional Transit Studies. SEUALG will work with staff and partners to ascertain the availability of additional data files to be considered in this project.

Activity Two. Creation of Regional Passenger Transportation Vision

The awarded CONSULTANT will work with the leadership committee in the creation of a regional passenger transportation vision, supplemented with guiding goals, objectives and strategies (see Task 4.3). Sample questions to be addressed during a leadership committee visioning workshop include: 1) What is your vision for passenger transportation? 2) What is the appropriate role of transit (both public and private) and human services transportation in the region, from both a regional and local perspective? 3) How should the regional passenger transportation vision be funded? 4) How should implementation of the regional passenger transportation vision be managed/administered? The project steering committee should provide input on the final version of the passenger transportation vision. In addition, the awarded CONSULTANT shall lead a conversation among steering committee members to develop a regional definition of transportation need, which could be based on examples from rural regions around the country and those definitions used in competitive grants.

The awarded CONSULTANT will use a dynamic and interactive design for the visioning process to ensure inclusion from participants on and off-site. Respondents should demonstrate experience in orchestrating and successfully leading a visioning process with the general public and stakeholders, and communicate their understanding of the elements of a successful stakeholder process in such a large geographic area with diverse participants. The project approach and timeline should clearly delineate where the respondents would be inserted in the stakeholder visioning process.

Activity Three. Existing Conditions and Needs

Task 3.1 Regional Map(s) and Visualization Tools

The awarded CONSULTANT will ensure SEUALG has a regional transit map available and In addition to the maps the awarded CONSULTANT should create other visualization tools and infographics, as appropriate, to help planning participants and the public understand service gaps, travel trends and other passenger transportation data. At the end of Phase 1, all visual tools (maps, charts, graphs, and infographics) should be made available to SEUALG as individual electronic files so that they can be inserted into future documents.

Task 3.2 Passenger Transportation Needs Assessment

The awarded CONSULTANT will identify the passenger transportation needs of the region by conducting an assessment of the size and location of identifiable population groups in the region likely to be transit-dependent or transit-disadvantaged. Transit dependency indicators will include, but not be limited to, age, disability and income/unemployment based on the most recent demographic data. The awarded CONSULTANT will propose the most effective method for assessing the region's travel needs within the context of this study based on industry standard definition of needs, tools and techniques. The needs assessment will include both a review of passenger transportation needs within the community and in reaching regional activity centers.

Task 3.3 Demographic and Passenger Transportation Needs Forecast

The awarded CONSULTANT will forecast demographic changes and passenger transportation needs for the mid and long term in the planning region. The demographic data will be shown on a map with corridor overlays; electronic images of the maps will be provided to SEUALG for use in future documents. As appropriate, the awarded CONSULTANT will also show forecasted passenger transportation needs on the map.

Activity Four. Scenario Development and Passenger Transportation Recommendations

Task 4.1 Prioritize Corridors and Communities for Future Service or Service Enhancements

The awarded CONSULTANT, using industry standard transit modeling, will prioritize corridors for future service or service enhancements based on their potential to support improved transit. The awarded CONSULTANT will utilize the results of the scenario evaluation to define and prioritize the corridors, modes and routes for future service enhancements to address demand as well as how potential funding changes could impact local, regional, and intercity passenger transportation services. The regional framework should emphasize connectivity to regional activity centers when identifying the service improvements needed to most efficiently deliver an effective regional transit system.

Task 4.2 Develop Scenario(s) for Meeting Passenger Transportation Needs

The awarded CONSULTANT will develop one or more passenger transportation scenarios that enhance services to high-need areas, based on estimated funding availability, through a combination of public, private and non-profit transportation service improvements. The scenarios will focus on realistic service expansion options and human services coordination efforts that can be pursued by individual providers or through partnerships in order to leverage funding. Each scenario will identify capital and operating costs for the proposed activities and outline funding strategies needed to implement the scenario. The awarded CONSULTANT will propose a recommended scenario that most effectively meets the region's needs given realistic funding availability.

Task 4.3 Goals, Objectives and Strategies for Next Steps

The awarded CONSULTANT will provide clear goals, objectives and strategies for how the region can move forward with its Regional Passenger Transportation Vision and the recommended scenario(s). SEUALG will use these goals, objectives and strategies to help identify and support strategic passenger transportation investments into the future. The types of strategies should include policy recommendations, creative financing tools (new funding sources and techniques for obtaining local financial support), and identification of opportunities to consolidate efforts. The strategies should encourage and strengthen partnerships where appropriate and clearly outline the roles and responsibilities of the region's passenger transportation partners as needed. As appropriate, the awarded CONSULTANT should specify estimated costs, proposed timeframe, recommended champions/partners, performance measures and potential funding sources.

Task 4.4 Proposal for Next Steps and Further Studies The awarded CONSULTANT will provide clear guidance on the scope of work for an additional phase or phases of this Passenger Transportation Study which could include a financial plan to forecast revenues, expenses, and funding as well as guide future passenger transportation investments, and provide direction on the implementation of the selected passenger transportation scenario. The next step(s) could also propose how advancements in existing and future transportation technologies can impact the provision of transportation services and increase awareness of transportation options within and to/from rural communities.

Activity Five: Project Closeout

Task 5.1 Summary Plan Materials for Distribution

The awarded CONSULTANT will develop information materials for distribution and presentation suitable for a general audience, focusing on the essential features of the Passenger Transportation Study.

Task 5.2 Study Record. The awarded CONSULTANT will deliver a product that documents the study process, finding, recommendations and implementation strategy.

D. DELIVERABLES

Required products of this project are listed below; a final list of deliverables will be determined upon contract negotiation and based on the successful proposer's Scope of Services. An administrative draft of each deliverable will be submitted in electronic form and, when requested, hard copy format, to the SEUALG project manager for review. Comments from SEUALG will be incorporated into the deliverable by the awarded CONSULTANT, before it is distributed for external review. Comments received during the external review process will be incorporated into the final drafts.

Activity One. Project Initiation

Deliverable 1. Formalized Scope of Work. Refinement of study goals, objectives and Scope of Work including a detailed work program that identifies the specific tasks, deliverables, and schedule.

Along with a public outreach summary that outlines engagement of key stakeholders and the general public.

Deliverable 2. Summary of Transit Plans. Review of recent and on-going transit planning efforts.

Activity Two. Project outreach planning.

Deliverable 3. Project Information Content Generation for Website. Periodically develop project status reports to post on the SEUALG website.

Deliverable 4. Project Leadership Committee Meetings. Facilitate project steering through leadership committee meetings as appropriate throughout the planning process.

Deliverable 5. Conduct public meetings and to share outcomes of study with the public after study is developed through the use of innovative tools to reach rural communities. Submit public outreach support materials (e.g., maps, PowerPoint, etc.).

Deliverable 6. Regional Passenger Transportation Vision. A regional passenger transportation vision, developed by a leadership committee with CONSULTANT guidance. Include documentation of the visioning process.

Activity Three. Existing Conditions and Needs Assessment

Deliverable 7. Working Paper 1: Existing Conditions and Needs Assessment. Content includes:

A. Inventory and Evaluation of Existing Transit Services. A summary of existing public, private and non-profit transportation services in Carbon, Emery, and San Juan.

B. Regional Transit Map(s). A map or maps of existing services inclusive of the passenger base (e.g., seniors, disabled, tourist, low income, etc.).

C. Passenger Needs Assessment and Needs Forecast. An assessment of the size and location of identifiable population groups in the region that are currently likely to be transit-dependent or transit-disadvantaged, followed by forecasted demographic changes and passenger transportation needs.

D. Demographic and Passenger Transportation Needs Forecast. A forecast of demographic changes and passenger transportation needs for the mid and long term in the planning region, shown on map with corridor overlays where possible.

Activity Four. Scenario Development and Passenger Transportation Recommendations

Deliverable 8. Working Paper 2: Corridor/Community Prioritization and Passenger Transportation Scenarios. Content includes:

A. Prioritization of Corridors and Communities for Future Service or Service Enhancements. A list of key corridors and communities to benefit from new service or service enhancements.

B. Scenario(s) for Meeting Passenger Transportation Needs. A description of one or more scenarios that provide realistic service expansion options and human services coordination efforts that can meet passenger needs, along with the identification of a recommended scenario.

Deliverable 9. Working Paper 3: Next Steps and Future Planning

A. Goals, Objectives and Strategies for Next Steps. Identification of clear goals, objectives and strategies for how the region can move forward with its Regional Passenger Transportation Vision and the recommended passenger transportation scenario.

B. Future Planning. Guidance on the scope of work for an additional phase(s) of the SUTFS and recommendations for local-level transit studies based on the conclusions from the SUTFS.

Activity Five. Project Closeout

Deliverable 10. Summary Plan Materials for Distribution. Development of summary media suitable for a general audience, focusing on the essential features of the Passenger Transportation Study.

Deliverable 11. Final Report. A product that documents the study process, findings, recommendations and implementation strategy.

Study administrative activities, including meeting summaries and related documentation, are not defined but assumed as part of delivered products.

In addition:

- The CONSULTANT will prepare an electronic copy of the Plan.
- Upon Steering Committee approval, the CONSULTANT will provide up to 25 print copies.
- Electronic copies of all supporting meeting materials for the public involvement process including any power point presentations, hand-outs, comments, surveys, etc. will be made available to SEUALG.
- Data tables, GIS files, print & web graphics, and document production files will be made available as requested by SEUALG.

PROJECT MANAGEMENT AND REPORTING

The CONSULTANT will name a single point of contact for the project, and primary communications between SEUALG and the CONSULTANT will be through that individual. SEUALG's project manager will be the CONSULTANT'S primary contact. The CONSULTANT will submit regular progress reports/discussions to the SEUALG project manager indicating the status of the project relative to the original budget and timeline. The progress

reports/discussions will note any instances of expected deviations from the original project budget and timeline, and will either describe corrective actions, or offer a revised budget and timeline to meet the new circumstances. Adjustments to the total budget will be strongly discouraged, but re-allocation of existing budget among tasks will be considered.

E. CHANGES TO PROJECT REQUIREMENTS

During the term of this project, including any extension thereof, SEUALG may choose to make changes to the scope of this project. In such event, SEUALG will provide the consultant with a description of the changes to be implemented, including any modification to the consultant's requirements and responsibilities related to such change and timing thereof.

SUBMITTAL GUIDELINES

Interested parties responding to this RFP are expected to submit proposals that respond to the specific activities described in this section. All proposals should be clear, concise and provide sufficient information to minimize questions and assumptions. Proposals should be limited to 10 pages (no smaller than 11-point font on 8.5" x 11" paper) including the project approach, charts, exhibits, resumes, and narrative. Cover letter, table of contents, and cost proposal are not included in the pagination limit. SEUALG accepts no financial responsibility for costs incurred in the preparation of proposals. All accepted proposals submitted in this RFP will become property of SEUALG.

A. COVER LETTER

One-page introduction and cover letter

B. CONTENT

Respondents must provide discussion that demonstrates understanding of services to be provided, challenges for each task, and significance for SEUALG.

C. TECHNICAL APPROACH

Respondent describes approach to delivery of services by demonstrating understanding of SEUALG including the agency's purpose and structure, regional cultural dynamics, operators, and planning partners; types of issues that may arise during delivery of professional services; and clear method or approach to prioritize and address task items.

D. MANAGEMENT APPROACH

Include names of all project personnel including subcontractors along with duties, responsibilities, and capacities. Project Management should be identified along with specialty subcontractors available on an as-needed basis.

E. EXPERIENCE & REFERENCES

Provide description of at least one but not more than three previous projects applicable to the Scope of Work; experience should include work in rural areas.

F. PROJECT SCHEDULE

Provide timetable for accomplishing Scope of Work.

G. PROJECT BUDGET

Provide standard line item budget reflecting Scope of Work, including at minimum all direct expenses (personnel, forecasted hours, wages, operating costs) and indirect costs.

H. SIGNED CERTIFICATIONS, ASSURANCES, INSURANCE AND FEDERALLY REQUIRED FORMS

Upon selection the CONSULTANT will be expected to sign and abide by Federally required forms consistent with the use of Federal Funding.

I. SUBMITTAL

Five (5) bound copies of the proposal and an electronic copy will be submitted by the deadline to SEUALG Planning (address below) as well one electronic copy to Colton Judd, SEUALG Project Manager.

The submittal envelope shall indicate the name and address of respondent, and be addressed to: SEUALG Transit coordinator 375 S Carbon Ave Price, Utah 84501 box 1104. Please note on the outside of the envelope: **SEUALG Carbon, Emery, and San Juan Transit Study RFP.**

QUESTIONS AND ANSWERS

Questions regarding this RFP must be received by the submittal due date: SEUALG will respond to questions by making them available on the agency's website and the U3P portal. Verbal statements or instructions from SEUALG shall not constitute an amendment to the RFP. Written or emailed questions should be submitted to by no later than August 23, 2021 at 4:00 PM to Michael Bryant, Regional Planner, mbryant@seualg.utah.gov **or** Colton Judd, Project Manager SEUALG, cjudd@seualg.utah.gov.

Proposals will be reviewed by a selection committee comprised of SEUALG staff and Executive Board The proposals will be ranked in accordance with the criteria described in Section VII Evaluation Criteria and Selection Process. SEUALG reserves the right to reject any or all proposals if deemed nonresponsive.

SECTION VII EVALUATION CRITERIA AND SELECTION PROCESS

A panel comprised of staff will review proposals to score proposals under the following criteria.

Selected proposers may be required to participate in an interview. If an interview process is desired each proposal is required to be presented by key personnel with whom SEUALG will be directly conducting the day-to-day business of the project. A formal presentation will be part of the interview and the presentation will be limited to 20 minutes in duration. The remainder of the interview period of 10 minutes will be dedicated to discussion of project specific criteria and responses to questions from the review panel members.

Selection Process and Criteria

Selection Process:

- RFP release: **August 11, 2021**
- Proposals due: **August 30, 2021**
- Interviews if needed (at discretion of Management Team)

Selection Criteria - 100 points possible:

1. One-page cover letter
2. Firm Experience (20 points)
3. Project Manager (20 points)
 - a. Projected workload; show percentage of time to be spent on this and other projects
 - b. Experience on projects of similar size and scope (include client/owner reference for each in the Appendix)
4. Consultant Team and Project Understanding (50 points)
 - a. Team composition, key team members
 - b. Percentage of time dedicated to this project
 - c. Experience on projects of similar size and scope
 - d. Outline approach to the project, opportunities / constraints and key issues
5. Appendix (resumes of Project Manager and key team members, qualifications, project references)
6. Cost. (10 points)

SEUALG will use the following cost formula: The points assigned to each offerors cost proposal will be based on the lowest proposal price. The offeror with the lowest Proposed Price will receive 100% of the price points. All other offerors will receive a portion of the total cost points based on what percentage higher their Proposed Price is than the Lowest Proposed Price. An offeror whose Proposed Price is more than double (200%) the Lowest Proposed Price will receive no points. The formula to compute the points is:
Cost Points x (2- Proposed Price/Lowest Proposed Price)

AWARD METHODOLOGY

Award will go to the highest scoring, responsive and responsible offeror, based on the weighted criteria and RFP requirements listed in this RFP.

A contract/professional service agreement will be negotiated. If negotiations are unsuccessful, SEUALG staff will terminate negotiation efforts and open negotiations with the 2nd ranked firm. The process will continue until negotiations are successful.

SECTION VIII RESPONSE TO PROPOSALS

A. NOTICE OF AWARD

A Notice to Proceed (NTP) will be provided to the CONSULTANT stating the date the CONSULTANT can begin work subject to the conditions of the contract.

B. ACCEPTANCE/REJECTION OF PROPOSALS

SEUALG reserves the right to reject any and all responses and proposals received. Late submittals will not be accepted and will be returned to the responder.

C. CANCELLATION OF PROCUREMENT

SEUALG reserves the right to cancel the procurement at any time before the Contract is fully approved and executed on behalf of SEUALG.