



REQUEST FOR PROPOSAL

Manteca Transit Short Range Transit Plan (2008-2013)

January 2008

City of Manteca
1001 West Center Street
Manteca, CA 95337
(209) 239-0635

www.ci.manteca.ca.us

Introduction

A. Notice

The City of Manteca is soliciting proposals to develop a Five-Year Short Range Transit Plan (SRTP). The major objective of this project is to review the current transportation demands of the public, analyze the problems and opportunities facing public transit in the City, assess future commercial and retail development for system expansion, and develop a comprehensive, realistic Five-Year SRTP.

B. Background

The City of Manteca is an urbanized area located in the San Joaquin Valley of the State of California. Located one hour east of the San Francisco Bay Area and one hour south of Sacramento, Manteca's central location allows its residents to enjoy Northern California's numerous cultural and recreational activities.

Population estimates released by the State of California indicate Manteca surpassed 64,000 early in 2006, an increase of 23% in the past five years. This impressive growth continues a 10-year trend that has resulted in the city's population increasing by 43%. In conjunction with this growth, the City has been, and continues to be, successful in attracting numerous large scale retailers, such as Home Depot, Costco, Kohl's, and Bass Pro Shop, to name a few.

C. Current Service Characteristics

The City of Manteca's Public Transportation System, Manteca Transit, was implemented on November 1, 2006 and provides Fixed Route and Dial-A-Ride services within the Manteca city limits, a total service area of approximately 16 square miles.

Manteca Transit Fixed Route service is made up of two routes operating on one-hour headways Monday through Friday from 6:00 a.m. to 7:00 p.m. The service connects residents of Manteca with medical facilities, places of interest, shopping and entertainment areas.

Manteca Transit operates curb-to-curb dial-a-ride services Monday through Friday from 6:00 a.m. to 7:00 p.m. within the designated service area. The system currently utilizes one bus for this service. In November 2007, the City implemented a 3-month pilot program adding a second dial-a-ride bus during peak ridership hours. This program will be evaluated at the end of the pilot period, February 2008. Dial-a-ride service is designed to transport persons with disabilities and the elderly (62 years of age and older), who are unable to use the Fixed Route system.

Additionally, Saturday service is available through general public dial-a-ride between the hours of 9:00 a.m. and 4:00 p.m.

Instructions to Proposers

A. Submittal of Proposals

All proposals shall be typewritten or printed in ink clearly and legibly, and submitted in a sealed envelope plainly marked on the outside: "**Sealed Proposal for Manteca Transit Short Range Transit Plan**". Proposals are to be submitted prior to 4:00 p.m. on Thursday, February 28, 2008. All responses become the property of the City of Manteca. Proposals must be submitted in the form of one (1) original and four (4) copies (five in total) to:

Mrs. Johanna Ferriera
Project Analyst
1001 West Center Street
Manteca, CA 95337

It is the Proposer's responsibility alone to ensure that the proposal is received by the City prior to the hour and date for the opening of proposals, specified above. Any proposals received by the City after that hour and date shall be returned unopened.

Unnecessarily elaborate or glossy proposals are neither expected nor desired. The emphasis of the proposal should be on responding to the requirements set forth in this Request for Proposals.

B. Interpretations of the Request for Proposals

A proposal conference will not be held for this solicitation. If the Proposer is in doubt as to the meaning of any part of the Request for Proposals, or finds discrepancies in or omissions from the Request for Proposals, the Proposer shall submit to the City a written request for an interpretation or clarification by **Friday, February 8, 2008**. All such requests should be addressed to Johanna Ferriera, Project Analyst. The City shall not be responsible for any explanation or interpretations of the Request for Proposals other than by written addendum delivered to each Proposer. No oral interpretations of any provision in the Request for Proposals shall be binding upon the City.

C. General Firm Qualifications

The proposer employed to complete this study project will be expected to ensure compliance with all Federal, State and regional planning and study requirements.

In addition, the selected Proposer will be required to meet periodically with City staff, Prepare required monthly progress reports; report information regarding the completion of all tasks in the work program; submit required work products by the required delivery dates; and maintain record, accounts, and books as necessary.

In addition to the requirements stated above, a successful Proposer should possess the following qualifications and/or experience:

1. Experience in the development and analysis of SRTP including; development and evaluation of transit route and system performance, analysis of impacts of population and employment growth on transit service, and evaluation and development of route structures.
2. Development of annual transit operating and capital improvement budgets.
3. Skillful presentation of information to groups, committees, and city councils.
4. Understanding of rapid community growth and the impacts to community transit.
5. Knowledge of Federal Transit Administration regulations.

D. Contents of Proposal

The Proposer shall include in its proposal, at a minimum, the following information presented in a clear and concise format, in order to demonstrate the Proposer's competence and professional qualifications for the satisfactory performance of the services outlined in the "Scope of Services" of this Request for Proposals.

1. Introduction

A discussion of the general project approach, including the Proposer's interpretation of the scope of work and demonstration of the consultant's understanding of the project requirements.

2. Experience

A list of the most recent projects for which the Proposer has performed similar services of similar size, scope and complexity. This list shall include the name, contact person, address, and phone number of each party for whom the service was provided, as well as a description of the service performed, the dollar amount of the contract, and the date of performance.

3. Proposed Scope of Work

A detailed description of the methods by which the Proposer intends to perform the work set forth in the Scope of Services. The description shall include, at a minimum, the following items:

- i. A performance and cost schedule for all services necessary to complete this Project.
- ii. The proposal should specify the major components, the cost breakdown by major component phase, and the expected time of completion for each component based on the Scope of Services.

4. Project Personnel

A list of Proposer's principals, employees, agents, and subconsultants which the proposer anticipates assigning to the Project. This list shall include a summary of the qualifications, licenses, and experience of each individual; the approximate number of hours each will devote to the Project; and the type of work to be performed by each individual.

5. Project Schedule

A timetable for accomplishing each task outlined in the proposed Scope of Work.

6. Project Budget

A total proposed “Not to Exceed” costs of the services, in addition to a standard line item budget consistent with the tasks identified in the Scope of Work. The cost proposals should assign time (hours) and costs (by work task), along with percent of time assigned to the project and hourly rates for all project personnel.

7. Required Certifications

- i. Non-Collusion
- ii. Drug-Free Workplace
- iii. Debarment and Suspension
- iv. Civil Rights

E. Review of Proposals

After the proposals are received, the City will review and evaluate all proposals for responsiveness to the Request for Proposals to determine whether the Proposer possesses the professional qualifications necessary for the satisfactory performance of the services required. It is anticipated that this review period will last approximately fifteen days.

In reviewing the proposals, the City may consider the following:

1. Overall quality of proposal submitted by Proposer.
2. Proposer’s understanding of the work to be completed based upon the clarity of the proposal and responsiveness to the Request for Proposals.
3. The experience and past performance of the Proposer with similar work. The City may consider Proposer’s timely and accurate completion of similar projects within budget.
4. Ability to perform within the desired project schedule.
5. The feasibility of the proposal based upon the performance and cost schedules, and the methodology used by the Proposer.
6. Proposer’s “Not to Exceed” costs and personnel hours allocated to each task.
7. Understanding of rapid community growth and the impacts to community transit.
8. Knowledge of all applicable laws, statutes, ordinances, rules, regulations or requirements of the United States Government, State of California, and local governments or any agency thereof, which relate to this project.

F. Award of Agreement

Upon completion of the review period, the City may negotiate a Professional Services Agreement with the top-ranked consultant. The goal of the negotiation is to agree on a final contract that will deliver the services or products required at a fair and reasonable cost to the City. No proposal shall be binding upon the City until after the Agreement is signed by duly authorized representatives of both the Proposer and the City.

If an Agreement cannot be reached with the top ranked Proposer, the negotiations will be terminated. Negotiations may be opened with the second ranked Proposer and the process repeated. When negotiations are terminated with a Proposer, negotiations will not be reopened with them during this process.

The City reserves the right to reject any or all proposals, and to waive any irregularity. The award of Agreement, if made by the City, will be based upon a total review and analysis of each proposal and projected costs.

Scope of Services

The Scope of Services set forth in this Request for Proposals represents an outline of the services which the City anticipates the successful proposer to perform, and is presented for the primary purpose of allowing the City to compare proposals. The precise scope of services to be incorporated in to the Professional Services Agreement shall be negotiated between the City and the successful Proposer. The City requests that the Proposer suggests changes to the scope of services (as a part of the proposal) in order to achieve the City’s stated Project Objectives.

1. Project Objectives

The City’s primary objective for this Agreement is to obtain professional assistance in the development of a Short Range (five-year) Transit Plan, including assessment of existing and future public transit services to meet community needs, regional connectivity, overall general financial estimates for recommended scenarios, and service delivery options.

2. Project Issues

A growing local economy in Manteca has brought increasing demands for transportation. New shopping centers, residential subdivisions, senior housing, office buildings, industrial parks and medical facilities have changed transportation needs. Residents and businesses scattered in outlying areas that were only fields a few years ago, often far from existing transit routes, present significant challenges to traditional public transit services.

Growth and change bring new problems, but also new opportunities. This is what makes the comprehensive generation of the City of Manteca’s Short Range Transit Plan timely. In generating the SRTP, the consultant will evaluate the need to adjust existing transit operations, as well as the potential of expanded routes and potentially new services to meet the needs expressed by the public through innovative transportation options. The consultant will also conduct a thorough five-year financial analysis to determine what transit improvements can and should be funded, within the constraints of available funding.

3. Project Restrictions

- a. Timing. It is anticipated that the final report be complete by August 22, 2008. Following is the proposed project schedule:

Description	Due Date
Release of RFP	January 28, 2008
RFP Questions Due	February 8, 2008
RFP Questions Answered and Mailed	February 13, 2008
Proposals Due	February 28, 2008
Award of Contract	March 17, 2008
Consultant Begins Work	March 31, 2008
Progress Report	May 1, 2008
Progress Report	June 2, 2008
Draft SRTP to City Staff	July 1, 2008
Final Draft SRTP to City Staff	July 21, 2008
Final SRTP to City Staff	August 22, 2008
Adoption of SRTP by City Council	September 15, 2008

- b. Budget. The City has a budget of \$60,000 which cannot be surpassed, including all project costs and reimbursable expenses, to complete the SRTP. All fees for elements contained in this scope of work should be included in the proposal.

4. Proposed Project Tasks

Task 1 Background Information

- 1.1. Review planning and demographic information, including, but not limited to: demographic data/projections, the City General Plan, the County Regional Transportation Plan, and recent developer proposals to assess new development areas within the Manteca Transit service area.
- 1.2. Review pertinent data, documents, reports and other items that will be relevant to the project. Documents will include the current contract with MV Transportation Inc., monthly financial and ridership reports, the transit operating budget, transit policies and procedures, and the records of past Unmet Transit Needs Hearings.
- 1.3. Develop appropriate goals, objectives and performance standards in order for the City to measure system efficiency and effectiveness. The goals, objectives and performance standards should help guide the transit system operations, suggest what it should and could be doing and what future directions should be taken. Additionally, they will act as a policy statement, helping decision makers make informed and objective judgments about public transit budgets, fare levels, service hours and other service aspects.

Task 2 Existing and Future Public Transit Service

- 2.1. Evaluate current contract with MV Transportation for industry standards and conformance with law, and make recommendations for current and future contract changes needed to support enhanced service recommendations.
- 2.2. Evaluate and analyze the existing Public Transit Services in Manteca and regionally, in order to make recommendations for improving services, lowering operating costs, and to benchmark and increase the Manteca Transit service again industry standards and peer communities.
 - 2.2.1. Evaluation and analysis will include, at a minimum, performance monitoring and quality control, service levels, operating parameters such as days and times, fare structure, farebox recovery ratios, field surveys, boardings per capita, operating and subsidized cost per passenger, on time performance, vehicle dwell time, passenger utilization, schedule efficiency, stop spacing, compatibility and coordination with other services, and school bell times.
- 2.3. Fixed Route
 - 2.3.1. Develop and evaluate transit route and system performance, analyze the impacts of population and employment growth on transit services, and evaluate and develop local and regional route structures.

2.3.2. Analyze the City's current service area and future projected growth for service demand. Identify and recommend future service areas and corridors, services, or locations given the impact of urbanized status and past customer interest. Include social service agencies that will likely benefit from the City transit services.

2.3.2.1. The recommended future services may include, but are not limited to, modifications to current service (i.e., schedule adjustments, improved transfer coordination between Fixed Route and Dial-A-Ride service), more frequent service on existing routes, new public transit services to unserved areas, enhanced service coordination with other transit service providers, or expanded weekend service.

2.3.3. Conduct boarding and alighting counts at each City bus stop.

2.3.4. Evaluate the use of the current General Public Dial-A-Ride system for Saturday transit service.

2.4. Dial-A-Ride

2.4.1. Make recommendations for improving the Dial-A-Ride service to include: ADA compliance, system policies and procedures, accessibility, cancellations and no-shows, eligibility/certification process, record keeping, reliability, and decrease operating costs.

2.5. Subsidized Taxi

2.5.1. Evaluate the reinstatement of subsidized taxi service as a supplement to the Dial-A-Ride system.

Task 3 Financial Plan

3.1. The five-year Financial Plan will include, at a minimum, the following components: project operating budgets, capital budget and needs assessment, potential funding source identification, and a consolidated financial plan.

3.1.1. Operating Budget

3.1.1.1. Develop operating budgets and funding scenarios to support existing and future service recommendations. Budget will include projected costs and revenues, and so therefore will require anticipated ridership levels for all transit services.

3.1.2. Capital Budget and Needs Assessment

3.1.2.1. Identify future equipment, facility, and infrastructure needs.

3.1.2.2. Evaluate the current vehicle agreement with MV Transportation. Recommend future purchases of rolling stock, evaluating fuel options and necessary infrastructure needs.

3.1.3.Potential Funding Source Identification

- 3.1.3.1. Identify available funding sources for each of the five years of the plan. Analyze potential local, State, and Federal funding with regard to their relative certainty of availability.

3.1.4.Consolidated Financial Plan

- 3.1.4.1. Prepare a consolidated financial plan which arrays all expenditures and revenues in a single table. Allowing all expenditures, both capital and operating, to be seen at a glance and revenues and their sources to be traced over the five-year period.

- 3.1.4.2. The consolidated financial plan should utilize computer spreadsheet programs that are compatible with program currently utilized by City staff.

Task 4 Marketing Plan

- 4.1. Develop specific and supportable strategies for raising farebox recovery ratios to achieve at least a 15% farebox recovery within a four-year period.

- 4.2. Develop other revenue-generating strategies to assist with transit costs.

4.3. Riders Survey

- 4.3.1. Develop a rider/potential user survey to be administered by the City's service provider. The survey should measure the effectiveness of the current transit services, potential service expansions or gaps in service, trip purpose, and rider demographics.

Task 5 Community Outreach

- 5.1. Perform a community outreach effort and passenger surveys to conduct a transit demand and community needs assessment. To include demographics, trip access and egress, trip origin and destination patterns, fare payment, changes needed in routes, extended hours and days, and frequencies of buses.

- 5.2. Provide a system-wide passenger demographic breakdown by income, age, gender, race, and primary language through a voluntary onboard passenger survey. Summarize the key findings

- 5.3. Conduct a survey of non-passengers. Survey to include a comprehensive outreach to non-riders, utilizing various outreach methods including the internet. Survey shall assess why passengers are not riding, and which services, if added may encourage ridership.

- 5.4. Conduct at least four (4) public outreach meetings to obtain system needs and present any changes to future service.

5.4.1. Provide meeting minutes and notes to City staff within five business days after each meeting.

Task 6 Miscellaneous

- 6.1. Provide at least one (1) presentation to the Manteca City Council. The presentations must be held during the release of the final draft plan.
- 6.2. Progress meetings may be requested during the duration of the project.
- 6.3. Draft Plan: Five (5) Bound Hardcopies and Data Copy in Microsoft Word format.
- 6.4. Final Draft Plan: Ten (10) Bound Hardcopies and Data Copy in Microsoft Word format.
- 6.5. Final Plan (post City Council approval): Twenty-five (25) Bound Hardcopies and Data Copy in Microsoft Word format.