Request for Proposal 09-082

San Bernardino County's
Victor Valley Long-Distance Commuter Needs Assessment Study

Scope of Work

Pre task – Identify, invite and convene Advisory Committee/Steering Committee to assist with consultant selection and project start-up.

SANBAG staff will invite key members of the PASTACC and of the Victor Valley Transit Authority Technical Advisory Committee, and any other key stakeholders, to participate in an Advisory/Steering Committee over the 9-month project duration. The Committee will meet a minimum of 3 times and be invited to participate in the community forums held during the later phase of the study.

EXISTING AND PROJECTED COMMUTER DEMAND LEVELS

Task 1 – Document current situation

- Task 1.1 Collect available demographic information about the Victor Valley residents of Victorville, Hesperia, Apple Valley and Adelanto and adjacent unincorporated counties. Document and graphically present critical 2000 census characteristics and available California Dept. of Finance and other updates related to population, housing, housing starts and commute information.
- Task 1.2 Identify, collect and graphically presently available travel information along I-15 through the Cajon Pass.
- Task 1.3 Prepare a summary of the commuter service experience of VVTA's pilot program ending in June 2005, documenting the number and start-times of vehicle trips, ridership patterns (by day, week and month) and any other relevant information to fully describe the commuter services that were provided.

Task 2 – Collect and document projected commute growth patterns.

- Task 2.1 Compile and present projected information on population, housing and travel, presenting this analytically and graphically.
- Task 2.2 Develop an estimate of demand for weekday, commute travel from the Victor Valley into the San Bernardino Valley and beyond.

Task 1 & 2 Deliverables	Documentation
Key census variables mapped and described	Technical Memorandum #1 – Demographics and Projected Demand
Other key housing and travel information mapped and described	
Document VVTA's commuter pilot program operating characteristics and ridership patterns.	
Commuter projections prepared.	
Steering Committee meeting (optional, could be combined with review of Tech Memo #2)	

PUBLIC OUTREACH AND EDUCATION

Task 3 - Conduct local outreach data collection to identify commuter needs

- Task 3.1 Interview local community leaders about commute needs of Victor Valley residents. Identify prospective interviewees through consultant efforts and with input from the Steering Committee. Prepare an interview guide. Conduct and document interviews of a sufficient number and type to geographically represent the Victor Valley communities and a mix of local leadership. Ensure that a broad range of individuals/ organizational perspectives are represented with knowledge of commuters' needs and requirements.

- Task 3.2 Household surveying. Conduct a mail back or telephone survey of a randomized sample of Victor Valley households in Victorville, Hesperia, Apple Valley and Adelanto that will statistically represent with an adequate degree of reliability Victor Valley residents' viewpoints, needs, requirements and interest in commuter service. Prepare a sampling methodology, ensuring that the sample size will be sufficient to reflect differing viewpoints of each of the incorporated cities and the town of Apple Valley. Develop a broadly-distributed e-survey component to complement the statistically reliable survey. Design and conduct the household mail back survey and e-survey, report on results and contrast the basic demographics of respondent households with the areas' householders generally. In the communication regarding the survey, invite householders to participate in future community-wide forums, advising them of a website where information about the study process will be regularly posted.

- Task 3.3 Interview regional employers. Identify the larger, regional employers in San Bernardino and Riverside Counties and conduct interviews with the larger employers, identifying these through regional ride-share and other information pools. Prepare an interview guide. Conduct and document interviews. Identify needs, barriers to meeting needs and potential opportunities for meeting commuter needs of Victor Valley employees of these regional employers.

- Task 3.4 Present results of these data collection efforts to the Steering Committee

Task 3 Deliverables	Documentation
Interviewed local leaders.	Technical Memorandum #2 – Needs Assessment
Household survey methodology, survey design, survey conducted.	
Interviewed regional employers.	
Steering Committee meeting.	

ANALYSIS AND EDUCATION

Task 4 – Develop and analyze commute alternatives

- Task 4.1 Pulling together findings from the preceding tasks, identify all reasonably possible responses to commuter needs between the Victor Valley and the San Bernardino Valley/ Los Angeles Basin. Develop a methodology for analyzing the benefits and responsiveness of proposed alternatives to the needs of Victor Valley residents identified.

- Task 4.2 Identify the costs of potential alternatives and construct a methodology for undertaking a cost-benefit analysis of each.

- Task 4.3 Identify potential funding sources for commuter transportation services and make an assessment of the reasonableness of obtaining such funds.

Task 5 – Undertake local outreach process to obtain feedback and prioritize and/or develop consensus on alternatives

- Task 5.1 Conduct between two and three community forums at selected locations in the Victor Valley during evening timeframes when prospective commuters are available. Utilize these forums to describe potential commute alternatives and to explore local stakeholder responses. Ensure a broad-based invitation to these forums by including interviewees, providing notice through the local media and posting information on a previously advertised website to advise interested individuals of the forum times and locations.

- Task 5.2 Document the results of these forums.

Task 4 & 5 Deliverables	Documentation
Prepare a report of alternatives, cost, benefits and potential funding sources.	Technical Memorandum #3 – Alternatives Analysis
Conduct and document findings from 2 to 3 community forums to invite stakeholder comment upon alternatives.	

RECOMMENDATIONS AND FINAL REPORT

Task 6 – Identify preferred alternatives and implementation steps

- Task 6.1 Develop the preferred alternatives, combining information from the public forums with the technical analyses to arrive at a those alternatives that are feasible, including cost-effective, fundable and reasonable to implement and that promise the greatest likelihood for success. It may be that there is a phasing to recommended alternatives with some planned for early years, given certain commuter trip volumes and some planned for subsequent years when presumably those numbers increase.

- Task 6.2 Prepare an implementation plan for the recommended alternatives that, at a minimum, sets forth the sequencing of tasks and activities including identifying potential marketing strategies and branding, identify responsible parties and develop a financial plan.

Task 7 – Prepare the final report document, including an executive summary as a stand-alone document to be used to promote preferred alternative(s).

- Task 7.1 Compile all study products into a draft final report document. Prepare an administrative draft for review and comment by SANBAG and the Steering Committee members. Provide the draft final report in electronic form and distribute it to the Steering Committee.

- Task 7.2 Conduct a Steering Committee meeting presenting the feasibility study findings and recommendations, in the context of this final report document.

- Task 7.3 Prepare an Executive Summary as a stand-alone document and distribute it, electronically, to all key stakeholders to provide feedback on the feasibility study outcomes.

- Task 7.4 Finalize the draft final report and prepare 40 hard copies of the final report document, and one electronic version, for distribution through SANBAG to its policy board members, to the Board of the Victor Valley Transit Authority.

Task 6 & 7 Deliverables	Documentation
Feasibility study recommendations and implementation plan.	Administrative draft and final report document, including stand-alone Executive Summary, 40 hard copies
Steering committee meeting	
Administrative draft final report.	
Executive summary	
Final report document	

Schedule

October 1, 2008	Release RFP
October 14, 2008	Questions due to SANBAG
October 17, 2008	Responses to Interested Bidders
November 14, 2008	RFP due to SANBAG by 5pm – submit 1 original and 5 copies
November 17-21, 2008	Possible Interviews with potential Contractors
December 19, 2008	Recommendation to SANBAG policy committees
January 7, 2009	Award and contract commences

Proposal Evaluation and Selection

A review panel made up of representatives from Victor Valley Transit Authority Technical Advisory Committee, members of PASTACC, and SANBAG staff will evaluate the proposals and determine the necessity for oral interviews. At the oral interviews, proposers will be requested to make a formal presentation. The panel/staff will recommend one consultant from those interviewed. SANBAG reserves the right to select a consultant based solely on the written proposal and not convene oral interviews.

The evaluation criteria that will be used in the selection process are as follows:

20% Understanding the purpose and requirements
25% Approach to be followed and the tasks to be performed, including detailed steps and resources required and proposed project schedule
25% Relative allocation of resources, in terms of quality and quantity, to key tasks, including the time and skills of personnel assigned to the task and consultant's approach to managing resources and project output
15% Experience of the firm in public and specialized transit operations
15% Education and specific experience of the project team to be assigned

Proposal content and organization

Proposals should be limited to specific discussion of the elements outlined in this RFP. The intent of the RFP is to encourage responses which meet the stated requirements and which propose the best methods to accomplish the work within the stated budget. SANBAG has budgeted $90,000 for the design study.

1. Transmittal letter

The transmittal letter should include the name, title; address and phone number and original signature of an individual with authority to negotiate on behalf of and to contractually bind the proposer and who may be contacted during the period of proposal evaluation. One transmittal letter need be prepared to accompany all sets of copies of technical and cost proposal.

2. Table of Contents

A listing of the major section in the proposal and associated page numbers

3. Introduction

In this section the proposer should demonstrate an adequate understanding of the design study, local conditions, roles and responsibilities as well as working knowledge of California Government Code, Transportation Development Act, Federal Transportation grant programs and their requirements.

4. Plan and Technical Approach
The plan should include:

a. A description of overall work explaining overall work and basic purpose and general focus of the study

b. An explanation of the consultants intended role

c. A thorough explanation of the consultants proposed course of action. References should be made to the RFP requirements and the consultants' plans for meeting those requirements. If the consultant proposes major changes in the RFP approach, those changes should be specified clearly. The consultant should specify techniques, data to be evaluated, method of public outreach, documents to be reviewed, etc.

d. An itemized description of the proposed project schedule and the end products to be produced.

5. Project management

The proposer must prepare and explanation of the project management system and practices to be used to assure the project is completed within the scheduled time frame and the quality of the required products will meet SANBAG's requirements.

6. Consultant and Subcontractor Staff

The proposal must describe the qualifications and experience of each professional who will participate in the project, including a brief resume for each member of the project team. A project manager must be designated and an organization chart showing the manager and all project staff must be included. A matrix must be presented indicating the effort in man hours which will be contributed by each professional during each phase of each task making up the project. If a subcontractor will be used ,the proposer must include a letter from the subcontractor committing to perform at least the work shown for subcontractor professionals in the above described matrix.

7. Consultant qualifications and references

The proposal must describe the nature and outcome of projects previously conducted by the consultant that are related to the work described within this RFP. Descriptions should include a client contact name, address, phone number, a description of the type of work performed approximate date on which the work was completed, and professional staff who performed the work. If a subcontractor is proposed two to three similar qualifications and reference should be provided for the subcontractor

8. Cost Proposal

In addition to a technical proposal, the prospective contractor shall prepare a detailed cost proposal for the work to be performed. The cost proposal shall itemize all items that will be charged to SANBAG, including travel charges that will be involved in the project and included in the bid amount. Costs shall be segregated to show staff hours, rates and classifications and administrative overhead. If subcontractors are to be used, the prospective contractor must indicate any markup that the prospective contractor plans to take on subcontractors. The same breakdown of subcontract costs shall be provided as is required for contractor costs above.

Failure to provide detailed cost breakdowns will be cause for rejection of proposal.

9. Payment schedule

The consultant will be paid based on work actually performed during the preceding month. The consultant should forward a copy of all invoices for payment for work performed and associated expenses by the 15th day of the following month. Each invoice shall be accompanied with a brief description of work performed and identify any problems incurred.