



Corridor Metropolitan Planning Organization (Corridor MPO)

Request for Proposal

RFP 01-09

Fixed-Route Analysis of Cedar Rapids Transit System

Release Date: June 23, 2009

Closing Date: July 10, 2009

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Corridor MPO
Community Development Department
3851 River Ridge Drive NE
Cedar Rapids, IA 52402

The Corridor Metropolitan Planning Organization (MPO) invites qualified consulting firms to submit a proposal, including a fee schedule, to conduct a review of the Cedar Rapids Fixed-Route Transit System and provide analysis of improvements that could be made to the existing transit system.

I. Background

The Cedar Rapids Transit System (CR Transit) is the only urban public transit provider in the Corridor MPO planning area. CR Transit utilizes the fixed-route system to serve the residents of Cedar Rapids, Marion and Hiawatha (see attached map for the transit routes).

Several studies have been conducted over the past to analyze the transit system and needs in the metro-area. A 2004 Fixed-Route Bus Service study of the CR Transit System has recommended several changes to the existing transit system, including performing a fixed-route analysis, in order to increase ridership and improve services to the residents.

II. Expectations

The selected consulting firm will be expected to work closely with the Corridor MPO staff and the CR Transit Staff in analyzing the transit system and making any final recommendations. The firm will be expected to prepare and analyze several route options within the provided timeframe.

The selected consulting firm will be expected to present their results in person to the Corridor MPO Board, Cedar Rapids City Council, and subsequent committees as requested and approved. The ability to explain the options clearly and convincingly, both verbally and in written form, is

equally as important as the technical capacity to develop the options.

III. Proposed Scope of Work

The selected consultant shall provide professional consulting services to the Corridor MPO through the analysis of existing transit system and recommendation of feasible route and schedule changes to improve the service levels. The proposed scope of work is divided into the following three (3) sections.

Section 1: Review of Current Transit Service

A transit study completed in 2004 reviewed the existing transit system. Some of the recommendations from this study have been implemented to improve the transit system. The flood of June 2008 has presented new challenges to the Cedar Rapids Transit System. A review of the system as it currently exists is required in order to determine areas that are working and areas that require further improvement.

The review of the transit system should include the following components,

- Fixed-Bus Routes
- Schedules
- Stop Placements
- Number of Buses provided on each route
- Hours of operations
- Areas currently served by the transit system
- Integration of routes with other non-fixed route transportation system in the area

The selected consultant is expected to provide a list of recommended improvements to the existing transit system.

Section 2: Transit Routing Options

As the Cedar Rapids metro-area continues to grow, equal accessibility to public transit is needed to enhance the quality of life of its residents. There are areas within the metro that are not currently served by public transit where the public has expressed a desire to have access to this service. There are areas served by the current transit system that are not well-utilized. The routing options should consider the possibility of both eliminating and extending the routes to enhance the transit service.

The proposed routing options should focus on reducing travel times, increase the service area and increase the transit ridership. The analysis should include specific routing options, service schedules, expected ridership and driver scheduling. The route analysis should also consider the areas that are planned to be developed and have potential to grow in the near future.

Section 3: Public Participation

It is expected that the selected consulting firm will highly utilize its public involvement tools and techniques while performing the tasks outlined in sections 1 and 2.

The selected consulting firm is expected to conduct a ridership survey in the metro-area to capture the general public's transit needs and expectations. The consulting firm will also survey the areas major employment firms to understand their transit needs, barriers and opportunities. The survey should be conducted while reviewing the existing transit system.

The consultant is expected to hold 3 open houses to allow the public and other interested parties to provide their input during the study.

- At the 1st open house, the consulting firm will present their findings on the current transit services as outlined in section 1. The comments received are to be incorporated while developing the transit options.
- At the 2nd open house, the consulting firm will present various transit-routing scenarios as outlined in section 2. The comments from this open house will be incorporated in the final document and presented at open house 3.
- At the 3rd and final open house, the consulting firm will present the final proposed routing option for the metro-area. The information presented should follow the requirements as outlined in section 2 and incorporate comments from open house, where feasible.

In addition to the open house, the consulting firm is expected to meet, as necessary, with the Corridor MPO Staff, CR Transit Staff, the Corridor MPO Board and the Metro-area Advisory Committee (MAC) throughout the project.

IV. Expenses

The Corridor MPO agrees to reimburse the consultant for reimbursable expenses for on-site activity, for a “not to exceed” amount over the term of this agreement of \$1,000. All expenses must be documented by receipts and submitted for payment approval within sixty (60) days from the date the expense was incurred.

Reimbursable Expenses

- Air travel, not to exceed the coach class rate.
- Auto rentals, while in the Cedar Rapids area, not to exceed standard/midsize car class, nor exceed one auto for every three (3) Contractor employees on site.
- Lodging and meals not to exceed the Domestic Per Diem rates listed in the current edition Appendix “A” of Chapter 301 of the Federal Travel Regulations.
- Use of a private vehicle for project related duties shall be reimbursed at the published IRS standard mileage rate.
- Courier services
- Facsimile and photocopies (should include a not-to-exceed charge per item)
- Long distance and conference telephone charges
- Printing charges incurred on behalf of the Corridor MPO

Non-Reimbursable Expenses

- Consultant travel time from point of departure to the Cedar Rapids project area
- Alcoholic Beverages
- Maintenance or repair expenses to contractor’s vehicle
- Tips (except what is allowed under meal & incidental expenses)
- Incidental expenses (laundry, dry cleaning) beyond what is allowed under meal & incidental expenses)
- Personal expenses (movies, phone, entertainment, etc.)
- Towing, parking violation, traffic tickets, etc. incurred while traveling
- Flight or travel insurance
- Expenses for lodging at facilities that are not licensed as a hotel or motel
- Expenses that are usually and customarily included as part of the Contractor’s overhead such as typing, utilization of computer systems, cameras, recording or measuring devices, flashlights and other small portable equipment, safety supplies, phones, expendable office supplies, etc.
- Administrative fees for time spent in making travel arrangements, obtaining receipts and billing the Corridor MPO for reimbursable expenses

V. Submittal Requirements

- A. General information. Provide a description of your firm, including organizational structure, location of principal office, years in business, number of employees, and other pertinent information.
- B. Key personnel and roles:
 1. Name of the principal or project manager in your firm who will have direct and continued responsibility for the services provided to the Corridor MPO. This person will serve as the firm's first point-of-contact on all matters dealing with services office, handling day-to-day activities through completion.
 2. Outline of responsibilities/roles of your firm's personnel with respect to providing the services requested, if different from the principal or project manager.
 3. Resumes of assigned personnel
- C. Experience: Describe at least three (3) similar projects conducted under compressed timelines and provide references for each, including a name and contact information.
- D. General Approach or Methodology: Outline the general approach your firm would propose for the planning effort, based on similar situations.
- E. Cost Information: The total payments for work completed under this project cannot exceed \$40,000. Please identify the hourly rates of all consultants likely to work on the project. Please identify, in sufficient detail, the individual activity costs, such as travel and administration, and any other items that may be useful for the selection committee in determining cost effectiveness.

VI. Selection Process, Criteria, and Timeline

A selection committee will review all submissions and conduct interviews, if deemed necessary, with selected firms. Below are the criteria that will be used in the screening, interviewing, and selection of a consulting firm.

1. Demonstrated Related Experience (1/3 of Rating)
 - a. Successful experience in projects of a similar type and setting.
 - b. Demonstrated experience in coordination of project specifics with multiple entities.
 - c. Demonstrated experience in leading/facilitating public meetings.
 - d. Timely and cost effective experience in document preparation.
 - e. Successful experience in meeting project timetables and project budgets.
4. Proposed Project Approach or Methodology (1/3 of Rating)
 - a. Ability of consultant to provide trained and experienced staff to accomplish work in time allotted.
 - b. Understanding the expectations and goals of the Corridor MPO.
 - c. Description of the general approach to be taken by the consultant.
5. Consultant's Fees and Costs (1/3 of Rating)
 - a. Demonstrated successful previous budget performance and experience in meeting project budgets.
 - b. Description of approach to budgeting and bidding.
 - c. Techniques employed to avoid the "over-budget" experience.

Schedule Items	Date
Issue RFP	June 23, 2009
Written Questions Due	July 06, 2009
Response to Questions Posted	July 08, 2009
Proposals Due	July 10, 2009
Proposal Review	July 10, 2009
Consultant Interviews – If necessary	July 14 th & 15 th , 2009
Consultant Selection	July 17, 2009
Consultant Start Date	July 20, 2009
Anticipated Project Completion	November 15, 2009

The Corridor MPO reserves the right, at its sole discretion, to reject any or all submittals when, in its opinion, it is determined to be in the public interest to do so; to waive minor irregularities and informalities of a submittal; or to cancel, revise, or extend this solicitation. This request for proposals does not obligate the Corridor MPO to pay any costs incurred by any respondent in the submission of a proposal or in making necessary studies or designs for the preparation of that proposal, or for procuring or contracting for the services to be furnished under this Request for Proposals.

VII. Questions and Responses

Questions regarding the RFP will be accepted in written format through Monday, July 6, 2009. All questions and responses will be posted by MPO staff to the project webpage at <http://www.corridormpo.com> no later than Wednesday, July 8, at 5:00pm. Written questions may be submitted by mail or e-mail to:

Corridor MPO
 Attn: Sushil Nepal
 3851 River Ridge Drive NE
 Cedar Rapids, IA 52402
s.nepal@cedar-rapids.org

VIII. Proposal Submission

One (1) unbound and four (4) bound, sealed copies of the proposal must be received no later than **12:00 p.m., (noon) C.S.T., July 10, 2009** at the office of the Corridor MPO:

SEALED PROPOSAL ENCLOSED

ATTN: Fixed-Route Analysis RFP
 C/O Adam Lindenlaub, Corridor MPO Administrator
 Department of Community Development
 3851 River Ridge Drive NE
 Cedar Rapids, IA 52402

Late proposals will not be accepted.