Request for Proposal for:

The Development of the
PASSENGER
TRANSPORTATION FUNDING STUDY

January 2, 2009

STATE OF IOWA
DEPARTMENT OF TRANSPORTATION
Section 1 General Information

1.1 Introduction

*This study is in response to the legislatively mandated “Public Transit Funding Study”*

The Iowa Department of Transportation, Office of Public Transit (Department) has been authorized to conduct this study. The Iowa Department of Transportation, Office of Public Transit (Department) has been authorized to conduct this study.

The Department is requesting a technical proposal from consulting firms concerning their qualifications, experience and availability to conduct a statewide study to:

1. Identify current and future passenger transportation needs
2. Estimate current and future passenger transportation revenues
3. Assess the sufficiency of the revenues to meet current and future needs
4. Develop strategies concerning operations, structure, and funding of future passenger transportation services in Iowa. Recommendations will emphasize the most appropriate manner in which to provide, and fund, needed current and future passenger transportation services.

The Department has assigned a Project Manager (Michelle McEnany) for this contract. The Project Manager will be the main contact for the Consultant Team (Consultant) and is responsible for final approval of all products of this contract.
1.2 Definition of Terms

Passenger transportation services, for the purpose of this study, are defined as:
   a. Public transit systems (35 operating in Iowa)
   b. Intercity bus—commuter service only.
   c. Passenger rail—commuter routes only; does not include intercity and national routes
   d. Vanpools
   e. Bus rapid transit

1.3 Project Description

Passenger transportation is a vital component of the engine which drives the state’s economy. Iowa’s passenger transportation system is in need of an overall assessment; with the goal of improving the provision of, and funding for current and future passenger movement needs. Shortfalls in funding for public transit systems, intercity commuter bus operations, bus rapid transit corridors, and commuter passenger rail have created a situation which needs to be addressed from an overall transportation system approach.

This study will be conducted using the framework established by the Department; and under the auspices of the vision and guiding principles for public transportation within Iowa which will be developed as part of this RFP.

Examples of possible passenger transportation system vision and guiding principles for Iowa are:

<table>
<thead>
<tr>
<th>An Example of a Passenger Transportation Vision</th>
<th>Examples of Passenger Transportation Guiding Principles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moving people through a variety of passenger modes in a safe and efficient manner resulting in stronger economic vitality for Iowa.</td>
<td>• Adequate and affordable means of passenger transportation should be available for Iowans. • Passenger transportation funding sources need to be sustainable. • State energy independence is a high priority. • Iowa’s growing senior population needs to be provided sufficient mobility options. • Easy accessibility to jobs, shopping, medical, and cultural resources are essential. • Public transportation oriented development should be encouraged.</td>
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</tbody>
</table>
The 2007 State of Iowa Enterprise Strategic Plan from the Governor’s Office includes the following as a goal—“Expand the availability of quality affordable Home and Community-based services (HCBS) to enable Iowans to stay in their homes and communities”. Passenger transportation is an essential element within the HCBS program.

1.4 Project Scope

The Department’s Office of Public Transit is seeking proposals from consultants to conduct a study on the level of passenger transportation services available to citizens in Iowa versus the total current and future demand for these services. The specific study tasks will encompass:

1. A detailed literature review of other states’ innovative approaches in meeting their passenger transportation needs.

2. Evaluate socio-economic trends of Iowa. This will focus around the characteristics of Iowa, such as:
   a. Iowa’s population is growing at a slow pace.
   b. Iowa’s population growth is not uniform throughout the state.
   c. Iowa’s population is urbanizing.
   d. The population of Iowa is getting older.
   e. Minority population continues to grow.
   f. Disabled population is growing.
   g. Traditional employment sectors have changed.
   h. Economic activity is focused in regional trade centers.
   i. The number of low income persons is increasing.
   j. Iowans are travelling more but passenger travel is not uniform across all modes of transportation.
   k. People are making more trips per day for a variety of purposes—the majority of trips are for non-work purposes.
   l. More Iowans work outside their county of residence.
   m. Sensitivity to energy prices.

3. Estimate the demand for passenger transportation services (today as well as for the year 2015). This will be conducted for human service, work-based commuter trips, Iowa’s senior population, and student needs. An important element of this study will be an assessment of the opportunities which exist and have a potential to achieve a more focused passenger transportation system for both urban and rural Iowa.
   a. Person trip tables developed in the Statewide Travel Demand Model will be used as a starting point.
   b. Identify those corridors which have significant passenger trips on a daily basis to potentially warrant a transportation mode(s) other than private automobile. For those areas which only warrant private automobile,
alternative ways (volunteer driver system, pseudo-taxi service, etc) to use the automobile will be developed. Evaluate the opportunities which would be most feasible for each identified corridor. An example method of assessment could be the following table. The consultant should discuss other innovative and creative methodology assessment tools with the advisory committee. The consultant will work with the advisory committee in clearly identifying urban and rural corridors for study.

### Feasibility of Service

<table>
<thead>
<tr>
<th>Corridor</th>
<th>Passenger Mode of Transportation</th>
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<tbody>
<tr>
<td></td>
<td>Private Automobile</td>
</tr>
<tr>
<td>Corridor 1</td>
<td></td>
</tr>
<tr>
<td>Corridor 2</td>
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<tr>
<td>Corridor 3</td>
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<tr>
<td>Corridor 4</td>
<td></td>
</tr>
<tr>
<td>Additional Corridors</td>
<td></td>
</tr>
</tbody>
</table>

4. An inventory of passenger transportation services currently available; 35 public transit systems, intercity commuter bus, vanpools, and Human Service transportation.

5. Establish the needs for passenger transportation services (today as well as for the year 2015).
   a. Develop a vision for passenger transportation services in Iowa. Determination of where the state of Iowa should be in regards to passenger transportation services in year 2015. The vision and guiding principles will be evaluated and fine-tuned through consultant discussions and collaboration with the advisory committee.
   b. This vision will include existing services and expanded services for human service transportation, Iowa’s senior population, student needs, and work-based trips.
   c. Estimate the needs for three different service scenarios. These different scenarios are comprised of service as is (no growth), 50 percent of future vision, and full attainment of the future vision.
For each scenario, this will entail:

i. Determine specific operational standards which will be necessary to meet the identified needs and achieve the guiding principles.

ii. Develop a detailed capital and operating cost estimate to implement these passenger transportation operational standards.

iii. Calculation of the benefits which Iowans will derive if the above passenger transportation vision is achieved. An in-depth discussion of the financial consequences/implications of both implementing and not implementing each standard. Examples could include effect on vehicle miles of travel, energy usage, level of personal isolation, etc.

iv. Conduct an evaluation of strategies which can accomplish the vision for passenger transportation, including how to get Iowans to use passenger transportation more and become less energy dependent.

6. Conduct a comparative analysis between existing services and future needs (as established in Tasks 4 and 5).
   a. Outline the barriers which will have to be addressed in order for the service gaps to be adequately handled.
   b. Establish performance measures to determine the level of success in meeting the vision and guiding principles.

7. Conduct detailed analyses of alternative financing options for generating increased revenues, including new revenue mechanisms that are not currently being used but which could be implemented to generate additional funds. Each financing option will be evaluated based on the following factors:
   • ability to produce significant funds
   • stability
   • efficiency (i.e., low administrative cost)
   • equity, and
   • feasibility
Iowa has 27 metropolitan or regional planning agencies which have a transportation action group or council made up of local transportation planners and human service providers. These groups can assist the consultant in identifying passenger transportation needs in local communities and rural areas of the state.

The study will rely on surveys, interviews, and available or new transportation, environmental, energy, and demographic data.

Six public informational meetings (one in each of the Department’s six districts) will be held in April (to gain input from the public) and another six public informational meetings will be held again in September (to present the initial study findings to the public).

The individual work elements and the final report will be evaluated by the Department’s Project Manager for acceptance.

Section 2 Instructions for Potential Consultants

2.1 Request for Proposal Schedule

The following is a list of the activities relevant to the RFP process. The Department reserves the right to change these dates and will notify applicants in such a case. It is expected the duration for conduct of the Passenger Transportation Funding Study will be nine months.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post RFP</td>
<td>January 2, 2009</td>
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<tr>
<td>Deadline for written questions.</td>
<td>January 16, 2009</td>
</tr>
<tr>
<td>Deadline for Proposals to be submitted.</td>
<td>January 23, 2009</td>
</tr>
<tr>
<td>Select short list</td>
<td>February 6, 2009</td>
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<tr>
<td>Consultant interviews, if necessary</td>
<td>Week of February 16, 2009</td>
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<tr>
<td>Contract signed, work begins</td>
<td>March 2, 2009</td>
</tr>
<tr>
<td>Draft report due</td>
<td>October 1, 2009</td>
</tr>
<tr>
<td>Final report due</td>
<td>November 20, 2009</td>
</tr>
</tbody>
</table>
2.2 Request for Proposal Submission

Proposals must be received on or before 3:00 PM (Central Time) Friday, January 23, 2009. The electronic proposal must be submitted in PDF format and e-mailed to

Michelle McEnany Or Stan Peterson
Project Manager Iowa Department of Transportation
Iowa Department of Transportation Office of Systems Planning
Office of Public Transit 800 Lincoln Way
800 Lincoln Way Ames, Iowa 50010
Ames, IA 50010
michelle.mcenany@dot.iowa.gov stan.peterson@dot.iowa.gov

An email will be sent confirming receipt of the proposal within 30 minutes or by 1:00 p.m. on the submittal deadline date, whichever is later.

2.3 Request for Proposal Costs

Costs for preparation of the herein requested information will be borne by those submitting proposals. Requests for payment for this information will not be entertained.

2.4 Number and Size of Proposals

Only electronic PDF submittals will be accepted. The PDF should be formatted to print on 8.5”x11” pages. Proposals must be limited to twenty single-sided 8.5” x 11” pages. Proposal covers, dividers, and a single-page cover letter will not be counted against the page limit. Example work can be included in an appendix and does not count towards the page limitation. Proposals exceeding the specified limits may not be accepted.

On the cover page of the proposal, please include title of the RFP for which the proposal is submitted and the email address of the person who should receive the results of the selection.

2.5 Request for Proposal Inquiries

The deadline for inquiries is January 16, 2009. Questions should be submitted by e-mail. No telephone questions will be allowed. Consultants should refer to the specific section number and page, and shall quote the passage being questioned. Questions
concerning the specifics of the oral presentations will not be allowed until the consultant short list has been determined. Contacting individual selection team members (other than the team leader) is considered inappropriate.

All questions and corresponding answers will be posted with the RFP on the consultant utilization web site. The Department will delete Consultant names, but otherwise the questions will be posted as submitted.

All questions regarding this RFP should be directed exclusively by e-mail to: michelle.mceanany@dot.iowa.gov (Project Manager) or stan.peterson@dot.iowa.gov.

2.6 Evaluation Criteria

Proposals will be evaluated by a selection committee (established by the Department), which will select the proposal deemed most appropriate. In selecting a proposal, the committee shall consider, but not be limited to, each of the following factors: (factor weights are in parenthesis)

- Recent experience of key personnel and sub-consultants (35 percent)
- Technical project approach and understanding of project (30 percent)
- Understands issues and relevancy to passenger transportation, funding sources, energy issues, environmental concerns, and senior population mobility in Iowa (25 percent)
- Project schedule and availability to meet schedule (10 percent)

As part of its final evaluation process, the Department may request oral presentations from the highest ranked Consultants if there is no clear choice. Those selected will be provided with no less than seventy-two (72) hours’ notice. Presenters must include the proposed project manager and other key members of the proposed project team. There shall be no cost to the Department for oral presentations.

The Office of Public Transit will make the final selection and will negotiate the contract with the selected consultant.

2.7 Request for Proposal Format

Consultants are requested to follow the proposal format provided below.

2.7.1 Introduction and Description of the Project

Proposals should describe how the Consultant Team will address each item outlined in the Project Scope Section of this Request for Proposal.
2.7.2 Project Management

A Project Selection Committee will review and evaluate each consultant proposal. The selected consultant will interact primarily with the Department’s Project Manager. Proposals must include complete and accurate information.

The proposal must provide:

1. A listing of firms included in the project team including a list of sub-consultants and the primary areas of responsibility for each sub-consultant, along with the estimated percent of the total work to be performed. The Department reserves the right to approve sub-consultants employed by the principal consultant. This discussion should also include the primary areas of responsibility of each organization.

2. A listing of key members of the project team, a brief presentation of their qualifications, related experience and the persons they will be committing to the project. Include a detailed resume and a time commitment for each professional or technical person to be assigned to the project. List the current workload and time commitment for each individual team member.

3. The name, qualifications, experience and availability of the project manager, as well as the managers in charge of each major work task under the general direction of the project manager. This information should include the identification of similar projects managed or participated in by this individual. The selection of a project manager and work task managers by a firm will constitute a contractual commitment by that firm and NO substitute managers will be allowed without prior written approval.

4. A discussion of similar projects the organizations on your team have completed. This listing should also include the client and a reference that may be contacted. Please include past experience with public involvement on similar projects.

5. A project schedule outlining the timeline and estimated completion date of each major task identified in your scope of work. This should include a schedule with a description of all deliverable products throughout the period. A graphical representation of the proposed schedule should be included.

6. A disclosure of all work for other clients that may be affected by work on the proposed contract, to avoid a potential conflict of interest.

Note that the Department is NOT requesting a lengthy, detailed technical proposal and work program with cost estimates. Rather, particular emphasis should be placed upon providing information concerning your proposed project approach, similar projects your firm has recently performed, and the availability and qualifications of your staff. Promotional brochures containing general, firm-wide information are not being solicited, nor are they appropriate.
2.7.3 References

The Consultant shall include the names, addresses, and telephone numbers of agencies for which the consultant has previously conducted similar efforts; projects in progress, may be included. The Department may contact the Consultant listed references. References will be questioned on technical capabilities, level of creativity, and project management skills.

2.7.4 Project Cost

The Department will not consider consultant fees as a part of the evaluation criteria. If costs are submitted, they will not be considered as part of the proposal.

2.8 Deliverables

2.8.1 Deliverable Submission

All products generated in the course of this request for proposal process shall be the exclusive property of and delivered to the Department, unless directed by the Department’s Project Manager.

Study deliverables at key milestones will include:

1. April 20, 2009--Informational/educational brochure outlining passenger transportation’s role in the mobility of Iowans and the environment
   a. How passenger transportation is used throughout the state and key statistics
   b. How passenger transportation can help Iowa be greener and less energy dependent
2. Five formal project status presentations to the Passenger Transportation Study Advisory Committee in Des Moines:
   a. March 16, 2009
   b. June 8, 2009
   c. August 20, 2009
   d. October 15, 2009
   e. November 19, 2009
3. October 1, 2009--Draft report submitted
4. November 20, 2009—
   * Power-point presentation outlining the uses, benefits, economic and environmental impact of passenger transportation in Iowa. It must also include the key findings of the study, highlighting the improvements needed and funding strategies to implement the service improvements.
   * Final report submitted
   * Executive summary report submitted
   * Professionally developed interim legislative brochures
2.8.2 Progress Reports

Biweekly progress reports must be submitted in writing via hard copy or e-mail to the Department’s Project Manager to provide information concerning the project status and progress.

2.9 Contract Period

The Consultant shall begin work on the date of executed agreement with the Department, with completion of the project to be **no later than November 20, 2009**. The project must be completed by November 20, 2009, in order to meet the General Assembly’s requirement that the Department submit a report no later than December 1, 2009.

2.10 Pre-Qualification

Consultants must be pre-qualified (in any of the work categories 111, 113, or 141) with the Department prior to the signing of a contract.

2.11 Administration

Consultant performance will be monitored by the Department’s Project Manager. Failure of the Consultant to adhere to the deliverable schedule shall render the Consultant in default. The Project Manager has the right to terminate the contract with the Consultant should such a default occur.

The Department’s Project Manager has the right to approve all changes in key staff listed in the original proposal. The Department’s Project Manager has the right to terminate the contract with the Consultant if suitable replacements of key staff are not found in a timely manner to keep the project on schedule.

**Section 3 General Requirements**

3.1 Upon Submission of Proposal

The Department will treat all information submitted by a consultant as open records following the conclusion of the selection process. Open records are public records that are open for public examination and copying. The Department’s release of records is governed by Iowa Code Chapter 22 and 761 IAC Chapter 4. Consultants are encouraged to familiarize themselves with these laws before submitting a proposal.
3.2 Contract Conditions

3.2.1 Disadvantaged Business Enterprises (DBE)

It is the policy of the Department that Disadvantaged Business Enterprises (DBE) as defined in 49 CFR Part 26 shall have the maximum opportunity to participate in the performance of contracts financed in whole or in part with federal funds. However, for this project there is no specific goal for DBE participation.

3.2.2 Deliverables

All work completed shall become the property of the Department.