

**“REVISED”
SPECIFICATIONS
2014 TRANSIT DEVELOPMENT PLAN
CITY OF LINCOLN, NEBRASKA - STARTRAN
REQUEST FOR PROPOSALS**

1. GENERAL INFORMATION

- 1.1 The City of Lincoln Public Works & Utilities Department, StarTran Division - in cooperation with City of Lincoln-Lancaster County Planning Department is seeking the services of a qualified transit planning, research and design firm (or team of firms) to assist in preparing a “Transit Development Plan” for the City of Lincoln, Nebraska.
 - 1.1.1 Included in the formulation of the Transit Development Plan, hereinafter referred to as “TDM” will be a comprehensive operations analysis (COA).
 - 1.1.2 The selected firm will be responsible for providing specific professional services to support the formulation of findings and recommendations that will be used to guide StarTran operations and management into the future.
 - 1.1.3 StarTran intends to implement any recommended changes, resulting from the final TDP, to take effect by May 2016, whereby requiring timely completion of this study.
- 1.2 **The City is looking to firms submitting proposals to offer innovative and thoughtful approaches for accomplishing the goals of this study.**
- 1.3 Bidders must provide qualifications which indicate their ability to professionally provide this service to the City.
 - 1.3.1 Qualifications shall be demonstrated in both the written response and during personal interviews (if required).
- 1.4 Proposals must be submitted to City/County Purchasing no later than the date and time indicated in the closing date shown in the E-bid system.
 - 1.4.1 No exceptions to this deadline will be given.
 - 1.4.2 Please provide **seven (7)** identical copies of the Technical and Cost Proposal in a sealed package labeled on the exterior identifying your firm’s name and “Proposal for 2014 Transit Development Plan” - the Cost Proposal shall be packaged in a separate sealed envelope within the same package labeled “Cost Proposal for Transit Development Plan” and deliver to:

City/County Purchasing
440 South 8th Street, Suite 200
Lincoln, NE 68508
 - 1.4.3 Proposals received after the specified day and hour will be considered null and void and will not be accepted.
- 1.5 **Proposers must also complete the electronic portion** (Attributes and Line Item sections) of this proposal on the E-Bid System.
 - 1.5.1 Electronic submittal must be submitted before the closing date and time of this RFP shown in the E-bid System.
 - 1.5.1.1 In order for this electronic notification to submit, enter a zero (0) for your response in “Line Item 1” of the E-bid system.
- 1.6 All inquiries regarding these specifications shall be directed via e-mail or faxed written request to Suzanne Ideus, StarTran - Assistant Purchasing Agent

(SMIdeus@lincoln.ne.gov) or fax: (402) 441-7055.

- 1.6.1 These inquiries and/or responses shall be distributed to prospective bidders electronically as an addenda.
- 1.6.2 The Purchasing Office shall only reply to written inquiries received within five (5) calendar days of bid opening.
- 1.6.3 No direct contact is allowed between Bidder and any other city staff throughout the bid process.
 - 1.6.3.1 Failure to comply with this directive may result in Bidder proposal being rejected.
- 1.7 The selection process will include the following project steps (Please note that these dates are approximate and are subject to change):
 - 1.7.1 Issue Request for Proposal July 25, 2014
 - 1.7.2 Receive Proposals August 29, 2014
 - 1.7.3 Review Proposals & Develop Interview List September 2 to 12, 2014
 - 1.7.4 Oral Interviews (if necessary) September 23 to 26, 2014
 - 1.7.5 Select Consultant & Negotiate Contract September 29 to Oct 3, 2014
 - 1.7.6 Notice to Proceed November 10, 2014
- 1.8 StarTran receives funding from the Federal Government for the operation of their program.
 - 1.8.1 Bidders must read, acknowledge and follow the requirements of the Federal Guidelines attached to the bid.
 - 1.8.2 Failure to agree to the Federal requirements or return certifications as required will result in the rejection of proposal.
- 1.9 If Bidder has any deviations to the minimum specifications outlined herein, they must attach a written explanation for each on their company letterhead and include in the Response Attachment section of the E-bid.
- 1.10 The successful Consultant may not participate in bidding on any RFP, Bid or Quote that results from a recommendation provided as a part of this service.
- 1.11 The Consultant and/or Subcontractor shall not commence work under this agreement until the company has obtained all required insurance as outlined in the "Insurance Clause" to be used for all City contracts (found in the Attachment section of the E-bid) - and until such insurance has been approved by the City Attorney.
- 1.12 In order for your company to qualify for an award on this bid, you must provide your DUNS (Data Universal Numbering System) number and be registered with the SAM (System for Award Management).
 - 1.12.1 Provide your DUNS number in the attribute section of the e-bid.
If the Bidder does not have a DUNS NUMBER, you must register at <http://fedgov.dnb.com/webform/CCRSearch.do>
 - 1.12.2 Indicate in the attribute section of the E-bid if your company is registered with SAM.
 - 1.12.3 For new registration, go to www.sam.gov and click "Create User Account" - note: you will need your DUNS Number and Federal Tax Identification number during the registration process.
- 1.13 The City shall have all ownership rights to the TDP that is produced from the resulting contract.

2. STUDY LOCATION

- 2.1 The City of Lincoln is located in the southeastern region of the State of Nebraska, approximately 50 miles to the southwest of Omaha.

- 2.2 Lincoln is situated in the approximate center of Lancaster County and serves as the County seat of government.
- 2.3 Lancaster County encompasses approximately 846 square miles and is home to an estimated 297,000 residents.
 - 2.3.1 About 90 percent of the County's residents, or approximately 267,000 persons live within the municipal limits (92 square miles) of the City.
- 2.4 Lincoln is the second largest metropolitan area in the State of Nebraska.
- 2.5 The county-wide population growth rate during the 2000's was around 1.3 percent per year.
 - 2.5.1 The county-wide population is projected to reach more than 400,000 persons by the year 2040.
- 2.6 The City of Lincoln is the Capital City for the State of Nebraska and is home to the main University of Nebraska campus.
- 2.7 The area's economic base embraces a diverse range of public and private sector entities including finance, insurance, publishing, manufacturing (including pharmaceutical, tires and recreational equipment), telecommunications, railroads and State and local government.
- 2.8 In 2012 the civilian labor force was over \$169,000 persons in Lancaster County with an unemployment rate of 3.36%.

3. STUDY BACKGROUND

- 3.1 In 2007 a Transit Development Plan was developed that provided a number of strategies for improving StarTran's fixed route services.
 - 3.1.1 Provided is a summary of the operational changes and work elements implemented as part of the 2007 TDP:
 - 3.1.1.1 Comprehensive Operations Analysis
 - 3.1.1.2 Development of near and long term transit service alternatives.
 - 3.1.1.3 Development of service standards and policies
 - 3.1.1.4 Management Options of funding options
- 3.2 The Lincoln region's Long Range Transportation Plan (LRTP), adopted as a full chapter in the joint Lincoln City-Lancaster County Comprehensive Plan, is used by the Lincoln community as an integral tool to achieve long-range transportation planning objectives.
- 3.3 The strategies for transit identified in the 2040 LRTP include:
 - 3.3.1 Update the TDP to reflect the input received during the LPlan 2040 public process.
 - 3.3.2 Consider evening service hours as part of the TDP update process.
 - 3.3.3 Examine alternatives to change from a coverage based transit system to a productivity based transit system.
 - 3.3.4 Consider Mixed Use Redevelopment Nodes and Corridors in developing transit corridors.
- 3.4 The 2040 Lancaster County/Lincoln Comprehensive Plan refers to the possible change from a coverage based system to a productivity based system.
 - 3.4.1 This document also outlines a number of service improvements and recommendations to enhance public transportation in Lincoln and to be comparable to other cities of Lincoln's projected 2040 size.

- 3.4.1.1 Such recommendations include an increase in funding, continued enhancement of the bike and bus program, establishing park and ride locations along outlying areas, and use of ITS technology to attract choice riders to the system.
- 3.5 A Transportation Demand Management (TDM) Study was conducted in 2013 that identified programs and partners that help provide transportation options for Lincoln residents.
 - 3.5.1 The TDM efforts have not been implemented but StarTran would be a critical partner in any TDM efforts.
- 3.6 The 2012 StarTran Financial, Marketing, Management and Operational Analysis report identified elements of StarTran operations and management that may be out of order with respect to industry standards and peers, suggested modifications to correct deficiencies and improve services.
 - 3.6.1 The report also evaluated the potential for adjustment to current management, operations and finance by considering broader roles for privatization and/or creation of a transit authority.
- 3.7 In April 2014 StarTran submitted a TIGER Planning Grant to be used for pre-construction activities for the implementation of a multi-modal transportation center including StarTran administration offices.
 - 3.7.1 The focus area for such a proposed center is in the downtown area.

Additional information on the City of Lincoln and Lancaster County may be found on the City's website at <http://www.lincoln.ne.gov/index.htm>

Information on StarTran operations and background may be found at <http://www.lincoln.ne.gov/city/pworks/startran/index.htm>

The Year 2040 Lincoln/Lancaster County Comprehensive Plan and LRTP may be accessed at <http://lincoln.ne.gov/city/plan/long/comp.htm>

Information on the 2012 StarTran Financial, Marketing, Management and Operational Analysis report can be accessed at <http://lincoln.ne.gov/city/pworks/startran/pdf/audit-feb2012.pdf>

4. STARTRAN ORGANIZATIONAL PROFILE

- 4.1 StarTran is fully owned and operated by the City of Lincoln and is administered as a division of the Public Works and Utilities Department.
- 4.2 Management of the StarTran system is handled by an administrative staff of twelve individuals, with the System's General Manager reporting directly to the Director of Public Works and Utilities.
 - 4.2.1 In turn, the Director of Public Works and Utilities is directly accountable to Lincoln's Mayor and City Council, who provide policy guidance and funding support.
- 4.3 A seven (7) member appointed citizen board also provides general oversight of the system, including forwarding recommendations to elected officials on operating and service policies and procedures such as fare rates, route configuration and service levels.

- 4.4 The system receives both Federal and State funding, although the majority of its funding comes from City sources.
- 4.5 StarTran provides transit services only within the City of Lincoln municipal limits.

5. OPERATIONS OVERVIEW

- 5.1 StarTran operates 18 regular routes and a downtown circulator with service provided on weekdays and Saturdays.
- 5.2 There are 62 full-sized transit coaches in use today, all of which are handicap accessible with wheelchair lifts.
- 5.3 Approximately 79% of Lincoln residents and employees are located within a quarter mile of a StarTran fixed bus route.
- 5.4 With an annual operating budget of \$12 million, StarTran provided over 2.2 million passenger trips in FY 2012-13 expending about 135,000 revenue hours of service.
- 5.5 Ridership increased by 8.9% during FY 2012-2013 from the previous year, largely due to expanded UNL bus service.
- 5.6 Plans are being developed to further partner with UNL to provide bus service to Innovation Campus.
- 5.7 StarTran fixed-route service operates six days a week (excluding Sunday), from 5:15 a.m. to 7:10 p.m. on weekdays and 6:30 a.m. to 6:30 p.m. on Saturdays.
 - 5.7.1 Two weekday fixed routes operate until 9:00 p.m.
 - 5.7.2 Nineteen routes operate on weekdays with thirteen routes operating on Saturday.
- 5.8 Route configuration is a radial pulse system with all routes, except two traversing a Downtown transfer center.

6. SPECIAL TRANSPORTATION SERVICES

- 6.1 StarTran's special transportation Handi Van program utilizes 13 lift and radio-equipped vehicles.
- 6.2 Service is provided same hours as the StarTran's fixed-route system.
- 6.3 Approximately 61,200 passenger trips per year are made using this service.
 - 6.3.1 StarTran currently has approximately 1,500 persons registered as ADA-eligible riders with its complementary para-transit program.
 - 6.3.2 Eligibility is based on functional inability to utilize regular fixed route services.

7. FARE STRUCTURE

- 7.1 Fixed route fares for adults:
 - 7.1.1 \$1.75 per one-way trip.
 - 7.1.2 Monthly passes are available at a cost of \$17.00
 - 7.1.3 20 ride ticket book is available for \$33.00
- 7.2 Transfers are free for all routes.
- 7.3 Elderly patrons are offered fares at half the price of regular fares.
- 7.4 A low-income bus pass program has been in place since 2004 that has resulted in ridership increases.
 - 7.4.1 Cost for the low-income bus pass is \$8.00 and is based on 200% of poverty level.
- 7.5 In 2012 StarTran decreased the cost of the monthly bus pass from \$45 to \$17 in an effort to increase ridership.

- 7.6 Handi Van para transit fares below, per ADA, are twice the fixed route fare:
 - 7.6.1 \$3.50 per trip
 - 7.6.2 \$34.00 for a monthly passport

8. NEW TECHNOLOGY

- 8.1 StarTran has all buses equipped with Automatic Passenger Counters (APC) gather ridership usage data on a continuing basis.
- 8.2 An Automatic Vehicle Location (AVL) System is installed on all StarTran vehicles that increases the ability of StarTran to more effectively and efficiently monitor and manage bus fleet operations.

9. FUNDING ISSUES

- 9.1 Annual operating expenses for StarTran are \$12 million for FY 2012-13.
 - 9.1.1 These funds are used to support the approximately 1.84 million miles of service supplied by StarTran.
 - 9.1.2 Of the annual budget figure, the City of Lincoln provides about two out of every three dollars.
 - 9.1.2.1 These funds come from the City's "general fund" account, which is comprised primarily of local property and sales tax revenues.
- 9.2 As a division of the City of Lincoln, StarTran effectively "competes" with other general government services (i.e. policy, fire, libraries, etc.) every two years for local tax dollars to support its operation.
 - 9.2.1 This subjects the budget process to continuing uncertainty as it attempts to plan future services and capital requirements.

10. CONSULTANT REQUIREMENTS

- 10.1 The consultant shall complete the following tasks for the TDP:
 - 10.1.1 Consult with City staff regarding the transit planning process, issues and other matters relating to the formulation of a comprehensive operations analysis and a transit development plan for the City of Lincoln;
 - 10.1.2 Undertake research into and analysis of the transit issues relating to the proposed comprehensive operations analysis and TDP;
 - 10.1.3 Prepare written reports summarizing and evaluating research findings;
 - 10.1.4 Review research findings with City staff;
 - 10.1.5 Conduct public presentations on applicable topics;
 - 10.1.6 Prepare graphical and textual materials illustrating study findings and underlying transit planning concepts and principles;
 - 10.1.7 Provide general planning support during City staff and public meetings and events in relation to a proposed TDP; and
 - 10.1.8 The consultant will prepare all necessary written and graphic documents of the process including the formulation of all interim reports, the final report and presentation materials throughout the process.

11. ANTICIPATED STUDY TASKS

- 11.1 The overall work program for the "TDP" planning process is currently anticipated to involve seven (7) major tasks.
 - 11.1.1 A broad description of each task is outlined in these specifications herein.
- 11.2 The tasks broadly defined in the following sections summarize the work tasks and level of consultant involvement desired by the City of Lincoln.

- 11.3 Proposers shall submit a detailed work program with their proposal that encompasses all aspects of the efforts described in the task sections.
 - 11.3.1 In addition, the consultant should identify any additional work tasks not covered that are deemed to be critical to the success of this study.

12. TASK 1: DEVELOP GOALS AND VISION FOR STUDY

- 12.1 In order for this study to have impact, it must have goals and a vision that the public is aware of and staff are committed to.
 - 12.1.1 Input shall be received from the public (i.e. Survey, Public Meetings, Virtual Town Hall Meeting, etc.)

13. TASK II: COMPREHENSIVE OPERATIONS ANALYSIS & SURVEY PATRONS

- 13.1 The purpose of this Task is to complete a broad based inventory and assessment of current StarTran service operations.
 - 13.1.1 This analysis will serve as the informational foundation for analyzing operational alternatives and for identifying implementation strategies.
 - 13.1.2 This Task should provide insights into the data to support the analysis of StarTran's strengths and weaknesses, as well as identify future opportunities.
 - 13.1.3 This effort should permit an honest appraisal of the challenges facing StarTran as it strives to be an effective transit operator.
- 13.2 Develop a Virtual Town Hall format to solicit public input.
 - 13.2.1 This is a public engagement tool used to generate public ideas, vote on alternatives, measure impact and gather public feedback (similar to what our City Planning Department used during the LPlan 2040).
- 13.3 Conduct an origin and destination study and survey riders and non-riders to determine if current centralized bus network is effective serving the transportation needs of patrons.
 - 13.3.1 This will involve distribution of an on-board passenger survey to ascertain origin and destination information.
 - 13.3.2 StarTran has a survey used in 2013 that could be used for this purpose.
 - 13.3.3 Develop a community web-based survey to gather information from riders and non-riders on travel patterns and other information that would be useful for StarTran.
- 13.4. Gather data and background on existing services.
 - 13.4.1 The City will be responsible for gathering the necessary data to complete this task including APC data collection and farebox data.
 - 13.4.2 For the Consultant to become familiar with the project, provided below is a full assemblage of background materials:

2007 Transit Development Plan

<http://lincoln.ne.gov/city/plan/reports/tdp/tdp.htm>

StarTran Strategic Plan

<http://lincoln.ne.gov/city/pworks/docs/pdf/strategic1112.pdf>

StarTran Transportation Improvement Program

<http://lincoln.ne.gov/city/plan/mpo/tip/tip14/index.htm>

2004 Multi-Modal Study
<http://www.lincoln.ne.gov/city/plan/mpo/mporpts/mporpts.htm>

Downtown Master Plan Transit Recommendations, 2005 & 2012
2005:
<http://lincoln.ne.gov/city/plan/reports/subarea/dmp/index.htm>

2012:
(See **Attachment “E”** in the attachment section of the E-bid)

2013 StarTran Peer Analysis
<http://lincoln.ne.gov/city/pworks/startran/pdf/peer-review.pdf>

2012-13 Transit Surveillance Report
(See **Attachment “A”** in the attachment section of the E-bid)

Farebox data that shows ridership by routes and fare devices
(See **Attachment “B”** in the attachment section of the E-bid)

StarTran budget/financial results data
(See **Attachment “C”** in the attachment section of the E-bid)

Transit Section of LRTP
<http://lincoln.ne.gov/city/plan/long/lrtp.htm>

2013 On-board Survey Report
(See **Attachment “D”** in the attachment section of the E-bid)

2013 Mayor’s Taking Charge Public Engagement Process
<http://lincoln.ne.gov/city/mayor/takingcharge/>

2010 Census data
<http://lincoln.ne.gov/city/plan/reports/census2010/index.htm>

- 13.4.3 The Consultant shall review the existing standards, studies, plans and data to develop a baseline understanding of the historical context of StarTran operations, the current fixed-route and paratransit program and the community’s transit needs.
- 13.4.4 In addition to the above background materials, use of StarTran’s Automatic Passenger Counter (APC) system is available for data collection and analysis as part of the comprehensive operational analysis.
- 13.4.5 StarTran has buses equipped with Automatic Passenger Counters (APC) that are being systematically deployed throughout the system to gather ridership usage data on a continuing sample basis.
- 13.4.6 The sample size collected will provide the consultant with statistically sound data that is representative of the time period to support project decisions.
- 13.4.7 The APC System provides the following data formats:
 - 13.4.7.1 Daily total boarding/alightings by time of day
 - 13.4.7.2 Total boardings/alightings by location

- 13.4.7.3 Schedule adherence at selected point for each trip
- 13.4.7.4 Passengers per hour
- 13.4.7.5 Passengers per mile
- 13.4.8 In addition monthly farebox data is available for the past ten (10) years and includes the following information:
 - 13.4.8.1 Passenger data
 - 13.4.8.2 Revenue Hours
 - 13.4.8.3 Revenue Miles
 - 13.4.8.4 Fare Type
- 13.4.9 Additional data development and survey work that is deemed necessary to comprehensively assess current StarTran operations will be collected by the City.
 - 13.4.9.1 Details of additional work efforts will be developed with the Consultant's input.
- 13.5 Gather input from StarTran Bus Operators and Supervisors
 - 13.5.1 The Consultant shall dedicate time to interview StarTran Bus Operators, ATU Union Representatives and Supervisors to gather input on existing services throughout study process.
- 13.6 Gather input from a TDP Working Group
 - 13.6.1 A committee shall be composed of members of the StarTran Advisory Board and other community representatives.
 - 13.6.1.1 This working group shall provide recommendation and directions to the consultant.

14. TASK III: BUS STOP PROGRAM/CHANGE OF BUS STOP POLICY

- 14.1 The purpose of this Task is to develop bus stop guideline document, which includes stop classification, schematics for each stop type and capital costs for different bus stop elements.
 - 14.1.1 Facilitate a new bus stop policy reflective of a change from a flag stop Policy to a designated bus top policy.
 - 14.1.2 The Consultant shall provide an implementation plan for changing to a designated bus stop system that includes items such as phasing, budgeting and other relevant implement tasks.

15. TASK IV: UPDATE SERVICE STANDARDS AND POLICIES

- 15.1 The objective of Task IV is to update the service standards, that were developed in 2007, which will assist StarTran staff to evaluate current services and guide the design of new and improved service.
- 15.2 The standards are to be updated based on current industry operating standards and current StarTran operating conditions and policies.
- 15.3 Standards shall be developed for fixed route services and paratransit services:
 - 15.3.1 Update fixed route service design standards - These standards include availability, service directness, frequency and span (hours and days) of service.
 - 15.3.2 Update fixed route service performance standards - include on-time performance, passenger utilization and farebox return.
 - 15.3.3 Develop para transit service standards
- 15.4 The consultant will identify transportation connectivity gaps in access to essential services including housing, employment, health care, schools/education and recreation.

- 15.4.1 This includes developing performance measures and analytical methods to measure the transportation system's connectivity to essential services and the use of this information to identify gaps in transportation system connectivity that preclude access of the public, including traditionally undeserved populations, to essential services.
- 15.5 This work activity is based on a joint FTA and FHWA letter dated April 23, 2014 addressing planning emphasis area brought about MAP-21.
- 15.6 These service standards will be reviewed and discussed with key stakeholders and City staff.

16. TASK V: DEVELOP TRANSIT SERVICE ALTERNATIVES

- 16.1 This task will address deficiencies and needs in current fixed-route transit services by identifying opportunities for new or adjusted service using the results of tasks I, II & III.
 - 16.1.1 This task will rely on the data and background information gathered in Task II.
 - 16.1.2 It is expected that this task will be the focus of the plan update both in overall effort and findings.
- 16.2 This task will also include a blue print of how services should be delivered in the future.
 - 16.2.1 This includes development of a priority list of services, implementation schedule and estimated costs of delivery.
- 16.3 This Task will focus on retaining existing riders and consider how current services can be delivered in a more cost efficient manner.
- 16.4 The Consultant shall develop three future service alternatives with a detailed analysis of the recommended alternative including implementation phasing of services.
- 16.5 The following is a list of project objectives to be achieved through this analysis:
 - 16.5.1 Develop recommendations for introducing new service in areas where transit service does not presently exist or is limited and include, at a minimum, the following concentrations:
 - 16.5.1.1 Evening Services
 - 16.5.1.2 West Haymarket/Arena
 - 16.5.1.3 21st & N Project, The "Exchange Project"
 - 16.5.1.4 Ideal frequency to effectively serve patrons by route
 - 16.5.1.5 Airport Services
 - Evaluation of Downtown Trolley Service
 - 16.5.2 Consultant to provide an estimated ridership analysis, funding mechanisms, sources available and costs to implement these services for the areas of concentration listed above.
 - 16.5.3 Evaluate and compare transit network designs.
 - 16.5.3.1 The Consultant shall evaluate transit network designs such as multiple hub system, grid design and centralized hub system.
 - 16.5.3.2 Future alternatives from Task V shall take these transit network designs into consideration.
 - 16.5.4 Identify future services and service types such as: Bus Rapid Transit, light rail, Express Bus Service and other service models.
 - 16.5.5 Develop other service improvements that will address the technical and perceived deficiencies and opportunities identified in the previous tasks

and to improve the overall performance of the fixed route and paratransit system.

16.5.6 Consider the transit options as part of the 2013 Transportation Demand Management Study.

16.5.7 The transit and land use proposal from the recently adopted 2040 Land Use Plan and 2012 downtown Master Plan will need to be incorporated into these service alternatives.

16.5.7.1 As identified in the 2040 Comprehensive Plan, approximately 16% of new dwelling units will be built within the existing City, with about 3,000 in the Downtown and Antelope Valley areas, 1,000 in existing neighborhoods and 4,000 in mixed use redevelopment nodes and corridors.

17. TASK VI: PUBLIC OUTREACH AND PUBLIC MEETINGS

17.1 Upon preparation of an outline of proposed service standards and service alternatives, the Consultant representative(s) shall be present to lead at least four (4) public noticed meetings which are to be held in Lincoln, Nebraska and one (1) Virtual Town Hall meeting.

17.1.1 These meetings shall be held for purposes of providing the public an opportunity to hear a summary of key draft findings, the proposed service goals and objectives and presentation of the proposed service alternatives and shall be conducted over the course of the study.

17.2 The public will be invited to offer comment and observations of the proposed alternatives for consideration by the Consultant and City staff in developing the final preferred alternative(s).

17.2.1 Public meeting dates and locations will be coordinated with StarTran.

17.3 The Consultant shall be responsible for designing the public meeting format to present study findings and proposed service alternatives and to receive public comment.

17.3.1 The City will provide staff support at public meetings and events as needed.

17.3.2 A formal written summary of public comments and how that comment was incorporated into the final alternative(s) shall be prepared and included as part of the final study products.

17.3.3 The Consultant shall also have an initial discussion with StarTran bus operators and a follow-up discussion with operators on service alternatives.

17.3.4 The Consultant will utilize a "Virtual Town Hall" public outreach method as part of public input.

17.3.4.1 This method was used as part of the City of Lincoln 2040 Comprehensive Plan effort and was widely successful.

18. TASK VII: DRAFT AND FINAL REPORT

18.1 The Draft and Final Report will be based on completed work and findings from the previous tasks during with interim reports will be required and submitted.

18.1.1 The Report will identify improvements that can be made with available resources and improvements that require additional funding.

18.1.2 Topics to be provided in the Draft and Final Report include:

18.1.2.1 Background information and data assessment

- 18.1.2.2 Public outreach and input summary
- 18.1.2.3 Clearly established and defined updated service standards and policies
- 18.1.2.4 Proposed service changes
- 18.1.2.5 Development of transit service alternatives that includes immediate and short-term action items & mid to long range implementation items.
- 18.2 Twelve (12) bound copies of the final report and a reproducible electronic version shall be provided to the City of Lincoln.

19. ORGANIZATIONAL STRUCTURE

- 19.1 The purpose of this section is to put in place the management and organizational processes and structures necessary to successfully conduct the study on time and within budget.
- 19.2 Study Management Team
 - 19.2.1 It is anticipated that the day-to-day study tasks will be directly supervised by the City's Project Manager
 - 19.2.1.1 The Project Manager will be assisted in this effort by a team of personnel from both the StarTran Division of Public Works & Utilities Department and City-County Planning Department.
 - 19.2.2 It is critical that work tasks between the Consultants and the Study Management Team be closely coordinated.
 - 19.2.3 Communication channels and lines benchmarked tasks.
- 19.3 Quality Control of Work
 - 19.3.1 The Consultant must guarantee the same Project Manager for the entire project.
 - 19.3.2 If a change in Project Manager becomes necessary, the Consultant must obtain the City's approval for the new Project Manager before proceeding with the project.
 - 19.3.2.1 In the event the City does not approve of the new Project Manager, further discussion and/or recourse would be necessitated.
 - 19.3.3 The Consultant's Project Manager will be responsible for high quality work in all deliverables.
 - 19.3.4 As part of the review process the Consultant will receive input from various groups including the TDP Working Group.
 - 19.3.4.1 This group will be a local project committee composed of members of the appointed StarTran Advisory Board and may include other community representatives and will be an advisory group.
- 19.4 Input and Approval
 - 19.4.1 The Consultant shall receive input and recommendations from other groups as part of the study process.
 - 19.4.2 All input received shall be clearly communicated to the StarTran Project Manager.

- 19.4.2.1 The StarTran Project Manager will be advised of any and all decisions from the from the community, TDP Working Group and other groups and work in coordination with the firm to discern the information in the development of the final report.

20. STUDY SCHEDULE

- 20.1 StarTran requests that the TDP effort be completed in approximately nine (9) to eleven (11) months.
- 20.2 The Consultant must provide adequate staff to complete the study in this time frame.
- 20.3 Upon notice to proceed a detailed Project Schedule that includes the Consultant's work plan, planned interactions with the City project team and project milestones will be assessed and approved.
- 20.4 A kickoff meeting will be held at the StarTran office upon notice to proceed.
 - 20.4.1 Meeting attendees will include the Consultant and principal StarTran staff and City/County Planning Department staff.
- 20.5 The consultant will prepare and submit a biweekly management level Progress Report.
 - 20.5.1 The Progress Report will contain a summary of progress, listing areas of concern and actions, status of each milestone on the project schedule and an update of the Project schedule.
- 20.6 The Consultant Project Manager and any other necessary Consultant staff will participate in regular project meetings with City staff via in-person, teleconference or video conference.
 - 20.6.1 Meetings will be scheduled no less than once a month or as necessary to fulfill the Consultant Scope of Work and will be included on the Project schedule.
 - 20.6.1.1 Teleconferencing or videoconferencing may be used for the monthly meetings as appropriate and as agreed by City staff.
 - 20.6.1.2 Consultant shall be available for at least four (4) on-site visits during the study process.

21. PROPOSAL CONTENT

- 21.1 All proposals, at a minimum should include the following:
 - 21.1.1 Title page
 - 21.1.2 Transmission Letter
 - 21.1.3 Statement of Understanding of the Project's Intent
 - 21.1.4 Work Scope
 - 21.1.4.1 Description of Work Tasks
 - 21.1.4.2 Project Schedule
 - 21.1.4.3 Deliverable Schedule
 - 21.1.5 Project Management Plan
 - 21.1.5.1 Names of key personnel proposed for the project, experience of each and length of service with the firm(s).
 - 21.1.6 Resumes of Key Proposed Personnel
 - 21.1.7 Firm Qualifications
 - 21.1.7.1 Firm name, address and telephone number
 - 21.1.7.2 Year established and former names

- 21.1.7.3 List of completed or in-progress projects of similar nature for which the firm was the principal professional or served as a subcontractor and estimated costs of each.
- 21.1.8 Cost Proposal shall indicate the total overall project cost that encompasses the following:
 - 21.1.8.1 Labor Hours, Direct and Indirect Costs and all other fees associated with completion of the project (including number of trips and days proposed onsite in Lincoln).
 - 21.1.8.2 General and Administrative Fees Applied to Direct Costs and Subcontractors.
 - 21.1.8.3 Public meetings, kickoff meeting, on-site visits, teleconferences and video conferences.
 - 21.1.8.4 All other fees associated with completion of this project.
- 21.1.9 A project schedule that clearly shows the Timeline being proposed by your firm in order to meet the desired completion date of nine (9) to eleven (11) months from date of the executed contract.
- 21.1.10 References
 - 21.1.10.1 Provide three (3) references from current and/or previous clients where similar services have been provided.
 - 21.1.10.1.1 Reference for each shall include the company name, contact person, address, phone number, email address project title and date.

22. EVALUATION FACTORS

- 22.1 Proposal responses will be reviewed, evaluated and ranked by the Selection Committee.
- 22.2 The evaluation factors in their order of importance are as follows:
 - 22.2.1 Experience, Qualifications of proposed Project Team
 - 22.2.1.1 Company background and history
 - 22.2.1.2 Relevant experience with other projects
 - 22.2.1.3 Project samples
 - 22.2.1.4 Appropriateness of management personnel and technical staff proposed.
 - 22.2.1.5 Organizational approach to project management including work flow, reporting and quality assurance procedures.
 - 22.2.2 Proposal Cost
 - 22.2.2.1 Overall proposed project cost budget
 - 22.2.3 Innovation and Creativity
 - 22.2.3.1 Ability to generate new alternatives and ideas for focus areas such as hub & spoke versus a grid system.
 - 22.2.3.2 Innovative examples of gathering public input.
 - 22.2.3.3 Ability to provide examples of a change from a coverage based transit system to a productivity based transit system.
 - 22.2.4 Quality of proposed approach and Response Characteristics
 - 22.2.4.1 Understanding and discussion of technical issues
 - 22.2.4.2 Methodology and technical plan of operations
 - 22.2.4.3 Project management plan and quality assurance procedures.

- 22.2.4.4 Adherence to the required format
- 22.2.4.5 Completeness of submittal
- 22.2.4.6 Understanding of task sequencing, major milestone events and project schedule.
- 22.2.4.7 Ability to successfully complete the study within a nine (9) to eleven (11) month time frame from date of contract execution.
- 22.2.5 Oral Interviews (applies only if this step is necessary and to those firms selected to present)
 - 22.2.5.1 If necessary, the selection committee shall conduct oral interviews and/or clarifications.
- 22.2.6 Key staff members proposed to be involved with this project are requested to be in attendance for the interview.
- 22.2.7 Firms submitting proposals are asked to make time available for interviewing.
- 22.3 A negotiating committee, may or may not meet with the firms ranked the highest.
- 22.4 The City reserves the right to award on the initial offer without conducting Oral Interviews/discussions or clarifications.
- 22.5 An award selection will be made based to the highest ranking firm using the above evaluation factors and also taking into account the following considerations:
 - 22.5.1 Ability to meet the requirements outlined in these specifications and all related E-bid documents
 - 22.5.2 Ability to effectively communicate and demonstrate and/or discuss your proposal content or respond to questions in any oral interview held;
 - 22.5.3 Favorable information obtained from any reference checks that are performed;
 - 22.5.4 Consultant's agreement to comply with all Federal Transit Administration requirements; and
 - 22.5.5 Consultant's time line presented and their ability to complete the project in the time-frame requested.

23. LIQUIDATED DAMAGES AND PERFORMANCE BOND

- 23.1 The City reserves the right to incorporate Liquidated Damages and/or a Performance Bond in the contract that results from this request for proposal.