

Request for Proposal
Intra-city Transit Feasibility Study
City of Fitchburg
July 24, 2014

The City of Fitchburg invites qualified consultants to submit a response to this proposal requesting an examination of the transit feasibility to connect residents to places of work, services, parks, relevant municipal buildings (e.g. city hall, community center, library, and voting locations), and connectivity to existing bus transit locations. The City of Fitchburg currently contracts with City of Madison's Metro Transit (MT) which provides bus transit service from portions of Fitchburg to either the south or west transfer locations within the MT system. However, this service does not provide sufficient transit service within Fitchburg for residents to reach municipal buildings and parks, employment centers and some retail and personal service locations. The study also involves providing access for non-served populations, elderly and youth residents to current MT service locations. The purpose of the study will be to identify and evaluate options to fill these service gaps and recommend an effective and feasible option to address the service needs.

This RFP provides the following information:

1. Brief history of the community and current transit service
2. Scope of Work
3. Required Qualifications
4. Review

Section 1. Brief History and Current Transit Service

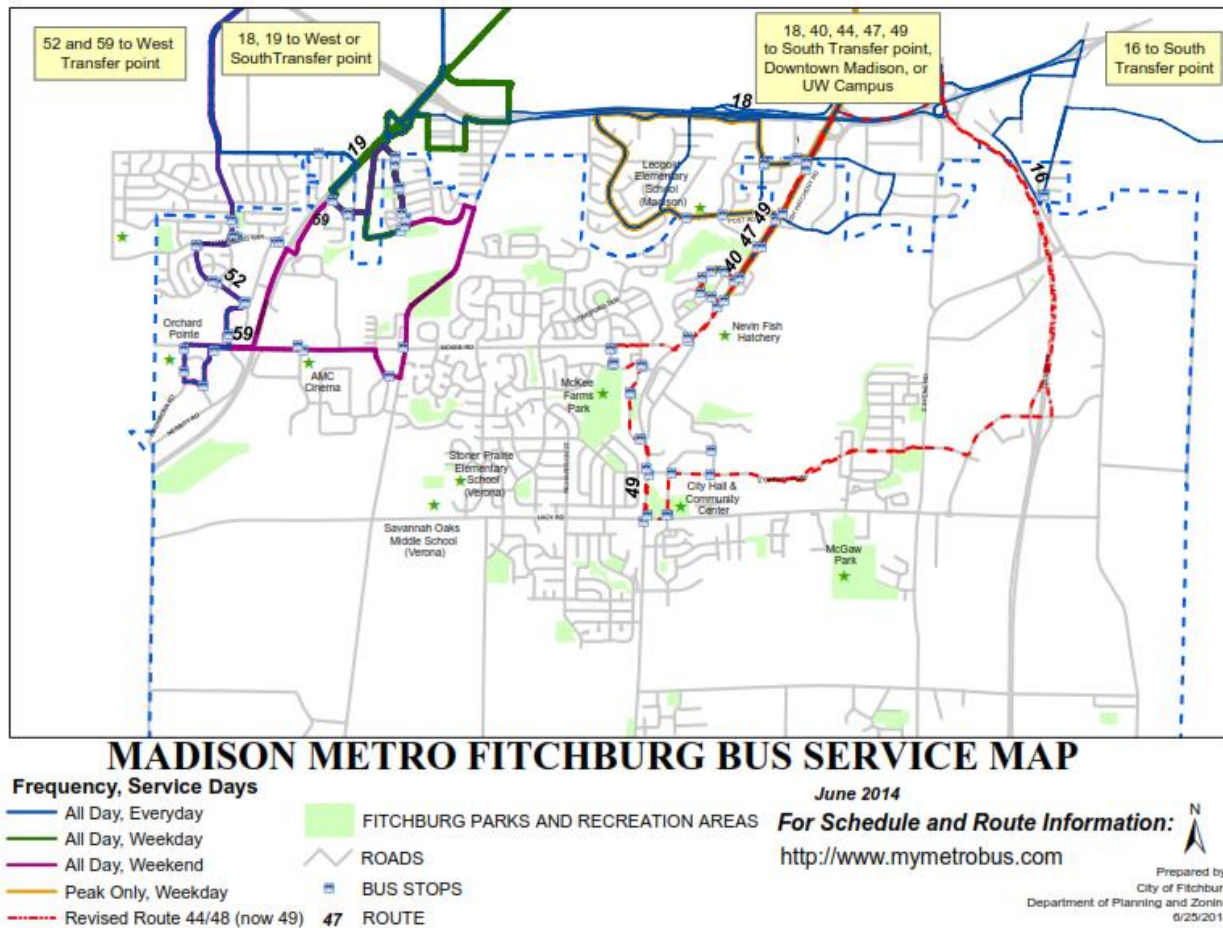
A. History

The City of Fitchburg is a former town which incorporated as a city in April 1983, and comprises approximately 35 square miles in area with the land being about 35% urban and 65% rural. High density housing is particularly prevalent in the northern portion of the city, and many of these areas have full-day transit service, but lack connection to municipal buildings, employment centers, retail services, and regional parks and recreation areas within Fitchburg. The southern part of the city is a mixture of rural subdivisions, rural homes and farms. Central Fitchburg tends to have predominantly single family housing, but development over the past 14 years often has a mix of housing types as part of the city's goal to provide balanced neighborhoods. Several neighborhood plans exist to more specifically guide growth over the next 25 years. A long term (50 year) growth boundary, set forth in the Comprehensive Plan, is intended to preserve a rural component.

The City had a 2013 state DOA population estimate of 25,465. The 2009 Comprehensive Plan estimated the city population to increase at a rate of approximately 4,900 persons per decade, although the 2013 state population estimate is only 200 persons above the 2010 census population. On or before November 8, 2022 portions of the town of Madison will be incorporated into Fitchburg. Two areas totaling 212.5 acres will be attached, the largest area is located between USH 14 and Rimrock Road, south of the Beltline Highway (USH 12/18), and the other area is west of Fish Hatchery Road, primarily comprised of Zimbrick auto. The portion of the Town of Madison to be attached to Fitchburg had a 2010 census population of 1,365 persons. The City has a diverse population, having the highest percentage of minority population of any city in Dane County. Additional demographic information may be found on-line at: <http://www.fitchburgwi.gov/206/Planning-Zoning> (two demographic documents are located in the lower right hand corner under the Informational Documents heading) and in the city's Comprehensive Plan which may be found at: <http://www.fitchburgwi.gov/888/Comprehensive-Plan>

B. Current Transit Service

As of August 2014, the City of Fitchburg will be served by the following MT routes:



This map may be found on-line at:

<http://wi-fitchburg.civicplus.com/DocumentCenter/View/8437>

Information on the “2010-2014 Fitchburg Transit Plan” and MT routes serving Fitchburg may be found at: <http://wi-fitchburg.civicplus.com/223/Public-Transportation-Services>

Section 2. Scope of Services

Responses shall detail how the proposer will handle the following scope of services.

A. Geographic and Socio-Demographic Analysis

As noted Fitchburg is a diverse community geographically and demographically, ranging from rural farm land to high density development. Socio-demographically it crosses a variety of income and ethnic thresholds, with some census tracts having significant minority population levels. The city’s Comprehensive Plan provides anticipated locations of major employment centers, population density and other facets of community growth. Working with the other scope of work aspects, describe the following:

1. Determine the most appropriate area of geographic coverage whether it is the whole city, the urban service area, or a devised transit service area.
2. Proposed methodology, or model, to quantify proposed service transit demand forecast for the following years: current (2015) year, 2020, and 2030. Appropriate demand forecast information shall be provided in the study to guide policy decisions. Describe level of confidence with the demand forecasts provided. If forecast of demand uses sub-geographic units, such sub planning areas shall be based off of geographic units from the census, or another measure collectively agreed to by the Planning Department.
3. How to address the issue of para-transit in relation to MT service and needs beyond the MT service territory.

The County Office of Economic and Workforce Development is gathering data relative to linking employment centers and employers with current and prospective employees using potential transit options. This data may be available in mid-August 2014 and may assist in formulating part of the demand forecast.

It is possible that the service territory may be based on chosen type(s) of transit service and the related cost of implementation. Demand may differ based on location (neighborhood) within the city, as will the feasibility of providing cost efficient services.

B. Types of Service

Keeping in mind the varied density and demographic makeup of the community or of a proposed service area, the proposal response shall describe how the consultant will approach the following tasks:

1. Review of service options and methods including a cost-benefit analysis, and the pros and cons of each method to best meet the provision of cost-effective transit services to fill the gap to get residents to important civic buildings, parks and recreation areas, major employment areas, key personal services, and to obtain better connections to MT connection points.
2. Options best able to provide flexibility as demands change based on demographic makeup, and any disadvantages to providing such flexibility.
3. How to best integrate all aspects of the scope of work into one cost-effective transit approach.
4. Estimated service costs for each transit type, or hybrid effort, and explain how costs will be determined. Also discuss potential rate structures.
5. Materials or methods to be used to gather and analyze information related to type of service.
6. Guidance to decision makers to appropriately balance cost of the service with the objectives of the study.
7. Any effects to MT service and alterations to their routes. Note any costs or savings due to adjustments to MT routes.

A hybrid of service types may be considered. At this point the city sees shared ride taxi, rideshare taxi (aka taxi alternative), or shuttle service as three potential service types, but the successful responder can provide other service methods. Service methods should also address any services that may be provided by MT.

C. Implementation

The response shall detail how the firm will address the following aspects of implementation:

1. Steps that will be required to implement the selected transit service alternative, including a time frame. Identify steps thought to be beyond the capabilities of City staff, with an estimated cost for consultant assistance.
2. Estimate of cost for the preferred alternative and methods to finance and obtain potential grant dollars to offset city costs. Detail the final service times and frequency for the preferred alternative
3. Given that new transit service that duplicates an existing service cannot receive federal funding an explanation as how to approach this limitation.
4. Potential pit falls that may be faced in implementation.

5. If the city were to pursue federal funding, advise on the time schedule of obtaining such funding and when any service could be implemented.

D. Public Meetings

The consultant will be required to attend a Transportation and Transit Commission meeting to be held near the midpoint of the study. In addition, the consultant should plan to attend a Committee of the Whole meeting at the completion of the draft report, but before preparation of a final report. Any public meetings beyond these two may be subject to an extra fee as discussed in Section 3. I.

E. Deliverables

The selected consultant will be required to prepare a draft technical report to be submitted to the city for review, with the draft report presented to a Committee of the Whole meeting. After the Committee of the Whole meeting and receipt of city review comments on the draft product, a final report shall be provided. The report shall include the necessary spreadsheets and data, discussion and opinions to describe and complete the required Scope of Services.

Section 3. Required Qualifications

Interested firms shall submit the following information:

- A. Firm name, address, contact person and contact information.
- B. Brief history of firm, one page.
- C. A one page description of interest and qualifications for this project.
- D. A statement on the firm's understanding of and capabilities to carry out the specified work. Sub-consultants may be used, but the demarcation of work shall be clearly established. If any sub-consultants are used, provide three references for each sub-consultant. (limit to one page, excluding references.)
- E. Key personnel to be assigned to the project, resumes, and their experience with similar levels of municipal transit feasibility analyses.
- F. Identify up to three municipal transit feasibility analyses completed by the firm, when accomplished, and client contact information for each to use for a reference check. Provide the firm's key personnel assigned to the project and their responsibilities.
- G. Provide a description (no more than four pages) of how you will meet the scope of work in section 2.
- H. Provide a monthly schedule broken down by task, and time frame. Include the required public meetings, any milestones, and proposed staff level meetings. Identify the purpose of each meeting and anticipated outcomes. Staff meetings, regardless of number required or any added, will not be subject to additional compensation.

I. Provide a cost not-to-exceed to perform the required services. Agree to attend an interview, if necessary, at no charge. In addition to the cost not-to-exceed, please provide a per-meeting cost to attend any additional public meeting(s) beyond the two identified in this proposal.

Section 4. Review

Responses to this RFP shall be submitted by 3:00 p.m. September 3, 2014 to:

Thomas D. Hovel

City Planner

5520 Lacy Road

Fitchburg, WI 53711

A pre-submission conference will be held on August 21, 2014 at 10:00 am at City Hall. Interested firms are asked to submit any questions they may have by noon on August 18, 2014 and city staff will respond to the questions at the pre-submission conference. Questions shall be directed to Thomas.hovel@fitchburgwi.gov.

The City has allocated \$20,000 for this work effort.

Please provide one electronic copy (PDF) and three hard copies of the proposal. A committee of city staff will review the submitted proposals and may select certain firms for interview. The review will be based in part on the firm's history and ability to provide the required work, its understanding and approach to the identified scope of work, the committee's review of the one page statement of interest, and understanding of the dynamics of the community. The top firm will be invited to negotiate a contract with the city. The city reserves the right to reject all proposals if they do not meet these qualifications.

Order and Summary of Proposal Contents:

Each proposal shall follow the submittal requirements below:

- A. Firm name, address and contact information (maximum one page)
- B. Brief history of the firm (maximum one page)
- C. Description of interest and qualifications (maximum one page)
- D. Statement of understanding and capabilities, including sub-consultants (maximum one page)
- E. 1.) Key personnel assigned to the project and their experience with similar levels of transit feasibility analysis (maximum two pages)
2.) Resumes of assigned personnel (no page limit)
- F. Up to three similar projects (maximum two pages for each provided project)
- G. Project approach to meet the proposed scope of work (maximum four pages)
- H. Schedule and costs (maximum one page, although may use 11 x 17)