



Solano Transportation Authority

...working for you!

SOLANO TRANSPORTATION AUTHORITY

Member Agencies:

Benicia • Dixon • Fairfield • Rio Vista • Suisun City • Vacaville • Vallejo • Solano County

One Harbor Center, Suite 130, Suisun City, CA 94585-2473 • Telephone (707) 424-6075 / Facsimile (707) 424-6074
Email: staplan@sta-snci.com • Website: sta.ca.gov

February 16, 2012

To: Consultant

RE: Request for Proposals (RFP 2012-03) for Solano Countywide Transit Ridership Survey and Analysis

Dear Consultant:

The Solano Transportation Authority (STA) invites your firm to submit a proposal for a Solano countywide transit ridership survey and analysis. The STA is interested in retaining a consultant with experience in collecting, compiling, and analyzing fixed-route bus ridership data and conducting on-board passenger surveys.

To obtain a copy of the RFP, please call the STA at (707) 424-6075 to request a copy be mailed to you, or download the RFP as a PDF file from the STA website, <http://www.sta.ca.gov/>.

The Request for Proposals (RFP) describes the project, presents the requirements of the proposals and outlines the criteria that will be used to evaluate the RFP.

Qualified organizations are invited to submit five (5) copies and one (1) digital copy (CD or flash drive) of your proposal to the STA office **no later than Tuesday, March 6, 2012 at 3:00 p.m. to:**

Solano Transportation Authority
Attn: Liz Niedziela
Transit Program Manager/Analyst
One Harbor Center, Suite 130
Suisun City, CA 94585

Note that this deadline is firm, and late submittals **will not** be accepted. Proposals will be reviewed and the firms/teams whose proposals most closely meet the STA's needs may be invited to an interview on Thursday, March 8, 2012 if interviews are required.

The STA has adopted a Local Preference Policy which encourages the hiring of local firms. While there is no adopted goal for this Project, firms are still encouraged to utilize the services of local firms in the preparation of a response to this RFP. The STA has prepared a database of contact information for local firms for convenience purposes only and without guarantees as to the ability of such firms to provide the services. This database and the Local Preference Policy can be viewed at <http://www.sta.ca.gov/Content/10027/JobRFPs.html>.

If you have any questions regarding this project, please contact Liz Niedziela, Transit Program Manager/Analyst at eniedziela@sta-snci.com or (707) 399-3217.

Sincerely,

Daryl K. Halls,
Executive Director



Solano Transportation Authority

REQUEST FOR PROPOSAL (RFP 2012-03)

**For
Transit Ridership Survey and Analysis**

**For
Solano Countywide**

Release Date: February 16, 2012

PROPOSALS DUE:
3:00 PM, Tuesday, March 6, 2012

Solano Transportation Authority
One Harbor Center, Suite 130
Suisun City, CA 94585

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On Board Survey Sample (Attachment 1)

SECTION 1 - INTRODUCTION

The Solano Transportation Authority (STA) is a joint powers authority with members including the County of Solano and the cities of Benicia, Dixon, Fairfield, Rio Vista, Suisun City, Vacaville and Vallejo. The STA serves as the Congestion Management Agency (CMA) for Solano County and is responsible for programming State and Federal funding for transportation projects within the county. Over the past few years, STA has taken on significant additional responsibilities in the delivery of priority projects on the State Highway System and for preparing and implementing various transit plans and rideshare services.

Eight intercity transit routes are currently operated in Solano County by three different public transit operators. The subsidies required to operate six of these routes are shared by the eight local jurisdictions in the County. STA, the transit operators and local jurisdictions (the Intercity Transit Funding Group) developed an intercity transit funding agreement. After considering different formulas for subsidy sharing using several factors, the Intercity Transit Funding Group agreed to use a formula for Fiscal Year (FY) 2006-07, and agreed that additional study would be required for future year funding agreements. Specifically, the group determined that a ridership survey was necessary to meet the goals set forth for developing the formula underlying the Intercity Transit Funding Agreement. STA will manage the ridership study, relying on the Intercity Transit Funding Group for input to the study scope, survey methods and instruments, and coordination of fieldwork. The results of the ridership study are needed for development of a multiyear intercity transit funding agreement.

The agreements established that ridership data will be updated every three years thus the ridership survey was originally scheduled to be completed this fall. Since STA will be conducting a Countywide Coordinated Short Range Transit Plan (SRTP), the information gathered from the ridership survey, passenger count, and on-time performance would be beneficial and pertinent data for the Coordinated SRTP. The SRTP is schedule to be completed by Fall 2012 so the Ridership survey and data analysis needs to be completed earlier than originally scheduled. March is the best month to collect ridership data due to historically high ridership. The data collections should be completed by March 2012.

STA has prepared a Transit Ridership Study in 2006 that included all the local and intercity routes and a Transit Ridership Study in 2009 that included only the Intercity Routes. Copies of these studies are available on the following link under Transit Ridership Study at: <http://www.sta.ca.gov/Content/10055/CountywidePlansampStudies.html#trs> or upon request from STA. The 2012 Transit Ridership Study will include all local services (except Solano County Transit (SolTrans) due to potential restructuring and this study will include all intercity routes as shown in the scope of work. In addition, on time performance is included this current RFP.

SECTION 2 – DESCRIPTION OF WORK The purpose of the ridership study is to determine where and when customers use transit, and who uses transit. As currently envisioned, the study will include a count of passenger boardings and alightings (on/off counts), on-time performance recording and an on-board survey. In addition to serving as data input to an intercity transit funding formula, the ridership study will assist STA and the transit operators in measuring route performance, route planning and scheduling. All ridership counts, on-time performance, and on-board surveys are expected to be conducted within a two week period and include all trips on all days of service. The current goal is to collect data by the end of March 2012.

On-board survey questions shall include origin and destination, rider demographics, trip purpose, fare payment, and access to the intercity transit route. A sample of the types of questions that might be considered for an on-board survey is shown on page 8. The on-board survey will be conducted in English and Spanish. It will be conducted within the same time period as the ridership counts and the on-time performance.

The STA intends to retain a qualified and committed professional planning firm to work closely with STA and its transit operators to complete the Transit Ridership Survey and Analysis via the following major tasks:

1. Confirm Project Goals and Finalize Scope of Services and Work Plan
2. Identify Related Transit Survey Activities and Coordinate
3. Identify Passenger Counting, On-Time Performance Measures, Survey Techniques and Recommended Approach
4. Draft/Finalize On-Board Survey and Review with STA
5. Prepare On-Board Survey Plan, Passenger Count Plan, and On-Time Performance Measuring Plan
6. Identify Format of Reports from Surveys and Counts
7. Conduct Passenger Counts, On-Time Performance and On-Board Survey
8. Review Survey Results for Completeness and Tabulate Data
9. Prepare Ridership Study Reports
10. Summarize Results for Presentation to STA Staff, ITF Group and Governing Boards

SECTION 3 - REPORTING

The Consultants will report to the STA Transit Program Manager/Analyst for the Solano Transportation Authority and/or a designated Project Manager.

SECTION 4 –DISADVANTAGED BUSINESS ENTERPRISE (DBE) AND NON-DISCRIMINATION

Policy

It is the policy of the STA to ensure nondiscrimination on the basis of race, color, sex or national origin in the award and administration of DOT-assisted contracts. It is the intention of the STA to create a level playing field on which DBEs can compete fairly for contracts and subcontracts relating to the STA's construction, procurement and professional services activities.

Pursuant to 49 CFR Section 26.13, the STA is required to make the following assurance in every DOT-assisted contract and subcontract:

The recipient shall not discriminate on the basis of race, color, national origin, or sex in the award and performance of any DOT-assisted contract, or in the administration of its DBE Program, or the requirements of 49 CFR, Part 26. The recipient shall take all necessary and reasonable steps under 49 CFR, Part 26 to ensure nondiscrimination in the award and administration of DOT-assisted contracts. The recipient's DBE Program, as required by 49 CFR, Part 26 and as approved by DOT, is incorporated by reference in this agreement. Implementation of this program is a legal obligation and failure to carry out its terms shall be treated as a violation of this agreement. Upon notification to the recipient of its failure to carry out its approved program, the Department may impose sanctions as provided for under Part 26 and may, in appropriate cases, refer the matter for enforcement under 18 U.S.C. 1001 and/or the Program Fraud Civil Remedies Act of 1986 (31 U.S.C. 3801 et seq.).

The STA recommends that bidders/proposers review the STA's DBE Program, which is available on the STA website at <http://www.sta.ca.gov/Content/10027/JobsRFPs.html>. This contract is not funded with federal funds and therefore the contract does not have required DBE goals.

Equal Employment Opportunity

The STA encourages prospective Consultants to actively recruit minorities and women for their respective workforces. The STA requests copies of any nondiscrimination or equal opportunity plans that the prospective Consultants have in place.

SECTION 5 - CONFIDENTIALITY SECTION

The master copy of each response to this RFP shall be retained for official files and will become a public record after the award of a contract unless the proposal or specific parts of the proposal can be shown to be exempt by law (Government Code section 6250 et seq.). Each Responding Firm may clearly label part of a submittal as "CONFIDENTIAL" if the Responding Firm agrees to indemnify and defend the STA for honoring such a designation. The failure to so label any information that is released by the STA shall constitute a complete waiver of all claims for damages caused by any release of the information. If a public records request for labeled information is received by the STA, the STA will notify the Responding Firm of the request and delay access to the material until seven working days after notification to the Responding Firm. Within that time delay, it will be the duty of the Responding Firm to act in protection of its labeled information. Failure to so act shall constitute a complete waiver.

SECTION 6 - PROPOSAL REQUIREMENTS

Please prepare and submit five (5) hard copies and an electronic copy on a CD or UBS of your proposal in accordance with the following requirements:

1. Proposal: The proposal shall not exceed a total of 20 single-sided, 8.5" x 11" pages.

2. Cover letter: Proposal shall be transmitted with a cover letter describing the firm's/team's interest and commitment to the proposed project. The letter shall state that the proposal shall be valid for a 90-day period and should include the name, title, address and telephone number of the individual to whom correspondence and other contacts should be directed during the consultant selection process. The person authorized by the firm/team to negotiate a contract with STA shall sign the cover letter.

Address the cover letter as follows:

Liz Niedziela
Transit Program Manager/Analyst
Solano Transportation Authority
One Harbor Center, Suite 130
Suisun City, CA 94585

3. Project Understanding: This section shall clearly convey the consultant's understanding of the nature of the work, and issues related to the project.
4. Approach and Management Plan: This section shall provide the firm's/team's proposed approach and management plan for providing the services.
5. Qualifications and Experience: The proposal shall provide the qualifications and experience of the consultant team that will be available for the Project. Please emphasize the specific qualifications and experience from projects similar to this project for the key team members. Key team members are expected to be committed for the duration of the project. Replacement of key team members will not be permitted without prior consultation with and approval of the STA.
6. Work Plan and Schedule: This section shall include a description of how each task of the project will be conducted, identification of deliverables for each task, and a schedule. The Work Plan should be in sufficient detail to demonstrate a clear understanding of the project. The schedule should show the expected sequence of tasks and include durations for the performance of each task, milestones, submittal dates and review periods for each submittal. Discuss the firm's/team's approach for completing the requested services for the project on schedule. The project is expected to commence no later than March 15, 2012 and all public meetings, draft and final documents fully completed by June 30, 2012.
7. Additional Relevant Information: Provide additional relevant information that may be helpful in the selection process.
8. References: For key team members, provide at least three references (names and current phone numbers) from recent work (previous three years) similar to the proposed Project. Include a brief description of each project associated with the reference, and the role of the respective team member.
9. Budget: Provide a budget and schedule to complete the tasks associated with this planning project by hours and rate.

Proposals must be submitted no later than 3:00 p.m., Tuesday, March 6, 2012 to:

Solano Transportation Authority
Liz Niedziela, Transit Program Manager/Analyst
One Harbor Center, Suite 130
Suisun City, CA 94585

SECTION 7 - SELECTION OF CONSULTANT AND SELECTION SCHEDULE

Proposals will be reviewed by the STA and will be evaluated using the following criteria:

1. Qualifications and specific experience of key team members.
2. Project understanding and approach, including an understanding of STA, public and private transit operations in cities of Solano County, Solano County and other agency review, approval and coordination processes.
3. Experience with similar types of projects.
4. Satisfaction of previous clients.
5. Schedule and capacity to provide qualified personnel.

Selection shall be based on the strength of the Proposal; however, interviews by phone or in-person of the most responsive firms may be scheduled shortly after the deadline submission date if a Consultant cannot be selected based upon the written proposals. All Consultants selected for interviews will be notified of the selection as soon as possible.

The selection process will be to completely evaluate the technical components of the proposal submitted.

The STA reserves the right to reject any and all proposals and to waive informalities and minor irregularities in any proposal reviewed. Further, the STA may reject any proposal that does not conform to the instructions herewith. Additionally, the STA reserves the right to negotiate all final terms and conditions of any agreement entered into.

RFP and Consultant Selection Schedule	
RFP Issued	Thursday, February 16, 2012
Questions e-mailed to Liz Niedziela	Wednesday, February 22, 2012
Answers to questions posted on STA website	Friday, February 24, 2012
Proposals due to STA	Tuesday, March 6, 2012 3:00 pm
Notification of Consultants to be interviewed	Wednesday, March 7, 2012
Consultant interviews	Thursday March 8, 2012
Consultants notified of selection	Friday, March 9, 2012
Notice to Proceed issued to selected consultant	Wednesday, March 14, 2012
Draft Report	May 2012
Final Report	June 2012

Should you have any questions, please email Liz Niedziela at eniedziela@sta-snci.com.

SECTION 8 – SCOPE OF WORK FOR THE TRANSIT RIDERSHIP SURVEY AND ANALYSIS

PURPOSE

The purpose of the Solano Intercity Transit Ridership Study is to determine where and when customers use Solano local and intercity transit routes, and key characteristics of these transit riders that will be used for:

1. Intercity Transit Funding agreement
2. STA to update its Comprehensive Transportation Plan
3. Countywide Coordinated Short Range Transit Plan
4. To Measure On Time Performance

As currently envisioned, the study will include a count of passenger boarding and alightings (on/off counts), time performance, and an on-board survey. In addition to serving as data input to an intercity funding formula, the ridership study will assist STA and the transit operators in measuring route performance, route planning and scheduling.

Transit Agency	Local Routes	Intercity Routes
Dixon Redit-Ride	Demand Response	Demand Response
Fairfield and Suisun Transit (FAST)	Travis, 1a/b, 2, 3a/b,4,5,6,7,8	20,30,40,90
Rio Vista Delta Breeze	51	50, 52
Solano County Transit (SolTrans)	N/A	78,80,85
Vacaville City Coach	1,2,4,5,6, 8	N/A
TOTAL	17	10

All ridership counts are expected to be conducted within a two week period and include a sample of all trips on all days of service. The goal is to collect data in March 2012. As the counts are being conducted, on time performance will be recorded.

On-board survey questions shall include residence or rider, origin and destinations, rider demographics, trip purpose, fare payment, and access to the intercity transit route. The on-board survey will be conducted in English and Spanish. I will be conducted within the same time period as the ridership counts and on-time performance.

SCOPE OF SERVICE TASKS

The STA intends to retain a qualified and committed professional firm/team to work closely with STA and its transit operators. A State Transportation Assistance (STAF) funded budget not exceeding \$140,000 has been established for the Transit Ridership Survey and Analysis. The services will include, but not be limited to, the following:

Task 1. Confirm Project Goals and Finalize Scope of Services and Work Plan

Develop detailed project budget and schedule, confirming projects goals and finalizing scope of services.

- Task 1.1 Kick off meeting with STA and selected consultant to negotiate final task budget and determine final schedule with milestones to complete ridership survey.

Task 2. Identify Related Transit Survey Activities and Coordinate

Identify Related Transit Survey Activities and Coordinate with STA staff and appropriate Transit Operators.

Task 2.1 Develop list of related transit survey activities

Task 3. Identify Passenger Counting, On-Time Performance Measures, Survey Techniques and Recommended Approach

Task 3.1 Develop passenger counting and survey techniques

Task 3.2 Develop on-time performance measure techniques

Task 3.3 Discuss and provide a recommended approach/methodology

Task 4. Draft/Finalize On-Board Survey and Review with STA

Task 4.1 Present the Draft On-board Survey to the STA for comments and edits

Task 5. Prepare On-Board Survey Plan, On-Time Performance Plan and Passenger Count Plan

Task 5.1 Study Population

Task 5.2 Sample Size

Task 5.3 Operations Coordination

Task 5.4 Passenger Notification

Task 5.5 Staffing/Supervision Plan

Task 5.6 Quality Control

Task 5.7 Data Compilation

Task 6. Identify Format of Reports from Surveys, On-Time Performance and Counts

Task 6.1 Create a layout and format for reports from surveys, on-time performance and counts

Task 7. Conduct On-Board Survey, Record On-Time Performance and Passenger Counts

Task 7.1 Conduct on-board survey, record on-time performance and passenger counts

Task 7.2 Develop report of on-board survey and passenger counts

Task 8. Review Survey Results for Completeness and Tabulate Data

Task 8.1 Review on-board survey and passenger counts with STA

Task 9. Prepare Ridership Study Reports

Task 9.1 Develop ridership study reports based on data collected through surveys and meetings with staff

Task 10. Final Product: Final Plan with Summary of Results for Presentation to STA staff, ITF Group and Governing Boards

Task 10.1 Create presentation materials for presentation to STA staff, ITF Group, and Governing Boards

2012 ON BOARD TRANSIT SURVEY



The Solano Transportation Authority and your local transit operator need you to help improve transit service by answering the questions below and returning this form before you get off the bus. **All responses are CONFIDENTIAL.** *Please fill out this form only once per day.*

Starting Point

Ending Point

1. Is your trip today part of a round trip on this bus/ferry line?
 Yes No Don't Know

2. Where are you coming from?
 Home Shopping/errands
 Work Sports/social/recreation
 School Other (Specify) _____
 Medical Appointment _____

3. What is the location of that place?
 (Specify street address/name or landmark)

Street No. Street Name

Nearest Cross Street

City Zip

4. How did you get to the stop for this bus/ferry?

Transferred from another bus: Route number? _____
 Transit Operator? SolTrans Benicia
 Fairfield Suisun Transit
 Rio Vista Delta Breeze
 Vacaville City Coach
 SolTrans Vallejo
 Other (Name: _____)

Transferred from BART

Transferred from Capitol Corridor/AMTRAK/RT

Transferred from Ferry

Walked (How many minutes? _____)

Car as driver (How many miles? _____)

Car as passenger (How many miles? _____)

Rode bicycle (How many miles? _____)

Other (Please describe _____)

5. Where did you board this bus/ferry?
 (Specify street address/name or landmark)

Street No. Street Name

Nearest Cross Street

City Zip

6. Where are you going to now?
 Home Shopping/errands
 Work Sports/social/recreation
 School Other (Specify) _____
 Medical Appointment _____

7. What is the location of that place?
 (Specify street address/name or landmark)

Street No. Street Name

Nearest Cross Street

City Zip

8. How will you get from this bus/ferry to your destination?

Transfer to another bus: Route number? _____
 Transit Operator? SolTrans Benicia
 Fairfield Suisun Transit
 Rio Vista Delta Breeze
 Vacaville City Coach
 SolTrans Vallejo
 Other (Name: _____)

Transfer to BART

Transfer to Capitol Corridor/AMTRAK/RT

Transfer to Ferry

Walk (How many minutes? _____)

Car as driver (How many miles? _____)

Car as passenger (How many miles? _____)

Ride bicycle (How many miles? _____)

Other (Please describe _____)

9. Where will you leave this bus/ferry?
 (Specify street address/name or landmark)

Street No. Street Name

Nearest Cross Street

City Zip

10. What is the CITY YOU LIVE IN?

Benicia Dixon
 Fairfield Suisun City
 Rio Vista Vallejo
 Vacaville Unincorporated Solano County
 Napa County Elsewhere outside Solano County



11. How often do you ride this bus/ferry line?
(Choose ONE)

- 5-7 days/week Once a month or less
 3-4 days/week First time riding
 1-2 days/week (Skip Question 12)

12. How long have you been riding this bus/ferry line?

- Less than 6 months 3 to 5 years
 6 to 12 months 6 to 9 years
 1 to 2 years 10 or more years

13. How would you have made this trip if you couldn't ride the bus/ferry?

- Would not have made this trip Walk
 Drive alone Taxi
 Get a ride Train
 Casual Carpool Bike
 Carpool/Vanpool
 Other _____

14. How many cars or other vehicles are available for use by all the people in your home?

- 0 Cars 1 Car 2 cars 3 or more cars

15. Did you have a car that you could have used today instead of the bus/ferry?

- Yes No Yes, but with inconvenience to others

16. How did you pay to use THIS bus/ferry?
(Please select ONE from each column)

Payment Method	Fare Type
<input type="checkbox"/> Transfer	<input type="checkbox"/> Adult
<input type="checkbox"/> Cash	<input type="checkbox"/> Senior/Disabled
<input type="checkbox"/> Multi Ride/Punch Pass	<input type="checkbox"/> Student
<input type="checkbox"/> Monthly Pass	
<input type="checkbox"/> Other (Specify)	

17. What changes, if any, would you like to see to THIS LINE? (Select one or more)

- No Changes
 More frequent service
 Earlier morning service (Begin when? _____)
 Later evening service (Until when? _____)
 More Saturday service
 Frequency Extended Service
 Sunday service
 Frequency Extended Service
 Easier transfers between routes
 Better on-time performance
 Service to _____
 Other: _____

18. Please rate the service on this bus/ferry line on each of the following:

	Excellent	Good	Fair	Poor	No Opinion
a. On-time performance	<input type="checkbox"/>				
b. Frequency of service	<input type="checkbox"/>				
c. Driver courtesy	<input type="checkbox"/>				
d. Rider information	<input type="checkbox"/>				
e. Cleanliness of vehicles	<input type="checkbox"/>				
f. Safety/security	<input type="checkbox"/>				
g. Ease of transfers	<input type="checkbox"/>				
h. Availability of Intercity Connections	<input type="checkbox"/>				
i. System easy to understand	<input type="checkbox"/>				
j. Fares (Cost)	<input type="checkbox"/>				
k. Overall service	<input type="checkbox"/>				

19. How would you like to receive transit information? (Select one or more.)

- Newsletter Mail
 Information at stops Brochure
 Notice on bus/ferry Transit Website
 Email (Address: _____)
 Newspaper (*which paper?* _____)
 Radio (*which station?* _____)
 Other (*Please explain* _____)

Tell Us a Little About Yourself

20. Are you: Male Female

21. Do you consider yourself:

- White/Caucasian
 Spanish/Hispanic/Latino
 Black/African American
 South Asian
 East Asian
 American Indian or Alaskan Native
 Native Hawaiian or other Pacific Islander
 Other: _____

22. How old are you?

- 10 or younger 25-34
 11-13 35-49
 14-17 50-64
 18-24 65 and older

23. What is your employment status?

- Fulltime Student
 Part Time Homemaker
 Retired Unemployed

24. How many people are in your household, including yourself? _____

25. What is the total yearly income of all the people in your home? (Please choose ONE category)

- Under \$14,999 \$60 - \$99,999
 \$15 - \$24,999 \$100 - \$150,000
 \$25 - \$34,999 Over \$150,000
 \$35 - \$44,999 Don't Know
 \$45 - \$59,999

26. Are there any other comments you would like to add about the service on this bus/ferry line?

Thank you for your participation!!