

Transit Return on Investment (ROI) Study

Request for Proposals (RFP)

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Figure 1: Study Area Map

August 3, 2017

Omaha-Council Bluffs Metropolitan Area Planning Agency

Proposals should be submitted
by **4:30 p.m. CST** on
August 28, 2017

1. Introduction

The Omaha- Council Bluffs Metropolitan Area Planning Agency (MAPA) is soliciting consultant proposals for professional services to examine the built-out regional transportation plan proposed in recent initiatives and its return-on-investment in a number of sectors. This analysis will seek to understand the expected economic return on transit investments in order to inform the regional conversation on transit expansion. The work is modeled after a similar analysis undertaken by the Itasca Project in Minneapolis-St. Paul, Minnesota and is considered part of the Heartland 2050's "Close the Gap" initiative.

MAPA is the designated Metropolitan Planning Organization (MPO) and Council of Governments (COG) representing the Omaha-Council Bluffs region. Recent transportation planning studies completed for the region include the Metropolitan Transportation Improvement Study (MTIS), the "Close the Gap" initiative, and the Regional Transit Vision, among other planning initiatives. Omaha civic leaders are also working towards a proposed Omaha Streetcar, the region's first Bus Rapid Transit (BRT) on Dodge Street, along with other transit improvements throughout the region.

The analysis will inform public officials and others interested in the role that transit options can play in supporting our region's population and economic growth, along with attracting and retaining the workforce needed based upon future regional trends and demographics. Other aspects of this analysis will show the added quality of life impacts upon the region, and the positive effect these can also have on population and workforce growth.

This request invites qualified consultants to submit proposals for the accomplishment of the items of work described below in the Scope of Services. Proposals shall be prepared and submitted in accordance with the requirements described in this Request for Proposals (RFP). Once the firm is selected, a contract will be negotiated based on a mutually agreed upon scope of services.

MAPA is seeking a firm with documented expertise and experience in performing planning studies related to projected economic output of planned projects, objectives, and proposals. The successful consultant must have the available staff capacity, technical knowledge, ability to be present in the region and communicate the costs and benefits of implementing the region's transit vision to business and community leaders in non-technical language.

The study area boundary includes MAPA's Transportation Management Area (TMA), which includes all of Douglas and Sarpy Counties in Nebraska, a section of Cass County in Nebraska, and the urbanized area of Council Bluffs in Pottawattamie County, Iowa. A map of MAPA's TMA is included in Figure 1. Potential transit service to surrounding counties could incorporate additional areas.

2. Scope of Services

Work will be conducted on this project as part of the following tasks:

- **Task 1** – Project Management & Administration
- **Task 2** – Stakeholder outreach and input
- **Task 3** – Data gathering and research
- **Task 4** – Final Report

Task 1: Project Management & Administration

The Consultant will provide a detailed work plan that outlines key steps, processes and milestones necessary to complete the agreed-upon scope of work. The plan shall include a detailed schedule for each task and corresponding deliverables, as well as details on data maintenance and file management.

Respondents should demonstrate understanding of this project's relationship to the MAPA-Metro Regional Transit Vision, as well as the Heartland 2050 regional visioning project, by discussing how they would coordinate with consultants working on these projects. Timelines and workplans for these other projects are included in the supplementary exhibits.

The consultant will be responsible for submitting progress reports and keeping the project on schedule. The consultant shall be responsible to follow regulations and guidelines applicable to various funding sources.

Task 2: Stakeholder Outreach and Input

MAPA intends to recruit and seat a project steering committee from the key stakeholders involved in the project. The consultant shall conduct additional meetings with key stakeholders as identified by MAPA and the Steering Committee. The consultant will present and interact periodically with the Steering Committee.

The consultant shall periodically generate project status reports for MAPA staff, including (but not limited to) graphic/pictorial content, written content or videos. These informational pieces will provide stakeholders, staff and the public a report on progress and findings of the process as it is undergone.

Task 3: Data gathering and research

The Consultant will gather data, including a review of relevant planning documents and policies relative to the Study Area and eventual build out of transportation infrastructure and services within the Omaha/Council Bluffs urbanized area. These plans include, but are not limited to, the Regional Transit Vision, Central Omaha Alternatives Analysis/ Bus Rapid Transit (BRT), Omaha Streetcar studies, the City of Omaha Master Plan, Council Bluffs West Broadway Plan, Close the Gap White Paper, and the Metropolitan Travel Improvement Study (MTIS).

The consultant will analyze existing conditions for the Study Area, including ridership, ridership characteristics and economic impact, especially for disadvantaged populations. The consultant will utilize existing transportation and land use forecasts and analyses that have been developed through MTIS and Heartland 2050. These include various scenarios of transportation and land use that were run on MAPA's Transit Demand Model. The Consultant will determine if supplemental data is required to conduct the necessary analysis.

The report will answer the following questions:

1. A built-out regional transit system would require substantial investment. What would be the estimated costs and return on that investment? This should be considered in terms of access to employment and education, construction impacts, and induced economic development as well as other factors.
2. What will be the impact of a built-out regional transit system on performance measures for direct impacts such as vehicle operating costs, travel times and reliability, shippers and logistics costs, emissions, safety and road pavement conditions.
3. Investments can be made more or less quickly. Would accelerating the build-out change the return on investment?
4. Many communities with developing transit systems experience more growth near transit stations. Would such expectations for regional growth change the return on investment?

The Consultant is encouraged to illustrate how the necessary analysis develops solid data and results. The Consultant should also demonstrate how it will present and communicate the study findings in a way that resonates with community and business leaders and others that do not work routinely in engineering, transit and transportation planning.

Task 4: Final Report & Documentation

The consultant will be tasked with documenting all work performed under Tasks 2 and 3 and creating a final document for review by MAPA staff and the Steering Committee. The consultant shall edit and revise the document according to feedback received, and produce a final report that should be written as a free-standing document.

The final report will be available in PDF and an editable format (Microsoft Word or Adobe InDesign). The consultant shall package and deliver to MAPA all graphic content (PDF format as well as native live format), GIS data (file geodatabase or shapefile format), map documents, as well as all other data generated, analyzed or refined over the course of the consultant's engagement.

3. Project Schedule

The anticipated project schedule is included below. It is recommended that key personnel hold the interview date on their calendars for a potential interview.

Activity	Date
RFP Released	August 3, 2017
Deadline for Written Questions	August 11, 2017
Responses to Written Questions	No later than August 16, 2017
Deadline for Submittals	August 28, 2017
Proposals Reviewed and Consultants Short-Listed	No later than September 1, 2017
Short-Listed Consultants Interviewed	September 12, 2017
Consultant Selection	September 14, 2017
Scope and Fee Negotiation Finalized	September 29, 2017
Finance Committee Approval	October 18, 2017
MAPA Board Approval	October 26, 2017
Project Start Date	October 30, 2017

4. Evaluation Criteria

The evaluation and selection of the winning proposal will be based on the qualifications of the responding firm. A consultant evaluation team made up of representatives from the City of Omaha and MAPA will screen the proposals to ensure they meet the minimum requirements of the proposal format. A review of qualifying proposals will identify potential firms that most closely meet the needs of the project. Upon review of the proposals, the top three (3) candidate firms will be ranked in order of preference and interviewed.

Factors that will be considered by the selection team include the following:

Criteria	Points
1. Qualifications and experience of the firm, including reference checks, achievements, and financial stability	15
2. Qualifications and experience of principal consulting staff proposed to work on the project	30
3. Proposed project approach and schedule	30
4. Proposed project presentation and communications approach	20
5. Ability of the firm to integrate the study into present workload	5
Total Points	100

5. Submission of Proposals

Seven (7) printed copies and one electronic version (PDF preferred) of the proposal must be received in the MAPA offices by **4:30 PM on August 28, 2017**. Proposals may not exceed 20 pages in length, including appendices and/or supplementary exhibits. A table of contents will not be counted toward the page limit when included in proposals. Proposals must include proof of insurance and compliance with Title VI of the Civil Rights Act (not counted toward page limit).

The Issuing Officer, identified below, is the sole point of contact regarding the RFP from the date of issuance until selection of the successful vendor.

Michael Helgerson
Issuing Officer
Metropolitan Area Planning Agency
2222 Cuming Street
Omaha, NE 68102
mhelgerson@mapacog.org

From the issue date of this RFP until announcement of the successful vendor, vendors may contact only the Issuing Officer regarding this RFP. Vendors may be disqualified if they contact any employee or representative of MAPA other than the Issuing Officer regarding this RFP. Questions only about the procurement process will be accepted by MAPA; all of these must be **submitted in writing by August 11, 2017**. Answers to all questions will be posted on the MAPA website by close of business on **August 16, 2017**.

Firms whose proposals are not accepted will be notified as soon as the selected firm has been approved and a contract has been negotiated.

6. Submittal Requirements

The proposal shall include the following items and be organized in the manner specified below.

A. Front Cover

The proposal shall include a front cover that identifies the Prime Consultant, Sub-consultants (if applicable) and the title of the project or service

B. Letter of Interest

The proposal shall include a letter of interest outlining briefly the firm's understanding of the work, as well as a general statement introducing the firm and individuals to be involved. The letter of interest shall not exceed two (2) pages.

C. Organizational Chart

The proposal shall include an organizational chart not to exceed one (1) page.

D. Firm Profile & Qualifications

The proposal shall include general information about the firm, the firm's area of expertise, and the firm's official name and address. Additionally, the proposal shall furnish the following qualifications to be considered for award of the contract:

1. Name of the anticipated project manager and his or her relevant qualifications and experience on similar projects, along with those of any ancillary technical and management personnel who will be involved with the project.
 2. Experience of the firm in performing similar work and examples of this work.
 3. Name and location of additional consulting firms (subcontractors) whose use is anticipated in order to complete the scope of work, accompanied by explanation of the specific tasks they will perform and the percentage of overall project work.
 4. Statement and demonstration of ability to integrate this contract into the present and anticipated workload of each key team member for the duration of the project.
- The firms profile and qualifications shall not exceed ten (10) pages.

E. Project Approach

The proposal shall include the firm's approach to successfully accomplish the tasks listed in the RFP successfully. This should include focus on technical approach and ability to present and communicate the findings in a compelling manner. (**NOTE:** The detailed Scope of Services will be negotiated with the selected consultant at the time of contract development.) The discussion of the scope of work shall not exceed ten (10) pages.

F. Proposed Project Schedule

The proposal shall include a project schedule outlining the time frame and estimated completion date of each major task identified in the proposed scope of work. The consultant team shall also explain its approach to the project schedule in narrative form. The project schedule shall not exceed three (3) pages. Due to related planning and transit efforts underway, the consultant should be prepared to work on the study on an aggressive timeline. The consultant shall provide what he or she believes is a realistic timeline to fully complete the tasks in an expeditious, effective manner.

G. Conflict of Interest Disclosure

The proposal shall include a completed Consultant Conflict of Interest Disclosure form for the prime consultant and any subconsultants.

H. Proof of Insurance

The proposal shall include proof of insurance for the prime contractor and any subconsultants.

8. Additional Submittal Requirements

1. All material in the submittal must be on 8½ x 11 paper printed on one (1) side, single or double spaced.
2. Submittal covers and dividers between the sections are allowed and not included in the page limit.
3. Fold-out pages are not allowed.
4. Submittals are to be spiral bound. No 3-ring binders.

Five (5) copies of the submittal must be sent to the following:

Michael Helgersen
Issuing Officer
Metropolitan Area Planning Agency
2222 Cuming Street
Omaha, NE 68102

All information must be received by 4:30 p.m. on August 28, 2017. No exceptions to this deadline will be given.

9. Interviews

The short-listed firms will be notified by telephone of the interview time and duration. Interviews will be capped at 40 minutes maximum; please allot at least 10 minutes for questions and answers.

MAPA will make every effort to inform short-listed firms of the interview schedule via email or phone by 4:00 p.m. on September 1, 2017.

The project selection committee will conduct interviews with the short-listed firms on Tuesday, September 12, 2017 at the Metropolitan Area Planning Agency, Board Room, 2222 Cuming Street, Omaha, NE 68102. Interviews will begin at 12:00pm.

10. Disadvantaged Business Enterprises (DBE) Policy

The Omaha –Council Bluffs Metropolitan Area Planning Agency (MAPA) has established a Disadvantaged Business Enterprise (DBE) program in accordance with regulations of the U.S Department of Transportation (DOT), 49 CFR Part 26. MAPA has received Federal Financial assistance from the Department of Transportation, and as a condition of receiving this assistance, MAPA has signed an assurance that it will comply with 49 CFR Part 26.

It is the policy of MAPA to ensure that DBEs, as defined in part 26, have an equal opportunity to receive and participate in DOT-assisted contracts. It is also our policy:

1. To ensure nondiscrimination in the award and administration of DOT assisted contracts;
2. To create a level playing field on which DBEs can compete fairly for DOT assisted contracts;
3. To ensure that the DBE Program is tailored narrowly in accordance with applicable law;
4. To ensure that only firms that meet 49 CFR Part 26 eligibility standards fully are permitted to participate as DBEs;
5. To help remove barriers to the participation of DBEs in DOT assisted contracts;
6. To assist the development of firms that can compete successfully in the market place outside the DBE Program.

The following assurance is to be included on all DOT-assisted contracts:

“The contractor, subrecipient or subcontractor shall not discriminate on the basis of race, color, national origin, or sex in the performance of this contract. The contractor shall carry out applicable requirements of 49 CFR part 26 in the award and administration of DOT-assisted contracts. Failure by the contractor to carry out these requirements is a material breach of this contract, which may result in the termination of this contract, or such other remedy as the recipient deems appropriate.”

11. General Terms and Conditions

1. **Conflicts of Interest** – The proposer shall disclose any known or potential conflicts of interest with MAPA and the Federal Highway Administration (FHWA). The proposer must declare that the proposer is not currently, and will not during the performance of any services for MAPA, participate in any other work involving a third party with interests in conflict currently or likely to be in conflict with MAPA’s interests without MAPA’s approval. All sub-consultants must submit a conflict of interest form as well.
2. **SAM Registration**-All prospective consulting firms must be listed in the U.S. Federal Contractor Registration database known as SAM (System for Award Management) to be considered for this project.
3. **Amendments to the RFP** – MAPA reserves the right to amend or cancel any or all parts of this RFP. Revisions to the RFP shall be posted on the MAPA website at least three (3) full business days prior to the deadline for submittal of responses.
4. **Non-commitment of MAPA** – This RFP does not commit MAPA to award a contract, to pay any costs incurred in the preparation of a response to this request, or to procure or contract for services.

5. **Confidentiality** – Before award of the contract, all responses to this RFP will be designated confidential to the extent permitted by the Nebraska Public Records Law (84-712). After award of the contract (or if not awarded, after rejection of all responses), all responses will be regarded as public records and will be subject to review by the public. Any language purporting to render all or portions of the responses confidential will be regarded as non-effective and will be disregarded.
6. **Access to Records and Reports** – The proposer acknowledges the selected consultant firm will give MAPA, NDOR, FHWA, and the Comptroller General of the United States access to any books, documents, papers and records of the consultant firm which pertain directly to the contract for the purposes of making audits, examinations, excerpts, and transcriptions. Related contractual documents will be maintained for no less than three years after the date of termination or expiration of the contract.
7. **Termination** – MAPA will retain the right to terminate the contract for convenience or default. These clauses will be incorporated into the contract with the selected consultant firm.
8. **Civil Rights** – MAPA is in compliance with Title VI of the Civil Rights Act, as amended, section 303 of the Age Discrimination Act of 1975, as amended, section 202 of the Americans with Disabilities act of 1990, and Federal transit law. Thus, clauses relating to nondiscrimination and equal employment opportunity (race, color, creed, national origin, sex, and disabilities) will be included in the contract with the selected consultant firm.
9. **Drug Free Workplace** – MAPA has established and maintains drug-free workplace policies. The selected consultant firm and all sub-consultants must have established and maintain drug-free workplace policies as well, such as those set forth in the Federal Drug Free Workplace Act of 1988.

12. Award of Contract

MAPA reserves the right to negotiate with the selected firm on matters related to project cost, or technical or other considerations that arise following announcement of the award of the contract. A decision to contract with the selected firm will be made by the MAPA Board of Directors following a recommendation by MAPA planning staff. Subject to selection and successful negotiation, MAPA intends to sign a contract on or about October 26, 2017 with the objective of the selected firm beginning work on or about October 30, 2017 and concluding the work around and/or between January and April of 2018.

A detailed map of the Transportation Management Area (TMA) around Omaha, Nebraska. The TMA boundary is shown as a thick black outline. Major highways are labeled with their numbers in shields: Interstate 80, Interstate 680, US Highway 75, US Highway 36, US Highway 31, US Highway 6, US Highway 92, and US Highway 29. Other roads include Bennington, Crescent, Valley, Waterloo, Boys Town, Omaha, Council Bluffs, Ralston, La Vista, Papillion, Bellevue, Gretna, Springfield, and McClelland. Water bodies like Lake Monona and Lake Michigan are also depicted. A legend in the bottom left corner defines the symbols for TMA Boundary, UZA Boundary, Interstate, Primary Highway, Secondary Highway, and Other Roadway. A scale bar at the bottom right indicates distances from 0 to 10 miles, and a north arrow is located next to it.