

REQUESTFORPROPOSALS

For

“PassengerInformationServices”

**ConsultingServicesfortheDesignofTransitInfor mation
andDisseminationServices**

April30,2008

**ProposalsDue
May30,2008
5:00PMPST**

**CONTACT:
PAIGETOWNSEND
(541)608-2429
p.townsend@rvtd.org**

SUBMITPROPOSALSTO:

**ROGUEVALLEYTRANSPORTATIONDISTRICT
PASSENGERINFORMATIONSERVICES
3200CRATERLAKEAVENUE
MEDFORD,OR97504-9075**

1.0 INTRODUCTION

Sealed proposals marked Request for Proposal for “Consulting Services for Design and Install Transit Information and Dissemination Services” will be accepted by the Rogue Valley Transportation District, 3200 Crater Lake Avenue, Medford, OR until 5:00pm local time, May 30, 2008.

The Rogue Valley Transportation District (RVT) is requesting proposals from qualified consultants to provide an array of services for the planning, design and the implementation of the project which will increase the availability of transit information and dissemination.

Consultant services will include, but not be limited to:

1. Needs Analysis
2. Draft Plan
3. Presentation of the draft Plan to the Rogue Valley Transportation District Staff for their review and approval.
4. Produce Final Plan
5. Compose RFP
6. Provide additional services upon request

2.0 OVERVIEW

2.1 RVT Background

The RVT has served the Rogue Valley since 1975. It currently serves most of the urbanized areas within Jackson County. RVT currently operates regularly scheduled buses on routes serving Medford, Central Point, White City, Jacksonville, Ashland, Phoenix, Talent and Jackson County. The District covers 158.5 square miles and serves approximately 150,000 residents who live within its jurisdiction.

The RVT bus fleet consists of 23 buses:

Number of vehicles	Model Year	Model make and length	Fuel type
6	1980	GMC 35'	Diesel
2	1990	Gillig 35'	Diesel
3	1995	Bluebirds 29'	CNG 3000 psi
10	2004	New Flyer 35'	CNG 3600 psi
2	2006	New Flyer 35'	CNG 3600 psi

- The RVTDFacilities that could potentially house a Transit Management Center:
1. Front Street Station
 2. Crater Lake Office
 3. Translink Building
- RVTDCommunication equipment:
1. Conventional radiosystem
 - a. Two (2) channels
 - b. 453 MHz level
 2. GIS Ability
 - a. All bus routes stops are geo-coded up to 95% on current routes

2.2 Project Mission

The mission of RVTDC is to increase the availability of transit system performance information and dissemination, improve overall dispatching and operating efficiency, and increase driver and passenger safety and security using the best proven Intelligent Transportation Systems and Transportation Information Systems (ITS). RVTDC has received a Federal Grant for this project and all Federal requirements must be met. The total available funds for this grant (\$363,000) are available through March 31, 2009. This grant is to cover the design and implementation of the project including personnel, equipment and consulting services. Realizing that the funds will not cover all desired elements, the deliverables should be developed so that the system can be expanded in the future to include other elements. Prioritized lists of elements will be included in the Scope of Work.

3.0 SCOPE OF WORK

In this section, the set of tasks identified in Section 1.0 Introduction, is described in greater detail.

3.1 Task #1. Needs Analysis

- a. The Consultant will meet with RVTDC staff on site to access and define the IT elements that will best meet RVTDC's needs;
- b. During this process, the consultant will review current capabilities and define future operational needs and abilities.
- c. Some ITS functions are essential and some are desired. The Needs Analysis must identify what the essential functions are.
- d. Create list of the prioritized components of the Project, including essential versus desired tasks.
- e. Upon completion of Needs Analysis meet with RVTDC staff to review needs.

Deliverables

- a. Documentation of the ITS User Needs and Requirements.
- b. List of prioritized components (including desired versus essential components)
- c. An estimate of costs
- d. Meeting with RVTDC staff

Timeline: June 30 through July 31, 2008

3.2 Task#2: Draft Plan

a. The Consultant will write a Draft Plan document that covers all core elements in detail including cost estimates. Core elements consist of the following items in the order of importance;

1. Develop a central and regional 'backbone' communications system and system component architecture that will provide connectivity among the system components. Develop a system architecture based on Needs Analysis for: 1. central communication (such as Wide Area Network) and 2. regional communications for real-time information (such as using a digital radio). The ITS system requires an assembly of communication equipment in order to provide connectivity among the system components. The plan shall identify requisite RVT DITS Architecture and a description on how it relates to the Regional ITS Architecture.
 - Currently, the backbone at RVT D exists only with conventional radios. This system will not support the data communication requirements of the proposed ITS system.
 - ITS Architecture does not currently exist at RVT D. Develop a plan for the RVT DITS Architecture and describe how it relates to the Regional ITS Architecture.
2. Automatic Vehicle Location (AVL)-Fixed Route Automatic Vehicle Location (AVL) is a means for determining the geographic location of a vehicle and transmitting this information to a point where it can be used. This project will install AVL equipment on the twelve New Flyer buses and explore the feasibility of installation on the remaining eleven older buses. Because the AVL functions are essential to other ITS components, this function is of highest priority in this project.
3. Automatic Passenger Counting (APC)-Fixed Route Tracking passenger data is required by the Federal Transit Administration and the National Transit Database. The APC system will work alongside the AVL system to give passenger information at the stop level. This system ranks high on the priority list.
4. Talking Bus-Fixed Route The Talking Bus is a system designed to automatically announce stop locations and give out passenger information. Automated Stop Announcement will use location data from AVL to call out stops automatically.
5. Swipe Card System RVT D has been moving towards a swipe-card system with the purchase of a card-printing device and bus pass programs. This component of the plan may have to be done when future expansion dollars are available.
6. Mobile Data Terminals (MDT) (Demand Response) Mobile Data Terminals are in-vehicle information systems capable of two-way data transmission.
7. Explore the requirements of the Federal Transit Administration and the National Transit Database for submission and ensure all components will provide the necessary data.

Deliverables

1. Draft Plan

Timeline: July 31 through September 15, 2008

3.3 Task#3: Presentation of the Draft Plan to the Rogue Valley Transportation District's Staff for their review and approval. The Consultant will compile a Draft Plan document with an explanatory/descriptive narrative.

Deliverables

1. Attend RVT D Staff Meeting and give presentation on Draft Plan.
2. Work with RVT D to determine what elements can be incorporated into the Final Plan

Timeline: Late September 2008

3.4 Task#4: Final Plan

The Consultant will write a Final Plan document that will include input from the RVT D Staff. This plan should:

1. Adequately describe the Vendors available to provide the components,
2. Whether the Vendor provides installation and quality control,
3. Unit Cost and
4. A detailed budget (approximate or range)

Deliverables

1. Final Plan
2. Project budget (approximate or range)

Timeline: October 1 through October 15, 2008

3.5 Task#5: Compose RFP

1. Write, publish and oversee RFP for purchase/construction/installation/quality control of equipment;
 - a. Write RFP and consult with RVT D staff and Board for content
 - b. Advertise RFP
 - c. Provide list of Vendors including qualifications and services
 - d. Collect and document RFP
 - e. Review RFP's with RVT D staff
 - f. Pre-construction conference with vendors, contractors and RVT D staff
 - g. Prepare Notice of Award
 - h. Coordinate testing of equipment
 - i. Coordinate training of staff on equipment

Deliverables

1. Request for Proposals for purchase/construction/installation of equipment
2. Advertisement for RFP
3. List of Vendors
4. List of Proposers
5. Meeting with RVT D staff to select contractor(s)
6. Facilitate pre-construction conference; include agenda and minutes
7. Prepare Notice of Award
8. Report on equipment testing
9. Report on Staff training

Timeline; a. Write RFP October-November 2008

b. Advertise RFP early November 2008

c. Award contract by January 15, 2009

3.6 Task#6 Additional Services if Needed

1. If needed, provide additional on demand services based on an hourly rate. Services may include but are not limited to:

- a. Review invoices for conformity with existing law and regulations. Submit to RVT D staff for billing
- b. Oversee construction and installation of equipment
- c. If needed, submit Change Orders to RVT D staff for approval

Deliverables

- a. Provide hourly rate
- b. Monthly progress report
- c. Monthly submittal of invoices
- d. Submittal of Change Orders

Timeline: May 2008 through March 31, 2009

3.6 Responsibilities of Parties

RVT D will be the local contact for the Consultant and will facilitate the Consultant's interaction with RVT D Staff, Board, vendors and contractors.

RVT D responsibilities

Activity
Coordinate and handle logistics for meetings.
Gather and supply relevant information
Provide available documents related to the current RVT D communication network
Monitor the performance of contractual services, review billings, and process payments.

Consultant team responsibilities

Activity
Produce Needs Analysis
Produce Draft Plan with all core elements
Attend meeting with the RVT D's Staff and Board
Produce Final Plan
Compose RFP
Provide on demand services if needed

3.7 Expansion or Reduction of the Scope of Work

The final contract written for Consulting Services for the Design and Install Transit Information and Dissemination Services will include provisions for "contract amendments" that may be utilized to alter the Scope of Work. Such amendments may include but are not limited to adding or reducing identified tasks, and adding or reducing the contract services.

4.0 RFPEVALUATIONCONSIDERATIONS

All proposals will be judged based on the following criteria, with the evaluation weighted as indicated:

4.1 Category 1–Proposal Response and Contractual Compliance(10%)

- a. Overall responsiveness to the RFP requirements, completeness of the proposal;
- b. A proposed project schedule of tasks leading to the timely production of a Draft Plan, a Final Plan and purchase/construction/installation of equipment .

4.2 Category 2–Record of Performance(15%)

The Consultant's work experience and history of successful completion of similar or other projects and its record of completing projects within the specified time frames and budgets will be considered under this category. The Consultant shall have a minimum of two (2) projects that demonstrate competence in skills required in the scope of work. Specific evaluation criteria under this section include:

- a. Demonstrated ability to successfully provide appropriate products and services required to transit districts or other organizations similar in size and scope to this project;
- b. Overall assessment of the Consultant's records;
- c. Demonstrated ability to meet the requirements and services of this RFP; and
- d. The Consultant's customer service and satisfaction references.

4.3. Category 3–Resources and Capabilities(20%)

The Consultant's resources and equipment, including the number and qualifications of personnel or subcontractor(s), types of equipment, software and description of services provided by the Consultant to successfully implement the work.

The Consultant shall have the capability to provide quality and responsive services with respect to the following:

- a. Ability to meet the Rogue Valley Transportation District's needs as expressed in the RFP, including the ability and willingness to work cooperatively with the Rogue Valley Transportation District's staff;
- b. Use of current technology;
- c. Demonstrated ability to perform services required by the RFP;
- d. An extensive history implementing and understanding ITS products ;

4.4 Category 4–Understanding of the Project(20%)

RVTD's assessment of the Consultant's understanding of Rogue Valley Transportation District's needs and the Consultant's proposed solution's ability to meet the stated objectives of this RFP. This category will be evaluated by reviewing the proposed scope of work, the description of the work approach, and the proposed work schedule.

4.5 Category 5–Qualifications(15%)

The experience of key personnel assigned to the project with regard to their documented ability to successfully complete similar projects. This includes the degree to which personnel with a background in similar projects will be involved in the overall direction of the work. The Consultant shall submit resumes of the proposed project manager, service provider(s), and other key personnel who would perform the proposed work. The Consultant will indicate the percentage of time that the project manager and key personnel will devote to the project. Each resume shall reflect the competency of each staff member for the work, noting past experience and expertise of similar scope and complexity.

4.6 Category 6–Proposal Price(20%)

Overall project cost, reasonableness of prices, time and task breakdown and pricing will be evaluated under this category.

5.0 INSTRUCTIONSTO PROPOSERS

5.1 RVTDContactPerson

For questions or clarifications regarding any element of this Request for Proposal, the following individual can be contacted:

Paige Townsend, Planner
Rogue Valley Transportation District
3200 Crater Lake Avenue
Medford, OR 97504
Telephone: (541) 608-2429
Fax: (541) 773-2877
p.townsend@rvtd.org

5.2 Specification Changes

A prospective proposer may deliver to the Rogue Valley Transportation District a request for change to any of the proposal specifications. Such request must be received at RVTD by May 12, 2008. A written request shall include the following:

- a. A detailed statement of any legal or factual grounds for request;
- b. A description of any resulting prejudice to the prospective proposer; and
- c. A statement of the form of relief requested or any proposed changes to the specifications.

Staff will review the proposal change request and notify the prospective proposer of the decision in writing prior to May 23, 2008. The Rogue Valley Transportation District will not notify the prospective proposers by addendum, of any changes or modifications to this Request for Proposals.

5.3 Addenda to RFP

- In the event that it is necessary to revise any part of the RFP, addenda will be provided by email to all vendors who received the initial RFP. This includes any amendment of dates in the Schedule for Selection Process. These revisions will also be listed on RVTD's website (<http://www.rvtd.org>).

Any addenda so issued are to be considered part of the specifications of the RFP. The Rogue Valley Transportation District is not responsible for any explanation, clarification, interpretation or approval made or given in any manner except by addenda issued by the Rogue Valley Transportation District.

5.4 Consultant's Responsibility for Proposal Costs

The Consultant shall be fully responsible for all proposal development and submittal costs. The Rogue Valley Transportation District assumes no contractual or financial obligation as a result of the issuance of this RFP, the preparation and submission of a proposal by a Consultant, product demonstration by a Consultant, the evaluation of an accepted/rejected proposal, or the selection of the finalist(s).

5.5 Confidentiality and Ownership of Proposals

All proposals and associated materials shall become the property of the Rogue Valley Transportation District. The content of all sealed proposals and associated materials will be held confidential until the Rogue Valley Transportation District awards the contract to the successful Consultant.

5.6 Proposal Acceptance or Rejection

The Rogue Valley Transportation District reserves the right to reject any or all proposals, to accept or reject any or all the items in the proposal, to waive any informality in the proposals received, and to award the contract in whole or in part, if it is deemed to be in the best interest of the Rogue Valley Transportation District. The Rogue Valley Transportation District reserves the right to negotiate with any consultant after proposals are opened, if such action is deemed to be in the best interest of the Rogue Valley Transportation District.

In addition to the factors mentioned above, Consultants are cautioned to review carefully all terms, conditions and specifications of the RFP prior to submission of proposals. The Work may be awarded on the basis of the Consultant's proposal including the Consultant's qualifications as received and without further discussion. Therefore, each proposal should be submitted to the Rogue Valley Transportation District in the most favorable terms from both a cost and qualification standpoint.

5.7 All Proposals shall be valid through July 31, 2008.

5.8 Withdrawals and Modifications

Any proposals can be withdrawn or modified in writing by contacting Paige Townsend, RVT, prior to the May 30, 2008 closing time.

5.9 Contract

The successful proposer will be expected to enter into a contract with the Rogue Valley Transportation District. The proposer will be required to maintain Commercial General Liability insurance, Automobile and Personal Liability (Errors and Omissions) insurance for the duration of the agreement.

5.10 Proposed RFP and Contract Schedule

RFP Release: April 30, 2008

Proposals Due: May 30, 2008

Consultant Presentations/Interviews: To Be Determined

Complete Evaluation of Proposals: June 1–June 13, 2008
Notice of Intent to Award: June 20, 2008
Finalize Contract Negotiation By: June 30, 2008
Planned End Date of Services: March 31, 2009

The Rogue Valley Transportation District reserves the right to change the schedule or terminate these sections at any time at the Rogue Valley Transportation District's sole discretion. Notice thereof will be promptly provided to parties on the Rogue Valley Transportation District's RFP holders list by mail if available, by letter if not. If RFP holders obtain the RFP from RVTD's website or other third party, they must notify Paige Townsend of RVTD in writing or by email to p.townsend@rvtd.org to be on the RFP holders list.

6.0 PROPOSERS REQUIRED INFORMATION

The proposal must include:

- a. The Consultant name, addresses, FAX, and phone number.
- b. The FAX, phone number, voice phone number, and e-mail of the Contact Person for the proposal.
- c. A description of the Firm;
- d. A list of the names, positions, and responsibilities of each of the Consultant's personnel that will be assigned to provide services for the project;
- e. A copy of brief resumes for the project manager and lead technical support person to be assigned to the project;
- f. The identity of the Consultant's manager with corporate responsibility for performance of the services provided;
- g. A list of the names and addresses of any vendors and/or subcontractors who will be utilized on this project with a statement of what services and/or product each will provide; and
- h. The Consultant's related experience to perform this range of services requested by this RFP, including customer reference contacts. The Consultant shall submit a list of two (2) specific references to be contacted by the Rogue Valley Transportation District, including names, titles, addresses, and telephone numbers of individuals who have responsibility for management of comparable investigations, and who have direct experience with the proposing Consultant regarding services requested in this RFP.

7.0 PROPOSALS

Proposals shall be submitted in two (2) separately sealed packages for the "Technical Proposal" and the "Price Proposal". Each package shall be marked as specified below and shall contain all of the proposal documents for which the package is required to be marked and no other documents. These same requirements shall apply to any Best and Final Offers which may be requested. No cost, price or financial information of any kind shall be included in Package No. 1 or in any of the proposal documents that it will contain. Five copies of each proposal shall be submitted.

Proposal packages shall be addressed and delivered to the address specified below.

Paige Townsend
Passenger Information Services
Rogue Valley Transportation District
3200 Crater Lake Avenue
Medford, OR 97504

PACKAGE#1

Technical Proposal Requirements

Indicate title of Project, Proposer name and mark " TECHNICAL PROPOSAL."

Contents:

1. Letter of Transmittal
2. Technical Proposal
3. References and Non-priced Information

- Work Plan

The work plan shall identify and specifically describe the scope of work and the time required for key tasks. Services requested above shall be followed closely by the work plan.

Describe the various tasks required to accomplish the project. The specific tasks included in the scope of work shall be used as the minimum scope of services for the project.

- Schedule

It is RVTD's desire to install the equipment during the winter/spring of 2008/09 or prior.

The requested services shall be completed by March 31, 2009.

The proposal shall include a time schedule for completing all major tasks and key sub-tasks. The project within the time schedule shall be explained.

Letting the scope of services with a table or graph showing the proposer's ability to complete all phases of the project.

- Equal Opportunity

The proposer agrees that it shall not discriminate because of race, color, religion, sex, disability, employment of persons, consultant shall take affirmative action to ensure that applicants are employed and that employees are treated during employment without regard to race, color, religion, sex, disability, national origin, age, or marital status.

against any employee or applicant for employment on the basis of race, color, religion, sex, national origin, age, or marital status. In the event of a complaint, the proposer shall take affirmative action to ensure that applicants are employed and that employees are treated during employment without regard to race, color, religion, sex, disability, national origin, age, or marital status.

- Data Privacy

Proposer agrees to abide by all applicable State and Federal laws and regulations concerning the handling and disclosure of private and confidential information concerning individuals and corporations as to inventions, copyrights, patents and patent rights. The proposer agrees to hold RVTD harmless from any claims resulting from the proposer's unlawful disclosure or use of private or confidential information.

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- Proposer's Representation

1. Each proposer by signing and submitting an offer, represents that he/she has read and understands the specification documents, and the offer has been made in accordance therewith.
2. Each offer for services further represents that the proposer is familiar with the local conditions and regulations of the project area.

- under which the work and has correlated the observations with the requirements of the RFP.
3. Proposer Warrants and represents to RVT D that all software/firmware/hardware/equipment/systems developed, distributed, installed or programmed by Proposer pursuant to this Specification and Agreement.
 - b. That all date recognition and processing by the software/firmware/hardware/equipment/system will include the four-digit-year format and will correctly recognize and process the date of February 29, and any related data, during Leap years; and will correctly recognize daylight saving time; and
 - c. That all dates sorting by the software/firmware/hardware/equipment/system that includes a "year category" shall be done based on the four-digit-year format. Upon being notified in writing by RVT D of the failure of any software/firmware/hardware/equipment/system to comply with the Specification and Agreement, Contractor will, within 60 days and at no cost to RVT D, replace or correct the non-complying software/firmware/hardware/equipment/systems with software/firmware/hardware/equipment/systems that do comply with this Specification and Agreement.

- **Anti-Lobbying Provision**

During the period between the bid closed date and the contract award, bidders, including their agents and representatives, shall not directly discuss or promote their bid with any member of RVT D Staff except in the course of RVT D-sponsored inquiries, briefing, interviews or presentations, unless requested by RVT D.

- **Affirmative Action**

RVT D provides equal opportunity for all bidders and encourages minority businesses and women's business enterprises to participate in our bidding process.

PACKAGE #2

Price Proposal Requirements

Indicate title of Project, Proposer name and mark " PRICE PROPOSAL."

Contents:

1. Price and Proposal
2. Pricing Schedule
3. Supporting Data
4. Preferred Payment Schedule

The price offered for each budget item shall be the full price, including labor and materials costs, premiums and all other overhead charges of every kind of nature. Proposer will also indicate preferred payment scheduled desired, such as periodic progress payment by milestone, or payment upon delivery.

Pricing

The proposer shall provide a breakdown of costs broken down by tasks, including a detailed description proposed methodology, and amount of work time for each task. An estimate of staff hours and cost to complete each part of the project including a breakdown of hourly costs for the principal participants

involved, any overhead costs, and anticipated subcontract costs. The Consultant may propose alternative components or solutions not identified in this document.

8.0 COMPLAINTS

Any proposer who has submitted a proposal to the Rogue Valley Transportation District and who is adversely affected by the Rogue Valley Transportation District's contract award to another proposer has 14 days after issuance of the Notice of Intent to award the contract, to submit a written protest of award to the Rogue Valley Transportation District. Such right to protest shall conform to the requirements of OAR 137-030-0104(1) and specify the grounds upon which the protest is based.

An adversely affected proposer must exhaust all avenues of administrative review and relief before seeking judicial review of the Rogue Valley Transportation District contract selection.

9.0 DISADVANTAGED BUSINESS ENTERPRISE

POLICY

It is the policy of the Rogue Valley Transportation District that Disadvantaged Business Enterprises (DBEs) as defined in 49 CFR Part 26 shall have the maximum opportunity to participate in the performance of contracts financed in whole or in part with federal funds under this agreement. Consequently the DBE requirements of 49 CFR Part 26 apply to this agreement.

DBE OBLIGATION

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 other remedy as the recipient deems appropriate.