CITY
OF
JOPLIN, MISSOURI

REQUEST FOR PROPOSAL

#2018-11

for

PROFESSIONAL SERVICES FOR THE CITY OF JOPLIN TRANSIT SYSTEM SERVICE EVALUATION AND PLANNING ASSISTANCE

PUBLIC WORKS DEPARTMENT-Transit Division
123 S. MAIN ST.
JOPLIN, MO 64801

(417) 625-4793

REQUEST FOR PROPOSALS

The City of Joplin, Missouri will accept sealed proposals until 10:00 A.M., Thursday, September 27, 2018 at the MAPS Transit offices located at 123 S. Main Street, Joplin, Missouri, 64801 for the following:

PROFESSIONAL SERVICES FOR THE CITY OF JOPLIN TRANSIT SYSTEM SERVICE EVALUATION AND PLANNING ASSISTANCE

Proposal specifications are available from Robert Lolley, Transportation Coordinator, at 417-625-4793. Any proposals received after the specified deadline will be returned to the vendor.

The City reserves the right to evaluate all proposals, to reject any or all proposals and solicit again at a later date. The City may waive any irregularities in the proposal or negotiate variances from specifications, and make awards that are in the best interests of the City. The City will have final decision in all matters regarding acceptance of proposals and issuance of awards.

The City encourages minority and female owned businesses to submit proposals for all City projects.

David Hertzberg,
Director of Public Works

Publication Date: Monday, August 27, 2018

REQUESTS FOR PROPOSALS #2018-11: PROFESSIONAL SERVICES FOR THE CITY OF JOPLIN TRANSIT SYSTEM SERVICE ANALYSIS (TSA) AND PLANNING ASSISTANCE

GENERAL:

The City of Joplin, Missouri, Public Works Department is requesting proposals for professional services for transit service evaluation and planning assistance from a consultant with significant fixed route service evaluation, route design, and scheduling/operations planning experience to support development of a Comprehensive Transit Service Analysis (TSA) and short, medium, and long range service plans for the Sunshine Lamp Trolley deviated fixed routes, MAPS Transit demand response bus system, and related public transit services. This TSA/service plan effort will evaluate how well the Sunshine Lamp Trolley/MAPS Transit systems are positioned to serve the transit markets of today and of the future as well as identify both revenue-neutral and growth strategies for increasing the effectiveness of the transit system. The TSA and service plan will identify short-term, revenue-neutral actions to improve current operations and the effectiveness of the current transit systems, as well as a longer-range roadmap for system development that priorities potential improvements, should additional resources for transit operations and related capital investment become available.

The context for this effort includes evolving development patterns within the City of Joplin as a result of the tornado recovery, changes in the location of transit trip generators, new construction trends, and relocation of major industries. The TSA and service plan effort is intended to meet the following objectives:

Complete a comprehensive review and analysis of the deviated fixed route transit system, demand response system, and related public transit services, evaluating its efficiency and effectiveness in meeting local and regional travel needs;

Examine existing and future markets for transit services and opportunities to better align transit services with the needs of these markets;

Identify short, medium, and long-term plans for transit system design and service delivery, including revenue-neutral and “growth” strategies;

Examine existing and future funding sources and identify options for improving transit funding sustainability;

Provide a framework for transitioning from current service to new or revised service; and

Position the City of Joplin to compete effectively for federal, state, and local funding.

It is the City's intention that the TSA/service plan will be used to guide and inform development of future Long Range Transportation Plans and to prioritize transit system changes and investments.

The successful candidate shall serve as the City's professional Consultant in this assignment and shall give consultation and advice to the City during the performance of services. Contract award is anticipated June/July 2018.

BACKGROUND :

Agency Description: The City of Joplin began operating a demand response transit system known as the Metro Area Public Transit System or (MAPS) in 1997. During that first year of service, MAPS provided 58,630 rides to residents within our 105 square mile service area. Demand for our service has increased dramatically over the years. We provided 67,735 rides in 2006 and in response added deviated fixed route service with the Sunshine Lamp Trolley in late 2007. The Sunshine Lamp Trolley system was expanded to three routes in 2009 and our transit system provides 135,000 rides annually.

The original system was designed as a regional transportation network that would connect residents in the neighboring towns of Carl Junction, Webb City, Duquesne, and Carterville with medical facilities, employment opportunities, and retail destinations in Joplin. The initial service operated three demand response vehicles during peak service and over the years it had been expanded to operating eight demand response vehicles during peak hours. Although we provided 67,735 rides in 2006 with just eight vehicles in service, we still averaged twenty or more service denials per day. A service analysis determined we needed to expand to ten or more vehicles during peak hours in order to significantly impact our daily trip denial rate. The decision was made to add one more vehicle to our peak service, but it was decided it would operate in a deviated fixed route system instead of the traditional demand response system of the seven other vehicles. This first route served the Joplin downtown area, primary Range Line Road retail areas (Wal-mart, Northpark Mall), and Missouri Southern State University. Ridership for the first year on the deviated route was 6,028, but MAPS ridership correspondingly declined 5,223 ride from the previous year.
Two additional deviated trolley routes were needed to allow city wide trolley service within the City of Joplin. It was theorized, two demand response vehicles could be transitioned from providing traditional demand response service to providing deviated trolley service on the two new routes instead of increasing the number of vehicles operated during peak hours to eleven. The increase in available transportation service provided by increasing the trolley system would corresponding decrease the demand for MAPS service to the point that the service denial rate would be reduced despite the fact we actual reduced the available MAPS service by two vehicles. Since the current three trolley system was implemented in 2009, MAPS annual ridership has decreased an average of 34,403 per year, but the Sunshine Lamp Trolley annual ridership has correspondingly increased to average 103,282 rides per year.

The current operating cost for MAPS service is $19.66 per ride and the cost for Trolley service is only $3.45 per ride. Three trolley vehicles perform 2.8 times as many rides as six MAPS vehicles. Based on simple economics alone, transitioning a significant portion of our MAPS vehicles from providing MAPS service to providing deviated trolley service would contribute greatly to the long term financial sustainability of our transit system; however, the traditional demand response service of MAPS is a valuable resource provided to our riders in Carl Junction, Webb City, Carterville, and Duquesne. As a result of the development of a Comprehensive Transit Service Analysis (TSA) and short, medium, and long range service plans as detailed in this Request for Proposals, the City of Joplin seeks to obtain an actionable plan for improving transit system efficiency, reducing per ride operating costs, and increasing service frequency/hours of operation while maintaining the current transit system budgetary constraints.

Public Involvement: The City of Joplin is committed to implementing a robust Public Involvement Program as part of the TSA/service plan effort. In keeping with the MAPS Public Involvement Plan and federal Limited English Proficiency requirements, this program must include meaningful outreach to, and involvement of, speakers with limited English proficiency.

The consultant will be asked to detail their plan for ensuring public involvement of limited English proficiency individuals and minority groups as part of their discussion of the tasks in the Scope of Work. The Transit Division welcomes suggestions for innovative approaches for more effectively engaging the public, and transit riders in particular, in this effort (i.e., beyond traditional public meetings, though such meetings may be implemented as one component of the Public Involvement Program.) Implementation of the Public Involvement Program will be overseen by the Transportation Coordinator, Public Information Officer, and Public Works/MPO staff. The consultant will conduct outreach and produce, translate, and print required outreach materials, except where explicitly noted in the Scope of Work.

SCOPE OF WORK:

The Scope of work is provided as a guide to offerors. Offerors are invited to suggest altered or expanded tasks; however, any deviations from the Scope of Work set forth in this FRP should be explicitly identified and discussed in offerors' proposal. Offerors may also set forth optional tasks, with cost proposals clearly identifying the costs for each item.

The City of Joplin Transit Division expects the consultant to provide the following services and deliverables:

Market Analysis : The market analysis will provide a comprehensive profile of the MAPS service area and assess how well the MAPS and Sunshine Lamp Trolley system reflects and responds to current and anticipated future travel needs. The deliverable shall be a technical memorandum or working paper that emphasizes visual representations of data

(e.g., maps). The Transit Division expects that the market analysis will encompass the following:

Demographic analysis: This component of the market analysis shall include, at a minimum, mapping the distribution of transit-inclined populations, including older adults, college-aged students, youth, low income individuals, and households without vehicles. Distribution of the minority population (per FTA's definition) should also be included for use in Title VI evaluation of recommended service alternatives. Consultant shall use the most recent ACS data.

Land use/trip generators/transit-supportive densities: The consultant will be expected to review Joplin's land use designations (current and future), relevant City plans, and understands other plans or designations with potential influence on future development patterns, such as Priority Development Areas. The consultant will also discuss growth potential/development patterns with City of Joplin Community Development staff, the Joplin Chamber of Commerce, and the Joplin Convention & Visitor's Bureau. Maps should be prepared to visually identify areas of Joplin with current and projected transit-supportive housing and employment densities as well as major trip generators. Consideration should be made to the City's current ongoing process to update land-use and development codes.

Travel Patterns: The consultant shall evaluate current and potential future major travel flows and origin/destination pairs using data from the agency's transit dispatch software reports, daily fare counts, customer surveys, and targeted stop usage counts.

Regional Transit Network: The market analysis should also include information illuminating MAPS and the Sunshine Lamp Trolley's role within the regional transit network and key connectivity opportunities with the Joplin Regional Airport, Greyhound terminal, and local taxi services.

Analysis of Service Congruency/Adequacy: Map-based analysis showing demographic, land use, trip generation, and travel flow data relative to the existing transit system to identify how well the current transit system matches current needs, as well as anticipated needs based projected changes in land use and travel patterns.

Stakeholder Input: The market analysis should be informed by interviews with 15-20 key individuals representing major employers, educational institutions, social and human services providers, and medical facilities regarding the role of transit in Joplin and opportunities to improve MAPS and Sunshine Lamp Trolley service.

Comparative Analysis: Include comparative data analysis with regional towns of similar demographic makeup.

Deliverables:

Draft Market Analysis

Final Market Analysis
Presentation materials including, maps, tables, and charts

Comprehensive Transit Service Analysis (TSA): The consultant shall complete a route-by-route analysis and overall evaluation of the MAPS and Sunshine Lamp Trolley system, presenting findings in a technical memorandum or working paper.

Route-by-route analysis: The consultant shall evaluate each route's performance in detail, with attention to ridership patterns (on/off analysis, transfer patterns, on-time performance, deviation history), key trip generators, key transfer points, ridership and productivity by time/day of week, bus stop spacing, and peak service hours.

Network evaluation: The consultant shall evaluate the role of each route within the overall transit network, and the effectiveness of the network as a whole. This task should include evaluation of route alignments, identification of service duplication or redundancy, evaluation of current interlining practices, and an assessment of the match of service to the needs of the transit market based on the findings of the market analysis. Connectivity with local/regional transit operators should be assessed as part of this task.

The deliverable for this task should include recommendations for revenue-neutral, short-term service changes that can be made to improve the efficiency or effectiveness of the MAPS/Sunshine Lamp Trolley system in the next 1-2 years. Recommendations may be grouped into two or three revenue-neutral scenarios, each with a different focus or point of view. These, and any recommendations that relate to major network restructuring or significant changes in the allocation of resources within the MAPS/Sunshine Lamp Trolley system may be identified as part of this task, but should be carried forward into the Visioning, Service Design Guidelines, and Alternatives tasks for further evaluation and public feedback. Transit Division staff will assist in making this determination. It is expected that this task will be completed within the first four to six months of the project.

Deliverables:

Draft TSA
Final TSA
Presentation materials including maps, tables, and charts

Visioning: Data and findings from the market analysis and TSA shall be used as the underpinnings for visioning exercises to be conducted with Transit Division staff, key stakeholders, and the public. The purpose of this task is to engage City of Joplin staff, JATSO, the City Council, Community Match Partner Cities, University, external stakeholders, and the public in a discussion of alternative approaches to the design of the transit network in Joplin. Visioning should focus on community goals and needs/outcomes, rather than specific service and route design proposals.

The visioning process shall be informed by data about current and future transit markets, current system performance, and industry best practices, yet allow for a values-based discussion of the role and mission of the MAPS/Sunshine Lamp Trolley system within the city's transportation network. The trade-offs involved in implementation of various transit service and network design alternatives should be clearly delineated for participants. Bidders' proposals should identify the techniques that are proposed for ensuring that visioning sessions are productive and have outcomes that can be used to inform development of alternatives or recommendations (e.g. planning games, charrettes). It is expected that the consultant will take the lead in designing the visioning process and will implement visioning sessions in partnership with City of Joplin staff. Groups that should be engaged during this task include the following:

MAPS/Sunshine Lamp Trolley riders and the public at large
Joplin City Council (likely via a pre-Council work session)
JATSO, Public Works, Transit Division, and other City Staff
Missouri Southern State University staff and student organizations
A selection of stakeholders consulted during preparation of the Market Analysis

In order to contain costs for this task and to promote a free flow of ideas, the City of Joplin proposes that visioning sessions not be limited to single groups (with the exception of the City Council, which will likely be engaged through a work session). City of Joplin staff can assist in scheduling times and providing rooms for these public meetings. Participation by MAPS/Sunshine Lamp Trolley riders can be solicited through on-board postings, citizen newsletter, and public address systems.

Topics to be discussed may include the allocation of resources towards services that are oriented toward maximizing ridership versus maximizing coverage, the differentiation of services into typologies with different roles or markets, regional transportation service versus Joplin centered service, the role of transfers, and priorities for investment of any new operating revenues for transit. Outcomes from visioning sessions should be documented for use in the remainder of the planning process.

Deliverables:

Visioning workshop/public outreach plan
Summary of Visioning Outcomes

Service Design Guidelines : The consultant shall assist the Transit Division in developing service design guidelines that can be used to guide development of alternatives for future design of individual routes and the transit network as a whole. Service design guidelines should be based on the results of the visioning process (in terms of priorities for development of the transit system, allocation of resources between coverage-oriented and ridership-oriented services, etc.) and should reflect industry standards, practices in similar successful transit systems, and budget realities. Guidelines should address such topics as principles for route design, levels of service

that are appropriate for different service types (e.g. frequency, span), bus stop spacing and allocation of resources among services meeting different needs and serving different areas.

Development of service design guidelines should reflect close collaboration with Transit Division staff. Transit Division staff will present service design guidelines to the City Council for adoption.

Deliverables :

Draft Service Design Guidelines
Final Service Design Guidelines

Alternatives : The consultant will use materials developed in previous tasks to work in partnership with the Transit Division to develop service options, evaluate them individually and as a unified plan, and identify a set of alternatives or proposals for public feedback.

Development of Alternatives: Working in partnership with the Transit Division, the consultant will develop detailed alternatives or recommendations for service improvements. The basis for recommending alternatives or scenarios will also be clearly identified (e.g., reducing inefficiencies, improving the effectiveness of current operations, expanding the system to new markets or new hours/days, etc.). Alternatives or scenarios will be placed within a preliminary timeline of short, medium, or long-term recommendations. High level budgetary implications (capital for equipment and facilities and operating), ADA paratransit requirements, and staffing/labor implications for bus operators, maintenance personnel, and management shall be identified to assist with evaluation of options. Costing will be based on a cost allocation model created with assistance from the Transit Division staff.

Customer and Stakeholder Input: Significant customer and stakeholder input will be a key part of this task. MAPS/Sunshine Lamp Trolley riders should be provided with the opportunity to review and comment on detailed short and medium term proposals for individual routes and the network as a whole, as well as review and comment on proposed longer range changes. The consultant shall assist with the development of the outreach plan for this task and provide graphical presentation materials as appropriate to facilitate public review and comment. City of Joplin staff will assist with implementing outreach activities and materials production. City staff anticipates using an online survey format as well as direct outreach, onboard buses and at key transit stops, to gain feedback from riders and stakeholders. Transit Division staff will also seek input from colleagues within the Public Works and Planning & Zoning Departments (including bus operators, dispatchers, and customer service staff) as well as provide other City staff with the opportunity to comment.

Evaluation and Selection of Alternatives: The consultant shall work in partnership with the Transit Division to evaluate alternatives based on public and stakeholder input.

Emerging recommendations for route-specific and system level improvements shall also be evaluated on the basis or cost, phasing, consistency with service policies or guidelines, labor implications, and ADA paratransit implications. At this time the Transit Division shall conduct a review of the Title VI implications of proposed changes. The City of Joplin, as a small Urban Area operator, is not subject to the FTA requirement to conduct a full Service Equity Analysis; however, the Transit Division seeks to ensure that the alternatives selected for inclusion in the final service plan reflect attention to an equitable distribution of transit service resources within the service area. The consultant should budget a small number of hours to provide technical assistance in support of this review.

Deliverables:

Service alternatives presented in a format facilitating public and stakeholder review and comment

Draft recommended alternatives

Final recommended alternatives

Short, Medium, and Long Term Plans : The consultant shall present recommended short, medium, and long term service plans based on the evaluation of information provided during previous tasks. The service plans should incorporate relevant materials produced in previous tasks to provide context and justification for final recommendations. Plans should include the following:

Short Term Service Plan: The consultant shall prepare a detailed operating and capital plan for implementation of short term recommendations based on information provided by the City staff on reasonable expectations for capital and operating revenues during this time (i.e., sources, amounts, and projected growth). The consultant shall clearly identify changes or combinations of changes that can be implemented with no net increase in operating revenues over a 1-2 year period.

Medium Term Service Plan: The consultant shall prepare a detailed operating and capital plan for implementation of medium term recommendations based on information provided by City staff on reasonable expectations for capital and operating revenues during this time (i.e., sources, amounts, and projected growth), as well as potential new revenue sources. The consultant shall clearly identify moderate expansion changes or combinations of changes that can be implemented over a 3-5 year period. The consultant shall also identify approximate costs to implement recommended medium term improvements, and related capital requirements (e.g., for facilities or fleet).

Long Term Master Plan and Funding Sustainability Plan: The consultant will use materials developed in previous tasks to work in conjunction with City staff to develop a long term master plan. The master plan should include a service expansion plan and a transit funding sustainability plan.

The service expansion plan should be a road map of where the focus of public transportation should be for the next 10-20 years. The service expansion plan should contain the following elements:

1. Recommendations for advancing multi-service route connectivity and efficiency with a focus on ridership use and functionality
2. General financial estimates for recommended service scenarios
3. Future rolling stock needs assessment
4. Recommended capital infrastructure projects and service delivery options, and
5. Recommendations for the use of innovative technological advances for the purposes of enhancing any element of transit service identified throughout the planning process. An example includes mobile payment options or ride scheduling apps.

The overarching purpose of the transit funding sustainability plan is to determine what the broader City of Joplin community will support as the most desirable long term, sustainable funding structure for MAPS and the Sunshine Lamp Trolley, in conjunction with the above service expansion plan. The funding sustainability plan should contain the following elements:

Fare Study based on a review of existing fare schedules for the transit system as well as input from previous surveys and meetings. The Fare Study will make recommendations to streamline fare schedules and fare rate changes, and will include an electronic file with a formula or method to determine when and how much fares need to be adjusted in coordination with cost of operations, administration, and other pertinent economic factors. The Fare Study shall also examine the outcomes and impacts of a “fare-free” model.

Transit Funding Resources Report identifying existing funding sources and expenditures, proposed service increase revenue needs, projected costs vs. revenues, and potential additional revenue sources. The report will include an analysis of alternative governance models (e.g. independent transit authority with taxing authority). The report shall incorporate findings from the Fare Study and all other prior tasks.

Transit Sustainability Funding Plan outlining the most desirable long term, sustainable funding structure for MAPS and the Sunshine Lamp Trolley. The final Plan will include a desired future funding structure “road map” for developing local/regional funding, including outreach/information campaigns, current and potential strategic partnerships, target service levels, and an implementation timeline for all activities.

The consultant will be asked to participate in presentations of the draft service plans to J.A.T.S.O. and City Council.

Deliverables:

Draft Short, Medium, and Long term Master Plans and Funding Sustainability Plan
Final Short, Medium, and Long term Master Plans and Funding Sustainability Plan

TIME OF PERFORMANCE : The City Transit Division anticipates completing work on the TSA, Short term, and Medium term service plans within a twelve month timeframe from the date of contract award. The Long Range Master Plan should be completed within 6 months of completion of the TSA, Short term, and Medium term service plans.

CONTENT OF THE PROPOSAL

Proposals shall only be accepted from consulting firms that can clearly demonstrate having had a background and extensive previous experience in the field of work described. Such experience must include projects that were successfully carried through to completion.

The City of Joplin requests that any firm desiring to be considered for this project submit three (3) copies of your proposal marked “PROFESSIONAL SERVICES FOR THE CITY OF JOPLIN TRANSIT SERVICE EVALUATION AND PLANNING ASSISTANCE” containing the following:

1. A brief description of the firm, including qualifications and background.
2. A statement of your understanding of the work and work plan. This statement shall include a description of the activities, and tasks that shall be undertaken to complete each of the objectives listed, but not necessarily limited to the specific objectives listed.
3. An estimated timetable along with estimated starting and completion dates for each task with formal opportunities for City staff review.
4. A statement outlining the scope of the staff resources and range of the specialties offered by your firm.
5. A statement describing the responsibilities and degree of participation of each professional staff member who will be assigned to the project along with resumes describing relevant previous experience.
6. A list of similar work performed for other municipalities or agencies, including a description of work and the name of the municipality or agency, and the action taken as a result of the work. A list of references shall be included.
7. A discussion explaining why the firm believes the City of Joplin would benefit from selecting the firm to do the work.
8. A description of the approach the firm shall take to complete the work, including an estimate of the total time needed for the firm to complete the work.
9. A summary of any arrangements you may be making with any other firm for assistance on this work.

SELECTION PROCESS :

The City of Joplin follows the Qualification based selection process set by the State of Missouri under RSMo 8.285-8.291. Selection of the firm will be made by a committee

potentially composed of the Joplin Public Works Director, Assistant Public Works Director of Operations, Joplin Regional Airport Director, and the Joplin Transportation Coordinator. The final selection shall be based on a composite score of the following criteria:

1. Work Methodology 30%
2. Cost 25%
3. Experience 20%
4. Timeline 15%
5. References 10%

After interviews/evaluations are conducted, the evaluation committee shall select a firm for negotiation of terms of an agreement. The services in the agreement shall substantially conform with those described in the RFP. Modifications may be made to accommodate budget limitations or to address related issues not considered in the original scope of work.

When agreement on a detailed scope of services and fee schedule is reached, a formal contract will be prepared and submitted for Joplin City Council approval. If an agreement cannot be reached, the City will terminate negotiations and select an alternate firm for negotiations.

The selection committee reserves the right to reject any or all proposals and to accept the proposal the City considers the most advantageous.