

Request for Proposals

Sealed proposals subject to the conditions contained herein, will be received by the Oneida County Department of Planning until 3:00 p.m., local time on August 31, 2018:

SYSTEM-WIDE ANALYSIS FOR TRANSIT BASED TRANSPORTATION CONNECTIONS STUDY  
FOR ONEIDA COUNTY, NY (SWA for TBTC)  
RFP # 2018-239

Copies of the described RFP may be examined or picked up at no expense at the Oneida County Department of Planning, Boehlert Center at Union Station, 321 Main Street, 3rd floor, Utica, NY 13501 or can be downloaded at:

<http://www.ocgov.net> (Bids and RFP Section) or at  
<http://www.ocgov.net/oneida/planning/hocts>.

The return envelope must be clearly marked with the RFP # 2018-239 and addressed to Oneida County Department of Planning/ HOCTS.

The owner reserves the right to reject any or all proposals received.

The County of Oneida, in order to promote its established Affirmative Action Plan, invites sealed bids from minority groups. This policy regarding sealed bids and contracts applies to all persons without regard to race, creed, color, national origin, age, sex or handicap.

Date: Wednesday July 25, 2018

John R. Kent Jr.  
Commissioner of Planning

**RFP # 2018-239**

Any questions regarding this RFP should be directed in writing by **August 23, 2018, at 3:00 p.m.** to:

Oneida County Department of Planning  
Herkimer-Oneida Counties Transportation Study  
Dana Crisino, Transportation Program Manager  
Boehlert Center at Union Station  
321 Main Street, 3rd Floor  
Utica, New York 13501  
Email: [transplan@ocgov.net](mailto:transplan@ocgov.net)

All questions and responses will be posted by **August 24, 2018, at 4:00 p.m.** to [www.hocts.org/RFP2018239\\_FAQs](http://www.hocts.org/RFP2018239_FAQs)

Proposals Due:

**August 31, 2018, by 3:00 P.M. local time.**

Proposal submissions must include four (4) hard copies and one cd or USB flash drive with the entire proposal on it.

Oneida County Planning/ HOCTS reserves the right to reject any and all proposals. If a low number of proposals are submitted, the right to extend the deadline is reserved. It also reserves the right to reject all proposals if determined to be in the best interest of involved parties.

Contractor selection is anticipated by **November 2018**. The final contract between the selected Contractor and Oneida County will be drawn up at the time of contract award.

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## I. Introduction

Oneida County Planning/ Herkimer-Oneida Counties Transportation Study (HOCTS) is seeking a qualified transit and transportation consultant, with substantial experience for the purpose of completing a system-wide analysis for transit-based transportation connections to multiple transportation modes throughout Oneida County and neighboring counties. The purpose of the System-Wide Analysis for Transit Based Transportation Connections (SWA for TBTC) study is focused on the re-organization of the Oneida County Rural Transit (OCRT) System for the purposes of building system efficiency, providing a higher level of service, increasing ridership, and obtaining a greater return on investment of public transit dollars in Oneida County. This includes but is not limited to identifying modal gaps in the Oneida County transportation network, analyzing actual user needs, planning service to meet needs, developing comprehensive transit service in rural and urban areas, identifying opportunities for transit to support economic development, and increasing multi-modal connectivity and efficiency. OCRT operates with grant funding through the FTA Section 5311 Formula Grants for Rural Areas program. Oneida County has urban transit service in the cities of Utica and Rome operated by Centro, a CNYRTA company, an FTA Section 5307 Urban Area Formula transit funding program direct funding recipient, which will be reviewed under the scope of this study. Transit, for the purpose of the SWA for TBTC study, means a collaborative, planned, realistic, viable, and sustainable system promoting the movement of people to access food, education, medical, and community activities. The intent of the SWA for TBTC is through system-wide analysis to encourage economic development and enhance the quality of life, by identifying, developing, and strengthening transit opportunities' and resources in rural and urban Oneida County.

## II. Scope of Services

Oneida County Planning/ HOCTS is seeking an expert consultant or team of consultants to complete an Oneida County SWA for TBTC study. Oneida County Planning/ HOCTS will accept proposals from consultants that are professionally experienced in the area of transit or transportation planning, rural planning, urban planning, and economic development. The expected budget for the SWA for TBTC study is not to exceed \$275,000; which will be contracted in a single contract for a period of ten to fourteen months but may have multiple phases. One six-month extension may be provided for completion of the scope however, the project budget will not be increased under this contract.

### Required Elements to be Included

- A global assessment of current transit services in the county;
- An assessment of existing technology in the rural and urban transit systems;
- An assessment of the technology needs of the rural and urban transit systems;
- Identification of industry standard/ best value rural and urban transit software for management of the rural transit system;
- An assessment of complimentary transportation modes currently existing in the county (i.e. rideshare, vanpool, bicycle, pedestrian accommodations, medical transportation, and all similar services);
- A review and assessment of the route networks for the rural and urban transit system, to include recommendations for transfer points, shard service lines, removal of duplicated service, and the addition of service lines;

- An assessment of current private transportation services in the county (i.e. taxi, charter services, transportation networking companies (TNC)(Uber, Lyft), and all similar services);
- An assessment of demand (need) for transit services in the county, broke down by:
  - 1) employers/ employees, 2) senior populations, 3) mobility challenged populations, 4) educational institutions, 5) tourism, and 6) economic development;
- A proactive community engagement plan to build ridership addressing strengths, weaknesses, threats, and opportunities associated with transit service;
- A public transit education system and outreach plan targeted growing knowledge of the system;
- A strategy to brand and market the transit system for the modern rider;
- A strategy for cost-sharing and financial viability, including identification of potential cost-sharing;
- Implementation plan for a universal signage program to communicate about the system to all transit users, including signage templates;
- Development of a universal platform (encompassing all media formats) to provide information to the traveling public regarding the transit system.

### III. Tasks

The consultant will perform the following tasks to facilitate delivering the required elements. Tasks may have independent deliverables that are in addition to the required elements.

#### Task I.1 – Study Management

The consultant will work with Oneida County Planning/ HOCTS and its designees to develop the study management program. The consultant will submit a detailed work program and schedule showing key milestones. The management program will define project roles, staff assignments, meeting dates, due dates, and formats for deliverables.

The consultant will report to the Oneida County Planning/ HOCTS Study Advisory Committee (SAC) and will coordinate task work with agencies and individuals designated by Oneida County Planning/ HOCTS. The consultant will be expected to communicate proactively with all parties. The consultant will provide a project manager who will serve as the main point of contact, attend meetings, and be responsible for the timely delivery and professional quality of all products. The consultant will obtain consent from Oneida County Planning/ HOCTS for any changes in lead personnel on the study.

#### Task I.2 – Stakeholder and Public Involvement

The consultant will develop a strategy to direct stakeholder involvement activities to ensure that study progress and recommendations are reported to SAC members, transit customers, major employers and businesses, key municipalities, economic drivers, tourism generators, regional and state agencies.

This task includes three to six briefings to the (SAC) over the course of the study; some of which may be conducted remotely. In addition, this task includes two to four meetings with stakeholders as identified by Oneida County Planning/ HOCTS and two to five public forums. The consultant will identify and coordinate with Oneida County Planning/ HOCTS for public input opportunities in the study. Not all stakeholder and public involvement instance are specifically prescribed in this scope. This flexibility is intended to allow for the best fit of a consultant approach to achieve the goals of this task and the overall study. Non-traditional conduits for public input, including, but not limited to, opportunities that do not require

attendance at public meetings, should be utilized within this task to obtain a quality of public input. Non-traditional public outreach opportunities' may substitute for several required public forums. All public input opportunities must be met and further the goals of the HOCTS Environmental Justice Plan.

Task 1.3 – Existing Conditions and Analysis of Services and Customer Markets

The study consultant will document and analyze existing conditions of the OCRT system including routes, services, and existing customer markets. The consultant will produce a draft and final report that addresses the following topics:

- Task 1.3.1: Rural Technical Data Gathering and Analysis
- Task 1.3.2: Urban Technical Data Gathering and Analysis
- Task 1.3.3: Demographic and Market Analysis of Transit Customers in Oneida County

All work completed as part of this task, must be approved by Oneida County Planning/ HOCTS prior to the commencement of subsequent tasks identified as part of this study. The report should present information in an easy-to-read format, such as a matrix. The consultant's proposal should discuss and demonstrate how geographic information systems (GIS) mapping will be used for analysis, and what if any other software will be used for data collection, management, and processing.

*Task 1.3.1 – Rural Transit Analysis*

The report should describe the OCRT system and summarize relevant information for the following areas which include, but are not limited to:

- Rolling stock inventory
- Infrastructure and fleet for fixed route operations and maintenance
- Infrastructure and fleet for non-fixed route operations and maintenance
- Operating policies
- Fare media used and related policies
- Multi-modal connectivity
- Technology integration within the system
- Potential for integration with urban system technology
- Facility assets for operations and maintenance

The report should describe each OCRT route and list performance metrics for evaluating the relative productivity of each, including but not limited to:

- Ridership (annual, monthly, daily, by time of day, and estimated unique riders)
- Mileage (revenue and deadhead)
- Operating hours (revenue and deadhead)
- Passengers per revenue hour
- Principal passenger origins and destinations
- Reliability (trips canceled)
- On-time performance
- Headways (service frequency) by time period (i.e. peak, midday, nights and weekends)
- Vehicle load factors, including overloads
- Helper bus service, if any
- Connections with other bus routes and travel modes
- Special financial information (i.e. municipal or institutional contributions to operations)

- Environmental justice population(s) served
- Major commercial and housing developments served
- Future development projects likely to affect transit demand and operational requirements
- Local share financial contribution (existing and potential)
- Pre-existing private transportation modes that could benefit from opening to public transit
- Potential cost share partners that could benefit from increased transit traffic
- Customer complaints.

Oneida County and its operating contractors will make available to the consultant relevant and sufficient routing, fare box, ridership, and scheduling data. Available data may include individual transaction data by route, block, day, time, bus number, operator number, and other attributes. Information may be in hard copy or digital format.

*Task 1.3.2 – Urban Transit Analysis*

The report should describe the Oneida County urban transit system, which is operated by Centro, a CNYRTA company (a direct recipient of FTA Section 5307 Urban Formula Program Funding). The report should summarize relevant information for these areas including, but not limited to:

- Rolling stock inventory
- Infrastructure and fleet for fixed route operations and maintenance
- Infrastructure and fleet for non-fixed route operations and maintenance
- Operating policies
- Fare media used and related policies
- Multi-modal connectivity
- Technology integration within the system
- Potential for integration with urban system technology
- Facility assets for operations and maintenance

The report should describe each urban transit route and list performance metrics for evaluating the relative productivity of each, including but not limited to:

- Ridership (annual, monthly, daily, by time of day, and estimated unique riders)
- Mileage (revenue and deadhead)
- Operating hours (revenue and deadhead)
- Passengers per revenue hour
- Principal passenger origins and destinations
- Reliability (trips canceled)
- On-time performance
- Headways (service frequency) by time period (i.e. peak, midday, nights and weekends)
- Vehicle load factors, including overloads
- Helper bus service, if any
- Connections with other bus routes and travel modes
- Special financial information (i.e. municipal or institutional contributions to operations)
- Environmental justice population(s) served
- Major commercial and housing developments served
- Future development projects likely to affect transit demand and operational requirements
- Local share financial contribution (existing and potential)
- Customer complaints.

Oneida County and its operating contractors will make available to the consultant relevant and sufficient routing, fare box, ridership, and scheduling data. Available data may include individual transaction data by

route, block, day, time, bus number, operator number, and other attributes. Information may be in hard copy or digital format.

#### *Task 1.3.3 – Demographic and Market Analysis of Transit Customers in Oneida County*

The consultant will present a summary of demographic and related information about the existing transit customer market in Oneida County. This analysis should focus on transit customer proximity and accessibility to existing routes in the OCRT service area. Information may include, but is not limited to:

- General population density of OCRT service area(s)
- Demographic characteristics associated with transit dependency, including personal income, auto ownership, homeowner/renter, physical disabilities, and age cohorts
- Demographic characteristics to identify potential "choice" riders, including personal income, auto ownership, homeowner/renter, and proximity to the bus stop
- Density of existing and potential transit customers along existing routes and within walking distance of bus stops
- Concentrations of jobs, employers, educational facilities, and tourism destinations
- Ridesharing, private rides, vanpool, TNCs and other private shared transportation services
- Existing park and ride lot locations and utilization rate

The consultant will also provide the same information and analysis noted above for an assessment of non-transit users who live and/or work in the OCRT service area, to identify potential new transit riders.

The consultant should use current and relevant data sources including data generated through tasks required by this study. Some potential data sources may include the most recent block level data from American Community Survey and U.S. Census; other relevant data from the U.S. Department of Transportation, New York State Departments of Transportation, Revenue, and Labor; New York State Dept. of Motor Vehicles; any new surveys that may be performed as part of this study; rider and non-transit user surveys and other relevant transit planning information produced by the Oneida County Department of Planning, Herkimer-Oneida Counties Transportation Study, Vision 20/20, Census Data Affiliate, or other such entity.

#### Task 1.4 – Evaluation Criteria, Alternatives Development, and Financial Analysis

Upon Oneida County Planning/ HOCTS approval of Task 1.3.1 – 1.3.3, the consultant will begin Task 1.4, which shall be further outlined in the subsequent sections:

- Task 1.4.1: Development of evaluation criteria
- Task 1.4.2: Development of alternatives for system improvements
- Task 1.4.3: Production of a financial analysis
- Task 1.4.4: Minimum Service Delivery Guidelines

All tasks under 1.4 will provide separate outputs for the systems. Evaluation criteria, alternatives for improvements, financial analysis, and service delivery guidelines may be identical for the rural and urban systems but separate discussions must be provided.

#### *Task 1.4.1 – Development of evaluation criteria*

Based on the identified goals and objectives, the consultant should present recommended criteria for evaluating service improvements. These should include, but are not limited to:

- Overall system efficiency measures

- Cost impacts, savings and fiscal constraint (cost-neutral)
- Travel time savings
- Mitigation of barriers to non-transit users
- Best industry practices
- Improved regional connectivity
- Improved multi-modal connectivity
- Economic Impact
- Increased ridership

#### *Task 1.4.2 – Alternatives*

The consultant should present alternatives for improving the customer service and operational efficiency of the existing OCRT system. Alternatives should include information and analysis on relevant trends in transit operations, especially among peer transit agencies. The consultant should clearly outline parallels in peer systems that could be used as a baseline to develop methodologies for the implementation of the improvements in the existing OCRT system.

The consultant should develop and present at least three (3) groups of service improvement alternatives. Each group of alternatives will represent one of the following conditions:

- 1) be cost neutral, assuming no additional revenue is available
- 2) be moderate/limited in additional resources required
- 3) be unconstrained in cost and stated clearly that operating funds and/or capital resources are not currently available.

These groups of alternatives should be packaged as menus of individual options that may be implemented together, in combination or in phases. A feasibility estimate or rating for each individual alternative should be given. Alternatives should include short-term (within one year), moderate-term (2 to 5-year implementation) and long-term (greater than 5 years) implementation recommendations. Alternatives should include detailed financial assessments to estimate associated costs and savings. Maps and generalized timetables of proposed route alternatives should be provided. A fourth "No Action" alternative should be identified to serve as a baseline for comparison. Implementation strategies should assume that the "no cost" strategies are included in subsequent phases.

#### *Task 1.4.3 – Financial Analysis*

The consultant should produce a financial analysis of for the urban and rural system the alternatives presented that includes:

- Total estimated fixed-route operating costs
- Total estimated non-fixed route
- Operating costs by route
- Cost per rider
- Cost per mile
- Farebox revenue and/or special institutional, contract or other reimbursements as a share of the operating cost of each route
- Estimated state contract assistance and municipal assistance as a share of the operating cost of each alternative

- The cost-share goal for each alternative based on the federal operation subsidy of 50% cost (this may be evaluated by individual routes within each alternative.)

#### *Task 1.4.4 – Minimum Service Delivery Guidelines*

The consultant should develop a set of minimum service delivery guidelines by which existing and/or future services should be monitored. These guidelines would be used to identify underperforming routes, specific routing(s) and/or stops served, etc. These benchmarks would help Oneida County Planning/ HOCTS, identify route deficiencies and efficiencies, facilitate further review and determination of the appropriate action, such as route alterations, trip eliminations, or entire route eliminations, if/when warranted. Guidelines may include such items as:

- Ridership (annual, monthly, daily, by time of day, and estimated unique riders)
- Passengers per revenue hour
- Ratio of revenue passenger's to contract passengers
- Principal passenger origins and destinations
- On-time performance
- Ratio of dead-head miles, headways (service frequency), and loaded passenger miles, by time period (i.e. peak, midday, nights and weekends)
- Vehicle load factors, including overloads
- Connections with other bus routes and travel modes
- Environmental justice population(s) served
- Major commercial and housing developments served
- Educational facilities served

#### *Task 1.4.5 – Urban and Rural Complementary Analysis*

The consultant should present alternatives for improving the complementary nature of the transit service for both the rural and urban ridership. The rural and urban transit system should work as a single seamless resource for the rider to use in meeting their daily needs of life such as getting to work, medical care, food, education, and community activities. This will include but is not limited to, outlining system technology can be shared and integrated, facilities that can be shared, and how communications can be improved to increase the operational efficiency of the whole transit system in Oneida County.

These groups of alternatives should be packaged as menus of individual options that may be implemented together, in combination or in phases. A feasibility estimate or rating for each individual alternative should be given based on a one to five scale. Alternatives should indicate timeframe for implementation (short term -within one year, moderate-term 2-5 year and long-term - greater than 5 years) recommendations. Alternatives should include estimated implementation cost and costs savings.

#### Task 1.5 – Stakeholder Feedback on Analysis

Upon Oneida County Planning/ HOCTS approval of prior tasks, the consultant will work with Oneida County Planning/ HOCTS to obtain meaningful feedback from stakeholders, including the public. As part of this Task, the consultant will present the recommendations and associated financial analysis to stakeholders, as designated by Oneida County Planning/ HOCTS, and the general public. This task will include at least one meeting with the SAC and up to two meetings each with the stakeholders and the public.

#### Task 1.6 – Branding and Marketing of Public Transit

The consultant will develop a coordinated and phased plan for the implementation of branding and a marketing campaign for the OCRT system. More complex elements may be completed under additional separate contracts and will be identified after the study has been progressed to this point as such. For the OCRT system, several challenges exist but fit into two focus areas for this task: Increasing system awareness and universal accessibility. The overall purpose of this task is to increase awareness of public transportation services among the general public and targeted audiences, through the dispersion of information over various platforms and format ultimately increasing overall transit ridership across the whole system. Creatively inspired but logically motivated plans, respective of implementation costs (both short and long range), staffing levels and technology investment costs, and scaled to be appropriate to system demographics and size are desired.

*Task 1.6.1 – Increasing System Awareness*

- Public outreach methodologies should be utilized to gauge the existing level of system awareness
- Creation of a rider/ consumer preference survey
- Brand the OCRT (using OCRT logo and colors, develop a slogan to promote it)
- Develop mapping displays that are simple to read and appeal to a broad audience, including visitors and those unfamiliar with the area
- Promotion and development of educational brochures for human service providers and employers related to operating procedures, travel training, system features and benefits
- Methodology to increase ridership through knowledge of system routes for existing riders and non-riders:
  - Plan for the creation of new or utilization existing of information centers
  - Plan for the education of front-line staff
  - Identification of funding sources

*Task 1.6.2 – Universal Accessibility*

- Study existing and third-party research about target ridership (existing and non-riders)
- Explore and benchmark transit systems with comparable universal accessibility initiatives
- Public outreach activities to include:
  - Conduct initial “upfront” research to gain the most accurate audience insights
  - Execute follow-up research with consumers to gauge receptiveness of various methods of communicating information
- Develop a framework for a universal signage program to be implemented for the transit system:
  - Include methods for communicating across multi-lingual and limited English proficiency populations
  - Include methods for communicating with non-verbal and non-visual populations
  - Include a template for signage
- Develop options/ methodologies for utilizing modern technology (i.e. website, app, Facebook, etc.) to provide transit information to the public. This should be in a matrix format, which includes at a minimum yearly cost, staffing requirements, and implementation cost.

Task 1.7 – Plan for Future Rural Transit Service

A document describing the preferred alternatives will be prepared. This plan will include short, mid and long-term strategies that can be used to achieve a more efficient transit system for Oneida County. Elements of the plan should include:

- A synthesis of the information from Tasks 1.3 – 1.7

- A matrix comparing the benefits and costs of the recommended groups of alternatives, as well as, the no-action alternative should be provided.
- Implementation strategies
- Implementation challenges
- Cost-sharing plans
- Recommendations for revised routing for the OCRT system
- Recommendations for coordination between the rural and urban systems for service, facilities, and technology

The Plan will be submitted to Oneida County Planning/ HOCTS for final review. The plan will be presented to the SAC, Stakeholders, and public for comments, prior to being accepted as complete. After the review is complete, the study will be presented to the Oneida County Executive and NYS Department of Transportation, Public Transit Bureau.

Task 1.8 – Implementation Assistance (Optional)

Upon Oneida County Planning/ HOCTS approval of earlier tasks, Oneida County Planning/ HOCTS, with assistance from the consultant, will begin implementation of the approved plan recommendations. The consultant should be available for a period of up to one year after completion of Tasks 1.1 – 1.6 to assist with technical interpretation and study's cost-neutral, short-term recommendations. This is an optional task which, if requested by Oneida County Planning/ HOCTS will be negotiated at the satisfactory conclusion of the earlier tasks associated with this contract. Implementation assistance will be contracted as an addendum to the original contract unless determined otherwise by Oneida County. Duration and fee will be determined at the time of the request for implementation assistance by Oneida County. The implementation assistance will include:

- Participation in meetings with Oneida County, FTA, NYSDOT Transit Bureau, Oneida County rural transit operator, and other government agencies related to proposed system improvements
- Coordination with urban transit operating contractor and others to implement system improvements
- Assistance and recommendations related to implementing software and technology upgrades
- Participation and/or facilitation of additional stakeholder engagement
- Participation in public hearings that may be required for service changes
- Route planning to implement proposed revisions from the outcome of the study
- Implementation assistance with branding and marketing
- Implementation of the community engagement plan
- Assistance with securing cost-share partners to foster the sustainability of OCRT.

## IV. Project Scope Specifications

ASSUMED PERCENT OF TOTAL PROJECT BREAKDOWN BY SCOPE TASK:

TASK	DESCRIPTION	% OF TOTAL WORK
1.1	Study Management	5
1.2	General Stakeholder Involvement	5
1.3	Existing Conditions	20
1.4	Evaluation Criteria, Alternative Development, and Financial Analysis	20
1.5	Stakeholder Feedback on Analysis	10
1.6	Branding and Marketing of Public Transit	20
1.7	Draft Plan for Future Rural Transit Service	20
1.8	Implementation Assistance	optional

### Project Deliverables

“Deliverables” means any tangible property, including software media, delivered to Oneida County Planning/ HOCTS under this scope. Except for commercial off-the-shelf type products where the license for such products is contained in the applicable scope, Oneida County Planning/ HOCTS shall have exclusive unlimited ownership rights to all deliverables developed.

The successful proposer will be required to provide:

- a. All digital format of any reports or graphics (Microsoft platform or Adobe Suite platform);
- b. A data, data sets, analysis reports, inventories, and similar type materials in Microsoft platform based format;
- c. All mapping developed will be in ESRI/ArcGIS format and provided to Oneida County Planning/ HOCTS at the conclusion of the project;
- d. Two (2) copies of the draft plan for staff review;
- e. Five (5) copies of the final draft report suitable for partner agency review;
- f. The consultant shall provide final work products to the Oneida County Planning/ HOCTS in the following format:
  - 1) Graphic documents. Graphic documents shall be printed or plotted on paper and delivered to Oneida County Planning/ HOCTS (one reproducible copy only). When completed these documents shall be delivered to the Oneida County Planning/ HOCTS on a CD-ROM/ USB flash drive (one copy only) in a digital format. Upon request and at additional cost to the consultant only, the consultant will provide additional sets of high-quality reproductions of the graphics documents in an appropriate printed format.
  - 2) Written documents. One reproducible and unbound copy of all written documents shall be printed on paper in a manner appropriate for reproduction. This document shall be digitally stored in an appropriate computer format (Microsoft and/or Adobe) and will be provided to, and become the property of Oneida County Planning/ HOCTS on a CD-ROM or USB flash drive. The report will be converted into a read-only format (\*.pdf), sized such that online consumption of the material is possible.

### Ownership of Documents

All products developed for the purpose of this planning project (studies, graphics, etc.) and delivered to Oneida County Planning/ HOCTS shall become the property of Oneida County Planning/ HOCTS.

### Meetings

The consultant and/or project team member(s) must be appropriately present at all project meetings and community meetings as outlined in the Scope. Project status meetings (after initial kick-off meeting) may be carried out via teleconference or web conference for efficiency and cost purposes.

## V. Contents of the Proposal

Each Proposal shall be include, concise, and comprehensive. All required exhibits, appendixes, certifications, and similar documents shall be completed, signed and submitted with each Proposal.

Proposals that do not include all required documentation, are not submitted in the required format, do not have the appropriate signatures on each document, are submitted late, are submitted to the incorrect address, may be deemed to be non-responsive. Non-responsive Proposals shall receive no further consideration.

Cost and price data shall be presented in a separate envelope, but in the same package as the Proposal. Non-compliance with this requirement shall result in the Proposal being deemed non-responsive.

Each Proposal packet shall include a Letter of Interest of no more than two (2) pages listing the prime consulting firm, project manager, point-of-contact for the proposal, subcontracted firms, and indicate as to why the firm is suited for this work.

The Table of Contents, modeled after the outline provided with this scope, shall provide for the standardized organization to the Proposal, including enclosures and appendixes. All pages shall be consecutively numbered and correspond to the Table of Contents.

#### A. QUALIFICATIONS AND CAPABILITIES

##### a. Principal firm information

- i. Type of firm (corporation, partnership, sole proprietorship, joint venture)
- ii. Parent company (if applicable)
- iii. Participating division or branch office (if applicable)
  - State the division or branch offices that shall be providing the proposed services (office name, and address)
- iv. Experience and expertise of the firm (one paragraph summary)
  - a. State the number of years the firm has been involved in transportation planning
  - b. State the number of years the firm has been involved in transit planning
  - c. Years in conducting transportation system analyses
  - d. Years in conducting transit planning studies
- v. Sub-contractor firm(s) - Provide the same information as provided under the Principal Firm Information, for each sub-contracted firm.
- vi. Full-time personnel - Indicate the number of full-time personnel employed by the firm
- vii. Number/value of contract projects and references – Indicate the number of contracts for transportation system analysis, transit planning studies, transit system studies, or system-wide transportation studies (any mode) held by the firm for in past seven (7) years.
  - b. Project references – not to exceed one page per project
    - a. Identify at least three (3) project references that involve studies similar in type, size, or scope described in this RFP.
    - b. Include the name of the reference, contact person, title of contact person, telephone number, the time period of the contract, description of contract work, and dollar value of work performed.
    - c. Oneida County Planning/ HOCTS reserves the right to seek references beyond those supplied by the Proposer, which may be used as part of the evaluation process.

**B. EXPERIENCE AND EXPERTISE OF PROJECT MANAGER AND KEY STAFF OF PRINCIPAL FIRM**

- a. Qualifications and experience - Provide a brief description of the qualifications, experience, and areas of expertise of the Project Manager and any key staff assigned to this project.
- b. Please list any accreditations, certifications, licenses pertaining to the specific work herein, etc. that designated staff may have.
- c. Areas of expertise - List all areas of expertise, including implementation of recommendations, transportation analysis, transit route planning, transit operations, financial and capital transportation planning, innovate public outreach, rural transportation planning, and transportation sustainability planning.
- d. Project approach, work plan, and schedule
  - i. Include an explanation of the approach (three (3) pages maximum) the firm shall take in completing the Tasks outlined in this RFP with a supporting work plan and schedule. When developing the work plan, the Consultant is encouraged to expand upon the general tasks and steps provided in the RFP Scope of Work for the purpose of providing a superior final product. Alternative tasks, or revised or expanded tasks, from what is outlined in the RFP are allowed. Consultants are encouraged to incorporate out-of-the-box approaches, value-added processes, utilize new technologies, draw from similar best practices to deliver the products of each task outlined in the scope and successfully complete the project.
  - ii. The Consultant shall provide an estimate of completion timeline for the project schedule by Task, key meetings and product deliverables within the specified ten to fourteen (10 - 14) project duration window. The potential six (6) month extension should not be included in the project timeline.

**C. EXPERIENCE AND EXPERTISE OF PROJECT MANAGER AND KEY STAFF OF SUB-CONTRACTED FIRMS**

- a. Qualifications and experience - Provide a brief description of the qualifications, experience, and areas of expertise of the Project Manager and any key staff assigned to this project.
- b. Please list any accreditations, certifications, licenses pertaining to the specific work herein, etc. that designated staff may have.
- c. Areas of expertise - List all areas of expertise, including implementation of recommendations, transportation analysis, transit route planning, transit operations, financial and capital transportation planning, innovate public outreach, rural transportation planning, and transportation sustainability planning.
- d. Project approach, work plan and schedule specific to sub-contractor
  - iii. Include an explanation of the approach (three (3) pages maximum) the firm shall take in completing the Tasks assigned to them with a supporting work plan and schedule.

**D. Minority-Owned Business Enterprise (MBE) and Women-Owned Business Enterprise (WBE) and Disadvantaged Business Enterprise (DBE) Programs**

Oneida County Planning/ HOCTS will make every effort to comply with U.S. DOT 49 CFR Part 26, to ensure that equal opportunity to participate is afforded to all entities. The Federal Disadvantaged Business Enterprise (DBE) program promotes the use of DBEs in all types of federally-assisted

contracts and procurement activities and does not apply to 100% state or locally funded contracts. The Federal DBE program is a separate program and subject to different requirements than the New York State (NYS) Minority Business Enterprise (MBE) and Women-owned Business Enterprise Program (WBE). NYS M/WBE apply to projects funded by NYS.

- a. Only those M/WBE firms that are certified by the New York State through Empire State Development and the Division of Minority and Women's Development (DMWBD) qualify under this provision. To obtain a listing of certified M/WBE firms or information the New York State Contract System ("NYSCS") enables users to search for NYS M/WBE certified firms through Empire State Development and the Division of Minority and Women's Development (DMWBD) at <https://ny.newnycontracts.com/>
  - i. The Oneida County M/WBE goal for Oneida County is 1.6 %
  - ii. The NYSDOT FTA DBE program goal for FFY 2016 to 2018 is 6%
  - iii. The NYSDOT FHWA DBE transportation projects goal is 12.23%
  - iv. The goals may be cross-counted to be met, with 12.23% being the highest ratio needing to be reached.
  - v. The Proposal shall make a good faith effort to attain the M/WBE goals for Oneida County. If the M/WBE or DBE goals are not met, the Proposal shall include documentation of the good faith efforts to utilize certified M/WBE/DBE firms to attain these goals for this study.

E. Cost Proposal Form (in a separate envelope)

- a. The cost Proposal shall specify the proposed cost to provide the professional services for the project scope as stated in this RFP.
  - i. The cost proposal shall include all of the costs and expenses associated with the Proposal, including indirect costs, overhead rates, fringe benefits, documents constructed, mailings, transportation, interview(s), office support, and fees.
  - ii. The cost proposal shall not include any cost insured with the development and submission of the proposal for RFP #2018-239.
- b. The Proposal shall include the information required to support the reasonableness of submitted cost and price quotations.
- c. Information provided in response to this section of the RFP must be submitted in a separately sealed envelope clearly marked "Cost Proposal - RFP #2018-239". The envelope shall be separate from but submitted in the same package as the Proposal.

F. Evaluation Criteria

The proposal including qualifications, experience, quality, approach, and cost shall be evaluated based on the following criteria:

1. (25%) Demonstrated experience/ knowledge of firm(s) in conducting service assessments of similar scope and scale
2. (25%) Demonstrated experience/ knowledge of the project team assigned to conduct the project
3. (20%) Project understanding and approach
4. (15%) Innovation/Creativity of Approach

5. (10%) General knowledge of Oneida County
6. (5%) Cost - the firm presenting the lowest cost of all proposals shall receive the highest score, and each proposal thereafter shall receive a lower score in order of cost

Proposers may be asked to provide additional written information beyond that contained in their Proposals. Oneida County Planning/ HOCTS has an established Selection Committee whose role shall be to evaluate each Proposal based on the evaluation criteria and make a recommendation for consultant selection to Oneida County Planning/ HOCTS.

#### G. Consultant Selection

Based upon the pre-screening for completeness of proposals and evaluation criteria, the Proposals that demonstrate the best combination of study approach, relevant experience, and the correlated cost will be invited to interview by the Selection Committee. (It is anticipated that no more than three firms will qualify to be interviewed). Firms not selected for interviews will be notified via hard copy letter within two weeks of the RFP submission deadline. After the interview stage, the Selection Committee will make a final selection for a consultant. Final selection of consultant and justification of contract award will be presented to the Oneida County Board of Legislators and Oneida County Executive, for review and final approval. Selection of consultant is conditionally awarded until final approval is granted and the contract documents are executed with Oneida County.

The following general evaluation criteria will be used during the interview process to score the proposers:

- Demonstrated an understanding of the goals of the study;
- Relevant experience of the firm and ability to commit resources within the timeframe;
- Qualifications of staff assigned to complete the project tasks;
- Creativity in approach to project delivery;
- Integration of technology in project delivery;
- Dynamic nature of the project team.

#### H. Submission Packets

- a. One (1) original, four (4) copies, and one electronic copy in PDF format (on either USB Flash Drive or CD media) of the completed proposal must be received by 3:00 pm on August 31, 2018.
- b. Proposals should be addressed to:

Oneida County Department of Planning  
Dana Crisino, AICP - Transportation Program Manager  
Herkimer-Oneida Counties Transportation Study  
321 Main Street, 3<sup>rd</sup> Floor  
Utica, New York 13501  
RE: RFP #2018-239

I. Questions

- a. You are welcome to submit any questions up until August 23, 2018, at 4 P.M., which is seven (7) days prior to the RFP submission deadline.
- b. All questions and answers will be posted on [www.hocts.org](http://www.hocts.org), under the link RFP #2018-239 FAQs.
- c. Posting of answers to questions submitted will occur weekly on the following dates by 4 P.M.: 7/27, 8/3, 8/10, and 8/24.
- d. To ensure fairness of process to all proposers, with the exception of any technology, internet, or nature-based unforeseen delays to posting, all questions will be answered in chronological order, as submitted.
- e. Questions concerning terms, conditions, and technical specifications specifically relating to this RFP shall be directed in writing:
  - via e-mail (preferred) to - [transplan@ocgov.net](mailto:transplan@ocgov.net)
  - or
  - written hard copy format to -  
Dana Crisino, AICP  
Herkimer-Oneida Counties Transportation Study  
Boehlert Center at Union Station  
321 Main Street, 3rd Floor  
Utica, New York 13501
- f. Please note the RFP # on all correspondence.
- g. Oral answers to questions relative to interpretation of specifications or the proposal process will not be binding on Oneida County/ HOCTS.

J. Miscellaneous

- a. All information and materials submitted will become the property of Oneida County/HOCTS. Proposers should not submit proprietary or confidential business information unless they believe such information is critical to its proposal. Such information should be clearly identified. Oneida County/ HOCTS will protect such proprietary information only to the extent that the law allows.
- b. This RFP does not commit Oneida County/ HOCTS to award a contract or contracts or to pay any costs incurred in the preparation of a proposal in response to this request.
- c. Oneida County/ HOCTS reserves the right to accept or reject any or all proposals received as a result of this request; to negotiate with selected Proposers, or to cancel in part or in its entirety this RFP, if it is determined to be in the best interest of the Oneida County/ HOCTS to do so.
- d. Low bid does not necessarily guarantee the award of bid. All factors are evaluated including the ability to perform the services requested, industry knowledge, directly relatable experience, and other such related factors.
- e. The awarded Proposer shall comply with the New York State Clauses and Certifications attached as Appendix A.
- f. The awarded Proposer shall comply with the Federal Clauses and Certifications attached as Appendix B.
- g. The awarded Proposer shall enter into a contract with Oneida County, as the HOST agency for HOCTS, and be subject to all legal requirements established by Oneida County.

h. The Oneida County Planning/ HOCTS Transportation Manager will manage the contract; this includes the finalization of the project scope, deliverables, public outreach, milestones, and all other project related tasks.

K. Standards of Conduct for this Proposal

The purpose of the standards of conduct is to provide for the fair and equitable treatment of persons and companies involved with the procurement processes for professional service contracts entered into by Oneida County. This includes terms for protests and appeals and disputes. The governing policy for this RFP is the County of Oneida, Procurement Policy, attached as Appendix C.