



NOTICE OF REQUEST FOR PROPOSALS

Redwood Coast Transit Authority (RCTA) is requesting proposals for the **2017 Market Research & On-Board Survey Project**. Requested services include a 3-day assisted on-board survey of the fixed route and Dial-A-Ride services, tabulation and a deliverable powerpoint of the findings, plus the raw survey data, followed by a focus-group and interview element with existing customers, community stakeholders (tourism/lodging stakeholders, parks and attractions representatives, and educational institutions), RCTA operations personnel, and other groups to be agreed upon after the OB Survey. The deliverable for the market research component of the project shall be a comprehensive report of the focus groups and interviews discussions, insights gained, themes and issues uncovered, and some recommended service adjustments or other reactions based on research findings and transit industry best practices.

Firms interested in making proposals should obtain the detailed Request for Proposals by downloading it from the RCTA website at www.redwoodcoasttransit.org or contacting:

Redwood Coast Transit Authority
c/o: TMTP Consulting LLC
1275 4th Street #733
Santa Rosa, CA 95404
Telephone: (707) 235-3078
e-mail: tmtpconsulting@gmail.com

Proposals will be received at the above address until 3:00 p.m., Wednesday, August 30, 2017. Proposals must be clearly marked "RCTA Market Research & On-Board Survey RFP".

All offerors will be required to certify that they are not on the Comptroller General's list of ineligible contractors. Successful offeror will be required to comply with all applicable safety and health standards, and Equal Employment Opportunity laws and regulations.

RCTA hereby notifies all offerors that it will affirmatively ensure that Disadvantaged Business Enterprises will be afforded full opportunity to submit proposals in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

RCTA reserves the right to accept or reject any or all proposals.

RCTA prefers to receive concise proposals that address the requirements of the RFP but do not contain excess content or corporate materials.

REQUEST FOR PROPOSALS

*2017 Market Research and On-Board Survey
Project for the Redwood Coast Transit Authority*

DESCRIPTION OF THE PROJECT

A. Area Profile

Redwood Coast Transit Authority (RCTA) provides public transit services in Del Norte County, California and intercity bus service to Arcata, CA to connect with Humboldt County transit services, Amtrak Thruway and Greyhound Bus Lines. RCTA intercity service is the only scheduled bus service to the Redwood National and State Parks.

Del Norte is the northernmost coastal county of California. Best known for its redwood forests and rugged Pacific coastline, the 1,000 square mile county is bordered by Oregon to the north, Siskiyou County to the east, Humboldt County to the south, and the Pacific Ocean to the west. Crescent City, population 7,800, is the county seat. Crescent City lies 370 miles north of San Francisco, California and 330 miles south of Portland, Oregon. The population of the county is approximately 27,540, the majority of whom live in rural or semi-rural areas.

The climate of Del Norte County is mild along the coast, becoming more severe inland. In Crescent City, temperatures range from 40-55 degrees in January and from 53-66 degrees in July. Average annual rainfall in the Crescent City area is 70 inches.

The major transportation facilities in the region are U.S. Highway Route 101, State Route 199, and Crescent City harbor, which can accommodate ocean-going barges. Pen-Air provides scheduled passenger air service to the Del Norte County Airport in Crescent City while both Pen-Air and United Express provide scheduled air service to Arcata/Eureka.

Earnings are generated by tourism and by the exportation of lumber, agricultural products and fish. Land use for agricultural purposes is located in the Smith River Plain area in the northern part of the County and the Klamath River Delta in the southern part of the County. Although the biggest share of the agricultural land is pasture land, ornamental plants and bulbs are the major dollar-volume agricultural products grown in the Smith River Plain. Livestock feed crops and livestock are the major agricultural uses of the Klamath River Delta region. In 1990, Pelican Bay

State Prison was constructed near Crescent City and currently employs approximately 1,200 persons, making it the region's largest employer.

The beauty of the land and the abundant wildlife provide the basis for a strong tourism sector of the local economy. Hunting, fishing, hiking and swimming are important recreational activities along the rugged coastline, within the redwood forests and along the Smith and Klamath Rivers of Del Norte County.

B. Redwood Coast Transit Authority

Redwood Coast Transit Authority (RCTA), a joint powers public agency, was established in June 2004 to administer public transit services for the Del Norte County area. Its members include the City of Crescent City and the County of Del Norte. Prior to the formation of RCTA, the transit system was governed by a committee composed of representatives from the same two agencies. RCTA was formed to streamline the decision making process for the transit system. The RCTA finances transit services through a combination of passenger fare revenue, Transportation Development Act (sales tax) and State Transit Assistance (STA) funding and Federal Transit Administration Section 5311 & 5311(f) funds.

Since its inception, RCTA has contracted with the private sector to provide for all of its administrative, planning, management and operational needs. Herron Consultants and TMTP Consulting partner to provide administrative and general management services to RCTA. First Transit Group has provided operations and maintenance services since July 1, 2003 and is on-site daily at Williams Drive.

C. Redwood Coast Transit Authority Services

Redwood Coast Transit Authority services operate an estimated 17,200 vehicle revenue hours annually. These popular services carry about 130,000 passengers annually. The bus routes and schedules are detailed on the RCTA website at www.redwoodcoasttransit.org. Due to recent losses of federal funding, service levels were reduced effective July 1, 2017 from over 20,000 annual revenue hours. The recent funding crisis and how RCTA should manage future dynamic funding situations will be one of the themes of this market research effort. The services are summarized as follows:

- **Crescent City Dial-A-Ride** is a general public dial-a-ride that operates in the Crescent City area between 7:00 a.m. and 6:55 p.m. Dial-A-Ride operates approximately 3,300 vehicle revenue hours annually.
- **Crescent City Fixed Routes** consist of four routes with approximate 30 minute running times. . One vehicle alternates between Routes 1 and 3 from 7:00 a.m. until 6:54 p.m. The second vehicle alternates between Routes 2 and 4 from 7:00 a.m. until 6:57 p.m.
 - **Route 1 – Parkway-Eldorado** operates in a counter-clockwise loop in central Crescent City. It departs the Cultural Center transfer point at 7:30 a.m. and returns at 7:53 a.m. It then goes to Route 3. This schedule is repeated once each hour until 6:53 p.m.
 - **Route 2 – “A” Street – Inyo – Washington** operates in a clockwise loop in central Crescent City. It departs the Cultural Center at 7:00 a.m. and returns

at 7:27 a.m. It then goes to Route 4. This schedule repeats each hour until 6:53 p.m.

- o **Route 3 – Northcrest** is an out and back route that operates primarily on Northcrest Drive between the Cultural Center transfer point and Pine Grove Road. It departs the Cultural Center at 7:00 a.m., returns at 7:24 a.m., and repeats this schedule hourly until 6:24 p.m.
- o **Route 4 – Bertsch/Howland Hill Rd** is a bi-directional alignment on Hwy 101 South that leads to a counter-clockwise loop that operates in the Bertsch Tract area at the southeastern edge of Crescent City. It departs the Cultural Center at 7:30 a.m., returns at 7:53 a.m., and then repeats the schedule hourly until 6:53 p.m.
- **Coastal Route** includes:
 - o **Route 20 – Smith River/Arcata** is an intercity route that operates between Arcata and Smith River. At Arcata the schedules are coordinated with Amtrak Thruway, Greyhound, and local bus schedules serving the Arcata-Eureka area. At Smith River, the schedules are coordinated with Curry Public Transit schedules to Brookings, Oregon and the Oregon Coast. Along the way this route offers additional schedules within Del Norte County between Klamath, Crescent City, and Smith River.
- **River Route 199** provides service along State Route 199 between Crescent City and the communities of Gasquet and Hiouchi with stops between at recreational attractions.

D. Transit Fleet

The RCTA Fleet is currently composed of 14 vehicles. Eight of these are medium size cutaways used for the Del Norte County services, five are large 31' to 35' cutaways used for the intercity routes, and one modified sedan was just introduced for Dial-A-Ride service.

E. Scope of Work

RCTA has evolved over the years without a true in-depth investigation into the strengths and weaknesses of its product offerings, and has obtained community feedback on services (not provided) primarily through the Del Norte Local Transportation Commission's annual Unmet Transit Needs process. RCTA is programmed funding every 4-5 years for a comprehensive update of its main transit planning document, the Transit Development Plan (TDP). This Market Research and On-Board Survey Project will provide the fresh, robust data on transit needs that will allow the next TDP (scheduled for late 2018) to focus its time and energy on developing solutions to issues identified in this explorative planning effort.

1) Full 3-Day (minimum) On-Board Survey

Proposers will create the bi-lingual (English/Spanish) paper survey instrument with extensive input from RCTA staff. The survey will be implemented in-person using staff provided by Proposer and trained in the skill of conducting surveys, and in familiarity with public transit and specifically Redwood Coast Transit and

its service nuances, in order to maximize number of completed surveys. Surveyors are required to assist some riders in filling out the survey, again, to gain maximum rider participation and completed surveys. **Proposers must deploy at least 3, recommended 4 or 5 trained surveyors over each day of the 3-day period to cover all routes and the long span of service that RCTA features** (last Arcata trip arrives in Crescent City at 1am). RCTA will assist the proposer in ensuring that surveys completed seek to match with ridership counts between the various routes and DAR. For example, routes with less ridership shall be surveyed, but not as often as the higher productivity routes (such as the Crescent City Local Routes) to provide a representative sample and ensure that most RCTA riders that ride during the survey period complete a survey. Due to the often inclement winter weather, and its impacts on RCTA ridership, the On-Board Survey must be completed by October 20, 2017. The required deliverables include electronic copies of the survey instrument, raw survey data, tabulated survey data, and at least a basic summary analysis report/presentation that could be used to update the Board of Directors.

2) In-Depth Market Research – Focus Groups & Interviews

Subsequent to the completion of the On-Board Survey component of the project, and after initial findings are evaluated and discussed with RCTA staff, the Proposer shall return to Crescent City for a series of focus groups and interviews of key stakeholder groups. This project will likely just involve one principal from the Proposing firm working collaboratively with RCTA staff to recruit and schedule focus groups and interviews with key stakeholders, including existing riders, gatekeepers/community leaders, RCTA Operations employees (drivers/dispatchers), representatives from the local tourism/business community, educational institutions, and other groups as determined during discussions. This intensive, personal effort will gain a level of insight far deeper than that gleaned in the On-Board survey. This effort will be akin to an escalated version of the DNLTC Annual Unmet Transit Needs process, and will seek to learn as much as possible about community perceptions of RCTA, strengths and weaknesses of RCTA and services that the community would like to see RCTA provide. **At a minimum, proposers should budget for several days in Del Norte County, and at least 2-4 focus groups, plus another 2-5 interviews** (depending on how many interviews with different stakeholders can logically be combined). The RCTA General Manager will ensure he is there on site to support this effort and participate in the meetings. The focus groups and interviews shall be recorded and transcribed for use in compiling the deliverable Final Report with summaries of each meeting and a set of recommendations for action or further study on issues as they are identified in the various groups.

II. INSTRUCTIONS, CONDITIONS AND NOTICES TO OFFERORS

The following shall be considered an essential part of this Request for Proposals (RFP).

A. General Information

Proposals are requested by the Redwood Coast Transit Authority, referred to as "RCTA" herein, for the 2017 Market Research & On-Board Survey Project. For purposes of this RFP, independent contractors interested in submitting proposals are referred to as "PROPOSER" or "CONTRACTOR".

Incorporated into this RFP is a DRAFT AGREEMENT that contains RCTA standard professional services agreement that combines with this RFP to be the full agreement. The successful PROPOSER to whom an award is made will be required to enter into this agreement with RCTA substantially similar to the DRAFT AGREEMENT. The final AGREEMENT will incorporate changes or revisions necessitated by the RFP process and negotiations, and will be subject to review and approval of RCTA Legal Counsel.

The selected PROPOSER will be responsible for meeting all requirements as specified in the DRAFT AGREEMENT, including meeting or exceeding the scope of work as outlined in this RFP (see above), but not limited to, recordkeeping, insurance coverage, and compliance with local, state, and federal laws and other legal requirements.

B. Tentative Schedule

The tentative schedule and description of events for this procurement of services is given below:

<u>Date:</u>	<u>Event:</u>
August 18, 2017	RCTA issues RFP
August 24, 2017	Deadline for submitting written questions to RCTA Deadline for submitting protests to RCTA.
August 25, 2017	RCTA issues any addenda if necessary
August 30, 2017	<u>Proposals due.</u> Proposals must be received at the TMTP mailing address, 1275 4 th St. #733 Santa Rosa, CA 95404 by 5pm. Any proposals received after this time are late and subject to rejection.
Sept 1-5, 2017	Panel evaluates proposals, determining which are responsive and fall within a competitive range. Panel may recommend award, or recommend interviews and negotiation prior to award.
Sept 6-7, 2017	Telephone interviews, if necessary.

Sept 20, 2017	Award of contract by RCTA Board of Directors.
Sept 25, 2017	Proposer begins work on project, OB Survey Phase.
October 27, 2017	Deliverable due from OB Survey.
November 6, 2017	Proposer begins work on Market Research Phase.
December 22, 2017	Draft deliverable due from Market Research Phase.
January or Feb 2018	Proposer presents findings to RCTA Board of Directors
March 31, 2018	Final Deliverable Report due, project completed.

These tentative dates are subject to change at the discretion of RCTA.

C. Questions and Comments

Questions and comments may be submitted in writing (email preferred):

- By Thursday, August 24th 5pm;
- By mail or delivery service to RCTA 2017 Market Research & On-Board Survey RFP, c/o TMTP Consulting, 1275 4th Street #733, Santa Rosa, CA 95404; or,
- E-mail to tmticonsulting@gmail.com. **Email questions are preferred.**

Written questions and comments must be submitted by 5:00 p.m. on August 24, 2017. A written response to questions received by the deadline will be posted to the RCTA website on Friday, August 25th by 11:59pm and sent to all parties who submitted questions. The written response is expected to be sent via email and/or website update by August 26th, 2017 as an addendum to this RFP.

D. RFP Addenda

Any changes to the RFP requirements will be made by written addenda by TMTP Consulting and shall be considered part of the RFP. Upon issuance, such addenda shall be incorporated into the agreement documents, and shall prevail over inconsistent provisions of earlier issued documentation.

Addenda will be e-mailed (and posted at the RCTA website) to PROPOSERS at the address provided by PROPOSERS. **All addenda shall be signed and attached to the PROPOSAL FORM.** Failure to attach any addenda shall cause the proposal to be considered non-responsive. Such proposals will be rejected.

E. Verbal Agreement or Conversation

No prior, current, or post award verbal conversations or agreements with any officer, agent, or employee of RCTA shall affect or modify any terms or obligations of this RFP, or any contract resulting from this procurement.

F. Protests

Protests regarding any aspect of this RFP must be submitted in writing to RCTA Bus Advertising RFP, c/o TMTP Consulting, 1275 4th Street #733, Santa Rosa, CA 95404

by 5 p.m. on August 24, 2017.

G. Required Submittal Information

Proposals must be received by RCTA at the location stated in the "NOTICE OF REQUEST FOR PROPOSALS" prior to and **no later than 5:00 p.m., August 30, 2017. Proposals must be delivered to:**

**RCTA Bus Advertising RFP
c/o TMT Consulting
1275 4th Street #733
Santa Rosa, CA 95404**

Delivery Telephone: (707) 235-3078

RCTA will not be liable or responsible for any late delivery of proposals. Proposals received after the date and time specified may not be considered and may be returned to proposer unopened.

Each PROPOSER must submit at least one (1) original signed copy and three (3) duplicate copies of the complete proposal in sealed envelope(s) marked "RCTA 2017 Market Research and On-Board Survey RFP" and the name of the PROPOSER.

Proposals must be submitted on the PROPOSAL FORM provided and must include all required attachments. All prices and notations must be in ink or typewritten. Mistakes may be crossed out and corrections typed or written with ink adjacent thereto. The person signing the PROPOSAL FORM must initial all corrections in ink.

Unacceptable conditions, limitations, provisos, or failure to respond to specific instructions or information requested may result in rejection of the proposal.

If the proposal consists of a "prime" contractor and one or more subcontractors, the proposer shall identify the subcontractors in the areas of their responsibility; but RCTA will enter into an agreement only with the prime contractor who shall be responsible for all services required by this RFP and the attached AGREEMENT.

By submitting a proposal, the PROPOSER certifies that his or her name (as well as the name of any proposed subcontractor) does not appear on the Comptroller General's List of Ineligible Contractors for federally assisted projects.

No proposal shall be withdrawn after the date and time set for opening thereof, and all proposals shall remain in effect for ninety (90) days after the final proposal submission date.

H. Public Records and Confidentiality

The proposals shall be held in confidence and shall not be available for public review (Government Code Section 6254 (h) and (k)) until all negotiations are complete and an RCTA meeting agenda is released with a recommendation for award. Upon release of such agenda, all proposals shall be public records unless the information is exempt from disclosure by law.

The California Public Records Act (California Government Code Sections 6250 et seq.) mandates public access to government records. Therefore, unless the information is exempt from disclosure by law, the content of any request for explanation, exception or substitution, response to these specifications, protest or any other written communication between RCTA and the PROPOSER shall be available to the public.

If the PROPOSER believes any communication contains trade secrets or other proprietary information that the PROPOSER believes would cause substantial injury to the PROPOSER's competitive position if disclosed, the PROPOSER shall request that RCTA withhold from disclosure the proprietary information **by marking each page containing such proprietary information as confidential**. The PROPOSER may not designate its entire proposal or bid as confidential. Additionally, PROPOSER may not designate its cost proposal or any required bid forms or certifications as confidential.

If PROPOSER requests that RCTA withhold from disclosure information identified as confidential, and RCTA complies with the PROPOSER's request, PROPOSER shall assume all responsibility for any challenges resulting from the non-disclosure, indemnify and hold harmless RCTA from and against all damages (including but not limited to attorneys' fees that may be awarded to the party requesting the PROPOSER information), and pay any and all costs and expenses related to the withholding of PROPOSER information.

PROPOSER shall not make a claim, sue or maintain any legal action against RCTA or its directors, officers, employees or agents in connection with the withholding from disclosure of PROPOSER information.

If PROPOSER does not request that RCTA withhold from disclosure information identified as confidential, RCTA shall have no obligation to withhold the information from disclosure and may release the information sought without any liability to RCTA.

I. Screening, Selection and Award

Screening and selection will take place through the process described below. Contract award will be made to the PROPOSER which (a) meets REQUIRED QUALIFICATIONS OF CONTRACTOR specified in Part III of this RFP, and (b) submits the proposal considered most advantageous to RCTA based on the EVALUATION CRITERIA set forth under Part IV of this RFP.

Negotiations may or may not be conducted with PROPOSERS; hence, **the proposal should include the PROPOSER's most favorable terms and conditions since selection may be made without discussion with any PROPOSER.**

The Screening and selection process will be as follows:

Step 1: Sealed proposals will be opened and evaluated to determine compliance with REQUIRED QUALIFICATIONS OF CONTRACTOR. Proposals meeting specified requirements will be considered responsive and will be included in Step 2.

Step 2: Responsive proposals will be reviewed by an evaluation panel based on the EVALUATION CRITERIA of this RFP and the weighting assigned thereto. Weighted scores from all panel members will then be added and a total score calculated and assigned to each proposal. Following such evaluation, a decision will be made whether to recommend award of the contract without further discussion to the PROPOSER receiving the highest score, or to negotiate with PROPOSER within a competitive range.

If a decision is made to conduct negotiations, PROPOSERS within a competitive range will be telephone interviewed on September 6-7, 2017. The purpose of such interviews will be to obtain additional information or clarification of PROPOSER' proposals, and to discuss modifications of such proposals. A senior manager authorized to commit on behalf of the PROPOSER shall be present at interviews.

Step 3: The evaluation panel will then recommend one firm, based on the results of the final scoring and telephone interviews, for RCTA Board of Directors approval. Award of contract is expected on September 20, 2017.

RCTA reserves the right to withdraw this RFP at any time without prior notice. Further, RCTA reserves the right to modify the RFP schedule described above. RCTA also makes no representations that any contract will be awarded to any PROPOSER responding to this RFP. RCTA expressly reserves the right to reject any and all proposals without indicating any reasons for such rejection(s), to waive any irregularity or informality in any proposal or in the RFP procedure, and to be the sole judge of the responsibility and responsiveness of any PROPOSER and of the suitability of the materials and/or services to be rendered.

J. Attempt to Influence Officials

With the exception of contacting TMTP Consulting to ask questions regarding this RFP, any party submitting a proposal shall not contact or lobby any RCTA Board member, or any agent regarding the RFP. Any party attempting to influence the proposal, submittal and review process through ex-parte contact of any RCTA official shall have their proposal disqualified.

K. Exceptions

PROPOSERS may not, after exhausting protest avenues, take exception or make alterations to any requirement of this RFP.

L. Alternatives

If an alternative proposal is submitted, it must be clearly identified as such. No such proposal shall be considered unless it satisfies all requirements of this RFP. RCTA expressly reserves the right in its sole discretion to consider such alternate proposals and to award a contract based thereon if determined to be in RCTA'S best interest.

M. PROPOSER's Representations

In submitting a proposal, the PROPOSER affirms that he or she is familiar with all requirements of the RFP and has sufficiently informed himself or herself in all matters affecting the performance of the work or the furnishing of the labor, supplies, materials, equipment or facilities called for in this RFP; that he or she has checked the proposal for errors and omissions; that the prices stated are correct and as

intended by the PROPOSER and are a complete statement of his or her prices for performing the work or furnishing the labor, supplies, materials, equipment or facilities required. The above provisions shall apply equally to any proposal modifications submitted by PROPOSER in any negotiated offer.

N. Pre-Contractual Expenses

Pre-contractual expenses are defined as expenses incurred by PROPOSER in: (1) preparing the proposal in response to this RFP; (2) submitting the proposal to RCTA; (3) negotiating with RCTA any matter related to this RFP; (4) any other expenses incurred by the PROPOSER prior to the date of award, if any, of the proposed AGREEMENT.

RCTA shall not, in any event, be liable for any pre-contractual expenses incurred by PROPOSER. PROPOSER shall not include any such expenses as a part of the price proposed in response to this RFP.

O. Compliance with Laws and Requirements

By submitting a proposal, PROPOSER certifies that he or she will comply with all local, state and federal laws and requirements including, but not limited to, Equal Employment Opportunity, Disadvantaged Business Enterprise, Labor Protection, Americans with Disabilities Act, and other laws and regulations applicable to contracts utilizing state and/or federal funds. In connection with this project, the PROPOSER shall not discriminate on the grounds of race, color, or national origin.

P. Interpretation

The laws of the State of California shall govern all the rights and duties of the successful PROPOSER and RCTA under the contract entered into pursuant to this RFP.

Q. Execution of the Agreement

If the CONTRACTOR is an individual, he or she shall execute the AGREEMENT personally. If the CONTRACTOR is a partnership, the AGREEMENT shall be executed by all partners, or by a managing general partner lawfully empowered to bind the partnership. If the CONTRACTOR is a limited liability company, a person authorized by the limited liability company to execute written contracts on its behalf must execute the AGREEMENT. If the CONTRACTOR is a corporation, it must be executed by an officer of the corporation, or by a person authorized by the corporation to execute written contracts on its behalf, and the corporate seal affixed thereto. If the corporate seal is not affixed to the AGREEMENT, or if a person other than an officer executes it, there must be attached to the AGREEMENT a certified copy of a resolution of the corporation authorizing such officer or person to execute written agreements for and on behalf of the corporation. If the CONTRACTOR is a joint venture, the AGREEMENT must be executed on behalf of each participating firm by officers or other officials who have full and proper authorization to do so.

III. REQUIRED QUALIFICATIONS OF CONTRACTOR (Step 1)

Proposals for the 2017 Market Research & On-Board Survey Project will be evaluated by RCTA to determine whether or not they meet the following required minimum qualifications. ANY PROPOSAL WHICH FAILS ON ANY OF THESE ITEMS MAY BE CONSIDERED NONRESPONSIVE AND MAY BE REJECTED.

A. Conflict of Interest/Ineligibility

Any proposal, which indicates a conflict of interest or is on the Comptroller General's list of ineligible contractors for federally-assisted projects, will be considered non-responsive and will be rejected.

B. Experience and Capacity to Perform Contract Requirements

In order to be considered a responsive PROPOSER, the PROPOSER must have all of the following:

1. The firm or general partner of the firm must demonstrate extensive, recent experience (at least five years) in conducting successful on-board surveys and in-depth market research/market segmentation projects. The PROPOSER should demonstrate experience and familiarity with transit operations, transit marketing and advertising concepts, and a history of successful projects of a similar nature, combining traditional on-board surveying with innovative in-depth market research techniques leading to extraordinary insight into challenges facing public transit agencies, along with solutions based upon participant feedback.
2. A statement of qualifications demonstrating the foregoing and listing the PROPOSER'S experience in the transit or similar field, together with the names, addresses and telephone numbers of other clients, including any other public transit system clients shall be furnished with the proposal.
3. The PROPOSER must have and identify a proposed manager who has performed well in similar jobs (include resume) over the past fifteen (15) years.
4. The PROPOSER must prove to RCTA'S satisfaction that the proposer is prepared to mobilize and being and complete the project in compliance with the project schedule as contained herein. PROPOSER must possess and commit sufficient organizational/manpower resources dedicated to RCTA to effectively provide RCTA the Market Research & On-Board Survey project within the stringent timelines provided in this RFP. **The PROPOSER shall describe the personnel to be employed, the number of hours to be committed to the RCTA project, and the qualifications of the key staff to be involved with the project, including a summary of similar work performed.**
5. If subcontractors are to be used, the prospective contractor must submit a description of each person or firm and the work to be done by each subcontractor.

6. The insurance and bonding requirements of this RFP, including the DRAFT AGREEMENT, will be considered minimum requirements and must be complied with in every respect.

IV. EVALUATION AND SELECTION CRITERIA (Steps 2 & 3)

A. Criteria to Determine Proposals within a Competitive Range (Step 2)

Responsive proposals will be evaluated in accordance with the following four evaluation and selection criteria. The relative important of each category is provided as a percentage, shown in parenthesis, following the title of the criteria.

1. Responsiveness and Comprehensiveness of the Proposal (15%)

PROPOSER shall show an understanding of the project and its goals and explain their particular approach to this market research project in Crescent City, and how it might be similar, and also different from their past experiences.

PROPOSER shall provide RCTA with full detail on how the On-Board Survey crew will be trained to interact with passengers, assist in obtaining completed surveys, and provide appropriate coverage during the survey period in order to obtain the maximum amount of completed surveys AND a representative amount from each route/service.

2. Qualifications and Experience of the Individual or Firm (35%)

Professional ability of the PROPOSER firm to carryout the proposed project, including the capabilities of personnel, knowledge of the project requirements, financial capacity, success and history of similar On-Board Surveys, Focus Groups, workshops, interview based research in a transit setting, etc. Details on past projects and client references shall be provided to assure RCTA that the firm is fully capable of delivering on a project as unique as this.

3. Costs (50%)

B. Final Selection (Step 3)

The above selection criteria, after conducting (optional) interviews and negotiations.

V. PROPOSAL FORM

This RFP will allow the PROPOSER to use their chosen format to outline all project costs, including labor, travel, subcontractor costs, printing, etc. Sufficient detail must be provided to allow RCTA to effectively evaluate each proposal, and must provide detail in addition to overall project bid amount.

VI. PROPOSAL FORM CHECKLIST

ATTACHED TO THIS PROPOSAL FORM ARE THE FOLLOWING ITEMS:

1. Any and all Addenda which may have been issued by RCTA in connection with this RFP.
2. Proposal
3. Proof of Insurance

Offeror: _____

Phone: _____ **Fax:** _____

Address: _____

Signature: _____ **Date:** _____

Title: _____