

Date: November 7, 2018

Request for Qualifications:

**#19-41 Comprehensive Operational Analysis of
City of Iowa City Fixed Route Transit System**

Notice to Proposers: Sealed Statement of Qualifications (SOW) will be received at the Office of the City Clerk, until the time and date specified below.

Address Proposals To: Attention of the City Clerk's Office, City Hall, 410 E. Washington St., RM 140, Iowa City, IA 52240-1826, on or before the proposal opening local time and date specified below. SOWs shall be sealed and clearly marked on the front "**Comprehensive Operational Analysis of City of Iowa City Fixed Route Transit System, Request for Qualifications #19-41.**"

Faxed and E-mailed proposals will not be accepted.

Questions: All questions and clarifications regarding this Request for Qualifications document will be accepted until **December 3, 2018, noon (local time)** by e-mailing the following City representative. All questions must be in writing in order to receive a response.

Purchasing Division
Mary Niichel-Hegwood
mary-niichel@iowa-city.org
(319)356-5078

No other City Representative should be contacted regarding this Request for Qualifications. Any such unauthorized contact may cause the disqualification of the proposer from the procurement transaction.

SOWs Are Due No Later Than: 2:30 p.m. (local time), December 10, 2018. Proposers shall submit six (6) copies of their proposal and 1 electronic flash drive.

The City is not responsible for delays occasioned by the U.S. Postal Service, the internal mail delivery system of the City, or any other means of delivery employed by the proposer. Similarly, the City is not responsible for, and will not open, any SOWs which are received later than the date and time stated above.

No Contact Policy: All questions regarding this Request for Qualifications must be in written form and must be submitted to the Purchasing Division, as stated above. After the date and time established for receipt of proposals by the City, any contact initiated by the proposer or by a City representative, other than the Purchasing Division representative listed herein, concerning this Request for Qualifications is prohibited. Any such unauthorized contact may cause the disqualification of the proposer from the procurement transaction.

Unless authorized by the Purchasing Division, no other City official or City employee is empowered to speak for the City with respect to this acquisition. Any Proposer seeking to obtain information, clarification, or interpretations from any City official or City employee other than the Purchasing Division is advised that such material is used at the Proposer's own risk. The City will not be bound by any such information, clarification, or interpretation.

Following the SOW submittal deadline, Proposers shall not contact the Purchasing Division or any other City employee except to respond to a request by the Purchasing Division.

Contents:

1.0	Project Description
2.0	Scope of Services
3.0	Background Information
4.0	Pre-submission Meeting
5.0	Statement of Qualifications Content
6.0	Selection and Award
7.0	Consultant Agreement

1.0 Project Description:

The City of Iowa City is inviting interested and qualified firms to submit statements of qualifications demonstrating the ability to perform a comprehensive analysis of a three-agency (Iowa City, Coralville, and University of Iowa's Cambus system) fixed-route transit system in the Iowa City metropolitan area. The City of Iowa City will be the lead and contracting agency, however the project team will consist of representatives from all three agencies (Iowa City, Coralville and the University of Iowa). The objective of the analysis is to ensure that transit resources are utilized in a highly efficient and coordinated manner that provides the highest level of service and access to opportunities for the public.

Through the Request for Qualifications process, qualified consultants will draw upon their experience and industry expertise to help develop a refined scope of services to guide the City of Iowa City, the City of Coralville, and the University of Iowa in developing a process to conduct a comprehensive review of the metro area's three-agency transit system. In addition to a general review of the respective systems and corresponding interagency coordination, each transit agency may have specific aspects of their system they wish to have evaluated independently.

The firm, as well as individuals working directly on the project, must be able to demonstrate the following:

1. Expertise in transit route and scheduling analysis
2. Clear understanding of project objectives and how to articulate the impacts of proposed route / scheduling changes / hours of operations changes / fare changes in manner that is clear to local transit officials, elected leaders and the general public
3. Ability to develop a methodology and approach to accomplish the work in a timely and competent manner
4. Expertise in data collection and analysis
5. Professional experience in Geographic Information System (GIS) based routing software and the use of census/demographic data to boost ridership analysis
6. Cost and ridership estimating experience for route, schedule, and fare changes
7. A proven ability to effectively engage the public and community stakeholders and keep them informed throughout the process

The study must utilize various methods including a robust public and stakeholder outreach process to identify needs and issues related to current and future mobility challenges in and around the metropolitan area. Although transit is the primary focus of the study, the study should also consider emerging technologies and solutions to help address current and future transportation challenges. The study should evaluate transit scenarios over a short (5 year) to mid-term (15 year) period.

2.0 Services to Be Provided:

As part of the Request for Qualifications process, the consultant is expected to utilize their experience and industry expertise to help the project team refine the final scope of services. It is currently envisioned that the comprehensive system analysis will include the following consultant tasks for all three agencies:

- Coordination of project meetings
- Data collection and comprehensive analysis of current ridership, routes, stops and service areas
- Develop public participation process including conducting passenger and stakeholder surveys and

outreach to determine future transit needs

- Outreach to large student housing complexes that currently run private bus shuttles to see if coordination with public transportation would better serve residents and the community.
- Development of route and stop alternatives, within current fiscal constraints, with an eventual final set of recommended changes for each agency (including an accompanying discussion of the benefits of such changes)
- Review of opportunities to improve connectivity between agencies, including better ways to coordinate in corridors that have overlapping routes.
- Review of fares and passes and identify opportunities for improved interagency coordination
- Review of possible ticketless/mobile ticketing solutions and interagency transfers/transfer policies
- Review of what new equipment/infrastructure, changes in infrastructure, or route changes would be required to transition to an electric fleet (e.g. consideration of bridge height limitations, charging equipment, space needs, etc.). This includes analysis of routing around the Iowa Avenue bridge
- Discussion of strategies to fill gaps in service (e.g. partnering with transportation network companies, and/or taxicabs)

In addition, the consultant will provide the following selective services to the individual transit agencies:

Iowa City

- Identification of desired expanded levels of service including hours of operations, frequencies of routes, and other improvements that could be pursued with additional financial resources. This must include expanded evening / night services and Sunday service.
- Review opportunities to increase connectivity between transit routes and existing and planned bike/pedestrian connections
- Review of bus stop facilities/amenities and recommendations for enhancements
- Evaluation of the location of Iowa City's transit interchange
- Discussion of autonomous technology's impact on transit service
- Study of projected impacts to ridership and route alternatives if Iowa City converted to a zero fare transit system

Coralville

- None

University of Iowa

- Preliminary transit facility needs and location analysis
- Study of Cambus use of the downtown interchange - how it can be improved and what efficiencies can be gained in its current location or any future location as determined by recommendations in Iowa City's scope of work.
- Review city and Cambus service to adjacent neighborhoods with high student and UI employee populations, including analysis of potential gaps in service to and from the University campus. This includes routes, days and times of service.
- Review of night and weekend Cambus service routes, stops and service levels to determine if the right locations are being serviced and if stops are still necessary and utilized.

- In addition to the scope of services for all three agencies related to the “comprehensive analysis of current ridership, routes, stops, and service area”, include consideration for University class time start and end times.

3.0 Background Information:

Current Fixed Route Transit Programs

Iowa City Transit (includes University Heights): Iowa City Transit provides service on 21 regular routes from 6:00 a.m.-11:00 p.m. weekdays while the University of Iowa is in session. Fifteen routes operate daily with 30-minute service during peak periods. The Seventh Avenue (during a.m. and p.m. peak periods), Melrose Express, Westside Hospital, Eastside Express, and Westport routes operate hourly all day long. Midday service is hourly except on the Towncrest and Oakcrest where service is 30 minutes all day during the University academic year. The Eastside Loop operates when Iowa City schools are in session. Hourly evening service is provided to the same general service area using combined routes, from 6:30 p.m.-11:00 p.m. Saturday service operates hourly all day with service ending at 7:00 p.m. There is no fixed route service on Sundays.

During peak periods Iowa City Transit operates 20 buses. Twelve buses operate weekdays off-peak. During evening hours and Saturdays five buses are in service. The Downtown Iowa City Transit Interchange is the hub of Iowa City Transit’s operations. All regular routes arrive and depart at the interchange except for the Eastside Loop, allowing for coordinated transfers between buses. There is one free-fare route when the University is in session, the Downtown Transit Shuttle.

The existing fare structure is a \$1.00 base fare, \$32 unlimited ride 31-day pass, and \$8.50 for a ten-ride ticket strip. There is a 75¢ youth fare for K-12 aged children. Children under five may ride free accompanied by an adult. There is also a K-12 31-day pass available for \$27 and a student semester pass for \$100 for persons attending the University of Iowa or Kirkwood Community College. There is a monthly pass for University of Iowa faculty/staff for \$28 per month. Elderly persons may ride during off peak hours and all day Saturday for 50¢. Eligible persons with disabilities and low income elderly persons may ride free during off peak hours. Free transfers are available and may be used on Coralville Transit.

All Iowa City Transit fixed route buses are lift/ramp-equipped. Demand responsive paratransit service is provided during fixed-route service hours, operated by Johnson County Seats.

Coralville Transit (includes North Liberty): Coralville Transit operates three routes on weekdays between 6:00 a.m. and 6:30 p.m. and one evening route until 12:00 a.m. An additional peak hour (tripper) route provides service to the core area of Coralville during the a.m. and p.m. rush hours when the University of Iowa and the Iowa City Community School District are in session. The Lantern Park and Tenth Street routes operate in the core area of Coralville with half hour headways except during midday when headways are one hour. The Express Route operates on a 60-minute headway, with midday service (no service at Coral Ridge Mall). Saturday service is provided on one route that serves the Lantern Park/10th Street service area from 7:00 a.m.-7:30 p.m. Coralville Transit offers a commuter route to North Liberty on weekdays from 7 a.m.-8 a.m. and 5 p.m.-6 p.m. There is no midday service and this route does not service Coral Ridge Mall. The 1st Avenue route serves the Coralville Intermodal to UIHC and VA Hospital areas. The Express, 1st Avenue, Night and Saturday routes all serve the Coralville Intermodal. Park and Ride commuter service is available to and from the Coralville Intermodal.

Coralville Transit operates seven buses during weekday peak periods, three buses off peak, and one bus evenings and Saturdays. No service is offered on Sunday. All Coralville Transit routes provide service at the Downtown Iowa City Transit Interchange and at the University of Iowa Hospitals and Clinics.

The base fare on Coralville Transit is \$1.00. Children under five, accompanied by an adult, ride for free. A 31-day pass is offered for \$32, and a 20-ride pass for \$20. Saturdays and evenings persons 5 to 15 years of age are eligible for a 75¢ youth fare. Elderly and disabled residents of Coralville may be eligible to ride for free at any time with a Coralville pass. Medicare recipients may ride at half-fare rates. Free transfers are available and may be used on Iowa City Transit.

All Coralville Transit fixed route buses are lift/ramp-equipped. Demand responsive paratransit service is provided during fixed-route service hours, operated by Johnson County Seats.

University of Iowa Cambus: Cambus provides service on 13 routes Monday through Friday, and four routes Saturday and Sunday during the academic year. Cambus is a zero-fare service designed to facilitate circulation throughout the University campus. Although designed primarily to serve University students, faculty, and staff, Cambus is also open to the general public.

Cambus operates two separate levels of service throughout the year. Academic year service is the highest level of service, summer/interim service is approximately 75% of academic year service. Differences in level of service are in the amount of service provided, not in the areas served. The service area remains the same during both periods.

The primary routes, Red and Blue, operate in nearly identical clockwise and counter clockwise loops which serve the residence halls, University Hospitals, most academic buildings, Iowa City, and commuter parking lots. The Red, Blue and Hawkeye route operate on Saturday and Sunday, for 28 weeks per year. The other routes are designed for specific functions: providing service to Research Park campus, to commuter lots, to residence halls, providing a shuttle between main campus and the hospital area, and service to Mayflower and the Hawkeye campus.

During the academic year Cambus operates 25 buses during daytime peak hours, 12 buses between 6:30 p.m. and 9:00 p.m., and five buses between 9:00 p.m. and 12:00 a.m. Weekend service on the Red, Blue, Hawkeye-Interdorm, and Interdorm routes operates between 8:30AM and midnight with three buses. CAMBUS also operates a Safe Ride service on Friday and Saturday nights from midnight to 2:20 a.m. with two buses.

All Cambus buses are ADA accessible. Cambus operates a –complementary paratransit service called the Bionic Bus. Similar to the fixed-route service, it is intended for University students, faculty and staff, but is also open to the public. The Bionic Bus system operates small accessible buses on a demand responsive basis. Service hours are the same as fixed route scheduled hours and three buses are operated at peak.

4.0 Presubmission Meeting:

A pre-submission meeting will be held at 410 E Washington St., Iowa City, Iowa, Emma Harvat Hall on Wednesday, November 28, 2018 at 11:00 a.m.. This meeting is to allow consultants to ask specific questions related to each agency, as well as questions related to the to the overall requirements of the project.

5.0 **Statement of Qualifications Content:**

Your company's submittal must include the following:

1. General Information – Cover Letter: A brief description of the submitting individual or firm, including the year the firm was established or the year the individual began working on related work, and a summary of the firm's or individual's qualifications for performing services defined in the RFQ. The person authorized by the firm to negotiate a contract will sign the cover letter.

2. Project Understanding: Description of the individual's or firm's understanding of the needs outlined in this RFQ and proposed approach to accomplish the provided scope of services and an approach to coordinating with a technical review team comprised of City of Iowa City, City of Coralville, and University of Iowa Cambus staff and regional transportation planning partners.

3. Project References: A project summary list with descriptions of the proposed team's experience relative to the scope of services defined in this RFQ. Emphasis will be given to work done in comparable environments in similar conditions involving a comprehensive analysis of multiple transit services. The project summary list shall disclose previous clients for whom the individual or firm and any proposed sub-consultants performed similar work and shall contain a contact person with her/his telephone number and email address.

The City of Iowa City reserves the right to contact additional references where services have been provided by the respondent, as well as the references provided in the submitted statement of qualifications.

4. Project Team: Resumes and qualifications of each proposed team member and verification that they will be available to complete the project within the required timeframe. Emphasize the specific qualifications and experience from projects similar in complexity to this project. Clearly identify any work schedule challenges with other competing client projects. The designated project manager, who will function as the primary point of contact between the City and the project team and who will manage the progression of tasks or sub-tasks associated with the project, shall be clearly identified. If any sub-consultants will be employed on the project, provide a list of sub-consultants to be used during the course of the project and their experience with similar work.

5. Work Samples: Respondents are encouraged to provide references to any work samples that can be accessed online by City of Iowa City, City of Coralville, and the University of Iowa Cambus, or to submit samples of maps, graphics, analyses, or publications produced for similar projects, provided the submission of such samples are within the submission parameters set by this RFQ.

6. Any additional information the firm or individual considers relevant that would assist in the selection process may also be provided. However, failure to include any of the specified elements may be cause for rejection, and any additional information provided should be as succinct and relevant to the scope of services provided for this RFQ as possible.

Evaluation Criteria

All submitted materials, including requests for additional information, will be evaluated by a team on the following criteria listed below:

Firm's Experience

- Qualifications and Expertise of Firm and key personnel
- Success of Similar Projects

Project Understanding and Approach

Project Team and Expertise

References

All responses and accompanying documentation submitted by Consultant Firms become the property of the City of Iowa City and will not be returned.

The City of Iowa City may require clarification from applicants to assist in making its evaluation. The City may interview the prospective consultants after reviewing the qualifications. Costs for travel expenses and proposal preparation shall be borne by consultant(s).

6.0 Selection and Contract Negotiation:

The City of Iowa City reserves the right to determine and select the most qualified Consultant with which to engage in negotiations or to not select any SOQ for further negotiation.

A Consultant Services Agreement will be negotiated with the selected Consultant, including provisions on the scope of work, deliverables, project schedule, fee schedule, and project team. **Appendix A** contains the City's standard form of consultant agreement and the general terms that will be required. The City shall not be deemed to have finally selected a Consultant until a contract has been successfully negotiated and signed by all parties.

The Consulting Firm is obliged to inform the City of Iowa City, in a timely manner, of any changes to key personnel, ownership, financial position or any other information related to this project.

Changes to personnel on project team(s), particularly a Project Manager, are to be avoided whenever possible. If during the contract negotiation phase the Consultant requests to make a change to any of the personnel listed within the Consultant's submitted qualifications, the request to the City must be made in writing and detail the proposed replacement personnel, resume(s) and reason(s) as to why the replacement is needed. The City will consider the request and may, or may not, accept the new personnel changes. If the City denies the Consultant's request for a change in personnel, the Consultant will be required to confirm in writing that the personnel submitted within Consultant's original submittal will perform the work, or the City will no longer consider the Consultant as the best qualified firm, and may enter into contract negotiations with the next most qualified Consultant.

**Consultant Agreement – Appendix A
Transit System Study**

This Agreement, made and entered into this _____ day of _____, _____, by and between the City of Iowa City, a municipal corporation, hereinafter referred to as the City and _____, of _____, hereinafter referred to as the Consultant.

Brief Project Description Beginning With “Whereas”

Now Therefore, it is agreed by and between the parties hereto that the City does now contract with the Consultant to provide services as set forth herein.

I. Scope of Services

Consultant agrees to perform the following services for the City, and to do so in a timely and satisfactory manner.

Scope of Services

II. Time of Completion

The Consultant shall complete the following phases of the Project in accordance with the schedule shown.

Schedule of Services

III. General Terms

- A. The Consultant shall not commit any of the following employment practices and agrees to prohibit the following practices in any subcontracts.
 - 1. To discharge or refuse to hire any individual because of their race, color, religion, sex, national origin, disability, age, marital status, gender identity, or sexual orientation.
 - 2. To discriminate against any individual in terms, conditions, or privileges of employment because of their race, color, religion, sex, national origin, disability, age, marital status, gender identity, or sexual orientation.
- B. Should the City terminate this Agreement, the Consultant shall be paid for all work and services performed up to the time of termination. However, such sums shall not be greater than the "lump sum" amount listed in Section IV. The City may terminate this Agreement upon seven (7) calendar days' written notice to the Consultant.

- C. This Agreement shall be binding upon the successors and assigns of the parties hereto, provided that no assignment shall be without the written consent of all Parties to said Agreement.
- D. It is understood and agreed that the retention of the Consultant by the City for the purpose of the Project shall be as an independent contractor and shall be exclusive, but the Consultant shall have the right to employ such assistance as may be required for the performance of the Project.
- E. It is agreed by the City that all records and files pertaining to information needed by the Consultant for the project shall be available by said City upon reasonable request to the Consultant. The City agrees to furnish all reasonable assistance in the use of these records and files.
- F. It is further agreed that no Party to this Agreement shall perform contrary to any state, federal, or local law or any of the ordinances of the City of Iowa City, Iowa.
- G. At the request of the City, the Consultant shall attend meetings of the City Council relative to the work set forth in this Agreement. Any requests made by the City shall be given with reasonable notice to the Consultant to assure attendance.
- H. The Consultant agrees to furnish, upon termination of this Agreement and upon demand by the City, copies of all basic notes and sketches, charts, computations, and any other data prepared or obtained by the Consultant pursuant to this Agreement without cost, and without restrictions or limitation as to the use relative to specific projects covered under this Agreement. In such event, the Consultant shall not be liable for the City's use of such documents on other projects.
- I. The City agrees to tender the Consultant all fees in a timely manner, excepting, however, that failure of the Consultant to satisfactorily perform in accordance with this Agreement shall constitute grounds for the City to withhold payment of the amount sufficient to properly complete the Project in accordance with this Agreement.
- J. Should any section of this Agreement be found invalid, it is agreed that the remaining portion shall be deemed severable from the invalid portion and continue in full force and effect.
- K. Fees paid for securing approval of authorities having jurisdiction over the Project will be paid by the City.
- L. Upon signing this agreement, Consultant acknowledges that Section 362.5 of the Iowa Code prohibits a City officer or employee from having an interest in a contract with the City, and certifies that no employee or officer of the City, which includes members of the City Council and City boards and commissions, has an interest, either direct or indirect, in this agreement, that does not fall within the exceptions to said statutory provision enumerated in Section 362.5.
- M. The Consultant agrees at all times material to this Agreement to have and maintain professional liability insurance covering the Consultant's liability for the Consultant's

negligent acts, errors and omissions to the City in the sum of \$1,000,000 and shall provide a Certificate of Insurance to City naming the City as an additional insured. Insurance carrier shall be rated as A or better by A.M. Best.

- N. The Consultant (and any person or entity that has an interest in or owns more than 25% of Developer) has not admitted guilt or liability or been adjudicated guilty or liable in any judicial or administrative proceeding of committing a repeated or willful violation of the Iowa Wage Payment Collection law, the Iowa Minimum Wage Act, the Federal Fair Labor Standards Act or any comparable state statute or local ordinance, which governs the payment of wages, within the five (5) year period prior to the date of this Agreement and shall not be adjudicated guilty or liable therefore at any time after the date of this Agreement, and has signed the Wage Theft Affidavit attesting to the same.

- O. The Consultant musty comply with the terms of the City's Contract Compliance Program and provide assurances as required therein that the Consultant has a satisfactory Equal Employment Opportunity program that governs its employment practices.

IV. Compensation for Services

Describe Compensation

V. Miscellaneous

It is further agreed that there are no other considerations or monies contingent upon or resulting from the execution of this Agreement, that it is the entire Agreement, and that no other monies or considerations have been solicited.

For the City

For the Consultant

By: _____

By: _____

Title: _____

Title: _____

Date: _____

Date: _____

Attest: _____

Approved by:

City Attorney's Office

Date