

REQUEST FOR PROPOSALS

Professional Planning and Transportation Consulting Services for Microtransit Feasibility Study for the Ludlow/Okemo Area Town and Village of Ludlow, Vermont

February 23, 2021

Proposal Due on March 19, 2021

PROJECT DESCRIPTION

Overview

The Town and Village of Ludlow is seeking a qualified consultant that can evaluate existing conditions and public transportation services, conduct outreach to clarify the needs expressed by the community and local businesses, evaluate options to address the need, guide the selection of a preferred option, and estimate feasibility of the preferred option.

The Town and Village of Ludlow was awarded funding from the Mobility and Transportation Innovations (MTI) Grant Program to evaluate the feasibility of microtransit or after-hours shuttle services in the Ludlow and Okemo Mountain Resort area to enhance mobility options, reduce single-occupant vehicle trips, address periods of high demand, and to enhance the visitor's experience in Ludlow.

Context and Background

Ludlow and Okemo Mountain Resort are currently served by transportation services, including The MOOver (formerly the Current) seasonal service and Okemo shuttles. However, the community recognizes a need for expanded transportation services. There was strong sentiment expressed for this during the recent Municipal Plan update process. The Ludlow Selectboard recognizes the need for shuttle service during the evenings, particularly during the ski season. Transportation is also a high priority for the Chamber of Commerce and their membership.

Funding

A total of \$30,000 is available for consultant services specified in this RFP. The source of the project funding is the MTI Grant Program administered by the Vermont Agency of Transportation.

Work Plan

The consultant will assist the Town and Village of Ludlow and the Mount Ascutney Regional Commission (formerly Southern Windsor County Regional Planning Commission) with the following work tasks:

Task 1: Project kickoff meeting

- A. Attend kickoff meeting with project steering committee to review project objective, timeframe, and scope of work.

Task 2: Evaluate Existing Conditions/Services

- A. Based on other existing reports and data, complete a transportation demand assessment to determine gaps in current services.

In performing this basic assessment, we expect that the consultant will utilize existing information. It is our hope that all of the available background information will enable this task to be completed fairly quickly and easily. This existing information includes:

- 1) Okemo and The MOOver shuttles, route, scheduling, and ridership data.
- 2) The Current Route Evaluation and Planning Project (2016)
- 3) Ludlow Municipal Plan
- 4) VTrans Traffic Data

Task 3: Conduct outreach to the community and local businesses

- A. The consultant will coordinate with MARC staff and project steering committee to conduct outreach to the community and local businesses to clarify the needs expressed by the community during the recent Municipal Plan update process. Outreach will include gathering feedback on and assessing prior attempts to provide shuttle service. Outreach may take the form of surveys, interviews, or other efforts. The consultant can anticipate relying on MARC staff to provide labor to support the outreach effort, the cost of which will not be paid for through this MTI grant.

Task 4: Evaluation of the Need for Expanded Services

- A. Using the results of Tasks 2 and 3, the consultant will establish the need for additional transit services in the Ludlow/Okemo area in coordination with the project steering committee.

Task 5: Alternatives Analysis

- A. Generate alternative solutions to meet the identified need.

Task 6: Selection of Preferred Option

- A. Evaluate the alternatives based on an initial assessment of feasibility, cost, and effectiveness in addressing the need. Facilitate a public meeting in coordination with the project steering committee to select one alternative as the preferred option.

Task 7: Project Feasibility Analysis

- A. Detailed analysis of the feasibility of the preferred option. This analysis should include planning-level cost estimates of any needed capital and operational costs and include funding options and projections to implement the preferred option.

Task 8: Prepare Report and Final Presentation

- A. The consultant will give a public presentation on the project's goals, methods, and results.
- B. The consultant will prepare a final report to include a summary of outreach efforts and results, a summary of existing conditions/public transportation services, evaluation of the need for expanded services, an evaluation of options to address the need, selection of the preferred option, and estimation of project feasibility.

Timeframe

The proposed project timeframe is to begin in April 2021, and be completed by December 30, 2021, with a public presentation held in September, 2021 and final report completed in October. Steering committee meetings will be held periodically throughout the project.

Deliverables

The consultant that is hired for this project is expected to produce the following specific deliverables:

- 1) Public presentation of the project methods and results.
- 2) Technical report presenting the results of the existing conditions and needs analysis, public outreach, alternatives analysis, and feasibility analysis of the preferred option.

Additional Information

We expect that the consultant will work closely with the project steering committee and other partners.

PROPOSAL REQUIREMENTS

Submission Requirements

All responses to the RFP shall include the following information:

1. **Cover Letter** – A letter of interest for the project.
2. **Scope of Work** – Provide a detailed scope of work based on the work plan provided above, broken down by task. Describe the approach to the project and proposed methodology including:

- a. a detailed scope of work with associated list of tasks broken down by task and team member,
- b. description of the proposed deliverables.

The consultant may also propose additional supplemental items to the scope of work. While the work plan above conforms with the requirements of the Mobility and Transportation Innovations Grant, feel free to propose new/creative approaches to this project. (If chosen, alternative approaches may require approval from the state.)

3. **Proposed Schedule** – Provide a schedule that includes completion of work tasks and deliverables including key meetings and complies with the timeframe provided above.
4. **Project Budget** – Provide a detailed budget broken down by task and team member. Include your overhead and hourly rates for the individuals involved.
5. **Qualifications and Staffing** – Provide a qualifications profile of the lead consultant and sub-consultants, including indication of the lead consultant, the role of each consultant on the team with organizational staffing chart and percentage of time devoted to the project by each consultant. Also provide detailed information on each consultant, including contact information, the name of the firm, year established, including a description of relevant experience on similar projects for each firm and listing of their individual work experience in this role on similar projects
6. **References** – A minimum of three (3) professional references for whom a similar project has been completed within the last ten (10) years.
7. **Page Limit** – The proposal, encompassing items 1-6 above, shall not exceed 20 double-sided pages (40 total pages) including cover letter, table of contents, project lists and contacts.

All information submitted becomes property of the Town and Village of Ludlow upon submission. The Town and Village of Ludlow reserves the right to issue supplemental information or guidelines relating to the RFP as well as make modifications to the RFP or withdraw the RFP. Once submitted, the consultant team (including specific staff assigned to the project) may not be changed without written notice to and consent of the Town and Village of Ludlow. The cost of preparing, submitting and presenting a proposal is the sole expense of the consultant. The Town and Village of Ludlow reserves the right to reject any and all proposals received as a result of this solicitation, to negotiate with any qualified source, to waive any formality and any technicalities or to cancel the RFP in part or in its entirety if it is in the best interest of the Town and

Village of Ludlow. This solicitation of proposals in no way obligates the Town and Village of Ludlow to award a contract.

Submission Requirements

Respondents should submit one (1) digital copy (PDF) to:

Municipality/ Project Manager Contact Information

Town and Village of Ludlow
Scott Murphy, Municipal Manager
PO Box 359
37 Depot St
Ludlow, VT 05149
802-228-2841
tmanager@ludlow.vt.us

Please expect a confirmation email upon receipt of the proposal by the Town and Village of Ludlow.

If you have any questions about this project or the RFP, please address them in writing either via U.S. mail or email to Scott Murphy.

RFP Schedule Summary

Proposals due March 19, 2021.

Interviews optional.

Consultant selection by April 5, 2021

Project work to begin immediately thereafter.

Complete project on or by December 30, 2021.

Proposal Selection Proposals will be reviewed by a selection committee comprised of local officials and representatives from the project steering committee. The committee will review and evaluate each proposal, based on the criteria below. Firms will then be ranked accordingly. The selection committee may interview the top three firms if it is deemed necessary in order to choose the highest qualified firm.

Proposal Evaluation

Respondents will be evaluated according to the following factors:

1. Consultant Qualifications (experience with similar projects; ability to work with municipalities and transit providers to attain desired outcomes, and knowledge of the topic) - 40%
2. Scope of work, fees, methodology and schedule - 40%
3. Proposal quality, completeness and clarity - 20%

Final Consultant Selection

Following the selection process, one team will be selected to negotiate a final contract for services. The final scope of work with specified deliverables may be modified through negotiation of the final contract. The final project team may also be modified through negotiation of the final contract. Any expenses resulting from the interview and proposal process will be the sole responsibility of the consultant.

Contract Requirements

The consultant contract will be subject to the terms of Attachments C and E of the Mobility and Transportation Innovations (MTI) Grant Agreement – Standard State Provisions for Contracts and Grants and DOT Standard Title VI Assurances and Non-Discrimination Provisions respectively.

See Attachment 1 for the relevant portions of the MTI Grant Agreement.