

Wheels Accessible Advisory Committee

WAAC

SUBJECT: Comprehensive Paratransit Assessment Selection Committee

FROM: Christy Wegener, Director of Planning and Communications

DATE: September 7, 2016

Action Required

Select a WAAC member to serve on the selection committee for the Comprehensive Paratransit Assessment consultant

Background

In late August, the City of Pleasanton released a Request for Proposals (RFP) to bring onboard a consultant to conduct a comprehensive assessment of paratransit services throughout the Tri-Valley. The project management team comprised of LAVTA and City of Pleasanton staff is seeking one WAAC member to participate on the selection committee.

Discussion

LAVTA, in partnership with the City of Pleasanton, is conducting a joint assessment of paratransit services throughout the Tri-Valley. The RFP is included as Attachment 1.

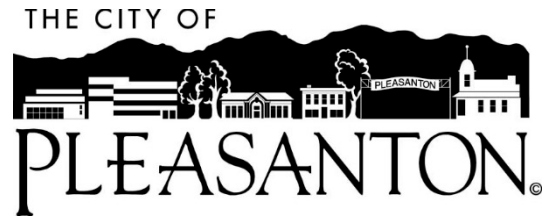
The procurement will involve a selection committee who will be responsible for evaluating and scoring the proposals, as well as possibly interviewing proposers. The selection committee will make a recommendation to select the winning consultant team. The selection committee will include the City of Pleasanton and LAVTA staff, as well as a member of the WAAC.

The proposals are due on September 23, 2016 and therefore, the selection committee will need to make time to review proposals the last week in September. Interviews are expected to take place the first week of October.

Recommendation

Staff recommends the WAAC nominate and select one member to serve on the selection committee.

Attachment 1 – Comprehensive Paratransit Assessment RFP



REQUEST FOR PROPOSAL

CONSULTING SERVICES FOR PLEASANTON PARATRANSIT ASSESSMENT

1. INTRODUCTION

Request for Proposals (RFP)

The City of Pleasanton, in partnership with the Livermore Amador Valley Transit Authority (LAVTA), is soliciting proposals from qualified consultants to conduct a comprehensive assessment evaluating overall organizational, management and delivery effectiveness of paratransit services in Pleasanton, Sunol and the Tri-Valley area as defined in this Scope of Work.

Reporting & Contractual Relationships

The City of Pleasanton will act as the contracting agent for all services provided through this solicitation and will function as the point of contact for all questions related to this solicitation, the selection process and award. The City will hold the Consultant contract. Administrative and billing functions for each agency will be determined and outlined in the final contract with the consultant. Consultant shall work with designated representatives of both agencies in the accomplishment of the scope of work.

Background Information

The City of Pleasanton is a full service municipality located in Eastern Alameda County, roughly 40 miles east of San Francisco; strategically located at the intersections of two (2) interstate highways (I580 and I680). Pleasanton has benefitted from substantial growth of the region over the last 30 years.

Historically an agricultural area, Pleasanton has developed to become a dynamic and involved community making it a highly desirable place to live for all ages. The City of Pleasanton is approximately 24 square miles in size and has become increasingly diverse in recent years. Presently, the population is approximately 74,000, with 10.8% of the population considered a senior (65 or older). The City of Pleasanton's residential boom is complimented with commercial growth and infrastructure improvements. Developments in the City along with the heritage of the surrounding region have also made it attractive to tourists.

With a staff of approximately 500 employees, the City provides a wide range of services to the public. Currently, the Community Services Department is comprised of 25 full-time employees and an abundance of temporary/seasonal staff, volunteers and numerous community partnerships.

The Community Services Department has long been associated with award-winning programming, quality events and pristine parks/trails. Pleasanton is the only city in the Tri-Valley that provides a transportation service for senior and ADA residents. In addition to providing a Paratransit service, Pleasanton also takes pride in providing services such as the RADD Program (Recreation for Adults with Developmental Disabilities).

Pleasanton Paratransit Services (PPS) provides transportation services for adults age 70 and above and disabled adults 18 years or older and operates Monday through Friday at the Pleasanton Senior Center located at 5353 Sunol Boulevard in Pleasanton. Services currently provided include:

- door-to-door transportation service for residents living in Pleasanton city limits, unincorporated Pleasanton and Sunol;
- fixed route shuttle providing access to the Pleasanton Senior Center, senior living facilities, shopping locations and designated medical facilities.

The Livermore Amador Valley Transit Authority (LAVTA), also known as Wheels, was formed in 1985 under the provisions of the California Joint Exercise of Powers Act, Government Code Sections 6500 et.seq. and represents the Cities of Livermore, Pleasanton and Dublin as well as the unincorporated portions of eastern Alameda County. LAVTA is responsible for the provision of the public transit fixed route and paratransit service within an approximate 40 square mile service area with a population of approximately 200,000.

The LAVTA Board of Directors is the governing body which establishes transit policy. The Board is composed of seven (7) members, two representatives appointed from the city council of each member city of Dublin, Livermore and Pleasanton and one member representing the County of Alameda. The Board is organized into two standing committees, namely, (1) Finance and Administration, and (2) Projects and Services. Other committees are appointed for the duration of specific projects only.

The Executive Director oversees the operation of the transit system in accordance with the policy direction prescribed by the Board of Directors and is responsible for the overall administration of the fixed route and paratransit system. At present, the Executive Director is supported by a staff of fourteen (14) employees. Consultants are retained as needed to provide specialized planning, marketing and technical assistance.

LAVTA contracts with a private company, MV Transportation, for the operation and maintenance of the fixed route services and with Medical Transportation Management (MTM) for paratransit services. The services of the private companies were solicited through a Request for Proposals process. MTM operates the paratransit services through a brokerage model.

Pleasanton Paratransit Services – History

Senior transportation services in Pleasanton began in 1972 by a local Women's Club. This organization donated a van and provided volunteer drivers and introduced a service called Dial-A-Ride. This was a free service for Pleasanton residents.

The City of Pleasanton eventually assumed management of the Dial-A-Ride transportation service. This included hiring drivers, purchasing and maintaining buses, in addition to developing and implementing policies and procedures. This service was completely subsidized by the City of Pleasanton.

In 1990, the Americans with Disabilities Act (ADA) federal legislation was adopted. Livermore Amador Valley Transit Authority (LAVTA) was created and became the primary ADA service provider in the Tri-Valley. The City of Pleasanton applied for and received Transportation Development Act (TDA) 4.5 funding from the Metropolitan Transportation Commission (MTC) and Measure B - Alameda County Transportation Commission (ACTC) funding to provide transportation services for Pleasanton and Sunol seniors 60 years and older and ADA certified 18 years and older. The City subcontracted with LAVTA to continue ADA service for Pleasanton and Sunol during the hours that Pleasanton Dial-A-Ride did not operate.

Re-engineering of Pleasanton Paratransit Services

1998-1999, a consultant team was hired to review Pleasanton Dial-A-Ride services and provide service alternatives. The Pleasanton City Council voted to continue the paratransit program and increase the general fund allocation. Enhancements were also added, including a name change to Pleasanton Paratransit Services (PPS), extended hours, development of a group trip program, and automated dispatching. Eligibility for paratransit services included all Pleasanton and Sunol residents age 60 and above and ADA certified residents between the ages of 18 and 59. New policies and procedures and a Rider's Handbook were developed and a PPS Task Force (a consortium of Senior and ADA Paratransit users, Tri-Valley transportation providers, Human Services Commissioner and Community Resources for Independent Living - CRIL) created to help review and recommend current and proposed policies and procedures. The PPS Rider's Handbook is included as Attachment A. Geographic boundaries were established to provide more efficient trips and limited service locations outside of Pleasanton were identified and approved for necessary medical appointments. An updated Memorandum of Understanding with LAVTA and PPS was developed.

In 2007, a fixed route shuttle service was introduced. This transportation service offers seniors rides from senior living facilities to various destinations such as grocery stores, medical facilities and department stores.

In 2009, Alameda County Transportation Commission, a funding source for PPS, established new criteria for minimum service standards, which increased rider eligibility from age 60 to 70.

Funding

Currently a fee structure is in place for users of the service. In addition to fare revenue, PPS receives capital and operating funding assistance from a variety of sources: City of Pleasanton General Fund, Alameda County Transportation Commission (ACTC), Measure B (county sales tax through 2022) and Measure BB (30 year transportation county sales tax), and the Metropolitan

Transportation Commission (MTC). Funding for the Downtown Route comes from a Measure B Gap Grant, scheduled to expire on June 30, 2017.

Transit policy is established by City of Pleasanton City Council. The Recreation Supervisor at the Pleasanton Senior Center oversees the administration and implementation of approved policies and procedures of Pleasanton Paratransit Services.

LAVTA Paratransit History

LAVTA operated paratransit services as a contract operation similar to its fixed routes services, (where the agency owned the vehicles and directly contracted for the operations and maintenance) until 2011 when the agency switched to a brokerage model. The first contractor, American Logistics Company (ALC), provided the service for nearly three years. MTM was awarded the most recent contract in 2014, and began providing service on May 1, 2014. MTM's base contract expires on June 30, 2017 and there are four, optional one-year extensions. MTM began the contract utilizing Medi-Routes to schedule, dispatch and monitor the service. MTM switched to Trapeze Novus/TripSpark on April 18, 2016.

LAVTA provides ADA services throughout the Tri-Valley regardless of location of fixed routes. LAVTA provides paratransit services during the hours that Route 10 operates 7-days a week. LAVTA currently charges below the maximum fare allowed by ADA (\$3.50 per passenger, 1.5x the cost of a fixed route fare). LAVTA's current Paratransit Policies are included as attachment B.

LAVTA receives capital and operating assistance from a variety of sources, including the Federal Transit Administration (FTA) of the United States Department of Transportation, the State of California Transportation Development Act (TDA), State Transit Assistance (STA), Regional Measure 2 (RM2) funds, Measure B and BB funds, and a number of other funding sources. LAVTA does not receive Measure B or BB funds for paratransit services in Pleasanton; however, approximately 15% of LAVTA's paratransit trips are provided to Pleasanton residents. LAVTA provides Paratransit services for Pleasanton residents during non-operating hours or when PPS is at capacity.

2. Scope of Services

The City of Pleasanton and LAVTA seek a qualified consultant to conduct a comprehensive assessment of the paratransit system and non-fixed route services provided within Pleasanton, Sunol, and the greater Tri-Valley area. The two agencies have been faced with unique challenges over the past year – PPS has seen ridership stagnate or decrease, and LAVTA has seen paratransit ridership gains of nearly 30% over fiscal year 2015. Both agencies are facing increasing costs that are unsustainable in the long term. The primary goal of this assessment is to determine if greater efficiencies and effectiveness of specialized transportation services currently delivered can be better achieved by alternative means, including partnership, collaboration, or consolidation opportunities. Additionally, the selected consultant will analyze the current paratransit services operations and recommend short and long term service modifications for both agencies. These

alternatives should not be limited to changes in service provisions, but also include options to improve the passenger experience, and to bring innovation in transportation opportunities and technology to both systems.

The project will require core tasks, including, but not limited to:

- Project Management
- Study/Data Review
- Data Collection and Analysis
- Peer Review
- Market Analysis
- Community, Stakeholder and Policy-maker Outreach
- Development of Alternatives
- Recommendations and Implementation Plan

Task 1: Project Management and Coordination/Establish Timelines and Schedules

- Establish project timelines, milestones and schedule;
- Develop schedule for meetings between consultant and project management team (PPS and LAVTA)

<i>Task</i>	<i>Deliverable</i>
<i>1</i>	<i>Final Scope of Work, Project Work Plan and Timeline</i>

Task 2: Study/Data Review

- Conduct a full assessment and review of all senior and ADA transportation services throughout the Tri-Valley.
- Review transportation plans and services currently offered through PPS, the local cities, Alameda County, LAVTA, private entities (hospitals, dialysis centers, Regional Center, etc.) and local social service agencies.
- Review available information and data applicable to Alameda County and Tri Valley planning studies, data and documents completed by LAVTA, Alameda County Transportation Commission (Alameda CTC) or the Metropolitan Transportation Commission (MTC). This would also include the results from the LAVTA Comprehensive Operational Analysis study, and the Eastern Alameda 2011 Human Services Needs Assessment Findings Report.
- Review and evaluate all available transportation options for the Paratransit and ADA population in Pleasanton/Sunol.

<i>Task</i>	<i>Deliverable</i>
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2	<i>Itemize and describe existing transit services currently being offered in the Tri-Valley area. Identify service issues and options to address key issues. Summarize potential problems, gaps, areas of overlap, strengths and weaknesses in a preliminary analysis.</i>
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Task 3: Data Collection and Analysis

- Consultant shall review and analyze existing paratransit ridership and operational statistics for both PPS and LAVTA for the past two fiscal years (FY15 and FY16)
- Consultant shall develop NTD reportable statistics for LAVTA for FY16, including but not limited to revenue hours and miles, and passenger miles.
- Review socioeconomic and existing senior and ADA population statistics. Review other population forecast reports.
- Consultant shall prepare ridership forecasts and key trends for the senior and ADA population in the Tri-Valley for 5, 10 and 25 year time frames (through 2040)

<i>Task</i>	<i>Deliverable</i>
3	<i>Conduct review of existing ridership data from PPS system - TripSpark (Novus Transportation Software) and from LAVTA's contractor's system (MTM – Medi-Routes, and TripSpark). Provide estimated short term (5, 10 year) and longer (25 year) term ridership forecasts for Tri Valley based on population and other demographic data.</i>

Task 4: Peer Review

- Consultant shall evaluate paratransit service delivery models and policies for sister agencies in the Bay Area.

<i>Task</i>	<i>Deliverable</i>
4	<i>Peer review report</i>

Task 5: Market Analysis

- Develop and execute a survey instrument to households within Pleasanton, Sunol, and the greater Tri-Valley service area, including users and non-users of Pleasanton Paratransit Services and LAVTA's paratransit services. Instrument required to incorporate multi-lingual component
- Information collected shall include attitude and awareness of Paratransit services in addition to identifying current and potential customer segments. It will be important to gauge attitudes towards potential use of various transportation modes including demographic and socio-economic data.
- The survey should be administered to a statistically significant sample within Pleasanton, Sunol, and the greater Tri-Valley service area.

<i>Task</i>	<i>Deliverable</i>
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5	<i>Report summarizing the attitudes and awareness of Paratransit Services and the potential for use of other modes of transportation.</i>
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Task 6 – Stakeholder Outreach

Task 6A: Stakeholder Advisory Committee Outreach

- Develop and coordinate a Stakeholder Advisory Committee (SAC).
- Stakeholder Committee shall consist of riders of paratransit, advocates, social service agencies, medical company representatives, residential care facilities, and shall also include members of the LAVTA Wheels Accessible Advisory Committee (WAAC) and Pleasanton Paratransit Task Force.
- Coordinate and facilitate at least two meetings of the SAC during the study, including all materials and public information.

<i>Task</i>	<i>Deliverable</i>
6A	<i>SAC outreach plan: Report details of attendees and comments received at each scheduled meeting. A complete summary and analysis of findings.</i>

Task 6B – Pleasanton Paratransit Task Force and LAVTA Wheels Accessible Advisory Committee (WAAC) outreach

- Develop outreach plan to gather input from agency steering committees.
- Make presentations to at least two meetings of the Pleasanton Paratransit Task Force
- Make presentations to at least two meetings of the LAVTA WAAC
- One presentation shall take place prior to the development of alternatives to gather feedback; the second presentation shall take place after the development of alternatives to gather input.

<i>Task</i>	<i>Deliverable</i>
6B	<i>Outreach plan. Report details of attendees and comments received at each presentation. A complete summary and analysis of findings.</i>

Task 7: Community Outreach

- Develop and execute a community outreach plan to obtain information from existing riders and non-riders in Pleasanton, Sunol, and the greater Tri-Valley service area.
- Coordinate and facilitate community workshops before, during and upon development of alternatives. Consultant will supply all public information materials and translation services (as needed) for the meetings.

<i>Task</i>	<i>Deliverable</i>
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7	<i>Community Outreach plan: Report details of attendees and comments received at each scheduled meeting. A complete summary and analysis of findings.</i>
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Task 8: Development of Alternatives

- Consultant shall develop alternatives for changes to both PPS and LAVTA's paratransit services.
- Alternatives shall be developed for each agency, as well as alternatives that universally apply to both systems.
- In one alternative, the Consultant shall consider the viability of Pleasanton Paratransit Services continuing to provide transportation services to Pleasanton/Sunol aging and ADA residents.
- Consultant shall develop alternatives for modifications to LAVTA's paratransit policies and service delivery model.
- Consultant shall develop alternatives for innovative changes to either or both agencies, taking advantage of the latest advances in technology.
- Each alternative shall be clearly outlined with a cost-benefit analysis.
- Any alternative requiring a change to LAVTA's paratransit policies must be properly vetted with significant public input, and in line with FTA and ADA requirements.

<i>Task</i>	<i>Deliverable</i>
8	Task 8 Deliverables: Report detailing all the alternatives. The cost, benefit, and feedback (public, stakeholder, and Board/Council input) for each alternative should also be summarized in the report.

Task 9: Recommendations and Implementation Plan

- In consideration of feedback collected after the presentation of alternatives, Consultant shall make a set of final recommendations to LAVTA/PPS that respond to comments and feedback received during the public input process.
- Consultant shall develop an implementation plan for the LAVTA/PPS recommended changes, including identifying costs and potential funding opportunities for each recommendation. Plan should include recommended changes based on feedback from both agencies.

<i>Task</i>	<i>Deliverable</i>
9	Final report with recommendations and implementation plan for each agency.

3. Required Information

Proposal Preparation

The City of Pleasanton and LAVTA will consider only written proposals submitted in hard copy, and all responses to the RFP must be made in accordance with the specifications as set forth herein.

Proposal Contents

To participate in the selection process, the following is required to demonstrate satisfactory evidence indicating the ability to meet the scope of services detailed in this RFP. The proposal must include the following information:

- Cover Letter shall contain:
 - The name, address, email address and telephone number of the firm and identify the person(s) with the authority to enter into contractual agreement with the City of Pleasanton.
 - The proposal shall be signed by an individual authorized to bind the offer of said proposal. The proposal should contain a statement that all work will be performed at a not-to-exceed price.
 - If a proposal is signed by an individual, it must be signed with the full name of the agency and include their address.
 - If a proposal is being made by partnership, it must be signed with a partnership name and by the authorized general partner.
 - If a proposal is being made by a joint venture, it must include the full name, address and signature of each member of the joint venture.
 - If a proposal is being made by a corporation, it shall be signed by the president and the secretary and the corporate seal shall be affixed.
- *Firm Experience*. A listing of your agency's experience related to conducting similarly scoped assessments in the past 5-10 years. Include details of the product delivered, the process used to conduct the project. Where possible include information on the types of implementation plans resulting from the assessment work, the types of public engagement employed and innovative solutions. Include the name, title, email and phone number of the client if using as a reference.

If any sub consultants are included as part of the team, the Consultant shall include sub-consultant firm profiles and representative experience information.

- *Project Approach*. Prepare a detailed work plan for meeting the Scope of Services outlined in Section 2. The work plan should include as much detail as you determine appropriate to allow evaluation of your overall approach and expertise to deliver these services.
- *Project Schedule*. Work plan should include a schedule reflecting durations for activities in this RFP, Section 2 "Scope of Services". Schedule should also include the milestones set in RFP's "Section 5. Project Timeline". If the Consultant believes the

project will require a different end date, Consultant should provide a rationale for the proposed project duration.

- **Project Team.** Include the team that will be assigned to this project, identifying their roles, and providing resumes showing pertinent experience. If Consultant is using sub consultants, both the firm and the resumes of their team representative should be included.
- **Price Proposal.** Estimated costs and resources required to complete the scope of services. The cost proposal is on a Cost plus Fixed Fee basis with a total not-to-exceed dollars cost for the total work effort. The budget for this project is \$150,000. The proposal shall be fully inclusive of all services required to complete the project including the implementation plan scope of services, and shall include the consultant's overhead rate, profit percent, and an itemized list for direct costs.

Proposal Submission

One original and six (6) copies of the proposal including a project schedule must be submitted in hard copy and two (2) digital copies of the proposal on CD or memory stick.

Proposal should be delivered in a sealed envelope, plainly marked with the consultant's name, address and telephone number, with ***"Technical Proposal for the Tri-Valley Comprehensive Paratransit Assessment"*** clearly visible on the front of the mailing envelope. The proposer should submit their fees in a separate sealed envelope, plainly marked with the agency's name, address, and telephone number, with ***"Cost Proposal for the Tri-Valley Comprehensive Paratransit Assessment"*** clearly visible on the front of the mailing envelope. It is the consultant's sole responsibility to ensure that their proposal is received on or before the submission deadline. The consultant bears all risks and delays associated with delivery of the RFP.

Proposals must be received by the City of Pleasanton City Clerk's Office, no later than 2:00 p.m. on September 14, 2016.

If mailing the proposal, the address is:

City of Pleasanton
City Clerk's Office
Attn: Technical Proposal or Cost Proposal
P.O. Box 520
Pleasanton, CA 94566

If delivering the proposal in person, the address is:

City of Pleasanton
City Clerk's Office
Attn: Technical Proposal or Cost Proposal
123 Main Street
Pleasanton, CA 94566

For additional information and/or inquiries contact about the RFP:

Becky Hopkins, Community Services Manager
925-931-5346 or bhopkins@cityofpleasantonca.gov

4. Selection Process and Evaluation Criteria

Selection/Evaluation Process

All proposals will be evaluated based on the criteria below. After evaluating proposals based on described criteria, a list of top-ranked proposals will be developed by a review panel comprised of members from both agencies. At their discretion, the agencies may invite representatives from the community and/or other transit-related agencies to participate in the evaluation process. As part of the process, top-ranked proposers may be required to participate in a presentation before a panel comprised of City of Pleasanton, LAVTA and invited representatives. Short-listed proposers may be required to appear at City Council meetings. The consultant selected through this process will be presented to the City of Pleasanton's City Council and the LAVTA Board of Directors for approval.

The City of Pleasanton reserves the right to negotiate terms with selected Consultant prior to award. Negotiations may or may not be conducted with Consultant, therefore, the proposal submitted should contain the most favorable terms and conditions.

Consultants who submit a proposal in response to this RFP shall be notified by mail regarding the City of Pleasanton's intent to award the contract.

Upon approval by the City Council, the City of Pleasanton will enter into contract with the Consultant on behalf of both agencies. Consultant shall work with designated representatives of both agencies in the accomplishment of the scope of work.

Evaluation Criteria

The proposals will be reviewed by a committee comprised of the City's Community Services Department staff and LAVTA staff. Representatives from the paratransit community or social service agencies may be invited to also participate in the review committee. Selection will be based on identification of the most qualified Consultant. The City of Pleasanton and LAVTA are seeking a consulting team that meets the following considerations:

- Thorough and thoughtful approach to completing the project objectives

- Demonstrated knowledge and experience in providing the services as outlined in the Scope of Services and consistent with the needs of the Tri-Valley community
- Experienced and innovative project team
- Demonstrates ability to understand the unique needs of the senior and ADA population in a suburban setting
- Firm track record, history, and viability/financial stability
- Capacity to complete the project in a set timeframe
- Firm’s demonstrated ability with introducing innovative mobility concepts in a community
- Cost

These criteria have been condensed into the scoring criteria shown in the table below:

Criteria	Scoring
Complete and thorough conformance with the terms and requirements of this RFP (In your submittal, state if you have any exceptions to the requirements.)	Pass/Fail
Project Plan and Technical Approach including proposed timeline for accomplishing the project	30
Innovation. Consultant demonstrates an ability to conceive, develop and implement creative solutions to clients.	5
Project Team	25
Firm Qualification and Experience	30
Price	10
Total Points	100

To be considered for evaluation, all proposals must be responsive to this Request for Proposals with respect to required submissions and must be compliant with all provisions as documented. The City and LAVTA reserve the right to reject as nonresponsive any proposal not meeting the requirements of this RFP.

5. Proposed Project Schedule

Request for Proposals available on-line on the City of Pleasanton website, www.cityofpleasantonca.gov

Proposer questions submittal deadline

August 24, 2016

Responses to questions released

September 2, 2016

Proposal Submittal Deadline

September 9, 2016

Invitations to Selected Consultants for Interview

September 23, 2016

Consultant Interviews

September 30, 2016

Notification of Selection*

October 6 & 7, 2016

City Council Awards Contract

October 14, 2016

Commencement of Project

November 15, 2016

Final Report

November 30, 2016

January 10, 2018

* Pending Pleasanton City Council approval

For additional information and/or inquiries contact:

**Becky Hopkins, Community Services Manager
925-931-5346 or bhopkins@cityofpleasantonca.gov**