

NORTHERN VIRGINIA TRANSPORTATION COMMISSION

REQUEST FOR PROPOSAL

TRANSIT MARKET RESEARCH

Issued: November 20, 1985

REQUEST FOR PROPOSAL
TRANSIT MARKET RESEARCH PROJECT

SECTION I: INTRODUCTION

Statement of Problem

The continuing growth of the Washington, D.C. metropolitan area and the expansion of Metrorail into suburban areas has created new opportunities for transit services. Recent transit service planning in Northern Virginia has focused on adjustments to existing bus routes as well as a re-orientation of these routes to feed Metrorail stations. In the coming years Virginia's transit service planning will emphasize feeder systems to Metrorail for both commuters and non-peak period travellers. Other transit planning activities will address non-traditional travel demands such as reverse commuting (i.e., away from the core area) and intra-suburban trips. The principal purpose of this project is to develop a technique for estimating the demand for transit services in areas that do not currently receive service, or where service does not operate all day. Study findings may also be used to analyze existing services to improve the fit between travel demand and supply.

Although much information about travel is already available, it is either too old or too aggregate to permit reliable analysis of small scale transit proposals. With the exception of special purpose surveys, the Metropolitan Washington Council of Government's 1968 Travel Survey is the only available information on household travel by origin to destination pairs. Information in the 1980 Census regarding the characteristics of travel groups with specific origins and destinations is suppressed by the Census Bureau to preserve confidentiality. Due to the limitations of existing data, NVTC has issued this RFP to design and implement a system for the collection of empirical and attitudinal travel data that will be used to evaluate the viability of potential transit initiatives in specific target areas.

Sponsoring Agency

The Northern Virginia Transportation Commission was created by the Virginia General Assembly in 1964. It consists of 18 commissioners of whom 17 are locally elected officials representing the counties of Arlington and Fairfax, the cities of Alexandria, Falls Church, and Fairfax City, and delegates and senators of the Virginia General Assembly, plus one representative of the Virginia Department of Highways and Transportation. Among other activities, the NVTC coordinates transportation services in Northern Virginia, conducts demonstrations of innovative transportation services, and undertakes technical research.

NVTC has received an Urban Mass Transportation Administration (UMTA) Section 8 grant for FY'86 to accomplish the project purposes described above. This Request for Proposals (RFP) has been issued prior to establishing a contract with a consulting firm to develop and apply a market research technique that will enable NVTC to assess potential patronage for proposed transit services. All tasks and services required under this contract are specifically described in SECTION II: SCOPE OF SERVICES.

NVTC will evaluate the proposals received from interested firms, select one firm (or project team), establish contract provisions acceptable to NVTC and the selected firm, and enter into an agreement for a period of at least six months.

NVTC reserves the right to reject any or all proposals received. In addition, any firm which submits a proposal agrees that such proposal shall become the permanent property of NVTC and that all costs incurred for proposal preparation are the responsibility of the proposer.

Proposal Evaluation

The transit industry has limited experience with market research techniques that can be used to estimate potential patronage. Therefore, NVTC encourages proposers to be creative in their submissions and NVTC will explicitly consider the ingenuity of the proposed methodology in the proposal evaluation. A selection committee appointed by NVTC will evaluate the proposals according to the criteria described below and will make a recommendation to NVTC's Contracting Officer. NVTC's Contracting Officer will make the final decision for contract award. Evaluation criteria and their relative shares of a possible 100 point score are:

1. An understanding of the problem. (10 points)
2. The creativity of the approach. (25 points)
3. The experience of the firm. (10 points)
4. The experience of key personnel assigned to this project. (25 points)
5. Performance of the firm in performing similar work. (20 points)
6. Participation of Minority Business Enterprise (MBE) . (7 points)
7. Participation of Woman-Owned Business Enterprise (WBE). (3 points)

In addition to the technical evaluation, contract price will be considered.

Following a review of the proposals, NVTC staff may undertake further discussions with those firms submitting the most highly rated proposals.

Due Date for Proposals

Responses to the RFP must be delivered to the Northern Virginia Transportation Commission no later than 5:00 p.m., December 20, 1985.

Ten copies of the response and all supporting materials must be delivered or mailed to:

Edward J. Barber
Northern Virginia Transportation Commission
2009 N. 14th Street, Suite 300
Arlington, Virginia 22201
(703) 524-3322

All communications regarding this Request for Proposal should be directed to Mr. Barber, listed above.

Contract Regulations

The successful firm must comply with all applicable Metropolitan Washington Council of Governments and Virginia Department of Highways & Transportation policies and regulations, as set forth by Attachment 1, Standard Agreement Articles.

Pre-Proposal Conference

NVTC will conduct a pre-proposal conference at 1 p.m. on December 3, 1985 to answer questions about the RFP and to provide further guidance on the project objectives.

SECTION II: SCOPE OF SERVICES

Analytic Approach

The following task descriptions convey one possible approach to predicting transit demand in well-defined target areas. NVTC will also consider proposals to accomplish the project goals through alternative approaches. A steering committee will be convened that represents jurisdictions where surveying may occur. The committee may also include possible transit service providers. The consultant will keep the steering committee advised of project activities and will incorporate the steering committee's comments into the study products and activities. NVTC will serve as the project manager and will provide final direction and approval of all contract activities.

Task 1. Delineate and Characterize Potential Service Area(s)

NVTC anticipates that the available funding for this project will permit in-depth analysis of two sites as potential markets for transit service expansions. The City of Falls Church will be one of the sites and the other location will be in Fairfax County. In Task 1, the consultant will assemble pertinent information (secondary sources only) about the travel and demographic characteristics of the target site. This information will be used in Task 3 to determine sample size and sample selection techniques.

Site 1. Falls Church, Virginia, is an incorporated City centrally located within the metropolitan area of Northern Virginia. There are approximately 4250 households within the City. The East and West Falls Church Metrorail Stations are located just outside the City and are scheduled to open in June 1986. Metrobus service is currently provided on the major arterials (Route 7 and Washington Street) during peak and non-peak periods.

Falls Church requested that NVTC include the City as a survey site in this project to assist City staff in determining the community's support and need for a locally sponsored transit service. The City staff's concept of a locally sponsored transit service includes the use of small vehicles, such as vans, to penetrate residential neighborhoods within the City and offer service to and from the East and West Falls Church Metrorail Stations. The service would probably operate only during peak commuting hours on a regularly scheduled basis.

Site 2. Site #2 covers a five square-mile area in Centreville, located in western Fairfax County. The objective of this analysis will be to determine the demand for fixed-route, fixed-schedule transit in an area that currently does not have transit service. A random survey of households will be conducted at a rate that will allow analysis at the subarea (i.e., subdivision) level. Data will be obtained on demographics, trip patterns, auto availability, as well as perceived use of transit service on different alignments and at different service levels.

The area to be sampled in Centreville extends from Little Rocky Run in the southeast to Foxhall Mount in the northwest. Major subdivisions in the area include Country Club Manor, Zanadu Estates, London Towne, Center Heights, The Meadows, the Knolls at Newgate, and Ratcliffes.

Current plans call for the introduction of fixed-route, fixed schedule transit service in June 1986. The route has been designed to serve two

major townhouse developments: London Towne off Stone Road and the Meadows off St. Germain Drive. The route will provide three trips in each rush hour period operating at a 30-minute frequency. Buses will run non-stop on I-66 between Route 28 and the Vienna Metrorail Station off Nutley Street.

The household survey will be used to estimate the demand for this service as proposed and under several alternatives. The alternatives may include increased frequency and extended service hours on the primary alignment as well as extensions of the route to (1) Country Club Manor via Stone Road, Braddock Road, and Carlbern Drive or (2) Lower Braddock Road north of I-66 via Braddock and Stone Roads or Patent and Awbrey Drives.

The consultant will work closely with NVTC and the steering committee to develop clear-cut definitions for the second target market area and the potential transit services to be evaluated. The consultant will document Task 1 findings in a technical memorandum.

Task 2. Develop and Refine Transit Service Concept(s)

Based upon the results from Task 1, the consultant will work with the steering committee to develop a transit service concept for the target area. The proposed service concept will incorporate the host community's judgement and the consultant will work closely with the jurisdiction's staff to develop the service concept.

Descriptors of the proposed transit service may include:

- a. location and frequency of service
- b. vehicle type and provider
- c. fare structure
- d. combined fixed route transit and para-transit services

The Consultant will prepare a technical memorandum at the conclusion of Task 2 that documents the transit service proposals that will be analyzed in the following tasks.

Task 3. Design Survey and Sampling Procedures

NVTC anticipates that the most effective means for assessing transit demand will be a household survey. However, the consultant may present an alternative approach in the technical proposal. Tasks 3, 4 and 5 are based on a survey approach but may be revised by the consultant if he or she so desires.

At the beginning of Task 3, the consultant will brief the steering committee on alternative survey techniques and the cost implications of these different approaches. The consultant will also be responsible for recommending a survey approach based upon the project characteristics described in Tasks 1 and 2. The project committee will select the preferred surveying and sampling techniques and the consultant will base the survey design on the committee's selection.

At a minimum, the consultant will be responsible for the following activities in Task 3:

- a. Calculate Sample Size. The consultant will estimate sample sizes for the levels of precision and confidence that the steering committee specifies for the survey findings. The project committee may seek particular information about certain strata within the sample and this should be reflected in sample size determinations.

- b. Design Survey Instrument - Traditional transportation surveys collect demographic and travel information that is used in turn to simulate travel behavior. This project will rely in part upon the traditional time and cost comparisons for assessing market demand. In addition, the survey will explore the respondent's perceived level-of-interest in the transit service. The tendency for survey respondents to overstate their interest in proposed transit services is well known. Therefore, the consultant will devise an approach that recognizes this non-commitment bias and will interpret the survey findings accordingly.
- c. Pre-Test and Revise Survey Instrument as Necessary.
- d. Develop a Coding Scheme for Survey Responses.
- e. Reproduce Survey and Response Forms.

Task 4. Execute Survey

The consultant will be responsible for all aspects of survey execution, including surveyor training, quality control, administrative procedures for call-backs and related activities. The consultant will describe in the technical proposal the means by which surveyors will be recruited and employed (e.g., part-time college students). A description of all pertinent survey administration practices that the consultant will employ should be included in the technical proposal. NVTC will not provide any facilities for survey execution.

Task 5. Code, Tabulate and Summarize Findings

The consultant will code the results in a format that can be read by statistical software packages designed for IBM-compatible microcomputers. Geographic coding will be performed at a level that permits analysis at the census block level.

The consultant will prepare a summary report of the principal survey findings regarding transit opportunities in the target area(s). The report will provide a concise description of the survey results, how they were interpreted and any assumptions used in the analysis. Supporting tables and graphs will be provided in the summary report. The technical proposal should specify how the analyst intends to use the information that will be collected in the household surveys. Trip tables, cross tabulations, user profiles, and trip frequencies and purposes are illustrative of the findings and analyses to be presented in the final report. A separate summary report will be prepared for each target area surveyed.

Task 6. Document Survey Responses and Procedures for Future Use

The consultant will prepare a fully edited machine-readable file of the survey responses that can be used on IBM-compatible microcomputers. The sample size and sample selection procedures will be documented and all supporting materials referenced. The consultant will also document the level-of-effort associated with survey execution, coding and editing to help NVTC estimate future requirements for surveys beyond the scope of this project.

SECTION III: PROPOSAL PREPARATION

NVTC requires that the following items be specifically addressed in the consultant's proposal:

A. Staffing

The names and resumes of project personnel shall be furnished as well as a description of each individual's responsibilities. Survey personnel need not be identified but the manner in which the consultant will staff the surveying activities should be clearly described.

B. Level-of-Effort for Task Completion

The proposal shall contain a description of the personnel requirements and direct costs associated with each element of the consultant's work program.

C. Schedule

The proposal shall contain a schedule of activities for project completion and should indicate the timing and duration of these activities. The final report for the Falls Church analysis of transit demand shall be available no later than March 15, 1986. The entire project shall be completed no later than June 1, 1986.

D. References

The proposal shall contain at least three references to clients for whom the consultant has performed similar work. The references should include names, addresses and telephone numbers.

E. Qualifications of the Firm(s)

The proposal shall contain brief descriptions of work performed elsewhere that is relevant to the proposed study. The description should include the date of such work, the scope of the effort (e.g., approximate contract value), and any significant results from the study findings (e.g., product or service introduction).

F. Cost Proposal

The proposal shall include a separate detailed description of all costs associated with the proposed study. At a minimum, the proposal should include wage rates, number of hours by individual, overhead and administrative costs, direct costs for purchased services and materials, profit, and any other items that will be required for the successful execution of the study. NVTC funding for this contract will not exceed \$35,000.00.

G. Other Information

The proposal should include all additional information that, in the consultant's judgement, the selection committee will need to complete its technical evaluation, including documentation of MBE/WBE status.

STANDARD AGREEMENT ARTICLES

SECTION 1

CHANGES

- a. The parties hereto agree that any modification or change in any aspect of this CONTRACT must be accomplished in writing by both parties before it is considered a contract requirement.
- b. The parties hereto may, from time to time, propose changes in Statement of Work to be performed by the CONTRACTOR. Such changes, including material scope of work changes, time schedule and report delivery changes, budget revisions that increase, decrease, or materially change the CONTRACT's total compensation must be mutually agreed upon in writing, approved by and between COG and the CONTRACTOR and concurred by UMTA, when required, before they are considered contract changes.
- c. Budget revisions supported by appropriate documentation submitted by the CONTRACTOR and involving no increase or decrease in the CONTRACT's total compensation must be concurred in by UMTA, when required, and may be granted by COG to the CONTRACTOR through unilateral written action which fully specifies the revised budget line item amounts. No-cost time schedule extension supported by appropriate documentation submitted by the CONTRACTOR may be granted by COG to the CONTRACTOR through unilateral written action which fully specifies the revised Period of Performance and the report delivery date.

SECTION 2

EQUAL EMPLOYMENT OPPORTUNITY

- a. In connection with the execution of this CONTRACT, the CONTRACTOR shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, or national origin. The CONTRACTOR shall take affirmative action to insure that applicants are employed, and that employees are treated during their employment, without regard to their race, religion, color, sex, or national origin. Such actions shall include but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff; or termination, rates of pay, or other forms of compensation; and selection of training, including apprenticeship.

- b. No qualified handicapped applicant for employment, or employee, shall, on the basis of handicap, be subjected by the CONTRACTOR to discrimination in employment under any program or activity that receives or benefits from financial assistance under this CONTRACT. CONTRACTOR shall make reasonable accommodation to the known handicaps of an otherwise qualified applicant for employment, or current employee, unless the CONTRACTOR can demonstrate to COG that the accommodation would impose an undue hardship on the operation of the PROJECT. Reasonable accommodation shall be as defined in Title 49, Code of Federal Regulations, Part 27.33.

SECTION 3 INTEREST OF MEMBERS OF CONGRESS

No member of or delegate to the Congress of the United States shall be afforded to any share or part of this CONTRACT or to any benefit arising therefrom.

SECTION 4 INTEREST OF MEMBERS OF COG AND OTHERS

No officers, member or employee of COG and no member of its governing body, and no other public official of the governing body of the locality or localities in which the PROJECT is situated or being carried out, or of other local public agencies, who exercises any functions or responsibilities in review of approval of the undertaking or carrying out the PROJECT during his or her tenure or one year thereafter, shall have any personal interest, direct or indirect, apart from his official duties, in this CONTRACT or the proceeds thereof.

SECTION 5 INTEREST OF THE CONTRACTOR

The CONTRACTOR covenants that it has presently no interest, shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services required to be performed under this CONTRACT. The CONTRACTOR further covenants that in the performance of this CONTRACT, no person having any such interest shall be employed.

SECTION 6 AUDIT AND INSPECTION OF RECORDS

The CONTRACTOR shall permit the authorized representatives of COG, the U.S. Department of Transportation and the Comptroller General of the United States to inspect and audit all data and records of the CONTRACTOR relating to his performance under the CONTRACT until the expiration of three (3) years after final payment under the CONTRACT.

SECTION 7 RIGHTS IN WORK PRODUCT

The CONTRACTOR shall be responsible for all material and work items produced under this CONTRACT including, but not limited to, all materials, work products, reports, textual materials, maps, graphs, diagrams, charts or other illustrative material and textual material prepared by any consultant retained under this CONTRACT. All such materials and work items shall not be the subject of a copyright by the CONTRACTOR or its consultants and, upon satisfactory completion of this CONTRACT, or earlier termination thereof under provisions of Sections 10 and 23 of this CONTRACT, or otherwise, shall become the property of COG. The CONTRACTOR and COG shall have an unrestricted right to use, duplicate or disclose all such materials and work items in any manner and for any purpose whatsoever and to permit others to use duplicate or disclose said materials and work items.

SECTION 8 DISADVANTAGE BUSINESS ENTERPRISE/WOMEN
BUSINESS ENTERPRISE

In connection with the performance of this CONTRACT, the CONTRACTOR shall cooperate with the PROJECT Sponsor in meeting its commitments and goals with regard to the maximum utilization of Disadvantage Business Enterprises/Women Business Enterprises (DBE/WBE) and shall use its best efforts to insure that DBE/WBE shall have the maximum practicable opportunity to compete for subcontract work under this CONTRACT. Best efforts to meet the goals shall be documented.

SECTION 9 ALLOWABLE COSTS

Only those costs which are consistent with Federal Acquisition Regulations (FAR) shall be reimbursed under this CONTRACT.

SECTION 10 COVENANT AGAINST CONTINGENT FEES

The CONTRACTOR warrants that he has not employed any person to solicit or secure this CONTRACT upon any agreement for a commission, percentage, brokerage or contingent fee. Breach of warranty shall give the Contracts Officer the right to terminate this CONTRACT or, in his discretion, to deduct from the CONTRACT price or consideration the amount of such commission, percentage, brokerage or contingent fees. This warranty shall not apply to commissions payable by the CONTRACTOR upon contracts or sales secured or made through a bona fide established commercial or selling agency maintained by the CONTRACTOR for the purpose of securing business.

SECTION 11 The VDH&T reserves the right to review and comment upon all products developed during the course of this study.

SECTION 12 VDH&T reserves the right of final acceptance on technical reports prepared under this contract

SECTION 13 VDH&T reserves the right of final acceptance on the Final Report(s) prepared under this contract.