

DECEMBER 14, 2020



# REQUEST FOR PROPOSAL

## REGIONAL TRANSIT DEVELOPMENT PLAN 2022-2032

LA CROSSE AREA PLANNING COMMITTEE  
METROPOLITAN PLANNING ORGANIZATION  
212 6th St N, Room 1200, La Crosse, WI 54601



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## Section 1: Overview

### 1.1 Introduction

As the Metropolitan Planning Organization for the La Crosse and La Crescent Urbanized Area, the La Crosse Area Planning Committee is entrusted to carry out a continuing, cooperative, and comprehensive performance-based multimodal transportation planning process that includes developing short- and long-range plans that encourage, promote, and support intercity and intracity transportation.

Short-range planning has included preparing Transit Development Plans (TDPs) for La Crosse Municipal Transit Utility (MTU). The current plan, [Grand River Transit Service Enhancement & Policy Plan 2015-2025](#), was completed in 2015 and is in need of updating as many of the recommendations have been implemented and others are no longer feasible with changes in land use.

In addition, La Crosse County has taken over administration of a rural system that serves communities in four counties, with City of La Crosse in La Crosse County being the major destination. The need to update the current TDP and the increased importance of the rural service are primary drivers for the LAPC's request for proposal for a Regional Transit Development Plan.

The budgeted amount for the TDP process and deliverables is \$76,256.50.

### 1.2 Existing Public Transit Services

The LAPC Planning Area includes three public transit systems: La Crosse MTU; Onalaska Shared Ride (OSR); and Scenic Mississippi Regional Transit (SMRT). (See Appendix A for service areas.)

MTU provides fixed-route service for City of La Crosse and is a direct recipient of 5307 urbanized area funds. MTU operates as a department within the City and provides contracted fixed- and deviated-fixed-route services to City of Onalaska, City of La Crescent, and Town of Campbell. Including contracted routes, MTU operates 10 routes at 30- and 60-minute headways. MTU staff are employees of City of La Crosse and rolling stock, equipment, and facilities are owned by the City.

OSR provides shared-ride service for City of Onalaska and is also a direct recipient of 5307 urbanized area funds. City of Onalaska administers the OSR program and contracts with a private provider for shared-ride taxi service. Vehicles are purchased and owned by City of Onalaska and maintained by the service provider. City of Onalaska provides contracted service to Village of Holmen and Village of West Salem.

SMRT provides fixed-route intercity service to City of La Crosse from and between City of Viroqua, City of Westby, and Village of Coon Valley in Vernon County (Yellow and Blue routes); City of Prairie du Chien, Village of Lynxville, and Village of Ferryville in Crawford County and Village of Desoto, Village of Genoa, and Village of Stoddard in Vernon County (Red route); and City of Tomah and City of Sparta in Monroe County and Village of West Salem and City of Onalaska in La Crosse County (Green route).

SMRT began service in December of 2012 and was administered by City of Prairie du Chien until 2019 when La Crosse County took over. The change in administration to La Crosse County was warranted as SMRT service expanded into Monroe County.

## Section 2: Regional Transit Development Plan Project

Consultants shall describe their approach to the elements discussed in this section.

### 2.1 Purpose and Need

#### 2.1.1 Existing Conditions

LAPC staff prepared the last two transit development plans (TDPs) for La Crosse Municipal Transit Utility (MTU), with the current plan, [\*Grand River Transit Service Enhancement & Policy Plan 2015-2025\*](#), having been completed in 2015. The planning horizon for that plan is coming due and MTU staff have requested an update. To date, TDPs have only been completed for MTU. Neither Onalaska Shared Ride (OSR) nor Scenic Mississippi Regional Transit (SMRT) have been addressed beyond a discussion of the services they provide and their relationship with MTU.

Several conditions exist that necessitate including OSR and SMRT in the TDP planning process and plan development:

- OSR is the major public transit service provider for three of our lower density urban communities.
- Both MTU and OSR are direct recipients of 5307 urbanized area funds.
- OSR partners with MTU in a free-fare transfer program.
- OSR and MTU share riders because of the need to cross service boundaries between home, work, shopping, and medical locations.
- SMRT has expanded intercity service into Monroe County.
- SMRT administration has transitioned from City of Prairie du Chien in Crawford County to La Crosse County.
- SMRT utilizes MTU bus stops within City of La Crosse.
- City of La Crosse is a major destination for SMRT and OSR riders.
- City of La Crosse serves as a multimodal hub (i.e. Amtrak; Jefferson Lines) for transportation into and out of the area.

As residents age in place and the need for intercity rural transit service grows, preparing a region-wide transit service plan that develops a coordinated system of service becomes increasingly more important.

#### 2.1.2 Update of the *Grand River Transit Service Enhancement & Policy Plan*

The scope of the *Grand River Transit Service Enhancement & Policy Plan* entirely pertains to MTU. The plan will be expanded to include OSR and SMRT and renamed to *Regional Transit Development plan for La Crosse Municipal Transit Utility, Onalaska Shared Ride, and Scenic Mississippi River Transit 2022-2032*. The development of the plan will utilize the processes outlined in TCRP Report 165 Transit Capacity and Quality of Service Manual and TCRP Research Report 214 Equity Analysis in Regional Transportation Planning Processes as applicable.

Commitment to and participation in the planning process and support of the final plan by transit agency management staff is expected.

### 2.1.3 Inclusive Public Engagement

The public engagement process should at a minimum include transit agencies (management and drivers), transit boards (Onalaska Utilities Committee, MTU Board, and La Crosse County Economic Development Fund), under-represented groups (minority, low-income, and limited-English proficient), existing transit users, and major employers, including those with unconventional shift schedules. Other groups may be identified as the process gets underway.

## 2.2 Title and Timeline

Regional Transit Development Plan 2022-2032 for La Crosse Municipal Transit Utility, Onalaska Shared Ride, and Scenic Mississippi Regional Transit.

## 2.3 Goal

The primary goal for the Transit Development Plan is to propose transit improvements that meet the travel needs of residents and visitors in the region. This includes improving MTU, OSR, and SMRT transit services as individual agencies; improving coordination and access between each other, human services agencies, and other transportation modes (Amtrak, Jefferson Lines, Airport, park-and-rides, bike stations); and determining community-appropriate services and agency offerings.

## 2.4 Scope

The Scope of Work includes, but is not limited to, the following required elements:

- 1) **Develop an inclusive public engagement plan that includes virtual and in-person elements.** Plan elements at a minimum should address engagement of key stakeholders, rider surveys, public input opportunities, etc. The plan shall establish how members of the general public will be engaged throughout the process and have opportunities to contribute meaningful input prior to final decisions being made. The plan must detail efforts to gain input from minority and limited-English proficient populations, low-income and transit-dependent populations, people with disabilities, seniors, youth, and students.
- 2) **Provide an overview of area transportation plans and transit studies and the status/relevance of their recommendations.** This will include but not be limited to the current TDP [Grand River Transit Service Enhancement & Policy Plan 2015-2025](#).
- 3) **Evaluate current transit services provided by MTU, OSR, and SMRT.** The Transit Capacity and Quality of Service Manual shall be used as the framework. A detailed evaluation of access challenges (fares, service and infrastructure gaps and barriers, first mile/last mile and intermodal connections, information etc.) is expected.
- 4) **Identify opportunities for enhanced coordination and cooperation between MTU, OSR, and SMRT.** The plan component shall include a discussion of existing cooperative agreements, arrangements, services, etc. and barriers to coordination. The analysis should identify and evaluate possible cooperative and coordinated actions including but not limited to one-fare trips, shared marketing, vehicles, service boundaries, facilities, etc.
- 5) **Develop and evaluate alternate service scenarios.** This may include options for changes in the type of service offered and who provides it.

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- 6) **Recommend a preferred service scenario and supporting strategies and actions as determined from the Project Scope Elements (1-5).** This will include recommendations specific to each transit agency as well as for transit service as an integrated whole.
- 7) **Develop a fiscally constrained service implementation plan.** The plan shall include current and anticipated future capital and operations expenses and revenues as well as potential new revenue sources.
- 8) **Apply the 5-step equity analysis framework outlined in TCRP 214.** The framework shall be used to inform the public engagement plan, to identify needs and concerns, and to evaluate potential impacts of service scenarios and recommendations.

## 2.5 Deliverables

The consultant must provide the following plan documents to transit providers and the LAPC:

- 1) Draft documents in accordance to the RFP schedule in Section 3.1.
- 2) A final regional plan that documents all the elements and plan components listed under the scope.
- 3) A large-scale graphic illustrating the recommendations for the transit services as one coordinated system.

## 2.6 Deadline

The Plan process and deliverables must be completed by December 30, 2021.

# Section 3: Proposal Submittal Instructions

## 3.1 RFP Schedule

The schedule outlined in Table 1 is anticipated for the project. Although the schedule is tight for the notice and selection process, the purpose is to give the awarded Consultant sufficient time to engage in an inclusive public process, interact with transit provider staff, gather and analyze data, and prepare and present the plan. Presentations may occur virtually if acceptable to the approving agency or as necessary due to continuing COVID concerns. Public stakeholders will be invited to all agency presentations and given the opportunity to make public comment.

The LAPC reserves the right to change dates as needed and will post changes to its [website](#).



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**TABLE 1: ANTICIPATED PROJECT SCHEDULE**

Task	Date
Request for Proposal distributed/published	December 14, 2020
Deadline for consultant questions	December 21, 2020
Responses to questions posted online	December 23, 2020
Deadline for proposals uploaded to DemandStar	December 30, 2020
Consultant virtual interviews (if needed)	January 19, 2021
Consultant selection notification	January 21, 2021
Contract approval and Notice to Proceed	February 1, 2021
LAPC Policy Board Presentation – Informational (TDP Planning Process)	March 17, 2021
Consultant submittal of electronic draft plan	October 18, 2021
La Crosse MTU Board presentation of draft plan	October 27, 2021
Onalaska Utilities Committee presentation of draft plan	November 2, 2021
La Crosse County Economic Development Fund presentation of draft plan	November 4, 2021
LAPC Policy Board presentation of draft plan	November 17, 2021
Consultant submittal of electronic Final Plan in Word and Adobe PDF	December 30, 2021

### 3.2 RFP Location

The RFP is posted on the DemandStar procurement website. The LAPC reserves the right to amend the RFP at any time. If the RFP is amended, changes will be posted to the LAPC website only. The Consultant is responsible for checking the LAPC website for updates.

### 3.3 Submission of Questions

Questions regarding the content of this RFP will be accepted in writing until 3:00 p.m. on Monday, December 21, 2020 and shall be directed to: Peter Fletcher, Executive Director, La Crosse Area Planning Committee at [pfletcher@lacrossecounty.org](mailto:pfletcher@lacrossecounty.org). No phone calls will be accepted. Responses will be posted to the LAPC website.

Questions regarding the procurement process can be directed to:

Bryan Jostad, Purchasing and Insurance Manager, La Crosse County, 608-785-5879, [bjostad@lacrossecounty.org](mailto:bjostad@lacrossecounty.org).

### 3.4 Submission of Proposals

Proposals shall be submitted in complete original form. No faxed or emailed proposals will be accepted. Interested vendors shall submit their proposal via **DemandStar** procurement website.

The DemandStar website is a procurement notification, document distribution and proposal collection website. Vendors must register on-line at <https://network.demandstar.com/>.

Please call DemandStar at 1-866-273-1863 with questions.

After registering with DemandStar vendors should locate “La Crosse County” and this specific RFP.

**Proposals shall be uploaded to DemandStar no later than 2:00 p.m. (CST) on December 30, 2020 to:**

**La Crosse County  
Regional Transit Development Plan RFP**

**DemandStar will not accept proposals after the time and date above.**

### 3.5 Opening of Proposals

Proposals received in compliance with this RFP will be publicly opened via the DemandStar website at 2:15 p.m. on December 30, 2020 at the following location:

La Crosse County Administrative Center  
212 6<sup>th</sup> St N, Room 1200  
La Crosse, WI 54601

At that time, the names of vendors who submitted a proposal will be announced. Announcement of the names of the vendors who submitted a proposal is not a guarantee that the proposal otherwise complied with the specifications of this RFP.

Vendors wanting to participate in the proposal opening thru ZOOM or TEAMS should contact:

Bryan Jostad, Purchasing and Insurance Manager  
608-785-5879

[bjostad@lacrossecounty.org](mailto:bjostad@lacrossecounty.org)

### 3.6 Ownership of Proposals

All proposals submitted on time become the property of the LAPC upon submission, and the proposals will not be returned to the Consultants. By submitting a proposal, the Consultant agrees that the LAPC may copy the proposal for purposes of facilitating the evaluation.

### 3.7 Other Information

Consultants may submit any other information that is not described in this proposal that would be beneficial to the Consultant. If in the LAPC's opinion the Consultant has overlooked anything material or relevant, such item(s) may be brought to the Consultant's attention and be included in the proposal.

### 3.8 Amendments to the RFP

In the event it becomes necessary to amend, alter or delete any part of the RFP, changes to the RFP will be posted on the LAPC website at [www.lapc.org](http://www.lapc.org).

### 3.9 Public Records Law

All proposals are subject to the Wisconsin Public Records Law

### 3.10 Public View of Proposals

To the extent permitted by law, La Crosse County and the LAPC will withhold the contents of the proposals from public view until such time in the opinion of La Crosse County and the LAPC competitive reasons no longer require non-disclosure. At that time, all proposals will be made available in accordance with the Wisconsin Public Records Law. It is intended that proposals will be withheld until after the Request for Proposal (RFP) process has been completed.

## Section 4: Terms and Conditions

### 4.1 LAPC Terms and Conditions

- A. The LAPC reserves the right to accept or reject any or all proposals or portions thereof without stated cause.
- B. The LAPC reserves the right to re-issue any requests for proposals.
- C. Upon the selection of a finalist Consultant, the LAPC by its proper officials, employees, or agents shall attempt to negotiate and reach a final agreement with the Consultant. If the LAPC for any reason is unable to reach a final agreement with the Consultant, the LAPC reserves the right to reject such Consultant and negotiate a final agreement with the Consultant who has the next most viable proposal or bid. The LAPC may also elect to reject all proposals and re-issue a request for proposal.
- D. The LAPC reserves the right to obtain clarification of any point in a Consultant's proposal or obtain additional information.
- E. The LAPC is not bound to accept the proposal with the lowest cost but may accept the proposal that demonstrates the best ability to meet the needs of the LAPC.
- F. The LAPC reserves the right to waive any formalities, defects, or irregularities in any proposal, response, and/or submittal where the acceptance, rejection, or waiving of such is in the best interests of the LAPC.
- G. The LAPC reserves the right to disqualify any proposal, before or after opening, upon evidence of collusion, intent to defraud, or any other illegal practice on the part of the Consultant.
- H. The Consultant agrees to the fullest extent permitted by law to indemnify, defend, and hold harmless, the LAPC and its agents, officers, and employees from and against all loss or expense including costs and attorney fees by reason of liability for damages including suits at law or in equity caused by any wrongful, intentional, or negligent act or omission of the Consultant or its (their) agents and/or subconsultants which may arise out of or connected with activities covered by this contract.

### 4.2 Disadvantaged Business Enterprise (DBE) and Title VI of the Civil Rights Act of 1964

The LAPC shall not discriminate on the grounds of race, color, national origin, sex, age or disability in the selection of a Consultant. The LAPC has not set a DBE goal for this contract. The LAPC will maintain a bidders list and will request DBE information from potential Consultants.

#### 4.2.1 Consultant Information

Consultants agree to provide:

- Firm name
- Firm address
- Firm's status as a DBE or non-DBE
- Age of the firm
- The annual gross receipts of the firm (according to gross receipts bracket).

#### 4.2.2 Consultant Assurances

The Consultant, sub recipient or subconsultant shall not discriminate on the basis of race, color, national origin, or sex in the performance of this contract. The Consultant shall carry out applicable requirements of 49 CFR part 26 in the award and administration of DOT-assisted contracts. Failure by the Consultant to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy as the recipient deems appropriate.

#### 4.3 Insurance

The Consultant agrees that in order to protect itself, the LAPC and La Crosse County and its officers, Boards, and employees under the indemnity provisions set forth in the paragraph above, the Consultant will at all times during the terms of this contract keep in force insurance policies issued by an insurance company authorized to do business and licensed in the State of Wisconsin. Unless otherwise specified in Wisconsin Statutes, the types of insurance coverage and minimum amounts shall be as follows:

- Workers' Compensation: minimum amount statutory
- Comprehensive General Liability: \$500,000.00 per occurrence and in aggregate for bodily injury and property damage

The LAPC shall be given thirty (30) days advanced written notice of any cancellation or non-renewal of insurance during the term of this contract. Upon execution of this contract, the Consultant will furnish the LAPC with written verification of the existence of such insurance. In the event of any action, suit, or proceedings against the LAPC upon any matter herein indemnified against, the Consultant shall within five (5) working days cause notice in writing thereof to be given to the LAPC by certified mail, addressed to its post office address. The Consultant shall cooperate with the LAPC and its attorneys in defense of any action, suit or other proceedings.

## Section 5: Consultant Experience and Qualifications

Consultants shall describe their experience and qualifications. Please provide examples and links to completed plans, survey instruments, meeting minutes, etc. if available.

### 5.1 Relevant Experience

#### 5.1.1 Experience with transit planning and preparing transit development plans

- Fixed-route urban systems
- Shared-ride urban systems
- Intercity rural systems

#### 5.1.2 Experience with transit service analysis methodologies

- Transit Capacity and Quality of Service Manual
- Land use and employment/household density analyses
- Ridership projections
- Fare elasticities
- Performance measurement

5.1.3 Experience with inclusive public engagement

- Online survey instruments
- Engaging under-represented groups
- On-board rider survey instruments
- Focus groups
- Public meetings

5.1.4 Experience with Agency coordination

- Facilitating meetings and discussions between transit agencies
- Interagency agreements

5.1.5 Experience with fiscal constraint and financial planning

- Cost estimating

5.2 Organization and Key Personnel

Please identify primary contact and any key support personnel.

5.2.1 Organizational Structure and Hierarchy

5.2.2 Experience

Responsibilities and relevant qualifications of key personnel/staff providing services under this proposed agreement (indicate firm of origin where more than one company is involved if prime business entity is responding).

5.3 References

Provide client agency name, contact name, title, address, and phone number of references from at least three metropolitan planning organizations and/or municipalities (preferably of similar size) that have been, or preferably, are currently being provided similar service within the last five (5) years.

## Section 6: Expectations of the Consultant

Consultants shall describe their approach to the following expectations.

6.1 Work plan and schedule

The Consultant is to prepare a work plan and schedule to meet the established deadline for completing the deliverables. The deadline for completing the plan process and final deliverables is December 31, 2021. The consultant shall provide a summary of milestone events within their proposal.

6.2 Communications

The Consultant is to communicate with LAPC staff on a regular basis to monitor project progress.

6.3 Coordination Meetings

LAPC staff will assist the Consultant coordinate meetings with transit agency staff as needed. Meetings will likely be virtual but may be in-person if deemed necessary.

#### 6.4 Public Engagement Plan

The Consultant will work with LAPC, MTU, OSR, and SMRT staff to develop a public engagement plan for gathering data, public input, and stakeholder information. Aspects of the Plan will include proposed social media outreach and in-person and virtual survey instruments, focus groups, and public meetings.

Due to continuing concerns with COVID-19 and prevalence of mobile devices, especially cell phones, a public engagement plan that emphasizes remote participation is expected.

#### 6.5 Final Plan Document

The final plan document will be fiscally constrained and will estimate the costs of recommendations in 2021 and year-of-implementation dollars. LAPC staff will provide inflation factors for expenses and revenues.

### Section 7: Pricing and Invoicing

Consultants are to complete a Fee Schedule and return with their proposal.

#### 7.1 Fee

Consultants are to provide a fixed fee for providing service regarding the Regional Transit Development Plan Project (Section 2) and the Expectations of the Consultant (Section 6).

#### 7.2 Invoicing Schedule

Consultants shall propose an invoicing schedule. The invoicing schedule shall be mutually agreed upon by the LAPC and the selected Consultant.

### Section 8: Evaluation of Proposals

#### 8.1 Evaluation Criteria

LAPC, transit agencies, and La Crosse County procurement staff will evaluate the proposals using the following criteria:

<b>Category</b>	<b>Points</b>
Consultants project understanding and approach (Section 2 and 6)	50
Consultants qualifications and references (Section 5)	25
Price and Invoicing (Section 7)	25
<i>Initial evaluation Total</i>	<i>100</i>
Interview	100
<b>Grand Total</b>	<b>200</b>

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## 8.2 Initial Evaluation

Each proposal shall receive an initial evaluation. The proposals will be reviewed by an evaluation team. The highest evaluated Consultants (up to 3) shall be requested to meet with the evaluation team for an interview. All Venders will be notified on Interview status no later than 4:00 p.m. on January 13th, 2021. Consultants selected for an interview will be sent an agenda detailing interview process.

## 8.3 Consultant Interview

Consultant interviews are scheduled for January 19, 2021. Consultants must be available to interview at that time. Consultants participating in this process shall explain and support their written proposal through a presentation and question/answer forum. Consultants will be asked to propose a selection of public participation activities and a project schedule.

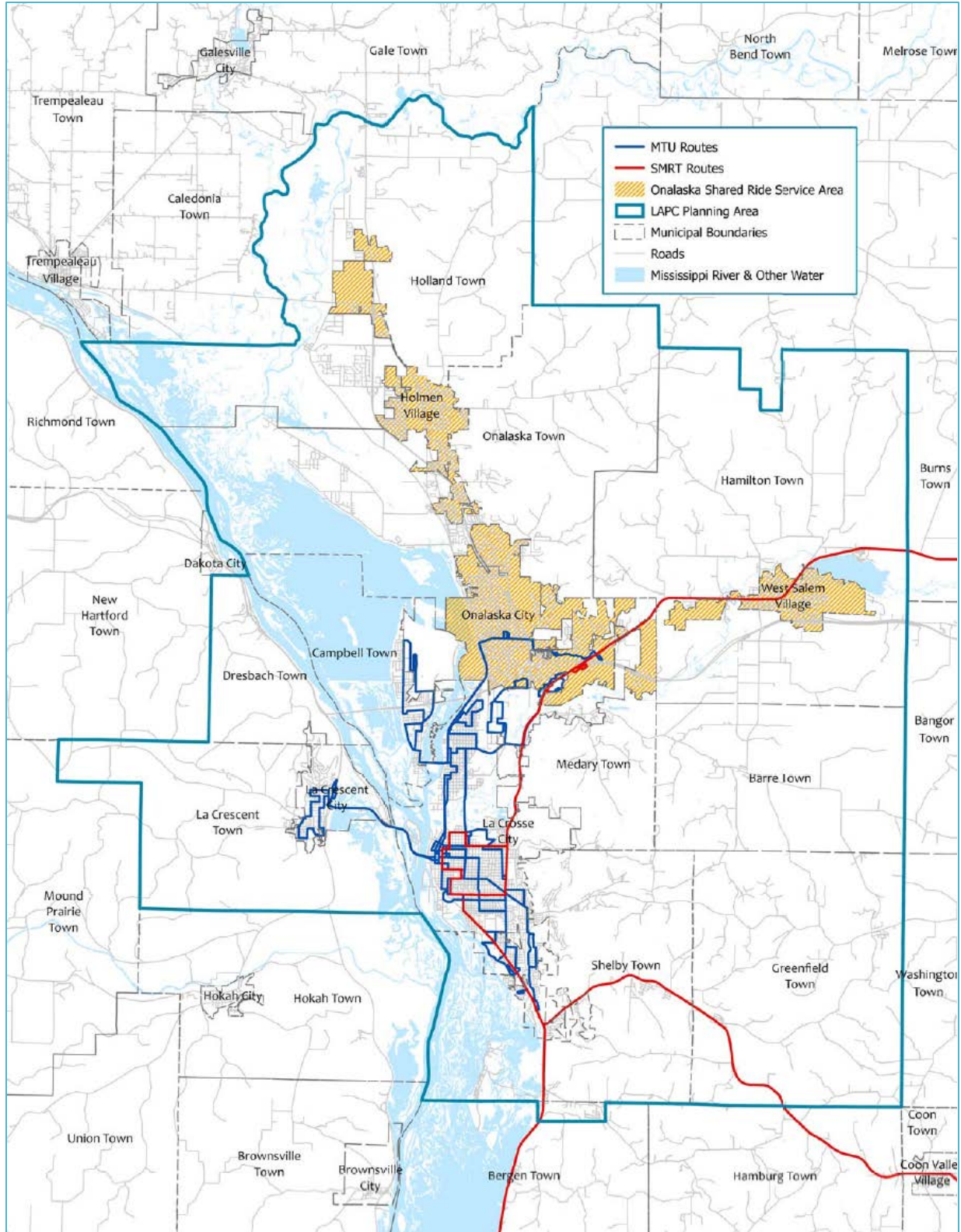
The person(s) who will be the Consultant's key liaison/contact shall participate in the interview.

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### Appendix A: Transit Service Maps



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