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REQUEST FOR PROPOSALS

Newark - Area Transit Needs Data Collection and Analysis

INTRODUCTION AND STUDY AREA

The Delaware Transit Corporation (DTC) and the Wilmington Area Planning Council (WILMAPCO) are seeking proposals for a data collection and analysis study of the various transit systems operating within the Newark, Delaware area. This study will build upon a 2017 project to assess the need to improve transit in Newark through improved coordination. This study was conducted by the Institute for Public Administration (IPA) at the University of Delaware on behalf of DTC.

The scope of work for the previous project involved analyzing the four transit systems operating in the City of Newark and developing service recommendations to consolidate, and coordinate the systems to be more customer friendly and efficient for all transit operators. The previous work program involved 1) collecting information on the four transit systems, and 2) convening a round-table discussion involving key personnel from each transit operator (i.e., DART First State, City of Newark, Cecil Transit, and UD). The result of the study was an ongoing dialogue among Newark-area transit providers, the creation of the Newark Transit Improvement Partnership (Newark TriP), and improved routing for UNICITY bus services. However, there is a need for customer/stakeholder-driven information to better inform planning for future modal options and transit system integration and improvements in Newark.

GOALS AND OBJECTIVES

The goal of this study is to lay the groundwork for optimization of the Newark-area transit system and a more cohesive transportation network. It will continue the process of improving coordination between the four systems (DART, Unicity, UD Transit and Cecil County Transit) operating in Newark and the surrounding area. This includes utilizing improved data collection and analysis to create a more effective and robust public transit environment. The result of the analysis will be a plan that includes potential demand for services, the desired vision and necessary changes to expand the use of public transit. One area of focus is the intersection of mobility and technology: how technology-enabled mobility services may augment public transit to improve customer information; and, how technology can assist in the use of shared fare media to improve ease and convenience for riders. This study will result in plans for improved route design, timing/scheduling changes, and other recommendations to assist transit planning in Newark. Physical infrastructure improvements and rider amenity upgrades will be recommended. Also, a “snapshot” analysis of key paratransit destinations in Newark will be conducted to better inform paratransit services in the area.



PLANNING PARTNERS

WILMAPCO will be responsible for administering the study. The Project Management Committee (PMC) will be composed of the partners involved in the TrIP:

- Wilmington Area Planning Council (WILMAPCO)
- Delaware Transit Corporation
- City of Newark
- University of Delaware
- Cecil County Transit (CCT)

An Advisory Committee of civic and business stakeholders will provide input on issues, opportunities and constraints, and will review draft alignments. Membership on the Advisory Committee will include representatives from the Newark area.

SCOPE OF WORK

Task 1: Data Collection

Data will be collected for the PMC to review. This review will include analysis and mapping of existing conditions data, which was performed in the previous study. Data collection will include the following:

- With cooperation from the City of Newark Planning and Development Department, Newark residents will be surveyed to determine public transportation needs, gaps in service, and how a modern bus network can effectively and efficiently become more customer-centric.
- Interviews with members of the Newark-area business community (i.e., New Castle County (NCC) Chamber of Commerce, Downtown Newark Partnership) to assess how developing a coordinated transit network can serve as a platform for commerce and economic development.
- Conduct intercept surveys of bus riders of Newark fixed routes, in cooperation with DTC.
- In conjunction with IPA's concurrent work to update the state's Coordinated Public Transit—Human-Services Transportation Plan, acquire data/information on mobility-challenged populations in Delaware (e.g., older adults, persons with disabilities, veterans, low-income populations, and non-drivers/no-car households) to understand issues on transportation needs/demands and gaps/barriers to fixed route ridership.
- Interview drivers of DART, UD, CCT and UNICITY buses to utilize their experiences and ideas for improved service delivery.



- Acquire and assess results from UD Transportation Survey that launched on October 16, 2017.
- Acquire and assess outcomes of a recent City of Newark UNICITY bus service (completed at 2017 Newark New Night).

Deliverables – map series and documents detailing existing conditions and collected data. Survey and interview data will be entered into a spreadsheet database.

Task 2: Support the Project Management Committee (PMC)

This group will be made up of partners represented on the Newark TriP, and will guide the planning effort and be responsible for the evaluation of generated plans and final recommendations. An Advisory Committee (AC) may also be considered to assist in the public outreach process and to incorporate a larger group of stakeholders into the process.

Deliverables: Attendance at PMC meetings. Notes from PMC comments on study documents. Six to ten meetings may be expected if an AC is established.

Task 3: Snapshot Analysis of Paratransit Data for the Newark Area

In collaboration with DTC, obtain data (for a specified time period) on paratransit trips in the City of Newark

- Conduct geospatial analysis, identify, and map key destinations of paratransit trips.
- Conduct a snapshot analysis to determine if information provides opportunities to reshape transit routes, improve route efficiencies, minimize reliance on paratransit.

Deliverables – Results of analysis. Map series detailing proposed route recommendations.

Task 4: Data Analysis

Data Analysis will include the following:

- Analyze survey and interview responses to identify expectations and critical needs of stakeholder groups.
- Route and timing change recommendations based on survey responses, interviews and paratransit analysis.
- Bus stop infrastructure improvements and location recommendations.

Deliverables – Draft report with analysis and recommendations. Map series of preferred route alternatives.

Task 5: Prepare Final Report

Based on committee feedback, community outreach and technical analysis, preferred recommendations will be selected and documented in a final report. The draft report will be presented to the Project Management Committee, Advisory Committee and public.

Deliverables – Report detailing study results.

Task 6: Public Outreach (throughout study)

- Work with Project Management Committee and Advisory Committee to prepare for and hold Public Workshops.
- PMC and AC will compile contacts for key community stakeholders and assist with outreach including civic associations and community workshop.
- Public Workshops will use an interactive approach to assess community preferences.
- Work with DTC to prepare proposals for Public Service Change Hearings.

Deliverables – Outreach to area civic associations and other stakeholders. Public Workshop report detailing workshop and identified issues and priorities.

ANTICIPATED SCHEDULE

The study will begin upon execution of the signed contract.

	MONTH											
TASK	1	2	3	4	5	6	7	8	9	10	11	12
Data Collection			i									
Paratransit Analysis												
Data Analysis								i				
Complete final report										i		i
Public Workshop i												

FUNDING

This project will be funded from WILMAPCO’s FY 2018 Unified Planning Work Program (UPWP), available at www.wilmapco.org/upwp and/or agencies on the Project Management Committee. As part of the RFP, we request an estimate of the costs to perform each of the listed tasks to be included.

DELIVERABLES

Items that will be produced by the consultant will consist of, but not be limited to:

- Draft reports as needed – one high-quality PDF and one MS Word version.
- PowerPoint and display boards for presentations at meetings and public workshops. The display will also be made available in PDF format.



- Materials for a project website.
- Attendance at up to 4 public meetings in the study area to discuss project and assist in stakeholder outreach.
- Attendance, in person or teleconference, at about 10 Project Management Committee, Advisory Committee, and/or joint committee meetings.
- Meeting summaries for all meetings and workshops, including written records of all public comments.
- Final report – one high-quality PDF and one MS Word version.
- GIS files of all mapping work.

SUBMISSION REQUIREMENTS

The Consultant shall submit seven (7) bound copies of a Proposal/Statement of Qualifications and one (1) unbound or electronic copy for purposes of sharing with the Project Management Committee. Receipt of insufficient copies of the Proposal or not providing the required information in the desired format may result in elimination from the selection process. The submission shall include the following and provide a table of contents indicating where the required information is located in the submission package:

- Identification of the consultant's project manager and a description of this person's experience with similar projects. The project manager may not change during the project without written permission from WILMAPCO.
- A description of qualifications and experience for each individual and firm participating in the project team, including an organizational chart showing the relationship of each individual to the overall project work plan.
- Three current references (more recent than three years) for each individual and/or firm that will have significant and specific responsibility for this project.
- A Technical Proposal that demonstrates an understanding of the project, describes the proposed approach and lists the proposed reports and products. This is limited to ten (10) pages.
- A proposed level of effort delineating the staff assigned with title, hours and hourly rate for each task. The full cost of the proposal should also be included.
- A proposed schedule showing the time line for each task including milestones and significant meetings or reviews.
- A written statement that all terms and conditions contained in this RFP are accepted by the consultant.
- A statement that the consultant will comply with Title VI of the Civil Rights Act of 1964, to the end that no person in the United States shall, on the grounds of race,



color, national origin, sex, disability or age, be excluded from participation in, be denied the benefits of, or otherwise be subjected to discrimination.

- A declaration that the consultant is an Equal Opportunity Employer and does not discriminate in employment because of race, age, color, sex, religion, national origin, mental or physical handicap, political affiliation or marital status.
- For contracts over \$25,000, WILMAPCO will complete a search of the excluded parties listing system to ensure that the organization is not debarred or suspended from federally assisted contracts.
- The consultant shall accept all applicable Federal Highway Administration (FHWA) and Federal Transit Administration (FTA) requirements surrounding Lower Tier Covered Transactions. These requirements can be found within the WILMAPCO Title VI/Nondiscrimination Assurance Statement, available electronically at: www.wilmapco.org/titlevi.
- Identification of the contact person during the selection phase, including the name, address, telephone numbers and email address. This contact must be available during normal business hours.

WILMAPCO will also consider:

- Creativity in identifying planning approaches and solutions to land use and transportation problems and in presenting plans to policy makers and the public.
- The extent to which Disadvantaged Business Enterprises are used (any firm wishing to be recognized as DBE must provide documentation such as official DBE certification.)

EVALUATION AND SELECTION

WILMAPCO may select a short list of at least two firms who may be invited to make a presentation regarding their team and approach. The initial qualifications-based selection will be made by evaluating the proposal using these criteria:

Clarity, readability and presentation of material, including writing style	25%
Project understanding and approach as displayed in the project proposal and the interview	35%
Relevant experience, team leadership and team capabilities	35%
References and supporting information	5%



Only consultants who supply complete information will be considered for evaluation. We will base the final decision on materials submitted, the presentation, and/or contacts with references.

SUBMISSION DATES, ADDRESS AND CONDITIONS

The deadline for proposals is **4:30 p.m., March 1st, 2018** at the WILMAPCO offices. Proposals received after this time and date will not be accepted nor considered. We will not accept faxed applications. Proposals will not be opened and/or reviewed before 8:30 a.m. of the morning following the deadline. Tentatively, we will interview finalists during the week of **March 19th, 2018**.

Seven (7) bound copies and one (1) unbound or electronic copy must be mailed or hand delivered to:

WILMAPCO
850 Library Avenue, Suite 100
Newark, DE 19711
ATTN: Mr. Dave Gula, Principal Planner

The selected firm(s) will assume sole responsibility for completion of the tasks required by this RFP.

All work may be reviewed periodically by an advisory committee and other groups.

All statements become part of the public file on this matter, without obligation to WILMAPCO. However, offerors may identify those portions of their proposals that they deem confidential, proprietary information or trade secrets and provide any justification why such materials, upon request, should not be disclosed.

WILMAPCO reserves the right to reject any or all RFP responses.

WILMAPCO is not liable for any cost incurred by the consultant in preparation or presentation of the proposal.

For additional technical or procedural information:

Contact: Dave Gula
Phone: (302) 737-6205 Ext. 122
Fax: (302) 737-9584
E-mail: dgula@wilmapco.org

