



Room 362 City County Building
210 Martin Luther King Jr. Boulevard
Madison, WI 53703
TEL: 608/266-4137 FAX: 608/266-9117
Website: www.capitalarearpc.org

REQUEST FOR PROPOSALS
TRANSIT CORRIDOR STUDY
FOR THE MADISON, WI METROPOLITAN AREA

Issue Date: Jan 25, 2012
Due Date: 2:00 p.m. CST, Mar 7, 2012
Return To: Capital Area Regional Planning Commission
210 Martin Luther King, Jr. Blvd., Room 362
Madison, WI 53703

Notice and Instructions to Bidders

1. Proposals must be received in the above office no later than the due time and date or they will be considered late and will be rejected.
2. Submit the Signature Page and Bidder Acknowledgement Sheet (Form A) as the first page of your proposal.
3. Submit one original (identify) plus four complete copies of your proposal. Include all required information and/or certifications as stated in Section C.
4. All proposals must be packaged, sealed and clearly labeled in the lower left hand corner:

[Proposer Name and Address]
TRANSIT CORRIDOR STUDY FOR THE MADISON, WI METROPOLITAN AREA
[time], [date], 2012
5. Deliver sealed proposals to:

Capital Area Regional Planning Commission
210 Martin Luther King, Jr. Blvd., Room 362
Madison, WI 53703
6. Late, faxed and/or unsigned proposals will be rejected.

For questions regarding this RFP, contact:

Steve Steinhoff, CARPC

Phone: 608-266-4593
Email: steves@capitalarearpc.org

TABLE OF CONTENTS

SECTION A:	GENERAL RFP ADMINISTRATIVE INFORMATION												
	<ol style="list-style-type: none"> 1. Definitions 2. Addenda 3. Oral Presentations and Interviews 4. Acceptance/Rejection of Proposals 5. Incurring Costs 6. Proposer's Responsibility 7. Proposer Qualifications 8. Multiple Proposals 9. Withdrawal, Revision, and Clarification of Proposals 10. Designation of Proprietary Information 11. Bid Distribution Networks 12. Inquiries and Clarification of Specifications 												
SECTION B:	PROJECT INFORMATION												
	<ol style="list-style-type: none"> 1. Background and Project Description 2. Map 1: Bus Rapid Transit – Routing Alternatives 3. Map 2: Regional Transit Corridors 4. Procuring and Contracting Agency and Project Oversight Committee 5. Calendar of Events and Timeline 6. Funding 												
SECTION C:	PROPOSAL												
	<ol style="list-style-type: none"> 1. Proposal Content 2. Proposal Organization and Format 3. Proposal Selection and Award 												
SECTION D:	SCOPE OF WORK												
	<ol style="list-style-type: none"> 1. Introduction 2. Task 1: Project Management Plan 3. Task 2: Routing Alternatives 4. Task 3: Passenger Facilities and Vehicles 5. Task 4: Enhancements to the Roadway Network 6. Task 5: Transit Signal Priority 7. Task 6: Express Commuter Service 8. Project Deliverables 												
FORMS:													
	<table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top;">Form A</td> <td>Signature Affidavit</td> </tr> <tr> <td></td> <td style="padding-left: 40px;">Part I: Free Competition Disclosure</td> </tr> <tr> <td></td> <td style="padding-left: 40px;">Part II: Receipt Forms and Submittal Checklist</td> </tr> <tr> <td style="vertical-align: top;">Form B</td> <td>Proposer Profile</td> </tr> <tr> <td style="vertical-align: top;">Form C</td> <td>Proposer References</td> </tr> <tr> <td style="vertical-align: top;">Form D</td> <td>Designation of Confidential and Proprietary Information</td> </tr> </table>	Form A	Signature Affidavit		Part I: Free Competition Disclosure		Part II: Receipt Forms and Submittal Checklist	Form B	Proposer Profile	Form C	Proposer References	Form D	Designation of Confidential and Proprietary Information
Form A	Signature Affidavit												
	Part I: Free Competition Disclosure												
	Part II: Receipt Forms and Submittal Checklist												
Form B	Proposer Profile												
Form C	Proposer References												
Form D	Designation of Confidential and Proprietary Information												

SECTION A: GENERAL RFP ADMINISTRATIVE INFORMATION

1. DEFINITIONS

"Bid," "proposal," "offer," and "contract" are synonymous; and it is understood that once CARPC accepts the same, the document will constitute the contract contemplated by these instructions.

The following acronyms are used:

MPO – Madison Area Transportation Planning Board – a Metropolitan Planning Organization

CARPC – The Capital Area Regional Planning Commission

RFP – Request for Proposals

BRT – Bus Rapid Transit

CSRC – Capital Region Sustainable Communities Coalition

HUD – Department of Housing and Urban Development

2. ADDENDA

Revisions to any part of the RFP or provision of additional information shall be made by addenda. Proposers must acknowledge the receipt of any addendum in Form A, Part II. It shall be the responsibility of the proposers to regularly monitor the bid distribution websites used by CARPC (www.demandstar.com and www.vendornet.state.wi.us) for any such postings. Failure to retrieve such addenda and include their appropriate provisions in your response may result in your proposal being disqualified.

3. ORAL PRESENTATIONS AND INTERVIEWS

Proposers may be asked to make an oral presentation and/or participate in an interview as part of this RFP process. Such presentation will be at the proposer's expense.

4. ACCEPTANCE/REJECTION OF PROPOSALS

4.1 CARPC reserves the right to accept or reject any or all proposals submitted, in whole or in part, and to waive any informalities or technicalities, which at CARPC's discretion is determined to be in the best interests of CARPC. Further, CARPC makes no representations that a contract will be awarded to any proposer responding to this request. CARPC expressly reserves the right to reject any and all proposals responding to this invitation without indicating any reasons for such rejection(s).

4.2 CARPC reserves the right to postpone due dates and openings for its own convenience and to withdraw this solicitation at any time without prior notice.

5. INCURRING COSTS

This RFP does not commit CARPC to award a contract, pay any costs incurred in preparation of proposals, or to procure or contract for services or equipment.

6. PROPOSER'S RESPONSIBILITY

Proposers shall examine this RFP and contract documents and shall exercise their own judgment as to the nature and scope of the work required. No plea of ignorance of conditions or difficulties that exist or may hereafter arise in the execution of the work under this contract as a result of failure to make necessary examinations and investigations, shall be accepted as an excuse for any failure or omission on the part of the proposer to fulfill the requirements of the contract.

7. PROPOSER QUALIFICATIONS

CARPC may make such investigations as it deems necessary to determine the ability of the proposer to perform the work, and the proposer shall furnish to CARPC all such information and data for this purpose, as CARPC may request. CARPC reserves the right to reject any proposal if the evidence submitted by, or investigated of, such proposer fails to satisfy CARPC that such proposer understands the full scope of work and is properly qualified to carry out the obligations of the contract and to complete the work contemplated herein.

8. MULTIPLE PROPOSALS

Multiple proposals from a vendor will be permissible; however, each proposal must conform fully to the requirements for proposal submission. Each such proposal must be separately submitted and labeled as Proposal #1, Proposal #2, etc. on each page. Alternate project approaches within one proposal are acceptable and do not constitute multiple proposals. Firms are allowed to be subcontractors on multiple teams in competing proposals.

9. WITHDRAWAL, REVISION, AND CLARIFICATION OF PROPOSALS

9.1 A proposer may, without prejudice, withdraw a proposal submitted prior to the due date and time by requesting such withdrawal in writing before the due time and date for submission of proposals. Telephone requests for withdrawal will not be accepted. After the due date of submission of proposals, no proposal may be withdrawn by the proposer for a period of 90 days or as otherwise specified or provided by law.

9.2 A proposer may, without prejudice, modify their proposal at any time prior to the due date and time. Proposers shall submit five copies of the revision to CARPC with a cover letter indicating the date of the revision, revision number, and instructions describing which pages or sections of the proposal to remove and insert.

9.3 A proposer may, without prejudice, clarify their proposal with email communication with CARPC. A clarification may be a minor revision, an update to information contained in the proposal since the proposal was delivered, or a similar small change. At CARPC's discretion, the proposer may be required to complete a modification described in Section 9.2.

10. DESIGNATION OF PROPRIETARY INFORMATION

10.1 All restrictions on the use or inspection of data contained within a proposal shall be requested by the proposer with the submission of the proposal.

10.2 Requests that are granted shall conform to the following standards:

- Any information to be considered confidential or proprietary must be clearly stated on the attached "Designation of Confidential and Proprietary Information" form and separated from the rest of the proposal.
- Co-mingling of confidential/proprietary and other information is not acceptable.
- Neither a proposal, in its entirety, nor proposal price information will be considered confidential and/or proprietary.
- Any information that will be included in any resulting contract cannot be considered confidential.

10.3 Proprietary information submitted in a proposal, or in response to the RFP, will be handled in accordance with the applicable Wisconsin State Statute(s). To the extent permitted by law, it is the intention of CARPC to withhold the contents of the proposal from public view until such times as competitive or bargaining reasons no longer require non-disclosure, in the opinion of CARPC. At that time, all proposals will be available for review in accordance with the Wisconsin Open Records Law.

11. BID DISTRIBUTION NETWORKS

CARPC posts all bid announcements, addenda notices, and RFP documents on two bid distribution networks. All proposers must access documents, information, amendments or supplements from either one of these websites. It shall be the responsibility of the proposer to regularly monitor the bid distribution websites for any such postings. Failure to retrieve such addenda and include their appropriate provisions in your response may result in the proposal being disqualified.

- **State of WI VendorNet System**

Wisconsin state and local agencies bid distribution system. Registration is free.

<http://vendornet.state.wi.us/vendornet/default.asp>

In the future, requests for bids and requests for proposals from CARPC for this project's service or commodity will be sent automatically only to vendors subscribing to VendorNet. If questions exist about VendorNet, call the VendorNet Information Center at 1-800-482-7813 or, for Madison area organizations, call 608-264-7898.

- **DemandStar by Onvia**

National bid distribution system. Registration is free if registering for the Wisconsin Association of Public Purchasers (WAPP) consortium.

<http://www.onvia.com/WAPP> – registration

<http://www.demandstar.com> – website

12. INQUIRIES AND CLARIFICATION OF SPECIFICATIONS

This RFP is administered by CARPC. All inquiries for clarification or additional information need to be submitted in writing by the due date. Questions about the RFP should be submitted to Steve Steinhoff - see the RFP cover page for contact information.

Proposers are expected to raise any questions necessary to prepare a proposal. All clarifications and additional information that CARPC determines may be pertinent to other proposers will be posted as addenda to the bid distribution networks listed above.

SECTION B: PROJECT INFORMATION

1. BACKGROUND AND PROJECT DESCRIPTION

The Capital Region Sustainable Communities Consortium (CRSCC) of government, business, and non-profit organizations, which is led by the Capital Area Regional Planning Commission (CARPC), received a Sustainable Communities Regional Planning Grant from the U.S. Department of Housing and Urban Development (HUD). A major goal of the three-year grant project is to create a broad partnership to advance regional sustainable development and promote shared goals and performance targets in local and regional plans. Among the activities of the Sustainable Communities project is to develop plans for improved regional transit and transit-supportive development that increases connections between residents, including low-income and those more reliant on transit services, and employment centers.

One of the goals of the CRSCC partnership is to increase equity in planning and decision making. The workgroup responsible for advancing this goal seeks to integrate social equity into all aspects of the partnership's work, including this transit study. They propose that "equity" means just and fair inclusion that enables all residents to access and take advantage of the region's economic, social and environmental assets. While this study is meant to focus on technical recommendations, issues of equity and inclusion should be identified and considered wherever possible.

A number of transit studies have been conducted over the past 30 years—most recently the Transport 2020 (East-West Transit Corridor) Alternatives Analysis Study—analyzing the potential for high capacity, "fixed-guideway" transit service in the Madison area. A study was also done in 2007 that evaluated the feasibility of a streetcar system in the downtown/UW campus area. However, since the early 1990s the regional transit studies have focused primarily on light rail and commuter rail in the east-west corridor running through Madison's isthmus. The studies have not given detailed consideration to Bus Rapid Transit (BRT) as a potential lower cost alternative for high-capacity rapid transit in the east-west corridor and/or other corridors. BRT offers many similar advantages to rail transit, including reduced travel times, high capacity, operational efficiencies, attraction of new transit riders, and enhanced image, and may be a more viable option for rapid transit service in the Madison area given its size, population, and employment density.

This study will investigate the feasibility and preferred routing for a BRT system focusing primarily on arterial street corridors. The study will also consider how a BRT system might be integrated with a restructured local bus system, future express bus routes, and future rail transit service. Madison Metro currently operates a timed transfer system with four major bus transfer points, with the Capitol Square serving as an informal fifth transfer point, and extensive supplemental commuter service. A major investment in a BRT line may imply a substantial reorganization of the local system; as a result, a significant part of this study will include system-wide transit system restructuring concepts.

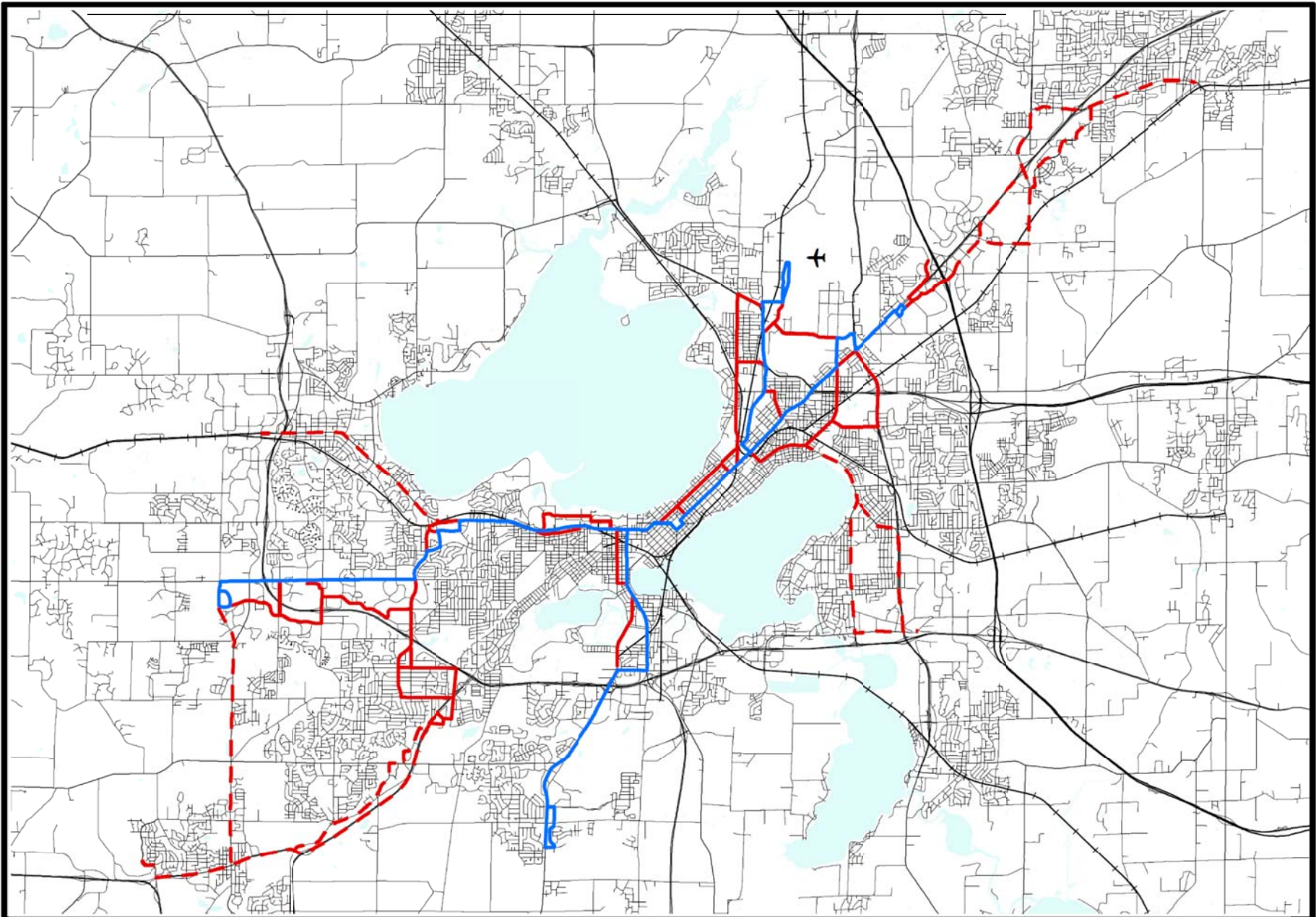
The purpose of the study is to provide detailed information on BRT as a potential alternative (whether interim or permanent) to rail for providing high capacity rapid transit service in the Madison area. This information will be used to guide future transit and land use planning efforts and decisions on the direction to pursue with regard to regional transit planning. The study will also provide valuable information on possible transit service restructure concepts and transit preferential roadway improvements that could be implemented incrementally over time regardless of whether or not a BRT system is implemented.

The study will be coordinated with a separate transit-oriented development (TOD) market study that will provide recommendations for meeting regional housing, employment, and service needs in pedestrian-friendly transit-supportive developments. Information from this study as well as an inventory being conducted of infill/redevelopment opportunity areas will inform the analysis of future ridership potential for the different BRT routing alternatives to be considered.




The project involves evaluating four conceptual BRT corridors in the Madison area for feasibility and projected benefits and costs. The consultant will evaluate three levels of BRT service: "Improved Service", "Light BRT", and "Heavy BRT". The main attributes of each level of investment are listed in the table below.

	Improved Service	Light BRT	Heavy BRT
Direct routing (restructure)	✓	✓	✓
Frequent all-day service	✓	✓	✓
Branding	✓	✓	✓
Traffic signal priority (TSP)		✓	✓
Off-board fare payment		✓	✓
Minor traffic improvements		✓	
Preferential lanes		✓	
Fully dedicated lanes			✓
Stops per mile	1-4	2-4	1-2

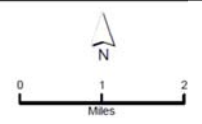
The consultant will analyze alternative routing patterns, stop spacing, ridership potential, and travel times, as well as the feasibility of transit preferential roadway improvements, such as transit signal priority, preferential or dedicated lanes, and bus bulbs. The consultant will also evaluate how a BRT system might be integrated with a restructured local bus system and future express bus routes. Potential park-and-ride facility locations will also be evaluated for both the BRT system and complementary express commuter bus routes.

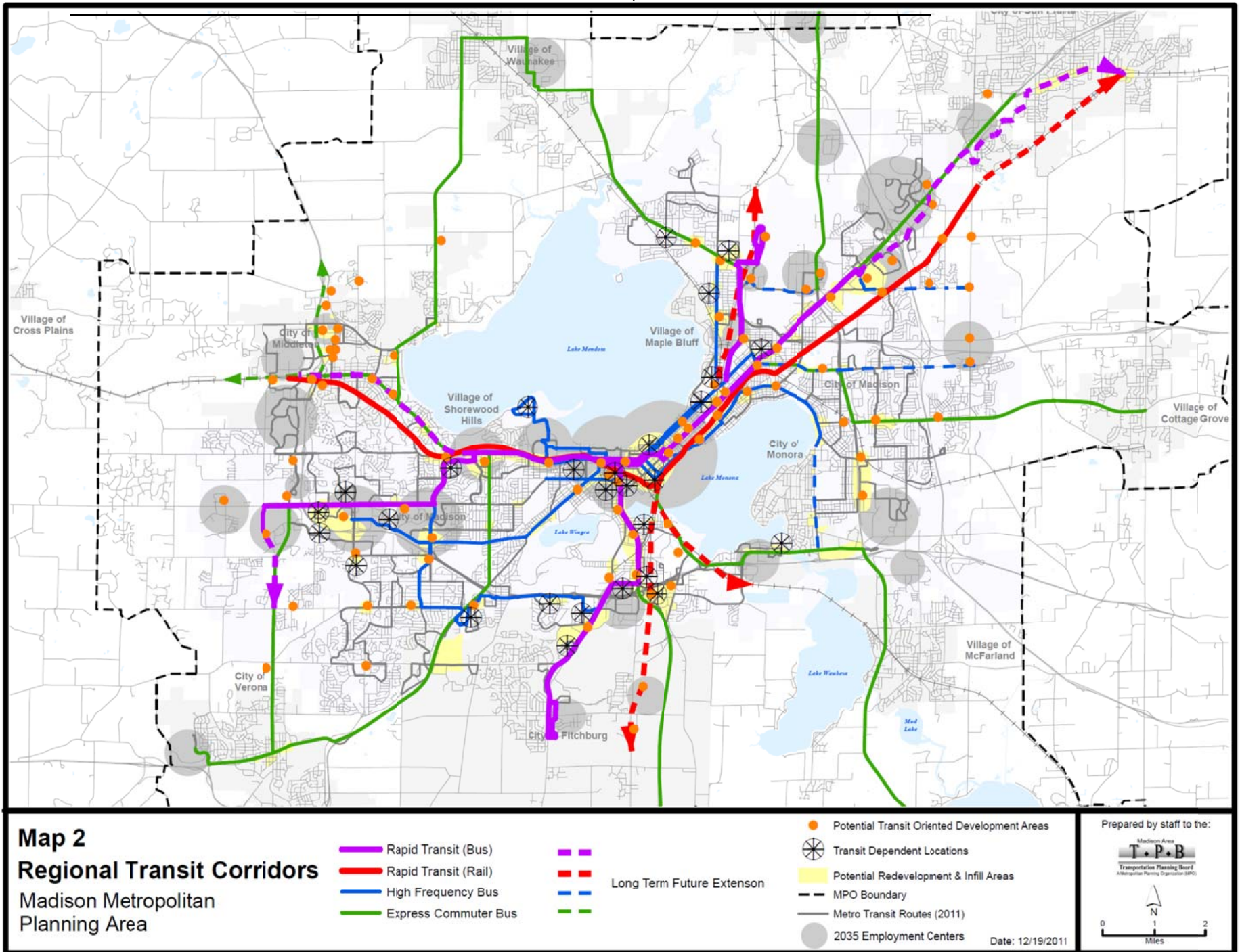


Map 1
Bus Rapid Transit - Routing Alternatives
Madison Metropolitan
Planning Area

-  Baseline Routing
-  Alternative Routing
-  Potential Extension Alternative

Prepared by staff to the:
Madison Area
T.P.B.
Transportation Planning Board
Metropolitan Planning Organization (MPO)





4. PROCURING AND CONTRACTING AGENCY AND PROJECT OVERSIGHT COMMITTEE

- 4.1 This RFP is issued by, and the contract resulting from this RFP will be administered by CARPC.
- 4.2 The consultant's work will be directed by a project oversight committee consisting of staff from the MPO, CARPC, City of Madison (Metro Transit), City of Madison (Planning), City of Madison (Traffic Engineering), elected officials or their appointees, and/or other local agencies and organizations. The exact make-up of the project oversight committee is expected to be determined before the contract start date.

5. CALENDAR OF EVENTS AND TIMELINE

Listed below are specific and estimated dates and times of actions related to this Request for Proposal (RFP).

DATE	EVENT
Jan 25, 2012	Date of issue of the RFP
Feb 22, 2012	Deadline for submitting written inquiries
Feb 29, 2012	Response to inquiries posted to VendorNet and DemandStar
2:00 p.m. CST, Mar 7, 2012	Proposals due from vendors
Mar 26-30, 2012	Oral presentations and /or interviews (if scheduled)
May 9, 2012	Contract start date
Jan 2013	Project completion

These dates are for planning purposes. They represent the desired timeline for implementing this project. The timeline may be adjusted, however, based upon the consultants' recommendations, proposal responses, production needs, and other circumstances.

Work is expected to commence in May, 2012 and last approximately six to nine months, including the production of the final plan document.

6. FUNDING

The amount of funding included in the Sustainable Communities Regional Planning Grant for this project is \$175,000. CARPC is looking for an economical solution that will achieve the overall goals of the project.

SECTION C: PROPOSAL

1. PROPOSAL CONTENT

Submit five complete sets (one identified original and four copies) of the proposal(s). Proposals should be typed and submitted on 8.5 by 11-inch paper bound securely.

The evaluation and selection of a consultant and the contract will be based on the information submitted in the proposal plus references and any required oral presentations and interviews. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a proposal.

There is no set page limit for the proposal. However, proposers are encouraged to submit succinct proposals and excessive length may cause a proposal to be scored lower. Elaborate proposals (for example, expensive artwork or excessive binding) beyond that sufficient to present a complete and effective proposal are not necessary or desired.

2. PROPOSAL ORGANIZATION AND FORMAT

The proposal should include four distinct tabs that are contained in a single bound proposal but clearly separated and identified. The four sections are described below.

- **TAB 1 – General Information and Signatures**

Cover Letter

Include a brief description of the firm and summary of the proposed services.

Signature Affidavit (Form A, Part I and Part II)

Submit this affidavit as the first page of the proposal. Include the legal name of the proposer and signature of the person(s) legally authorized to bind the Proposer to a contract.

- **TAB 2 – Proposer Information**

Proposer Profile (Form B)

- Provide business identification and contact information required in the form.

Qualifications

- Provide a brief overview of the general background and services provided by your firm, including size of organization, description of organization structure, and relevant transportation planning experience.
- Identify key staff from the proposer's firm and its affiliates to fulfill the contract requirements. Identify a project manager(s) (the project manager cannot be from an affiliate).
- Provide resumes of all staff proposed to be involved in this project.

Experience

- The Evaluation Committee will evaluate the experience of the proposer in providing the proposed services. Provide a description of relevant experience, especially in projects of similar size and scope. Be specific and identify projects, dates, and results.
- Provide a description of transit planning and transportation engineering activities that your firm has been involved in, including a clear statement of your firm's specific role in the process.

References

- Proposer References (Form C) will be considered your response to this section. Attach extra sheets if necessary. CARPC may also utilize other sources of information about the product(s) and/or service(s) proposed where these sources are publicly available and are equally available for all competing proposers.
- Provide a list of organizations and/or clients with whom the proposer has done similar business within the last five years. Include the name, address, and phone number of a contact person for each. Describe briefly the nature of the project or services provided to each organization or agency listed.
- The procuring agency will determine which, if any, references to contact and/or to visit to assess the quality of work performed, the personnel assigned to the project, and/or see the product in use. The proposer will not be present during any reference checks or site visits. The results of any reference checks may be provided to Evaluation Committee and may be used when scoring the written proposal. Proposed subcontractors cannot be listed as references.

- **TAB 3 – Work Plan**

Submit a work plan that outlines the proposed tasks and timeline for completing this project. Indicate what data would be needed from the MPO, City of Madison, or other sources. Describe the proposed project approach.

- **TAB 4 – Staffing Proposal**

Submit a staffing proposal. The proposed work should be broken out by task, individual to be assigned to the task, and estimated number of hours needed to complete the task.

3. PROPOSAL SELECTION AND AWARD

3.1 Evaluation Committee

An evaluation committee will be formed to evaluate the proposals. The make-up of the evaluation committee will likely consist of staff from CARPC, the MPO, and City of Madison (Metro Transit and Planning).

3.2 Evaluation Criteria

In making their selection under this RFP, CARPC and the Evaluation Committee will consider the proposals, project approaches, general qualifications, prior history of performance, and presentations and interviews (if conducted).

CARPC will have sole discretion as to the methodology used in making the award. The award will be made to the responsible and responsive proposer who offers the best combination of criteria to include, but not limited to: qualifications, experience, capability, management, accountability, past and current performance, adherence to applicable state and federal regulations, location, project approach, and staffing proposal in compliance with the specifications and requirements of this solicitation.

3.3 Proposal Evaluation

Received proposals will be reviewed for completeness and compliance with this RFP. All incomplete proposals submitted may be determined nonresponsive and removed from the evaluation process. To be considered complete, proposals shall include all required submittals listed in the checklist (Form A - Part II) and shall be signed and dated. In the event that all proposers do not meet one or more of the requirements, CARPC reserves the right to continue the evaluation of the proposals that most closely meet the requirements of this RFP.

Accepted proposals will be reviewed by the Evaluation Committee and scored against Evaluation Criteria. The committee may review references and request oral presentations and/or interviews, and use the results in scoring the proposals.

During the evaluation of proposals, CARPC reserves the right to contact any or all proposers to request additional information for purposes of clarifying of proposals, rejecting proposals which contain errors, or at its sole discretion, waive disqualifying errors.

3.4 Oral Presentations and Interviews

The Evaluation Committee will make the final selection and recommendation following the evaluation of the proposals which may include oral presentations and/or interviews, if deemed necessary, with some or all of the proposers. However, CARPC may make final selection(s) on the basis of the original proposals only, without oral presentations or interviews with any proposers. If an interview is conducted, the Evaluation Committee may re-evaluate, re-rate and/or re-rank the finalists' proposals based upon the written documents submitted and any clarifications offered in the oral presentations and interviews.

An oral presentation shall consist of a proposer presenting the contents of their proposal to an audience consisting of, but not limited to, the Evaluation Committee. An interview shall consist of a meeting between members of the Evaluation Committee, the proposer, and potentially other parties, and proposers will be expected to answer questions intended to clarify parts of the Proposal.

3.5 Best and Final Offer

The Evaluation Committee may request best and final offers from one or more Proposers determined to be reasonably susceptible of being selected for award for the purpose of clarification to assure full understanding of, and responsiveness to, the solicitation requirements. Proposers shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of proposals, and such revisions may be permitted after submissions and prior to award for the purpose of obtaining best and final offers. In conducting discussions, there shall be no disclosure of any information derived from proposals submitted by competing Proposers. If best and final offers are requested, they will be evaluated against the Evaluation Criteria, scored and ranked. CARPC reserves the right to negotiate the terms of the contract, including the award amount, with the selected proposer(s) prior to entering into a contract. If contract negotiations cannot be concluded successfully with the highest scoring proposer(s), CARPC may negotiate a contract with the next highest scoring proposer.

3.6 Termination and Suspension of the RFP Process

At any time, CARPC reserves the right to terminate, suspend or modify this selection process; reject any or all submittals; and waive any informalities, irregularities or omissions in submittals, all as deemed in the best interests of CARPC.

3.7 Communication with Evaluation Committee.

Proposers may not contact members of the Evaluation Committee at any time during the evaluation process, except at CARPC's request. See Section A-13 for Inquiries and Clarifications.

3.8 Right to Reject Proposals and Negotiate Contract Terms

CARPC reserves the right to reject any and all proposals and to negotiate the terms of the contract, including the final composition of the consultant team, contract amount, scope of services, and final fees with the selected proposer(s). If contract negotiations cannot be concluded successfully with the highest scoring proposer(s), CARPC may negotiate a contract with the next highest scoring proposer.

SECTION D: SCOPE OF WORK

1. INTRODUCTION

The following is an overview of the proposed scope of work. The scope includes both general and specific descriptions of tasks which proposers should build on, adding or altering tasks as deemed appropriate, and proposing more detailed subtasks. The proposer selected for this project will have a high level of experience performing similar transit service planning and project design work and should feel free to propose alternative methods and techniques, where appropriate.

At a minimum, the consultant must propose a scope of work describing individual work tasks, and summarizing the work products and deliverables associated with each task. The proposer should follow the format described herein, to the greatest extent possible. However, the proposer should also feel free to demonstrate their unique abilities, creativity, and/or experience to perform the various work tasks. Further, the proposer may wish to expand upon certain work tasks and identify additional deliverables, showing how such alternative approaches would be beneficial to the study.

Respondents to this RFP are invited to propose on the overall project, and may form a project team of firms to complete the various technical planning, engineering, design, and analysis parts of the scope of work. In all cases, the tasks, deliverables, personnel and budget assigned to the project development, technical, and public participation portions of the work must be clearly identified.

2. TASK 1: PROJECT MANAGEMENT PLAN

Prepare a project management plan, which will refine the contract scope of work and be used to guide and monitor the project. The project management plan will specify the roles and responsibilities of the consultant and other project participants, identify specific work tasks, sub-tasks, and review/comment points, and provide a detailed schedule of work, including major milestones that must be met before further work can be authorized.

The consultant will be expected to prepare agendas, attend, and present information and materials at regular meetings of the Project Oversight Committee. The committee will review, comment, and approve materials and documents for presentation at the public meetings. MPO and City of Madison (including Metro Transit) staff will provide support for the project study team. The MPO Transportation Planning Manager will serve as project manager and primary contact person.

This study is intended to be technical in nature; however, public participation will be accommodated. The consultant will be expected to attend and make presentations at approximately two public meetings on the project and four to six meetings of the MPO, CARPC, and City of Madison committees (including the Transportation Master Plan Ad Hoc Task Force, Transit and Parking Commission, Long Range Transportation Planning Committee, and Pedestrian / Bicycle / Motor Vehicle Commission). The consultant will be expected to prepare a PowerPoint presentation and large display boards and maps for these meetings. The consultant is also expected to document and provide responses to public comments made at these meetings, other meetings attended by staff only (in which case the comments will be provided to the consultant), or via the MPO's or CARPC's website. The consultant will not be asked to create a project website. Staff from the MPO and CARPC will assist with scheduling, coordinating, and conducting the meetings. It is also anticipated that two focus groups will be conducted, with which the consultant will be expected to assist but may or may not attend.

3. TASK 2: ROUTING ALTERNATIVES

Evaluate routing alternatives for each corridor (east, west, north, and south, including a central corridor common to each). Evaluate alternative terminus locations for each routing.

Perform an initial screening of routing alternatives. Factors that should be taken into account include:

- Roadway network and characteristics and potential for transit preferential treatments and facilities;
- Existing transit ridership;
- Existing population and employment density; and
- Urban development and redevelopment potential (based on existing plans).

Perform a detailed analysis on the corridors identified following the initial screening to identify the best performing alternatives. Factors to consider may include:

- Transit travel times;
- Stop frequency and locations (e.g., stop consolidation vs. express service);
- Ridership potential based on:
 - Existing ridership;
 - Residential and employment density in the corridor;
 - Service coverage to low-income and low-auto-ownership transit-dependent neighborhoods;
 - Potential new riders due to improved travel times and potential lost riders to lost transit area coverage; and
 - Potential new riders and markets from urban development and redevelopment (based on existing plans, infill/redevelopment inventory to be conducted, and additional analysis);
- Transfers from other existing/potential future routes and other transportation modes;
- Land development and redevelopment potential due to transit investments;
- “Transit-dependent” populations served (based on household income and/or level of car ownership);
- Potential future conversion to rail transit / compatibility with future rail transit lines; and
- Compatibility with existing and/or restructured service.

Map 1 shows the BRT corridors to be considered and the possible routing alternatives to be evaluated. The consultant is encouraged to suggest additional potential routing alternatives. The analysis should take into account the different levels of infrastructure investment and service being considered (improved service, light BRT, and heavy BRT). Different routing alternatives may be recommended depending on the level of investment.

4. TASK 3: PASSENGER FACILITIES AND VEHICLES

Evaluate passenger facilities and vehicles needed to support the BRT system. Develop conceptual sketches and/or descriptions, and provide cost information. Evaluate the benefits of the facilities to transit users, and integration with Metro’s fleet and other services.

Evaluate and develop concepts for:

- Station locations (taking into account stop spacing, ridership, operational constraints, and engineering constraints);
- Real time information sign technology (equipment, communication, cost, etc);
- Level boarding;
- Off-board fare collection;
- Passive wheelchair restraint;
- Bus options;
- Shelters and platforms (conceptual designs);
- Branding;
- Potential park and ride locations (type, vicinity to transit service, number of stalls, access);
- Key bus transfer locations (transfer points) to/from existing or potential future local and express service; and
- Fleet expansion needs (to be coordinated with current study of options for new and/or expanded Metro maintenance facility).

5. TASK 4: ENHANCEMENTS TO THE ROADWAY NETWORK

Evaluate enhancements to the roadway network to accommodate the BRT routing and improve transit travel times. Evaluate cost, impact to motorists, pedestrians, and bicyclists, and the benefit for transit. Estimate queue lengths where needed. Determine the impact to on-street parking.

The consultant will be provided with a list of conceptual roadway enhancements developed by staff and will be expected to evaluate these and suggest additional or modified improvements.

Roadway enhancements for transit may include:

- Preferential lanes (HOV, bus/bike/right turn);
- Dedicated bus only lanes (median bus lanes and busways on railway rights of way);
- Queue jumps at intersections;

- Parking restrictions;
- Bus bulbs and fill ins;
- Traffic signal timing improvements; and
- Other traffic engineering modifications.

6. TASK 5: TRANSIT SIGNAL PRIORITY

Evaluate the feasibility of transit signal priority in the selected corridors. Investigate compatibility with existing traffic signal controller hardware and software. Explore detection methods. Evaluate impacts to motorists, pedestrians, and bicyclists and the benefits for transit.

7. TASK 6: EXPRESS COMMUTER SERVICE

Evaluate the feasibility of new express commuter service in Dane County. About six new express routes with service into Madison show potential for limited stop, peak period service to communities in Dane County that are not currently served by transit. These routes are shown as “Express Commuter Bus” in Map 2.

- Provide recommendations on route alignments and stop spacing; and
- Identify potential park and ride locations.

8. PROJECT DELIVERABLES

Project deliverables include:

- Project management plan;
- Final report summarizing evaluation and recommendations on the BRT routing alternatives, associated local service restructure concepts, transit priority roadway improvements, facilities, transit signal priority, and express bus routes;
- Maps and displays showing recommended BRT system routing and stations, express bus routes and stops, and connecting local service;
- Prototypical BRT station design with minimum and preferred dimensions;
- Renderings of BRT stations with shelters, platforms, amenities, buses, etc;
- Corridor analysis with typical section sketches;
- Transit travel times between selected origins and destinations (without improvements, with Light BRT improvements, with Heavy BRT improvements);
- Improvements summary (description, benefits – reduced delay and travel time variability, impacts, costs, and recommendations);
- A cost breakdown (bus procurement, passenger facilities, roadway improvements, and operating costs) for each category of BRT service;
- Copies of all relevant or requested electronic and physical files used for production of the report and analysis (in formats determined by CARPC); and
- A PowerPoint presentation summarizing the report.

All documents, files, and work materials generated, including data analysis, photographs/ illustrations, meeting notes, and the report document will be owned by CARPC at the end of the project.

SIGNATURE AFFIDAVIT

Note: This form must be returned with your proposal response.

PART I: Free Competition Disclosure

In signing this proposal, we certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition; that no attempt has been made to induce any other person or firm to submit or not to submit a proposal; that this proposal has been independently arrived at without collusion with any other proposer competitor or potential competitor; that this proposal has not been knowingly disclosed prior to the opening of proposals to any other proposer or competitor; that the above statement is accurate under penalty of perjury.

The undersigned, submitting this proposal, hereby agrees with all the terms, conditions, and specifications required by CARPC in this Request for Proposal, and declares that the attached proposal are in conformity therewith.

Proposer shall provide the complete information requested below. Include the legal name of the Proposer and signature of the person(s) legally authorized to bind the Proposer to a contract.

Proposal Invalid Without Signature	
SIGNATURE OF PROPOSER:	DATE:
NAME AND TITLE OF PROPOSER:	COMPANY NAME:
TELEPHONE:	ADDRESS:
FAX NO.:	

Person to Be Contacted If There Are Questions about Your Proposal (if different from above)	
NAME:	TITLE:
TELEPHONE:	FAX NO.:

PART II: RECEIPT FORMS and SUBMITTAL CHECKLIST

The undersigned hereby acknowledges the receipt and/or submittal of the following forms:
 (Initial all applicable forms)

Request for Proposal	Initial to acknowledge receipt of RFP Documents	Initial for all submitted documents
Section A: General RFP Administrative Information		
Section B: Project Information		
Section C: Proposal		
Section D: Scope of Work		
Addendum No. ____ Dated: _____		
Addendum No. ____ Dated: _____		
Addendum No. ____ Dated: _____		
See Section C for definitions of the following:		
Tab 1	General Information and Signatures <ul style="list-style-type: none"> • Cover Letter • Signature Affidavit (Form A Parts I and II) 	
Tab 2	Vendor Information <ul style="list-style-type: none"> • Vendor Profile (Form B) • Qualifications • Experience • Proposer References (Form C) 	
Tab 3	Work Plan	
Tab 4	Staffing Proposal	

 Company Name (print or type)

 Proposer's Name and Title (print or type)

 Date

 Signature

PROPOSER PROFILE

1. Proposing Company Name: _____

2. FEIN _____ OR (If Sole Proprietorship, provide SSN upon award, if FEIN is N/A)

DUNN AND BRADSTREET NO. _____

3. Form of Organization: Corporation Limited Liability Company General Partnership Sole Proprietor Unincorporated Association Other: _____

4. Location of Main Office: ADDRESS _____ CITY _____ STATE _____ ZIP _____

5. Location of Office servicing City of Madison account: ADDRESS _____ CITY _____ STATE _____ ZIP _____

6. Principal Information and Contact: NAME _____ TITLE _____ TEL _____ TOLL FREE TEL _____ FAX _____ E-MAIL _____

7. Contact Person about your proposal if different from above: NAME _____ TITLE _____ TEL _____ TOLL FREE TEL _____ FAX _____ E-MAIL _____

8. Orders and Billing Contacts and Mailing Address: NAME _____ TITLE _____ TEL _____ TOLL FREE TEL _____ FAX _____ E-MAIL ADDRESS _____ ADDRESS _____ CITY _____ STATE _____ ZIP _____

9. Affirmative Action Contact: NAME _____ TITLE _____ TEL _____ TOLL FREE TEL _____ FAX _____ E-MAIL _____ ADDRESS _____ CITY _____ STATE _____ ZIP _____

PROPOSER REFERENCES

PROPOSER: _____

Provide company name, address, contact person, telephone number, and appropriate information on the product(s) and/or service(s) used for four (4) or more installations with requirements similar to those included in this solicitation document. If proposer is proposing any arrangement involving a third party, the named references should also be involved in a similar arrangement.

Company Name

Address (include ZIP)

Contact Person

Phone No.

Product(s) and/or
Service(s) Used

Company Name

Address (include ZIP)

Contact Person

Phone No.

Product(s) and/or
Service(s) Used

Company Name

Address (include ZIP)

Contact Person

Phone No.

Product(s) and/or
Service(s) Used

Company Name

Address (include ZIP)

Contact Person

Phone No.

Product(s) and/or
Service(s) Used

DESIGNATION OF CONFIDENTIAL AND PROPRIETARY INFORMATION

The material submitted in response to this solicitation documentation includes proprietary and confidential information which qualifies as a trade secret, as provided in Section 19.36(5), Wis. Stats., or is otherwise material that can be kept confidential under the Wisconsin Open Records Law. As such, we ask that certain pages, as indicated below, of this proposal response be treated as confidential material and not be released without our written approval. We request that the following pages not be released:

Section	Page No.	Topic

This does not apply to proposal prices. Prices are always open. Other information usually cannot be kept confidential unless it is a trade secret. Trade secret is defined in s.134.90(1)(c), Wis. Stats. as follows: "Trade secret" means information, including a formula, pattern, compilation, program, device, method, technique, or process to which all the following apply: 1) The information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use; and 2) The information is the subject of efforts to maintain its secrecy that are reasonable under the circumstances.

Failure to include this form in the proposal response may mean that all information provided as part of the proposal response will be open to examination and copying. Other markings of confidential in the proposal document will be considered to be insufficient.

The undersigned agrees to hold CARPC harmless for any damages arising out of the release of any material unless they are specifically identified above. In the event the designation of confidentiality of this information is challenged, the undersigned also agrees to provide legal counsel or other necessary assistance to defend the designation of confidentiality.

Authorized Representative Signature _____

Authorized Representative Name _____

Title _____

Company Name _____

Date _____