

REQUEST FOR PROPOSALS

Atlanta Regional Transit On-Board Survey

The Atlanta Regional Commission (ARC) is seeking proposals from firms or a team of firms to conduct a regional transit on-board survey of all fixed transit routes in ARC's 20-County study area, as well as major shuttle services, and conduct a rigorous Quality Assurance/Quality Control check of the survey data to ensure its usefulness for the regional activity-based travel demand forecasting model (ABM). The Scope of Services for the work is attached in Exhibit A and provides information regarding the level of effort required, as well as specific tasks to be accomplished. The Consultant will be responsible for collecting data from transit riders in the twenty-county region in a manner that is consistent with current on-board survey practices. The Consultant will also be responsible for organizing and completing an adequate public awareness campaign appropriately designed for each respective transit system, including presentations of survey results to executive management teams and Boards.

It is anticipated that approximately \$1,750,000 will be available for this project. Any contract award for this study is contingent upon ARC receiving adequate funding for this purpose from federal, state and local agencies participating in this project. ARC reserves the right to award all or part of the available funds for this project.

ARC expects to award this contract in the fourth quarter 2018 with all the work to be completed by December 31, 2019. Successful firms or team of firms should be prepared to begin work immediately upon contract execution.

Firms or teams of firms must respond to this RFP with hardcopy and electronic proposals in either MS Word compatible format or a PDF file. Proposal evaluation will focus initially on the written proposals. Should it be determined that interviews are required, a 'short list' of firms will be selected from the proposals received.

Interested firms should submit a proposal that addresses the requirements listed below, and the Scope of Services in Exhibit A. Consultants should provide a detailed breakdown of the proposed budget and task breakdown following the general formats provided in Exhibit B and B-1.

Proposals must include the following to be considered responsive:

1. The name of the lead firm and any sub-consultants including the point of contact at the lead firm (name, title, phone number and e-mail address).
2. Point of contact (name, title, phone number, mailing address, and email address) at lead firm.



3. Qualifications and technical competence of consultant/ or sub-consultants in the type of work related.
4. Description of experience on similar projects including at least three references within the past five years, with current contact information.
5. Identification of personnel who would work on the project and their qualifications.
6. Geographic location of the consultant's office performing the work.
7. A detailed description of the technical approach proposed for accomplishment of the work.
8. A proposed schedule and work plan for the accomplishment of the work described in Exhibit A.
9. Current workload and availability of such personnel in all required fields of expertise.
10. A proposed project budget in the format at Exhibits B and B-1.
11. Any other pertinent information.

The review of written proposals will be based on the following evaluation criteria, with relative weights in parentheses:

1. Extensive experience and knowledge of On-Board Transit survey design, sampling, and implementation as well as an understanding of the region's existing transit operations. Experience working with Limited English Proficiency (LEP) populations, and approach on how to gather a representative sample that includes those who do not read or speak English, such as Spanish, Vietnamese, Korean and Chinese. (25%)
2. Experience in editing and quality control of interviews to ensure accuracy and completion, and ability to perform data manipulation tasks of coding, data entry, verification, and sample expansion. (25%)
3. Relative experience of staff members in firm assigned to project and ability of assigned staff members to complete the project on the required schedule and provide thorough documentation. (20%)
4. Experience in the data requirements for validation and calibration of the transit elements of regional travel models that are sensitive to a broad range of policy issues. (15%)
5. Demonstrated writing skills that thoroughly document and effectively communicate the project to a broad audience including transportation planners, local elected officials and citizens. (10%)
6. Proposed project budget. (5%)



It is the policy of ARC that Disadvantaged Business Enterprises (DBEs) (49 CFR Part 26) have the maximum opportunity to participate, either as contractors or as subcontractors, in the performance of Commission contracts to the extent practical and consistent with the efficient performance of the contract. ARC's DBE goal for FY 2019 is 15.64%. Information regarding ARC's DBE Program can be found at <https://atlantaregional.org/about-arc/business-services-finance/arc-business-opportunities/>

Additional information should not be required to respond to the RFP. However, technical questions should be submitted in writing to Guy Rousseau no later than 4:00pm on October 12, 2018. Written questions should be emailed to the address provided above or submitted by email to grousseau@atlantaregional.org. All questions received, and responses to those questions, will be posted to ARC's website no later than 4:00pm on October 17, 2018.

ARC must receive one (1) hard copy) and one (1) electronic copy in digital format, either in MS Word or PDF format, not later than 4:30pm on November 2, 2018.

Proposals shall not exceed a total of 50 single-sided pages (8.5" x 11") or 25 double sided pages, inclusive of resumes and firm experience. Cover, end sheets, budget exhibits, DBE documentation, and introductory letter shall not count against this maximum. Font size shall be a minimum of 12 point in all cases.

Proposals must be submitted to the following address:

Atlanta Regional Commission
ATTN: Guy Rousseau
International Tower
229 Peachtree Street NE, Suite 100
Atlanta, Georgia 30303-2538

If interviews are necessary, the short-listed firms will be invited to participate in an interview process with the evaluation committee to be held during the week of December 3, 2018 (tentative). ARC reserves the right to award this contract based on initial proposals received without formal interviews and to award all or part of this project to one or more firms.

EXHIBIT A

Scope of Services

I. General:

The work to be accomplished by the consultant is in support of the following ARC work program component:

Cost Center – 806CTS- On-Board Transit Survey.

II. Purpose:

ARC pioneered the in-person, hand-held tablet PC-based, interview approach to transit on-board surveys in 2009. Transit services and transit riders in the Atlanta region have changed since the 2009 Transit On-Board Survey, including a new streetcar. See Appendix A for updated transit ridership numbers. As such, a new survey is deemed necessary to gain a better understanding of today's transit riders and how they utilize the transit system. The data collected will be used to improve transit forecasts by updating ARC's travel demand models, mainly the mode choice model component. A recalibrated mode choice model, based on quality data, will enhance ARC's competitiveness for New Starts funds. The data will also be shared with Regional transit operators to help them gain a better understanding of how their services are being used.

III. Area Covered:

The Consultant shall perform all the necessary services provided under the Contract relating to the ARC's ten counties: Clayton, Cherokee, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, Rockdale and the City of Atlanta; and the following additional 10 counties: Barrow, Bartow, Carroll, Coweta, Forsyth, Hall, Newton, Paulding, Spalding, and Walton.

IV. Work and Services:

This section contains the scope of service related to the administration of the Regional On-Board Transit Survey and subsequent data tabulation and processing. The Consultant shall do, perform and carry out, in a satisfactory and proper manner, as determined by the Atlanta Regional Commission (ARC), the following work and services.

In performing and carrying out the work described in this scope of services, the Consultant will be assisted by an advisory team composed of representatives from the ARC, Georgia Regional Transportation Authority (GRTA-SRTA), the Metropolitan Atlanta Rapid Transit Authority (MARTA) and the ATL. The advisory team will also incorporate suggestions and recommendations from the Transit Operators Subcommittee (TOS). The TOS is comprised of representatives from each of the existing transit agencies in the region. These include representatives from MARTA, GRTA, GDOT, Cobb County, Gwinnett County, Douglas County, and Clayton County.



Task 1: Develop a Work Plan and Schedule.

With input from the advisory team, the Consultant will develop a detailed work plan for implementing the survey, including Title VI reporting. The federal government does not directly regulate how public agencies should conduct origin-destination surveys, however, the Federal Transit Administration (FTA) of the US Department of Transportation (USDOT) offers guidance on Title VI federal laws and regulations that impact the frequency, content, and delivery of passenger surveys. Title VI of the 1964 Civil Rights Act protects people from discrimination based on race, color, and national origin in programs and activities receiving federal financial assistance. The 2012 [FTA Circular 4702.1B: Title VI Requirements](#) (FTA Title VI Circular) outlines current Title VI guidance and regulations for transit providers. The circular provides guidance on the types of information transit agencies should collect, including information through passenger surveys, to ensure they are compliant with Title VI. The work plan will identify specific products, schedules, staff assignments, and quality control measures.

The product of this task is Draft Working Paper #1, which documents the work plan.

Task 2: Survey Design and Sampling Plan.

The Consultant will develop a surveying in-phases design based on collecting data using an in-person interview methodology, and with a goal of completing surveys for a statistically representative sample (such as +/- 3% to 5% at the 95% confidence level, variable rate sampling depending on route volume, etc) of transit riders in the region, as well as fulfilling Title VI requirements, including a strategic LEP approach. The Consultant will also collect boarding and alighting data on sampled routes, develop a weighting strategy for expansion of the dataset and an approach for maximizing response of low-income travelers and hard-to-reach / under-represented populations, including the possible use of incentives to increase response rates. The preferred framework will allow any number of datasets to inform a survey multi-criteria expansion, including, but not limited to, boarding counts, on-to-off flow estimates from Atlanta's Breeze EFC fare payment card, APC/AVL-based boarding and alighting counts, schedule-based GTFS data, and Breeze Card transactions, via iterative proportional fitting or any other method. Develop an LEP populations approach on how to best gather a representative sample that includes those who do not read or speak English.

The product of this task will constitute Draft Working Paper #2, which documents the survey design and the sampling plan.

Task 3: Develop Survey Instrument.

The Consultant will design a survey instrument in English and Spanish (and may likely need more languages), as well as any programming of questionnaires on Personal Digital Assistants (PDAs), tablet PCs, web-based or the use of other data collection technologies proposed by the Consultant, including “on-the-fly” geo-coding. Leveraging “Big Data”, passive & automated data, and smart phone applications should also be considered to trace the movements of riders, and better inform tour context questions. Short transit trips should be given special consideration and strategically addressed in the proposal.

At a minimum, the following data items will be on the instrument:

- Household size
- Number of autos available in household
- Number of workers in household
- Household Life Cycle (retired, presence or absence of children, etc.)
- Age of respondent
- Trip purpose
- Information on complete transit trip
 - First boarding stop and last egress stop
 - List of all routes planned to use on trip
 - Number of routes/transfers to complete trip
 - For walk access/egress – Walk distance to transit
 - For drive access – Park and Ride lot location
 - Other access/egress modes such as TNC (Uber, Lyft), ride-hailing, bikeshare, scooter, etc., as well as dropped-off / kiss-and-ride
- Fare payment method
- Origin address and type of place (such as home location)
- Destination address and type of place (such as work or school location)
- How often this trip is made
- Time of Day
- Auto availability for this trip
- Driver’s License
- Household Income

The product of this task will be Draft Working Paper #3, which documents the survey methodology, and a survey instrument in English and Spanish (and possibly other languages).

Task 4: Interview Training Manual



The Consultant will develop an interview training manual, detailing the interviewer's role and responsibility, as well as administrative matters pertaining to the survey implementation. The product of this task will be Draft Working Paper #4, which details the interview survey manual.

Task 5: Conduct and Evaluate Pre-test / Pilot-test.

The Consultant, with guidance from ARC, will conduct a pre-test / pilot-test to evaluate the survey methodology and instrument. This test will include all aspects of the survey process and include all forms of existing transit in the Region. The Consultant will evaluate the results and make recommendations for revisions to the survey instrument and/or sampling plan.

The product of this task will be Draft Working Paper #5, which documents the pre-test procedures, results, evaluation, and any proposed changes to the survey instrument, survey methodology, or interview training manual.

Task 6: Administration of On-Board Transit Survey in 20-County Region.

The Consultant will conduct a full survey using the survey procedures finalized in Task 5. For a survey to be complete, it must have answers to the following variables: Trip purpose, origin and destination locations, mode of access to transit, household size, household vehicles owned, household workers and household income. For teenagers and young adults living at home income information is desirable, however they may have no way of knowing this information. For these two groups, blank income information will be accepted only if household location is provided. Furthermore, to ensure that the results may also be used for Title VI reporting purposes, a complete survey must also include race, ethnicity and LEP status.

The end products of this task are the completed On-board Transit surveys as well as Working Draft Paper #6, which documents response rates as well as measures used to minimize illogical data and non-sampling biases.

Task 7: Data Processing and Analysis.

The Consultant will perform data verification, data processing, and quality control on the raw survey records. The data will be checked for logic and consistency in the answers. Address data will be geo-coded to the current State Plane (NAD 83) Georgia West X,Y coordinates and the current traffic analysis zone structure. Those trip records indicating a trip which either originates or terminates outside of the 20-county region will be assigned a TAZ code equivalent to the county's FIPS code.

After the initial QA/QC, the Consultant will then build trip tables for each detailed trip purpose, then transform unlinked trips to linked trips, and implement a linked trip decomposition test to check for transfer bias in the survey sample. The trip tables will be assigned to ARC's travel demand model and the results analyzed for the ability of the trips to be assigned. The model's

transit skimming and path-building procedures will be evaluated to ensure the Origin-Destination paths match the survey results. The ability to assign the survey trip tables will be key to determining the completeness of the survey. Once any inconsistencies are resolved, the Consultant will propose and implement weighting of the survey data to provide an expanded dataset. The Consultant will also perform descriptive statistical analysis on the weighted and unweighted data.

The end products of these tasks are Draft Working Paper #7 which summarizes the procedures and results of the data verification and weighting, trip tables by trip purpose and time of day, and two data files, one with the unweighted verified geo-coded transit trip records, and one with the weighted verified geo-coded transit trip records, on CD or DVD, and/or via electronic delivery (FTP, etc.).

Task 8: Prepare Final Report and Data Files.

Upon approval of Tasks 7 and 8, the Consultant will prepare a final data file and final report, including a data visualization dashboard, to provide insight into the transit on-board survey results (either via Tableau, ARC's ABMVIZ, or any other method). This task includes the following sub-tasks.

- a. This documentation will include 1 copy, paper and electronic, of all final working papers reflecting review and comment, summarize entire effort and present conclusions and findings.
- b. Prepare the final data files on a CD or DVD, and/or via electronic delivery (FTP).

Delivery of End Products:

<u>End Products</u>	<u>Delivery Date</u>
Draft working paper No. 1	One month after award of contract
Draft working paper No. 2	Two months after award of contract
Draft working paper No. 3	Three months after award of contract
Progress Reports	Required bi-weekly data collection and pre-test activities
Draft working paper No. 4	Following completion of the survey
Draft working paper No. 5	Following completion of Task 5



Atlanta Regional Commission

Draft working paper No. 6

Following completion of Task 6

Draft working paper No. 7

Following completion of Task 7

Draft Final Report and Data Files

One month after completion of Task 7

Final Report & Final Data Files

December 30, 2019

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EXHIBIT B

Proposed Project Budget

<u>1. Direct Labor</u>	<u>Estimated Hours</u>	<u>Rate/Hour</u>	<u>Total Est. Cost</u>
(List by position all professional personnel participating in project)			
Total Direct Labor			\$_____
2. <u>Overhead Cost</u> (OMB circulators A-87 and A-122)			
(Overhead percentage rate) X (Total Direct Labor)			
Total Overhead			\$_____
3. <u>Other Direct Costs</u> (List other items and basis for computing cost for each.			
Examples include computer services, equipment, etc.)			
Total Other Direct Costs			\$_____
4. <u>Subcontracts</u> (For each, list identity, purpose and rate)			
Total Subcontracts			\$_____
5. <u>Travel</u>			
a. Travel by common carrier from/to the ARC offices. (List number of trips and economy class airfare, plus taxi and shuttle fares, etc.)			
b. Travel by private automobile within ARC area. (List # of days x rate)			
Total Travel			\$_____
6. <u>Profit</u> (Percentage rate X basis)			
Total Profit			\$_____
Total Estimated Cost and Profit			\$_____



EXHIBIT B-1

Proposed Project Budget – By Task

Task #1	Work Plan and Schedule	\$_____
Task # 2	Survey Design and Sampling Plan	\$_____
Task # 3	Develop Survey Instrument	\$_____
Task # 4	Interview Training Manual	\$_____
Task # 5	Conduct and Evaluate Pre-test	\$_____
Task # 6	Administration of Survey	\$_____
Task # 7	Data Processing and Analysis	\$_____
Task # 8	Final Report and Data Files	\$_____
Total Contract Cost		\$_____

EXHIBIT C

Title VI and DBE Requirements For Prime Contractors and Sub-Grant Recipients

TITLE VI

ARC, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000D to 2000D4, and Title 49, Code of Federal Regulations, Department of Transportation Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally assisted programs of the Department of Transportation, issued pursuant to such Act, hereby notifies all Respondents that it will affirmatively insure that in any contract entered into pursuant to this advertisement, minority business enterprises shall be afforded full opportunity to submit proposals in response to this invitation and shall not be discriminated against on the grounds of race, color, sex, handicap, or national origin in consideration for an award.

DISADVANTAGED BUSINESS ENTERPRISE (DBE) PARTICIPATION

Overall DBE Goal: As part of its DBE Plan, ARC has an established overall goal of 15.64 percent.

Program Intent. ARC has established a Disadvantaged Business Enterprise (DBE) program in accordance with regulations of the U.S. Department of Transportation (DOT), 49 CFR Part 26 ("Part 26" or "DBE Regulations"). ARC has received federal financial assistance from the Department of Transportation for this contract opportunity, and as a condition of receiving this assistance, ARC has signed an assurance that it will comply with Part 26.

It is the policy of ARC to ensure that DBEs, as defined in Part 26, have an equal opportunity to participate in its DOT-assisted contracting opportunities. It is also ARC's policy:

- (a) To ensure nondiscrimination in the award and administration of DOT-assisted contracts in the Department's highway, transit, and airport financial assistance programs;
- (b) To create a level playing field on which DBEs can compete fairly for DOT-assisted contracts;
- (c) To ensure that the Department's DBE program is narrowly tailored in accordance with applicable law;
- (d) To ensure that only firms that fully meet this part's eligibility standards are permitted to participate as DBEs;
- (e) To help remove barriers to the participation of DBEs in DOT-assisted contracts; and



- (f) To assist the development of firms that can compete successfully in the marketplace outside the DBE program.

Definitions. Disadvantaged Business Enterprise (DBE) as used in this Contract shall have the same meaning as defined in 49 CFR Part 26. A DBE is a firm in which one or more individuals who are women or eligible minorities own and control at least 51% of the firm.

Compliance. All Bidders/Proposers, potential contractors, or subcontractors for this Contract are hereby notified that failure to carry out the policy and the DBE obligations, as set forth above, shall constitute a breach of Contract which may result in termination of the Contract or such other remedy as deemed appropriate by ARC.

Prompt Payment Requirement. In the event of contract award, the prime contractor agrees to pay each subcontractor under the prime contract for satisfactory performance of its contract no later than 30 days from the receipt of each payment the prime contract receives from ARC. The prime contractor agrees further to return retainage payments to each subcontractor within 10 days after the subcontractors work is satisfactorily completed. Any delay or postponement of payment from the above referenced time frame may occur only for good cause following written approval of ARC. This clause applies to both DBE and non-DBE subcontracts.

Any contractor found not to be in compliance with this clause will be considered in breach of contract and any further payments will be withheld until corrective action is taken. If contractor does not take corrective action, contractor may be subject to contract termination.

Substitution. The Bidder shall make a good faith effort to replace a DBE Subcontractor that is unable to perform successfully with another DBE Subcontractor. Substitution must be coordinated and approved by ARC.

Documentation. The Bidder/Proposer shall establish and maintain records and submit regular reports, as required, which will identify and assess progress in achieving DBE subcontract levels and other DBE affirmative action efforts.

Additional information on ARC's Disadvantaged Business Enterprise Program can be obtained from Brittany Zwald, Contract & Grants Officer, Financial Services Division, Atlanta Regional Commission, 229 Peachtree Street NE, Suite 100, Atlanta, Georgia 30303, 470-378-1494, bzwald@atlantaregional.org.



DBE UTILIZATION PLAN

This plan will be included in a Title VI and DBE Attachment to all USDOT funded ARC bide and proposals.

Name of bidder/offeror's firm: _____

Address: _____

City: _____ State: _____ Zip: _____

Name of DBE firm: _____

NAICS Code: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Description of work to be performed by DBE firm:

The bidder/offeror is committed to utilizing the above-named DBE firm for the work described above. The estimated dollar value of this work is \$_____. The above-named DBE firm affirms that it will perform the portion of the contract for the estimated dollar value as state above.

By _____
(Signature)

(Title)

If the bidder/offeror does not receive award of the prime contract, any and all representations in this DBE Utilization Plan shall be null and void.

(submit this page for each DBE subcontractor).

PLEASE ATTACH A COPY OF THE OFFICAL DBE CERTIFICATION FORM



Appendix A

2017 Average Weekday Ridership by Systems and Routes

System	Boardings
ATLANTA STREETCAR	1,000
CATS (CHEROKEE AREA TRANSIT SYSTEM)	
100	66
200	66
CATS Total	112
COBBLINC	
10	2,597
10A	32
10B	22
10C	16
15	578
20	707
25	501
30	2,154
40	442
45	280
50	843
100	379
101	182
102	256
Cumberland Blue	60
Cumberland Green	36
Cumberland Red	11
CobbLinc Total	9,096
GAINESVILLE CONNECTION (HALL AREA TRANSIT)	
10	124
20	88
30	90
40	131



41	50
50	93
SCC-1	10
Gainesville Connection Total	586

GCT (GWINNETT COUNTY TRANSIT)

10A	987
10B	577
20	617
30	314
35	548
40	340
45	94
101	265
102	140
103	693
103A	24
110	121
GCT Total	4,720

**METROPOLITAN ATLANTA RAPID TRANSIT
AUTHORITY (MARTA) BUS ROUTES**

1	1,097
2	971
3	1,216
4	663
5	3,517
6	1,495
8	754
9	703
12	1,892
13	975
15	3,474
16	1,063
19	1,039
21	2,264
24	611
25	517



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26	1,564
27	1,408
30	521
32	1,525
33	624
34	776
36	740
37	597
39	5,849
40	846
42	1,177
47	765
49	2,213
50	994
51	2,447
53	703
55	2,118
56	521
58	751
60	1,889
66	1,094
67	613
68	1,726
71	3,155
73	4,357
74	1,437
75	1,361
78	3,143
79	558
81	1,140
82	1,127
83	4,804
84	1,765
85	1,036
86	2,225
87	2,008
89	3,075
93	1,167
94	818

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95	2,707
99	682
102	1,138
103	572
104	545
107	2,334
109	537
110	3,331
111	1,707
114	1,336
115	2,501
116	1,926
117	2,730
119	1,198
120	2,107
121	3,745
123	476
124	1,581
125	1,855
126	769
132	579
140	901
141	1,012
142	145
143	1,454
148	108
150	398
153	378
155	831
162	1,172
165	2,196
172	983
178	1,006
180	2,960
181	987
183	728
185	1,100
186	2,346
189	2,046

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191	1,243
192	1,136
193	1,898
194	877
195	893
196	3,517
201	245
221	477
295	200
800	140
823	117
865	431
MARTA Bus Total	153,169

**METROPOLITAN ATLANTA RAPID TRANSIT
AUTHORITY (MARTA) RAIL STATIONS**

Airport	9,508
Arts Center	6,630
Ashby	1,564
Avondale	3,094
Bankhead	1,646
Brookhaven/Oglethorpe University	2,398
Buckhead	3,650
Chamblee	3,667
Civic Center	2,574
College Park	9,910
Decatur	3,284
Dome/GWCC/Philips Arena/CNN Center	1,991
Doraville	5,405
Dunwoody	3,987
East Lake	1,230
East Point	5,366
Edgewood/Candler Park	1,175
Five Points	17,229
Garnett	1,589
Georgia State	3,741
H E Holmes	6,202
Indian Creek	5,046
Inman Park/Reynoldstown	2,351



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Kensington	5,389
King Memorial	1,018
Lakewood/Ft McPherson	2,457
Lenox	3,098
Lindbergh Center	7,904
Medical Center	1,868
Midtown	6,001
North Avenue	5,388
North Springs	6,927
Oakland City	3,776
Peachtree Center	9,020
Sandy Springs	2,931
Vine City	823
West End	5,979
West Lake	1,330
MARTA Rail Station Total	167,146

**SRTA (STATE ROAD & TOLLWAY
AUTHORITY) XPRESS**

400	189
401	117
408	96
410	152
411	277
412	296
413	261
414	181
416	267
417	58
419	560
423	383
426	805
428	129
430	369
431	345
432	468
440	346
441	220
442	142

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453	350
463	581
476	331
480	189
482	29
483	288
490	164
XPRESS Total	7,593

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