



Request for Proposals

RFP# MPO #2020-1001

Consultant to Provide a Transit Master Plan
For The
Hattiesburg Urbanized Area

Release Date: October 20, 2020
Submittal Deadline: December 3, 2020 at 10:00AM (CST)

Submittal Address:
City Clerk Office – 2nd Floor City Hall
City of Hattiesburg
200 Forrest Street
Hattiesburg, Ms 39401

Or

City Clerk Office – 2nd Floor City Hall
City of Hattiesburg
P.O. Box 1898
Hattiesburg, MS 39403-1898

Inquiry Contact:

All inquires and questions about this proposal must be submitted in writing by e-mail to the following address: aesters@hattiesburgms.com. Questions will be compiled and answered via an addendum document posted with the City Clerk's office and online at www.hattiesburgms.com/mpo in the same section as the full RFP.

TO *The Hattiesburg Post* and the *Clarion Ledger*: Publish on October 29th and November 5th, as a legal ad and furnish City of Hattiesburg with Two (2) Proofs of Publication.

Request for Proposals
TRANSIT MASTER PLAN

RELEASE DATE: October 20, 2020

Planners, engineers, and other related professionals familiar with transportation and transit planning practices are requested to submit a proposal to provide professional services for the development of a Transit Master Plan for the Hattiesburg Urbanized Area.

The goal of the **Transit Master Plan** is to create short-, mid- and long-range plans for Hub City Transit, which provide for an effective and efficient system, taking into consideration a variety of possible transit types, available resources, and a data-driven approach toward system improvement.

The intended outcome of this project is a planning document that considers the transportation demands and opportunities unique to the area, considers and applies transit options in addition to fixed route, and is immediately actionable.

The deadline for Bidders to submit written questions for information and/or clarification is **3:00 PM on Thursday, November 19, 2020**. All written questions received by this deadline will be answered in a written addendum.

The deadline for receipt of all submittals is **10:00 A.M. on Thursday, December 3, 2020**.

The Request for Proposals application can be found on the MPO's website at www.hattiesburg.ms.com/mpo, www.hubcitytransit.com, or by email to aesters@hattiesburgms.com. Questions and answers will be posted on these same websites. Interested professionals should deliver six copies of proposals and one PDF version on a flash drive or CD by 10:00 a.m. on December 3, 2020 to:

Physical Address:
Office of the City Clerk
City of Hattiesburg
200 Forrest Street
Hattiesburg, Mississippi 39401

Mailing Address:
Office of the City Clerk
City of Hattiesburg
P.O. Box 1898
Hattiesburg, MS 39403

I: CONDITIONS AND STIPULATIONS

The Hattiesburg-Petal-Forrest-Lamar Metropolitan Planning Organization (MPO) in conjunction with Hub City Transit (HCT) is seeking proposals from qualified and professional consulting firms to work with the MPO and HCT in development of a Transit Master Plan for the Hattiesburg Urban Area.

The Hattiesburg Urbanized Area includes all of the City of Hattiesburg, the City of Petal, portions of Forrest County, and portions of Lamar County.

This Request for Proposal (RFP) describes the elements requested for inclusion in the proposal. It is expected that this plan will become a strong planning tool for the MPO and HCT to continue to improve transit services in Hattiesburg and the Urbanized Area as a whole.

This project is anticipated to take approximately 6 to 8 months to complete, but other proposed timetables will be considered.

Proposals will include estimates of starting and completion dates for each task of the project contained in this RFP.

Under the provisions of the Freedom of Information Act, all proposals, after opening, will become public information. Unless a specific note is made to the contrary in your proposal or a subsequent contract, we will assume that your proposal conforms to the City of Hattiesburg's specifications and an award to you will bind you to comply fully with all of the following General Conditions and Stipulations.

When responding to this RFP, the consultant should propose a schedule for efficiently managing involvement of the MPO and HCT during preparation of the Plan.

The chosen consultant will be expected to make a presentation of the final draft to the Hattiesburg City Council and the MPO's Technical Committee and Policy Committee.

II: BACKGROUND INFORMATION

Mississippi Governor William Winter established the Hattiesburg-Petal-Forrest-Lamar Metropolitan Planning Organization in August 1982. The HPFL-MPO was established when the Hattiesburg central area reached a population status of 50,000 plus. The HPFL-MPO area consists of the City of Hattiesburg, the City of Petal, a portion of Forrest County and a portion of Lamar County.

Representatives from the City of Hattiesburg, City of Petal, Forrest County and Lamar County, the Mississippi Department of Transportation and the Federal Highway Administration are involved in the transportation planning process for the MPO. Their purpose is to provide effective leadership in the development of transportation plans and programs. Staff of the MPO is also responsible for transportation planning services relative to Hub City Transit (HCT), the public transit system for the area. Both the MPO and HCT are Divisions of the City of Hattiesburg's Department of Urban Development.

Historically, HCT has provided a low-cost fixed-route transit system with accompanying paratransit services. In 2014, the City began operating a Job Access Reverse Commute program to assist low-income individuals get to and from places of employment when (or where) fixed route service was not available. In 2018, HCT expanded its fixed route system to reconfigure several routes and to create additional routes. Accompanying this change was the city's first agreement with The University of Southern Mississippi, which funds transit service for all students, faculty, and staff. Though the system is able to provide service beyond the corporate limits of Hattiesburg, other than occasional JARC program riders, there has never been service

outside of Hattiesburg. Prior studies, limited resources, and limited demand have not justified service expansion outside of Hattiesburg as of yet.

Hattiesburg is part of the Hattiesburg Metropolitan Statistical Area. In the 2010 census, 43,685 of the city's 45,989 residents lived in Forrest County and 2,304 in Lamar County. According to the United States Census Bureau, the city of Hattiesburg has a total area of 49.7 square miles (129 km²), of which 49.3 square miles (128 km²) is land and 0.4 square miles (1.0 km²) (0.83%) is water. West Hattiesburg (a primarily commercial area in Lamar County) is part of the Hattiesburg metropolitan urbanized area with a population of 5,905 at the 2010 census. According to the United States Census Bureau, the western portion of the city of Hattiesburg has a total area of 7.2 square miles (19 km²), of which, 7.1 square miles (18 km²) is land and 0.1 square miles (0.26 km²) is water.

Petal is a city in Forrest County, Mississippi, along the Leaf River. It is part of the Hattiesburg, Mississippi Metropolitan Statistical Area. The population is approximately 10,454 per the US Census estimates performed in April, 2010. According to the United States Census Bureau of 2000, the city had a total area of 9.7 square miles (25 km²), of which 9.7 square miles (25 km²) was land and 0.04 square miles (0.10 km²) (0.21%) was water. However, following an annexation effort approved in 2002, the total area of the city is now estimated at 16.87 square miles (43.7 km²).

Forrest County is a part the Hattiesburg, Mississippi Metropolitan Statistical Area. As of the 2010 census, the population was 76,894. According to the 2000 census, the county has a total area of 470 sq miles (1,217 km²) and 3.59 sq mi (9 km²) is water.

Lamar County is part of the Hattiesburg, Mississippi Metropolitan Statistical Area. As of the 2010 census, the population was 55,658. According to the 2000 census, the county has a total area of 500.49 square miles (1,296.3 km²), of which 497.07 square miles (1,287.4 km²) (or 99.32%) is land and 3.42 square miles (8.9 km²) (or 0.68%) is water.

In 2000, the total population of the HPFL-MPO study area was 93,721 persons with 91,125 persons in households, and 2,596 persons in group quarters (dorms, etc.). The household population was 67,470 in Forrest County, and 23,655 in Lamar County.

III: PROJECT DESCRIPTION, OBJECTIVES, REQUIREMENTS

The City of Hattiesburg is interested in seeking the services of an experienced organization to analyze existing transit services, assess current and future needs, determine if and how existing bus transit service can change to provide improved levels of service, and determine if and how other types of transit can be implemented in a coordinated and comprehensive strategy to improve public transit in the area.

At a minimum, the resulting plan should consider fixed route and paratransit type service, car/vanpool type service, microtransit, scheduled or on demand service, and other such service types and trends that are reasonable for Hub City Transit to consider in a coordinated and comprehensive strategy. The plan should consider current ridership, trends, and additional areas of potential demand. The plan should take into consideration actual and anticipated recurring resources, but should also consider fare changes and other revenue opportunities.

The objectives of this project include:

- The gathering and analysis of existing transit and related data and other relevant studies in order to support the development of recommendations and resulting decisions. Past local or regional studies, ridership data, rider surveys, non-rider surveys, marketing

information, etc. are examples of potential resources or project elements that may be required as well as an understanding of private transit service providers in the area.

- Making recommendations regarding the fixed route system intended to increase ridership, improve rider experience, and limit adverse impact on existing ridership.
- Making recommendations regarding other service types that could complement the fixed route system in order to improve the transit system as a whole and to additionally increase ridership and improve rider experience, including both in-house and outsourced options.
- Making recommendations regarding facility, equipment, and personnel resources necessary in order to implement recommendations.
- Making recommendations related to the funding of the system. This includes identifying reasonable funding opportunities as well as strategies for additional revenue streams and fare structure.

IV: Scope of Work and Deliverables

Task 1: Data collection and analysis

Prior to new data collection, previous reports/data will be reviewed and incorporated into the data collection and analysis process. Other reports and surveys at the local and regional level will be used to verify presumptions and findings to ensure that gaps are addressed.

The consultant will develop and perform an on-board survey. The survey will be subject to review and approval by MPO staff. A system wide on-board survey will be performed to determine:

- Trip origin/destination (O/D) pairs
- Trip purpose pairs
- System access
- Ridership profiles
- Community needs and passenger satisfaction for each route

Ridership data analyzed should include at a minimum the HCT fixed route system, paratransit system, and Job Access Reverse Commute system. Other data to be incorporated into analysis includes area demographics, land use patterns, traffic data, and related information.

Ridership data gathered and analyzed shall be sufficient to project the anticipated impact that every recommendation scenario will have on existing ridership. Data gathered and analyzed shall be sufficient to project the impact that every recommendation scenario will have on HCT resources, including operations and maintenance facilities, on-route facilities, rolling stock equipment, technology and software, other equipment needs, and personnel. Data gathered shall be sufficient to analyze the impact to operational performance for metrics including, but not limited to peak vehicle requirements, capacity, revenue hours, layover and recovery time, deadhead time, and operating cost.

Task 1 Deliverables Consultant will provide the City electronic versions of all data compiled along with a summary or summaries thereof. Where data was originally provided by the City to the consultant, the consultant will not be required to reproduce the data, but will name the document(s) in a summary document, including its parameters, if applicable. Reports provided will include a summary of diagnoses made regarding any of HCT's current systems, gaps in service, and opportunities identified. Reports will include a listing of common performance metrics and how HCT presently performs by comparison.

Task 2: Public Involvement

The consultant will administer outreach and public engagement activities in order to gather public input into the plan. Such activities should be planned in coordination with the MPO and HCT to

ensure the activities at a minimum adhere to the intent of the MPO's Public Participation Plan. Activities may involve a combination of public meetings, charrettes, email and social media campaigns, surveys, and other creative mediums. Input should also be gathered from employers in the vicinity of high-use stops and other transit stakeholders.

The consultant must attend and lead all public engagement activities, providing all agendas, printed materials and presentation materials.

Task 2 Deliverables Consultant will create all agendas, printed materials, presentations, media posts, etc. for City approval at least two weeks in advance of any publication, posting, or meeting. Consultant will additionally provide a log of all comments gathered throughout public involvement activities in an electronic format. Consultant will also provide a summary report of the activities undertaken in the public involvement process, including number of visits, hits, comments, likes, attendees, summary content of comments/participation, and any other relevant reportable information.

Task 3: Funding

The consultant will evaluate funding options in addition to the regularly anticipated Federal Transit Administration (FTA) funds and identify other sources that might become reliable, recurring, reasonable income sources. Assessment of funding should be sufficient in that the final recommendations will consider federal to local match proportions where appropriate. The consultant should take a myriad of options into consideration, and in coordination with the MPO, HCT, and the City of Hattiesburg, should create plans only around those sources deemed as reasonable and agreeable to assume. Plans as they relate to advertising opportunities should be accompanied by recommendations for appropriate advertising cost structures based on comparable systems and/or the local market. The consultant will include an assessment of the current fare structure and make recommendations as appropriate.

Task 3 Deliverables The consultant will provide information relative to all recommended grant fund sources to be recommended in the plan, including a description of the eligible activities/purchases, the local match requirement, the reasonable funding amount for which the City should apply, the specific activities/purchases for which the consultant recommends they be applied, and timelines recommended for the development or anticipation of funding round(s).

Likewise, the consultant will provide a summary and accompanying detail of any other funding opportunities, revenue programs, or fare structure changes that are to be considered in any scenarios presented. Details will include reasonable expectations of one-time and/or recurring funding based on programs or changes considered. Summary of each funding program and/or change will accompany a comparison with similar programs – preferably from comparably sized systems.

Task 4: Recommendations and Implementation Plan

Considering all the analysis and the outcomes of the previous tasks, the consultant will create recommendations. All the recommendations will be accompanied by an implementation plan. Short, medium- and long-term scenarios will be developed, showing the progression/timing of changes. Changes/scenarios should be clearly described, including details by route, service type, timing by year, operational impacts for facilities, changes in equipment needs, changes in personnel needs, total cost associated, and should include an analysis of the customer impact – both current ridership and anticipated ridership. Recommendations/changes related to routes and the accompanying impact analyses will be sufficiently detailed and evidenced that if/when implemented, staff will be able to utilize the information in following its Title VI Program.

Task 4 Deliverables Consultant will provide a Transit Master Plan – a collection of the suggestions, actions, programs, etc. recommended to be implemented as a result of consideration of all available information, including public input – as well as references to the data used in arriving at the recommendations. Recommendations regarding route changes or improvements will include maps of the route(s) to include stops, shelters, amenities, and changes to stops and shelters. Recommended changes/projects will be summarized in a table or chart format including implementation activities, milestones, responsibilities, and cost estimates. Accompanying documents will include more detail on each recommendation, including an evaluation of specific advantages, disadvantages, and contingencies related to each recommendation. Details will include information on ridership changes, capacity impacts, resource changes required, and all other relevant details with which to base informed decision making.

While the impacts of each recommended change in this plan are important, the expectation of this project is a final plan outlining multiple scenarios, considering multiple transit types (if appropriate), that when properly executed will cumulatively have a considerable positive impact on the efficiency and effectiveness of transit in the Hattiesburg area.

Progress Reports

Progress reports will be due monthly describing progress on each task, outlining steps taken since the last report and next steps scheduled. Progress reports will describe adherence to the planned schedule for the overall project.

Final Deliverables

The consultant is responsible to provide:

- Five (5) bound final approved Transit Master Plan documents, and one digital copy on a USB flash drive of all documents in Microsoft Office and Adobe Acrobat formats.
- Maps and geospatial data deliverables should be submitted in the following format:
 - All proposed transit routes should be delivered as geospatial data compatible with ESRI ArcGIS 10.x/ArcPro2.x and associated with the City of Hattiesburg's street centerline.
 - All proposed transit facilities and hardware depicted on map deliverables should be as geospatial data, compatible with ESRI ArcGIS 10.x/ArcPro2.x.
 - Printable pdf's of all maps should be included within the Transit Master Plan digital document or on the deliverable USB flash drive.
 - Production files and geospatial data associated with these maps should be delivered on a USB flash drive, compatible with ESRI ArcGIS 10.x/ArcPro2.x.
- Following presentation of draft plan to MPO staff, consultant will make a presentation of the plan to the Hattiesburg City Council, the MPO Technical Committee, and the MPO Policy Committee.

Document Accessibility and Ownership

All documents printed or electronically produced as part of this project shall be the property of the City of Hattiesburg, Department of Urban Development. The City of Hattiesburg and its related departments, including the Hattiesburg-Petal-Forrest-Lamar Metropolitan Planning Organization shall remain free to copy and edit any and all documents and presentation materials, electronic or otherwise.

Electronic documents shall not be locked or password protected and the Hattiesburg-Petal-Forrest-Lamar shall retain the ability to edit and update documents, including original word processing, spreadsheet, and database and mapping files and resulting Acrobat files.

V: Submittal Format and Procedures

Consultants or consultant teams are requested to prepare a proposal for submittal to the City of Hattiesburg City Clerk's Office. In order to be considered responsive to this RFP, each proposal must conform to the following requirements. The consultant shall submit six (6) copies of the proposal and an electronic copy in PDF format on a flash drive or CD.

Submissions must be received by 10:00 a.m. on December 3, 2020 in the Office of the City Clerk:

Physical Address:

City of Hattiesburg
Office of the City Clerk
200 Forrest Street
Hattiesburg, MS 39401

Mailing Address:

City of Hattiesburg
Office of the City Clerk
PO Box 1898
Hattiesburg, MS 39403-1898

Late proposals will be returned unopened. Faxed proposals are unacceptable.

Inquiries:

All inquiries and questions about this proposal must be submitted in writing by email to aesters@hattiesburgms.com. Questions will be compiled and answered via an addendum document posted with the City Clerk's office and online at www.hattiesburgms.com/mpo in the same section as the full RFP. The deadline for Bidders to submit written questions for information and/or clarification is 3:00 PM on Thursday, November 19, 2020, and unless an extension of the deadline is established, a final addendum answering questions received by the deadline will be published no later than 5:00 PM on Wednesday, November 25, 2020.

The Proposal package should consist of a technical proposal containing cover letter and five tabbed sections as described below.

Please limit your proposal to 50 single-sided pages or less and number all pages. Tabs and dividers do not count toward the page limit.

Please present Technical Proposal with the following information in order by Tab:

Cover. Cover letter must identify a contact person for questions and contact information including telephone number(s), email, and address.

TAB 1. List any experience with preparing transit master plans in other urban areas. The description should give the specifics of the services provided, state the office location from which the work was performed, and include an explanation of why the project is considered similar. A reference, with phone number, should also be included as part of the description of each project;

TAB 2. List the professional qualifications and relevant transit planning experience of the individuals who will be directly involved in the Transit Master Plan. The list of key individuals should include those who are expected to be involved with the project along with a brief statement as to each individual's expected role(s). The Consultant will submit resumes of key individuals outlining their qualifications as it pertains to this proposal. Include any other resources available to the project team including any sub-consultants that may be employed. The qualifications of sub-consultant employees should be furnished as described above;

TAB 3. Provide details to elaborate on how the consultant proposes to go about performing the scope of work and providing deliverables as listed in Sections III and IV. Identify methods

and steps to be taken. Outline a proposed public engagement strategy. List man-hours by employee position necessary to satisfactorily complete the tasks;

TAB 4. Provide a project plan and timeline demonstrating the ability to complete plans on time and within budget (based on current work load indicators and past performances); and

TAB 5. An officer of your company who can be held accountable for all representations must sign the attachment A provided in this RFP.

VI: Evaluation Criteria

Proposals will be evaluated by a committee composed at a minimum of City staff, HCT staff, and MPO staff, among others. The Proposals will be evaluated on the firm's ability to meet the requirements of this RFP. Some heavily weighted, specific evaluation criteria, among other factors, will include:

1. Thoroughness of the proposal regarding the tasks addressed in the Description of Services;
2. Knowledge of technical requirements
3. Scope of Work;
4. The firm's previous experience with similar transit master plans;
5. Citizen participation and community involvement;
6. Qualifications and ability of key individuals identified in the proposal; and
7. Man-hours required to complete the plan.
8. Quality and availability of staff assigned to the project.

Candidate firms may be asked to present their proposal to City staff before the final selection is made.

After selection, the HPFL-MPO will undertake contract negotiations with the selectee, based on successful proposal material. Final selection and the contract with the successful consultant will be subject to approval by the City of Hattiesburg.

VII: Plan Schedule and Budget

Unless an alternative schedule is established by agreement, the Consultant shall complete the Draft Transit Master Plan within seven (7) months of the Notice to Proceed. The City shall have 30 days to review and comment on the draft plan. Based on these comments, the Consultant shall make the necessary revisions, print the final report and deliver hard copies and digital copies to the City within 30 days. The Consultant shall make formal presentations to the Hattiesburg City Council, MPO Technical Committee and Policy Committee. The Transit Master Plan is expected to be completed and adopted by October 2021.

Consultant Proposals due at the City by 10:00am	Dec 3, 2020
Consultant Selection and Contracting	Dec 2020 – Jan 2021
Initial Meeting(s) with MPO/City staff	Jan 2021
Plan Development with monthly report to MPO/City staff	Feb 2021 – Aug 2021
Plan draft to MPO/City staff	Aug 2021
Final plan presented to City Council, and MPO Committees	Sept – Oct 2021
Plan completion deadline – adoption by Council	Sept – Oct 2021

VIII: Additional Requirements

All proposals become the property of the City of Hattiesburg upon submission. The cost of preparing, submitting and presenting a proposal is the sole expense of the consultant. The City of Hattiesburg reserves the right to reject any and all proposals received as a result of this solicitation, to negotiate with any qualified source, to waive any formality and any technicalities or to cancel the RFP in part or in its entirety if it is in the best interest of the City of Hattiesburg.

The City of Hattiesburg reserves the right to accept or reject any or all Statement(s) of Proposals, with or without cause. All decisions related to this solicitation by the Selection Committee and City Council will be final.

The City of Hattiesburg reserves the right to request clarification of information submitted and to request additional information of one or more respondents.

It will be necessary for responding parties to comply fully with the general terms and conditions outlined in this document if they are to be considered. A letter attesting the respondent has read and understands all procedures is a part of the initial submission requirements (Use Attachment A).

CITY OF HATTIESBURG will work with the selected firm or firms to finalize the scope of work, the study budget, and the final contract. In the event that CITY OF HATTIESBURG is unable to reach agreement with the selected consultant firm regarding scope of work and/or cost, one of the other submitters may be chosen.

The consultant shall maintain a file containing all correspondence pertaining to the project and shall document the minutes for all meetings held pertaining to the project. All documents and plans, in either paper or electronic format, shall be the property of the CITY OF HATTIESBURG upon completion of the project or termination of the contract.

The consultant shall submit invoices with a written status report to the CITY OF HATTIESBURG, HPFL-MPO Manager, who reserves the right to request supplemental information to ensure appropriate project progress.

Attachment A:

**Understanding of RFP Procedures, Terms and Conditions
(To be returned with proposal submission)**

**Invitation to Submit Proposals
City of Hattiesburg, Mississippi**

I acknowledge I have read and understand all procedures and requirements of the above referenced RFP and have complied fully with the general terms and conditions outlined in the RFP.

Development Team: _____

Representative's Signature: _____

Representative's Printed Name: _____

Date: _____