



# **REQUEST FOR PROPOSALS**

FOR A

# **TRANSIT DEVELOPMENT PROGRAM (TDP)**

FOR THE

**WAUSAU METROPOLITAN AREA  
WAUSAU, WISCONSIN**

**PROPOSALS MUST BE RECEIVED  
NO LATER THAN 2:00 P.M. CST, JUNE 18, 2021**

**FOR FURTHER INFORMATION PLEASE CONTACT:**

**DAVE MACK  
WAUSAU METROPOLITAN PLANNING DIRECTOR,  
MARATHON COUNTY CONSERVATION, PLANNING, AND ZONING  
DEPARTMENT**

## **INTRODUCTION**

The Wausau Metropolitan Planning Organization (Wausau MPO) and the Wausau Area Transit System (WATS), d.b.a. Metro Ride, are requesting proposals for the preparation of a Transit Development Program (TDP) for the Wausau, WI Urbanized Area. The purpose of the study is to evaluate Metro Ride transit services and obtain recommendations to improve efficiency and effectiveness and address unmet transit needs in the community.

This study occurs at a challenging time for Metro Ride. System ridership has fallen over the last decade, as transit services have been reduced or eliminated. Metro Ride no longer serves areas outside the City of Wausau's boundaries and many important destinations in the region are not accessible by public transit.

The last program planning document, Wausau Metro Area Transit Development Program, was completed in 2018 by the Wausau MPO. It was predicated on previous TDPs completed in 2012, 2006, and 2001.

## **PROPOSALS**

The proposal should describe your approach to the Scope of Services. The proposal should provide sufficient detail to enable the selection committee to thoroughly evaluate and compare it with other proposals. It should include the following information and any other information you believe is pertinent to this study.

1. Provide a description of your work approach to the tasks as identified in the Scope of Services. In addition, identify and describe potential services that may have applicability. Any concepts, techniques and tools which you intend to utilize in preparing the study should be included.
2. Identify data which will be needed to conduct the study.
3. Describe your intended relationship with staff and the level of assistance anticipated for completion of the tasks. Also, describe your intended relationship with interested groups/citizens and private transportation providers.
4. Provide a description of all additional subcontracts and associations with other firms you propose to utilize in the performance of this work. Explain fully the intended working relationships and responsibilities of each firm, as well as any examples of past experiences working together and also working with Wausau Metro Ride or Marathon County, WI (Wausau MPO).
5. Provide a cost estimate of professional fees to undertake each task outlined in the Scope of Services. The cost estimate should include direct labor costs, any mark-up for fringe benefits, overhead, profit, and other direct expenses such as transportation, housing, printing, and per diem. A breakdown of the labor costs, including position, hours, hourly rates of pay, and cost should also be provided.
6. Provide a list of references for projects similar in scope which you have conducted in other communities. The dates over which the projects were conducted should be included, as well as the status of implementation of your recommendations for these projects.

7. Provide a website link or PDF versions of 1- 3 comparable studies or projects completed or undertaken by the project manager you are proposing for this project.
8. Provide website links or PDF versions of resumes of all professionals who will be actively working on this project. Resumes should list related project experience and general project duties.

## **INTERVIEW**

Firms submitting proposals for this project may be scheduled for interviews during the weeks of July 5<sup>th</sup> and July 12<sup>th</sup>, 2021. The interview will enable your firm to present your proposal and approach to the project.

1. The Project Manager is expected to take an active part in making the presentation at the firm's interview. The Project Manager is defined as a person having day-to-day responsibility to conduct the study or to very closely supervise the work of others in the development of the study. Your firm may include other key people you feel will aid in the interview process.
2. The interview will last approximately one hour. Your presentation should be limited to 30-40 minutes. The remainder of the time will be used for follow-up discussion and questions.
3. The selection committee may consist of some or all of the following individuals:
  - Greg Seubert, Transit Director, City of Wausau/Metro Ride;
  - David Mack, Planning Manager, Marathon Co./Wausau MPO Director;
  - Becky McElhaney, Chair, City of Wausau Transit Commission;
  - John Robinson, Chairman, Wausau MPO;
  - Andrew Lynch, Transportation Planner, Wausau MPO;
  - David Meurett, North Central District, Wisconsin Department of Transportation;
  - Megan Newman, City of Wausau/Metro Ride;
  - Local Government Leader from Wausau MPO Communities;
  - Representative from business community.

All questions should be referred to Dave Mack. No other member of the selection committee will respond to questions.

## **CONSULTANT SELECTION**

The selection committee will consider the following criteria in evaluation of the proposals and interview presentation:

1. Past record of performance of the firm and project team on projects similar to this project. The status of implementation of these projects will also be reviewed. (15%)
2. Quality and content of the written proposal. (10%)

3. Specialized experience and technical competence of the firm and project team assigned including any subcontractors and associate firms as they relate to the specific needs of this project. (20%)
4. Familiarity of the firm with the types of transit related issues in preparing this kind of document and potential alternatives applicable to this project. (25%)
5. The general understanding of, and agreement with, the firm's approach to the project including our general feeling or confidence in the firm to perform the work. (25%)
6. Cost. (5%)

The Marathon County Conservation, Planning and Zoning Department (Wausau MPO) will enter into contract negotiations with the firm selected for this project. The final scope of the project may vary from the proposal depending on needs and resources. If the Wausau MPO is unable to successfully conclude good faith negotiations with the firm selected, the firm will be notified in writing. Negotiations will then proceed with the next highest ranked firm.

### **PROPOSAL SPECIFICS**

1. Any restrictions on the use of data contained within a proposal must be clearly stated in the proposal itself.
2. The Wausau MPO reserves the right to reject any or all proposals.
3. Submit a PDF version of your proposal via email to [dave.mack@co.marathon.wi.us](mailto:dave.mack@co.marathon.wi.us) with the Subject Line as: "PROPOSAL FOR 2022 TDP".
4. Proposals must be received by **2:00 p.m. CST, Friday, June 18, 2021** to:

David Mack, Planning Manager/MPO Director  
Marathon County Conservation, Planning and Zoning/  
Wausau MPO  
210 River Drive Wausau,  
WI 54403  
[dave.mack@co.marathon.wi.us](mailto:dave.mack@co.marathon.wi.us)

5. Respondent's telephone and email addresses must be included with proposal.
6. All questions must be in written form and may be directed only to Dave Mack, MPO Director, 210 River Drive, Wausau, WI 54403, (715) 261-6043, fax (715) 261-6016, or email to [dave.mack@co.marathon.wi.us](mailto:dave.mack@co.marathon.wi.us) by May 28, 2021. The questions and subsequent answers will be documented and posted on the Metro Ride website's [procurement section](#) by June 4, 2021.
7. All project activity is anticipated to be completed by September 30, 2022.

## **ANTICIPATED PROJECT SCHEDULE**

The intention of the City of Wausau/Metro Ride/Wausau MPO is to have the recommendations from this Plan for budgeting purposes, no later than July 31, 2022.

| <u>Action</u>                            | <u>Target Date</u>              |
|--|---------------------------------|
| Release of RFP                           | May 17, 2021                    |
| Consultant questions and answers         | May 28 - June 4, 2021           |
| <b>Deadline for consultant proposals</b> | <b>June 18, 2021</b>            |
| Short list by selection committee        | week of June 21, 2021           |
| Contact consultants on short-listed      | by June 25, 2021                |
| Consultant interviews and selection      | weeks of July 5 & July 12, 2021 |
| Execute contract                         | week of August 2, 2021          |
| Begin project:                           | week of August 2, 2021          |
| Draft report completed                   | July 2022                       |
| Final Report and Approvals               | August and September 2022       |
| Project completion                       | September 30, 2022              |

## **SCOPE OF SERVICES**

The consultant will evaluate operating structure, financial condition and system performance; analyze current transit demand and identify transit service gaps; identify business needs of the community as they relate to transit service; consider service restructuring and the incorporation of alternative service delivery modes; recommend technology solutions to improve access and ease of use for the customer; and propose a five-year operating and capital budget for proposed alternatives. Recommendations made should be achievable within existing and anticipated fiscal constraints during the plan period.

As part of the project, an oversight committee of local stakeholders will be created for this planning process. It is anticipated that members of the City of Wausau Transit Commission, Wausau MPO and its staff, Metro Ride staff and other key local stakeholders including representatives from the business community, non-profits supporting low and moderate income and elderly and handicapped individuals, and minority groups will make up this committee and meet to discuss key points throughout the entire process. The consultant will be expected to attend some of those meetings also at key points in the planning process and will include a kick off meeting, a review of developed alternatives, and a presentation of the final proposals for public review and comment. Regular progress reports will be made to the City of Wausau Transit Commission and, as required, to the Wausau MPO, as well as the Wausau City Council.

The Wausau MPO staff will be administering the project and will be the local point of contact for the consultant, as well as establishing all meeting times and dates needed. Consultant participation will be necessary at Transit Commission and Wausau MPO Commission meetings, only as related to key work efforts or presentations. The consultant will also be available for public information meetings. The Transit Commission meets regularly on the third Thursday of the month, while the Wausau MPO Commission meets on the second Tuesday of the month.

A description of the anticipated meetings is identified following the Tasks.

## **TASK #1**

### **Existing Conditions/System Overview**

An update of existing conditions affecting transit will be the basis for review of the system. Included is an examination of the demographics, land use patterns, and socioeconomic conditions in the Wausau area. The history of transit in the area will provide background for an overview of the existing system, both fixed-route and paratransit. Existing components such as system layout, ridership, fare structure, equipment and facilities, and financing will be inventoried and summarized. An inventory of other transportation services in the area will be conducted.

The compilation of this history and existing conditions section will be the responsibility of the consultant with assistance from the Metro Ride and Wausau MPO staff. There is data and information within the MPO and Metro Ride concerning the system as it has existed and as it exists today. Any additional information concerning the existing system which may be needed in subsequent analysis will be gathered by joint agreement between the consultant, Metro Ride and MPO.

The MPO and Metro Ride Staff will assist in developing the existing conditions and system overview for subsequent analysis by the consultant. The consultant will analyze and then compile the inventory information as Technical Memorandum #1.

The information and inventory of the METRO RIDE operations should be provided to the consultant by the end of September 2021 with Technical Memorandum #1 being completed by the end of November 2021.

## **TASK #2**

### **Survey Data and Local Input**

Information will be gathered from a wide variety of sources. A boarding and alighting survey, consisting of a 100% sample on a weekday, to determine key destinations, ridership patterns, schedule adherence and average trip length will be conducted on all routes. An onboard survey will also be conducted to provide valuable information on travel patterns, rider characteristics and opinions. Past onboard surveys will be provided to the consultant as valuable information about recent trends.

In addition, the Consultant will utilize the services of the Wausau MPO, the Greater Wausau Chamber of Commerce, the Marathon County Economic Development Corporation (MCDEVCO) and other community organizations to conduct stakeholder interest group meetings. The intent of this work is to identify the needs of the business community and residents as it pertains to transit services in the metro area. The needs will include information on origin and destination, time of day, hours of service, frequency of service, and barriers. The consultant will also need to conduct public informational meetings and attend the Transit Commission, Wausau City Council, and Wausau MPO meetings to gather further local input for the study. In conjunction with those meetings, the consultant may conduct individual interviews with the stakeholders to obtain and gather further information for the study.

The consultant, in conjunction with Metro Ride and the Wausau MPO, shall develop or utilize any new or creative approaches to engage the public since the COVID pandemic started. The utilization of virtual meetings and websites will be encouraged to help generate public input in the study. Efforts should include activities to engage those who do not have access to the internet.

The consultant will have the responsibility of conducting all surveys and public input on the transit system. All available data will be provided to the consultant as required for system and route analysis in the information submitted in Task #1. The survey work should take place in November 2021 to incorporate the student ridership of the area.

Presentation materials as deemed appropriate for public informational meetings will be produced by the consultant. Presentation and hand out materials for other noted meetings will be the responsibility of the consultant with the primary role in the work effort.

This task should be completed by the end of January 2022.

### **TASK #3**

#### **Service Evaluation**

Goals and objectives for the transit system will coincide with those of the Long-Range Transportation Plan for the Wausau Metropolitan Area. The current plan is available at WausauMPO.org. Performance measures will be updated within the framework of the updated goals and objectives and with consideration of state and national trends. Performance measures and standards will be used to critique the system and are anticipated to quantify and rank service area coverage, ridership, revenues and expenses, and service quality, as deemed appropriate and feasible. Intermodal connectivity will be addressed in the review of service area coverage. The system will also be measured through a comparison to national trends and a peer group analysis and an evaluation of identified business needs. An evaluation of innovative systems and approaches should also be considered.

The development of the goals, objectives, and performance measures, is the responsibility of the consultant through the Oversight Committee, City of Wausau and Wausau MPO with input from the Oversight Committee which will carry the primary role in the evaluation of the system relative to the determined measures. The goals, objectives, and performance measures, and evaluation will be reviewed by the consultant as to their relevance, completeness, and integrity. The comparison to national trends and the peer group analysis will also be the primary responsibility of the consultant. The Oversight Committee will retain review authority of the selected peer groups for the sake of system comparability.

The draft goals, objectives, and performance measures will be prepared for distribution by the consultant for review by the Oversight Committee. Upon consensus agreement of the measures, Technical Memorandum #3 documenting the system evaluation will be written. Technical Memorandum #3 should also include the peer group and national trend analysis, and summary information regarding the surveys and public input. This task should be completed by the end of April 2022.

## **TASK #4**

### **Improvement Options**

The presentation and analysis of alternatives, or improvement options, will be based on identified business needs. Considered alternatives include fixed-route alternatives, demand responsive alternatives, combinations of fixed-route/demand responsive alternatives, service hours, vehicle needs, bus size, use of alternative vehicles and potential for public private partnerships. Travel Demand Management (TDM) strategies appropriate to transit systems of similar size to the Wausau urban area as well as innovative approaches will be explored and the potential for regional service expansion opportunities into the surrounding communities will need to be a large focus of the future improvement options explored.

The definition of alternatives will be the role of the consultant, with some technical assistance from Metro Ride and MPO staff. Technical Memorandum #4 presenting the alternatives analysis will be developed by the consultant with time for review prior to presentation to the Oversight Commission. This task should be completed by the end of June 2022.

## **TASK #5**

### **Technology Recommendations**

The presentation and analysis will consider technology solutions that will provide real-time vehicle location for customers and system management; enable contactless sale and collection of passenger fares; enable automatic ADA stop announcements; and facilitate collection and download of daily operating data. Proposed solutions may include any viable combination of hardware, software, or services available in the marketplace.

Technical Memorandum #5 presenting the alternatives analysis will be developed by the consultant with time for review prior to presentation to the Oversight Committee. This task should be completed by the end of June 2022.

## **TASK #6**

### **Recommendations and Implementation**

A recommended plan will address the areas of system design, route configuration, vehicle needs, other equipment and facilities, organizational structure all resulting from the analysis. Such recommendations shall be reviewed by the Metro Ride and Wausau MPO staff before being distributed and reviewed by the Oversight Committee, the Wausau City Council, and the Wausau MPO. A public hearing regarding the recommendation will be held in July 2022 prior to formal action by these entities.

An implementation plan will schedule improvements into a five-year time frame, and identify specific roles and responsibilities. The implementation section will also present a contingency service plan to assist Metro Ride and the Wausau area in the event that federal, state, and local funding should significantly decline within the five-year planning period.

The recommendations to be presented in Technical Memorandum #6 are the responsibility of the consultant. The development of the implementation and contingency plan as well as the final plan is similarly the responsibility of the consultant. This task should be completed by the end of July 2022.



Final plan presentations will be made by the consultant.

The final document, which will include all Technical Memorandum identified in the Tasks of this document, as well as the graphics and maps, will be delivered to allow for review and reproduction prior to release to the public and presentations to the Oversight Committee, Transit Commission, Wausau City Council, and Wausau MPO. This should be completed by August 2022. Upon approval, all document material should be delivered to the Wausau MPO. All graphic and mapping material and survey information used for the document should also be provided to Wausau MPO upon completion of the project. Project completion will be by the end of September 2022.

## **PROJECT BUDGET**

This study will be conducted under a fixed price contract not to exceed \$120,000 (80% or \$96,000 from Federal Transit Administration and Wisconsin Department of Transportation; 17% or \$20,000 from City of Wausau; and 3% or \$4,000 from Wausau MPO).

## **ANTICIPATED MEETINGS**

### Meetings

1. Informational meetings with Oversight Committee, Transit Commission, Wausau City Council and Wausau MPO.
2. Public informational kick-off meeting.
3. Oversight Committee review of existing conditions information.
4. Public informational meeting on needs.
5. Oversight Committee review of goals, objectives, and performance measures.
6. Oversight Committee review of alternatives analysis and recommendations.
7. Transit Commission meeting on alternatives analysis and recommendations.
8. Public informational meeting on alternatives.
9. Public Hearing on final proposal.
10. Presentation to the Oversight Committee.
11. Presentation to Transit Commission for Adoption.
12. Wausau City Council for Adoption.
13. Presentation to Wausau MPO for Adoption.

Every effort will be made to conduct multiple or joint meetings when the consultant is required to attend including virtual meetings. This should potentially reduce travel expenses for the consultant.

## **END PRODUCTS**

The following summarizes the documentation to be furnished under the terms of the contract. The consultant shall submit the following:

1. A PDF version of each draft Technical Memorandum.
2. A PDF version of each final version of the Technical Memorandum.
3. A PDF version of each final version graphic within each Technical Memorandum.
4. A PDF version of the draft version of the document.
5. A PDF version of the final version of the document.
6. All computer generated files related to the Technical Memorandum, presentation materials, final documents, and all graphics and maps submitted in the format to be agreed upon by the consultant, Metro Ride and MPO staff.
7. The Wausau MPO will provide and distribute copies of the documents to the following:
  - Oversight Committee
  - Transit Commission
  - Wausau City Council
  - Wausau MPO
  - MPO Technical Advisory Committee
  - and all other local interested parties