

**TAHOE REGIONAL PLANNING AGENCY  
LONG RANGE AND TRANSPORTATION PLANNING  
REQUEST FOR PROPOSALS (RFP)  
Transit Passenger Surveys and Analysis  
RFP #220003**

**Announcement:** November 1, 2021

**Project Description:** The Tahoe Regional Planning Agency (TRPA) is requesting proposals for assistance in surveying transit runs on the Tahoe Transportation District (TTD) and Tahoe Truckee Area Regional Transit (TART) transit systems. Two different transit systems operate within TRPA jurisdiction: TTD primarily on the South Shore of Lake Tahoe and TART primarily on the North Shore of Lake Tahoe. The project will include developing survey questions with TRPA, TART, and TTD staff, conducting on-board surveys during several different service seasons, and preparing and analyzing data to compare seasonal trends. Survey questions and analysis methodology will be incorporated into the Tahoe Transit Monitoring Program. Consultants and/or a team of consultants should have expertise in transportation planning and monitoring.

**Evaluation:** Bids will be evaluated based on consultant qualifications, ability to adhere to the proposed timeline, proposed budget, scope of work, references, and sample products. Bids will be evaluated by a selection committee. TRPA reserves the right to select a consultant based solely on the written proposals and not convene oral interviews. If oral interviews are needed, the qualifying consulting firms will be invited to make a presentation to the selection committee. TRPA is not required to contract with a consultant and may choose not to select any of the submitted consultants.

**Questions:** All questions should be submitted in writing to the RFP Coordinator:

Kira Smith  
Tahoe Regional Planning Agency  
PO Box 5310  
128 Market Street  
Stateline, NV 89449  
775-589-5236  
ksmith@trpa.gov

## **1. Introduction and Agency Background**

### **Introduction:**

Transit monitoring is a crucial component of effective multimodal planning and policymaking. On board passenger surveys provide transit partners with the necessary feedback to prioritize public transit improvements and communicate the benefits the system provides to the Lake Tahoe Region community. Surveys conducted as part of this project will build upon previous survey work and will assist in informing trends, service development, and service forecasting.

### **TRPA Background Information:**

TRPA was created when the governors and lawmakers in California and Nevada approved a bi-state compact that created a regional planning agency to oversee development at Lake Tahoe. In 1969, the United States Congress ratified the agreement and created the Tahoe Regional Planning Agency. The Agency is authorized under California law (California Government Code sections 66800 through 66801), Nevada law (NRS 277.190 through 227.200), and Federal law (PL 96-551).

TRPA is located on the border of the states of California and Nevada, between the Sierra Crest and the Carson Range. Approximately two-thirds of the region is in California, with one-third within the State of Nevada. The Tahoe Region contains an area of about 501 square miles, of which approximately 191 square miles comprise the surface waters of Lake Tahoe. Overlapping jurisdictions in California include the City of South Lake Tahoe, El Dorado County and Placer County. Overlapping jurisdictions in Nevada include Washoe County, Douglas County and Carson City. Tourism is the economic heartbeat of the region and visitors to the area far outnumber the year-round resident population of just over 55,000 people.

The mission of the TRPA is to “lead the cooperative effort to preserve, restore, and enhance the unique, natural, and human environment of the Lake Tahoe Region.” The Agency is the leading partner for plans and actions to preserve the environment of the Tahoe region. The Agency establishes transportation and land use policy. It works with local, regional, state, and federal organizations and governments to facilitate a cooperative approach in implementing these plans and programs.

TRPA is governed by a 15-member Board. California and Nevada each have seven members comprised of elected officials and governmental appointees. In addition, a non-voting member is appointed by the President of the United States of America. Further information can be obtained at the Agency’s website at [www.trpa.gov](http://www.trpa.gov).

## **2. Project Description**

### **Overview of Project**

The scope of work listed below reflects anticipated tasks required for completion of the Transit Passenger Surveys and Analysis project. The consultant will be responsible for preparing survey materials, scheduling survey runs, hiring and training surveyors, and overseeing survey operations. The consultant will also be expected to analyze the survey data and prepare a report providing trend details

using data from previously completed passenger surveys. Previous rider survey reports are accessible to view and download at <https://monitoring.laketahoeinfo.org/Transit> under “Documents.”

### **Term of Engagement**

It is the intent of the Agency to contract for services presented herein for a term of one year . The Agency reserves the right to extend the term of this contract for up to two one-year terms subject to the annual review of the Agency, the satisfactory negotiation of terms (including a price acceptable to both the Agency and the selected firm), and the annual availability of an appropriation.

### **Scope of Work:**

#### **Task 1: Survey Preparation**

Work with TRPA project manager and TART and TTD staff to develop survey questions applicable to both transit systems and create some unique questions for separate TTD and TART surveys. Utilize questions from previous on-board surveys to maintain trends and consistency. Surveys should be translated into Spanish. Develop a schedule to survey during the 2022 Winter and Summer seasons identifying runs to be surveyed and surveyor shifts. Prepare survey packets including survey instructions, materials, and forms. Retain surveyors and provide training as necessary.

- **Deliverables:**
  - Work with TRPA and transit agencies to develop survey instrument and questions
  - Translated Spanish versions of surveys
  - Draft surveys and one round of review
  - Before each season, develop an organized schedule that identifies planned runs and surveyor shifts
- **Deadlines:**
  - Winter Survey Preparation: February 2022
  - Summer Survey Preparation: June 2022

#### **Task 2: Conduct Surveys**

Conduct surveys on TTD and TART buses. Trained surveyors should pass out and collect completed forms with the questions developed in Task 1. Surveyors may also opt to collect surveys digitally.

- **Deliverables:**
  - Completed surveys
  - Provide weekly updates to TRPA, TTD, and TART staff identifying runs on which surveys have been completed, as well as a total number of surveys completed
- **Deadlines:**
  - Winter Survey Completion: March 2022
  - Summer Survey Completion: July 2022

#### **Task 3: Data Entry and Analysis**

Enter all survey data into an Excel spreadsheet. Spanish comments should be translated to English. Analyze all straight tabulations, as well as cross-tabulations of passenger origin vs. destination. Compare Winter and Summer results with the results of previous surveys conducted during the same seasons. Prepare a final report with key information and takeaways.

- **Deliverables:**
  - Excel spreadsheets with raw survey data

- Draft report and one round of review
- Final survey report with graphics
- **Deadlines:**
  - Winter Excel Spreadsheet: April 2022
  - Summer Excel Spreadsheet: August 2022
  - Final Survey Report: September 2022

### 3. RFP Schedule & Submission Process

#### **Public Records**

The documents submitted in response to this RFP should be considered public information and subject to FOIA disclosure. Restrictions on any information submitted will render a bid non-responsive.

TRPA assumes no contractual obligation to enforce any exemption on behalf of a respondent to the RFP.

#### **RFP Coordinator:**

Upon release of this RFP, all communications concerning this proposal request should be directed to the RFP Coordinator listed below. All written questions and requests for clarification must be received by the deadline on the RFP schedule listed below. Email shall have the subject stating: **“RFP INQUIRY – RFP #220003 Transit Passenger Surveys and Analysis.”** Responses will be posted to the website <https://www.trpa.gov/contact/request-for-proposals/> in accordance with the RFP schedule listed below. The respondent should rely only on written statements issued by the RFP Coordinator.

Kira Smith  
 Tahoe Regional Planning Agency  
 PO Box 5310  
 128 Market Street, Suite 3A  
 Stateline, NV 89449  
 775-589-5236  
 ksmith@trpa.gov

#### **Request for Proposal Schedule:**

TRPA anticipates the following schedule, which is subject to change:

Date of Announcement:	November 1, 2021
Proposing Firms’ Questions Due:	November 8, 2021
Questions and Answers posted to <a href="http://www.trpa.gov">www.trpa.gov</a>	November 12, 2021
Deadline for Proposal Submissions:	December 3, 2021
Sealed Proposals Opened:	December 6, 2021
Selection of Consultants for Interviews (if necessary):	December 10, 2021
Consultant Interviews (if necessary):	December 13-17, 2021
Anticipated Award of Contract:	December 20, 2021
Commencement of Work:	January 24, 2022

Late proposal submissions will not be considered and will be returned unopened to the sender.

**Proposal Submission:**

Electronic submission of proposals via email, file transfer, or other method is preferred. RFP and cost proposals are submitted separately, and cost proposal is only opened for proposals that meet format requirements. Send electronic submittals to [bids@trpa.gov](mailto:bids@trpa.gov) with the subject line “**DO NOT OPEN – RFP 220003 Transit Passenger Surveys and Analysis RFP Response [lead firm name]**” and “**DO NOT OPEN – RFP 220003 Transit Passenger Surveys and Analysis RFP Cost Proposal [lead firm name]**”.

Address written proposals to: Tahoe Regional Planning Agency  
Attention: Kira Smith  
128 Market Street, Suite 3A  
PO Box 5310  
Stateline, NV 89449-5310  
Subject line:  
“**DO NOT OPEN – RFP 220003 Transit Passenger Surveys and Analysis RFP Response [lead firm name]**” and  
“**DO NOT OPEN – RFP 220003 Transit Passenger Surveys and Analysis RFP Cost Proposal [lead firm name]**”.

All opened proposals and accompanying documentation become the property of TRPA and will not be returned. Any late proposals will be returned unopened.

**Terms and Conditions:**

- TRPA reserves the right to amend the RFP schedule or issue amendments to the RFP at any time. TRPA also reserves the right to cancel or reissue the RFP, to reject any or all proposals, to waive any irregularities or informalities in the selection process, and to accept or reject any item or combination of items. TRPA reserves the right to request clarification of information from any bidder or to request supplemental material deemed necessary to assist in the evaluation of the proposal. TRPA reserves the right to accept any agreement deemed by the agency to be in its best interest. This RFP does not obligate the TRPA to accept or contract for any expressed or implied services.
- In the event that the bidder to whom any services are awarded does not execute a contract within thirty (30) calendar days after TRPA approval, TRPA may give notice to such bidder of intent to award the contract to the next most qualified bidder or to call for new proposals and may proceed to act accordingly.
- TRPA will not reimburse any bidder for any of the costs involved in the preparation and submission of responses to this RFP or in the preparation for and attendance at subsequent interviews.
- Selected consultant(s) will be expected to sign the TRPA Consultant Services Agreement listed on <https://www.trpa.gov/contact/request-for-proposals/>. Any desired edits to this agreement should be included in the Contractor’s proposal. Desired edits may not be accepted by TRPA.
- The Consultant or its employees may be subject to the provisions of Article III (a)(5) of the Tahoe Regional Planning Compact (P.L. 96-551, 94 Stat. 3233, Cal. Gov’t Code Section 66801, N.R.S.

277.200), which requires disclosure of any defined economic interest and prohibits such persons from attempting to influence Agency decisions affecting certain economic interests.

- Bidder shall thoroughly examine and be familiar with these terms and conditions of the TRPA Consultant Services Agreement. The failure or omission of any bidder to receive or examine this document shall in no way relieve any bidder of obligations with respect to this proposal or the subsequent contract.
- Bidder must certify to the best of its knowledge and belief that it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any federal department or agency. TRPA will verify bidders' status by checking the SAM system.
- All subcontractors, if any, used by the selected consultant will require prior written consent of TRPA and will be subject to all provisions stipulated in the TRPA Consultant Services Agreement.
- This contract will be funded by federal and state grant awards and is subject to federal and state grant award requirements including, but not limited to, cost principles and administrative regulations including but not limited to travel and per diem rates, mileage rates, and allowable cost requirements.

## 4. Minimum Required Proposal Contents

### **Minimum Required Proposal Contents:**

All proposal responses should address the following matters:

Main Proposal – Max Page Limit: 10

1. Definition of the Project: Indicate your understanding of the Project objectives.
2. Project approach: Describe how the Project will be managed, implemented, and evaluated to accomplish the objectives and requirements outlined in this request.
3. Team Organization: Describe how the project team will be organized to facilitate effective management, implementation, and evaluation.
4. Qualifications and Experience: Provide a summary of company and project team qualifications related to on-board transit surveys and transit analysis.
5. Schedule and Cost: The initial term of this contract shall be for 10 months with an option to extend one year. Provide an itemized cost estimate based on the Tasks described in Scope of Work section. Cost estimates should be based on hourly rates and/or milestones and deliverables.
6. References: Provide a minimum of three (3) client references of similar sized and/or governmental accounts which the bidder has served in a similar capacity over the past two years and/or is currently serving. Provide a contact person, telephone number, and email address for each reference customer. References should be submitted as an attachment to this response.

## **5. Notification and Selection Process**

### **Review of Proposals**

After the deadline date the Agency shall review and evaluate all proposals for responsiveness to the RFP to determine whether the Proposer possesses the professional qualifications necessary for the satisfactory performance of the services required. The Agency shall also investigate qualifications of all Proposers to whom the award is contemplated, and the Agency may request clarifications of proposals directly from one or more Proposers. In reviewing the proposals, the Agency may consider the following:

1. The experience and past performance of the Proposer and its agents, employees, and sub-consultants in completing projects of a similar type, size, and complexity.
2. The Agency may consider Proposer's timely and accurate completion of similar projects within budget.
3. The specific recent experience of the Proposer and its agents, employees, and sub-consultants in auditing governmental entities and especially transportation entities.
4. The feasibility of the proposal based upon the performance and cost schedules, and the methodology to be used by the Proposer.
5. Proposer's understanding of the work to be completed based upon the clarity of the proposal and responsiveness to this RFP.
6. Proposer's proposed language for the Professional Services Agreement.
7. TRPA makes a good faith effort to contract with small, minority, and women owned business enterprises. Accordingly, the TRPA strongly encourages small, minority, and women owned businesses to reply to this RFP.

### **Award of Agreement**

Upon completion of the review period, the Agency shall notify those respondents whose proposals will be considered for further evaluation and negotiation. All notified respondents may be required to make presentations and negotiate in good faith in accordance with direction from the Agency. Any delay caused by respondent's failure to respond to direction from the Agency may lead to a rejection of the proposal.

If the Agency determines, after further evaluation and negotiation, to award the Agreement, the Standard TRPA Two-Party Contract Agreement shall be sent to the successful respondent for the respondent's signature. No proposal shall be binding upon the Agency until after the Agreement is signed by duly authorized representatives of both the Auditor and the Agency.

TRPA agrees to make a good faith effort to contract with small, minority, and women owned business enterprises. Accordingly, the TRPA strongly encourages small, minority, and women owned businesses to reply to this RFP and submit DBEWE Certification as an attachment to this RFP.

Should the selected applicant and TRPA be unable to agree to the terms of a contract within thirty (30) calendar days after TRPA approval, TRPA will reserve the right to disqualify the consultant and select another qualified applicant. Should this process not result in the hiring of a consultant, the RFP may be reissued.

The Agency reserves the right to reject any or all proposals, and to waive any irregularity. The award of the Agreement, if made by the Agency, will be based upon a total review and analysis of each proposal and projected costs.

TRPA will contract with the party that will best accomplish the project objectives for the best value and in the best interests of the Agency.