

# REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
12	06/12/17	Open	Action	05/31/17

Subject: Delegating Authority to the General Manager/CEO to Release a Request for Proposals (RFP) and Award a Contract for Phase 1 of SacRT's Route Optimization Study

## ISSUE

Whether or not to delegate authority to the General Manager/CEO to release a Request for Proposals (RFP) and award a contract for Phase 1 of SacRT's Route Optimization Study.

## RECOMMENDED ACTION

Adopt Resolution No. 17-06-\_\_\_\_\_, Delegating Authority to the General Manager/CEO to Release a Request for Proposals (RFP) and Award a Contract for Phase 1 of Regional Transit's Route Optimization Study.

## FISCAL IMPACT

Budgeted:	Yes	This FY:	\$	0
Budget Source:	State Transportation Assistance	Next FY:	\$	140,121
Funding Source:		Annualized:	\$	n/a
Cost Cntr/GL Acct(s) or Capital Project #:	M012.02.03	Total Amount:	\$	140,121
Total Budget:	\$ 140,121			

## DISCUSSION

The attached resolution authorizes the General Manager/CEO to release an RFP for the first of two phases of SacRT's Route Optimization Study (ROS). The RFP would seek to secure the services of a contractor to perform four independent tasks collectively encompassing the first phase of the ROS. Each of the four tasks would be funded and executed independently. SacRT will issue a Notice to Proceed (NTP) for each task as funding becomes available.

A total of \$140,121 has been identified for the project thus far, which staff believes will be sufficient to secure a qualified firm for the entire first phase and to fund Tasks 1, 2, and 4a, discussed below. As additional funds are identified for the remainder of the Phase 1 tasks, staff would return to the Board to authorize work for the selected firm.

## **Interagency Cooperation**

Staff intends to structure the scope of work for the RFP so the scope requires the consultant to perform a general scope of work and authorizes SacRT to direct the consultant to perform specific tasks of work through the issuance of work orders, on an as-needed basis, subject to available funding. The Agreement will also allow for partnering with other local public agencies to work with

Approved:

Presented:

Final 06/06/17

General Manager/CEO

VP, Accountability & Performance

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SacRT to scope and fund additional tasks of a multi-jurisdictional or regional nature under the ROS contract.

## Purpose and Need

The Sacramento Regional Transit District (SacRT) route structure was primarily designed 30 years ago as a radial network focused on Downtown Sacramento. Land uses, travel patterns, and economic centers have grown and changed and Downtown Sacramento now plays an important, but less predominant, role in the regional economy. The time is right for SacRT to engage the community and re-imagine the system. SacRT’s service design should reflect the region as it stands today and as it is projected to grow.

The Route Optimization Study (ROS) will be a fresh, objective look at SacRT’s routes, schedules, stop locations, reliability, and other service characteristics. Project objectives include an assessment of key passenger markets, improved ridership productivity and cost effectiveness of routes, increased ridership, identification of opportunities and challenges offered by new mobility options, identification of service planning principles to guide SacRT services over time, and transparency in challenging service decisions that may impact members of disadvantaged populations.

It is important that the community takes ownership of the choices made for the transit system and feels that they have buy-in regarding the service envisioned for the future. This will help SacRT build support for growth of the system over time. Through the project SacRT will evaluate what can be done with today’s resources and consider modest growth for near-term implementation. SacRT will also explore how service and frequency might improve with additional local funding for transit, as SacRT considers a more long-term effort to grow the system.

SacRT has faced a ridership decline since the Great Recession. This study presents an opportunity to start from scratch in identifying the underlying causes of the decline and to seize opportunities to participate in a revolutionary time for transportation, where SacRT can play a key role in reducing traffic congestion and improving livability for our community. The study will assess key research findings on public transit ridership, mobility options, and travel patterns, as well as peer comparisons, emerging trends, passenger markets, and new and smart mobility options for seniors, low-income populations, and persons with disabilities. Other transit operators have taken action to re-imagine their networks; we intend to learn from the best-of-the-best in the industry.

## Existing Work to Date

The internet-based Community Survey conducted in April and May as well as the Customer Survey conducted on the SacRT system on May 11 through May 17 will help augment SacRT’s existing ridership data. Staff has also been meeting regularly with stakeholder groups in a variety of forums to educate the public on SacRT issues and practices and to take feedback. Staff has

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likewise been coordinating regularly with the Sacramento Area Council of Governments (SACOG) staff on funding opportunities and opportunities to utilize new data sources (e.g., cellular phone data and updated travel demand model output). Organizational changes have also been in progress within SacRT, with a new Director of Planning expected to begin work on June 12, 2017.

### Phase 1 Tasks

Bidders would be asked to demonstrate qualifications for each of the following four key tasks; however, staff will issue a separate Notice to Proceed for each task, as funding permits.

1. System Review – Consultants will hold a kick-off meeting, review existing ridership data, perform market analysis, hold cross-departmental workshops (including with bus/rail operators), and prepare a written system assessment.
2. Reliability Initiative - Consultant will re-time schedules on approximately ten key bus routes with poor on-time performance. In addition to yielding near-term rewards for SacRT customers, this exercise will help consultants understand SacRT’s system from a passenger’s perspective.
3. Blank Slate/Expansion Plan – Consultant will prepare and conduct a high-level “blank slate” redesign of the SacRT network as well as sketch planning/budgeting for potential expansion scenarios. The blank slate exercise should include data-driven analysis as well as innovative public participation techniques. The expansion scenarios should provide a clear, publicly-supported list of priorities for expansion in the event of a major local funding initiative.
4. Cost-Neutral Changes - Based on findings of prior tasks, consultant will prepare a cost-neutral route restructuring plan. Consultant will develop alternatives, solicit internal review, estimate fiscal impacts, and deliver an administrative draft of recommended changes (Task 4a). Consultant will then prepare a Title VI equity analysis, solicit public feedback, revise the plan, and present final plan and Title VI analysis for approval (Task 4b).

The first priority would be to fund and progress work on Tasks 1, 2, and 4a. Over Summer/Fall 2017, staff will pursue additional funds with which to fund Tasks 3 and 4b. Increased fuel tax revenue under Senate Bill 1 (SB-1) is one possible source.

### Timeline

Phase 1 of the project is expected to take approximately one year, beginning with Notice to Proceed in September 2017 and ending with final service change recommendations in September 2018. Staff would lead presentations in Summer/Fall 2017 on existing conditions. Consultant would present a final system assessment in late 2017 or early 2018. Schedule adjustments to improve reliability would be finalized in late 2017, taking effect in Spring/Summer 2018. Open houses for the blank slate/expansion plan would be in early 2018, with a final report due in April

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2018. Open houses for the cost-neutral changes would take place in later Spring/early Summer 2018, with revisions presented mid-Summer/early Fall 2018.

### Key Dates Phase 1

Milestone	Completion Date
Authorize RFP	6/12/17
Proposals Due	7/31/17
Notice to Proceed (Tasks 1b, 2, 4a)	9/15/17
Present System Assessment and Reliability Improvements	Dec 2017/Jan 2018
Open Houses for Blank Slate/Expansion Plan	Jan-Mar 2018
Final Report on Blank Slate/Expansion Plan	April 2018
Reliability Improvements Take Effect	April 2018
Administrative Draft of Cost-Neutral Changes	April 2018
Open Houses for Cost Neutral Changes	May 2018
Publish Draft Title VI Analysis for Public Comment	June 2018
Approve All Cost-Neutral Changes	September 2018
Minor Cost-Neutral Changes Take Effect (1st Round)	January 2019
Major Cost-Neutral Changes Take Effect (2nd Round)	April 2019

### Phase 2

The second phase of the Route Optimization Study is expected to begin in 2019. Phase 2 would build on the visioning work from the blank slate and expansion plan. Tasks would include strategic/organizational planning, with respect to service types and models, fleet mix, garage locations, work rules, etc., based on SacRT's long-term financial outlook, which is currently uncertain, but which is expected to become more known by the end of 2018 (e.g., with respect to state, local, and Federal transit funding).

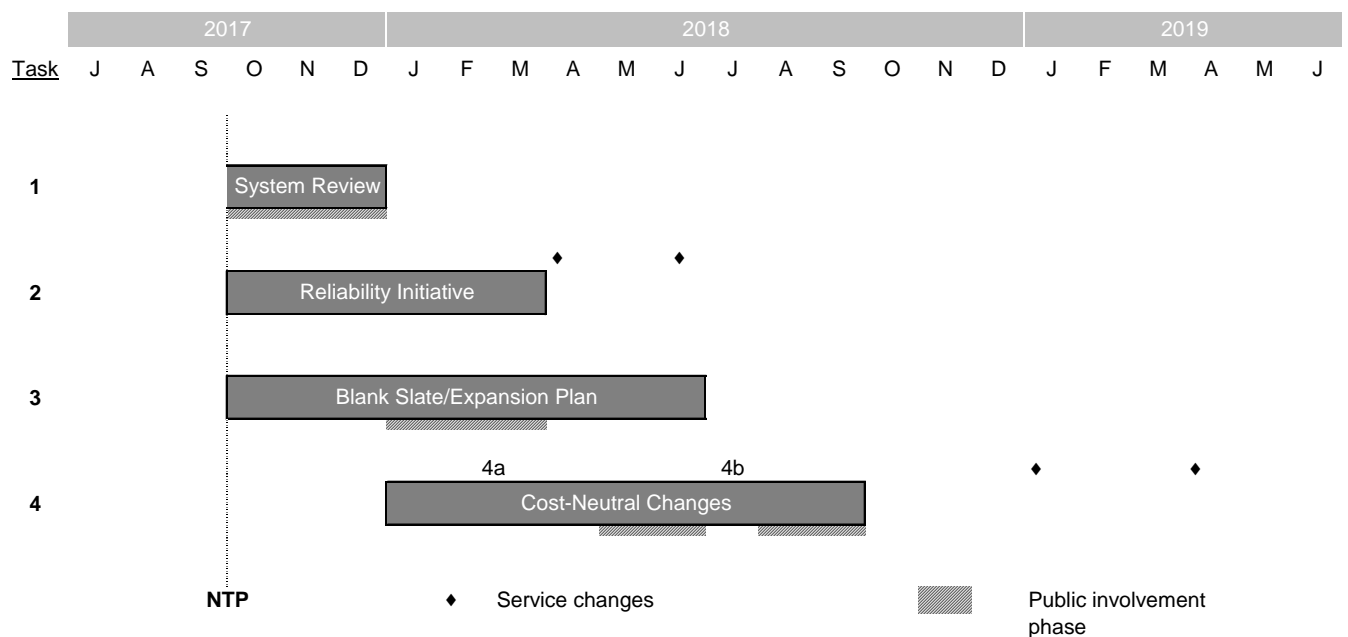
Although these are all important topics, staff believes these tasks would be more appropriate for Phase 2 because: (1) over the next 12-24 months, SacRT's funding situation is unlikely to permit major changes to SacRT's business model; (2) given that fact, staff believes it is more important to focus on achievable improvements given the fleet, facilities, funding, and organizational structure currently in place; (3) staff believes that staffing is inadequate to complete a broader scope over the next twelve months; (4) there are not sufficient funds designated for the project to permit a larger scope at this time; and (5) staff believes that the process of starting with smaller,

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more concrete improvements will be more conducive to building momentum (e.g., technical capacity, interagency partnerships, public acceptance, etc.).

### Phase 1 Timeline



### Next Steps

Staff recommends the Board adopt the attached resolution, authorizing release of the RFP and award of a contract with a not-to-exceed amount of \$140,121.

RESOLUTION NO. 17-06-\_\_\_\_\_

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

June 12, 2017

**DELEGATING AUTHORITY TO THE GENERAL MANAGER/CEO TO RELEASE A  
REQUEST FOR PROPOSALS (RFP) AND AWARD A CONTRACT FOR  
PHASE 1 OF REGIONAL TRANSIT'S ROUTE OPTIMIZATION STUDY**

BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE  
SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, the General Manager/CEO is hereby authorized to release a Request for  
Proposals for a Route Optimization Study; and

THAT, the Request for Proposals be advertised pursuant to the provisions of the  
Sacramento Regional Transit District (SacRT) procurement ordinance; and

THAT, the General Manager/CEO is hereby authorized to award and execute a  
contract for specific tasks under the proposed Route Optimization Study, in accordance  
with SacRT's procurement process, for a total amount not to exceed \$140,121.

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ANDREW J. MORIN, Chair

A T T E S T:

HENRY LI, Secretary

By: \_\_\_\_\_  
Cindy Brooks, Assistant Secretary