



Santa Cruz County Regional Transportation Commission

— NOTICE —

Request for Proposals (RFP) for Professional Services

Student Shuttle Operator in association with the Highway 1 Soquel/Morrissey Auxiliary Lanes Project

Interested Parties are invited to submit a Statement of Proposed Operation, including a sealed cost proposal setting forth a proposed fee schedule, for services relative to the above project.

Issue Date: July 12, 2012

Closing Date: 12 noon, Thursday, July 26, 2012

Please submit transmittal letter, one (1) unbound reproducible original and five (5) hard copies and one (1) electronic copy of response materials to the Santa Cruz County Regional Transportation Commission (RTC), Attention: Kim Shultz, 1523 Pacific Avenue, Santa Cruz, CA 95060, and kshultz@sccrtc.org by noon on Thursday, July 26, 2012.

Contact Person:

Kim Shultz, Sr. Transportation Planner/Contract Manager

Phone: 831-460-3200 / Email: kshultz@sccrtc.org

This notice, along with its enclosures, comprises the Request for Proposals (RFP) for this project. The RTC reserves the right to amend the RFP by addendum before the final submittal closing date. This RFP and addenda will be posted on the website: <http://sccrtc.org/about/opportunities/rfp/>. Copies of the RFP are also available at the RTC office. Responses should be submitted in accordance with the instructions set forth in this RFP.

The RTC is an Equal Opportunity Employer and encourages the participation of Disadvantaged Business Enterprises (DBE) in this contract.



MEMORANDUM

DATE: July 12, 2012
TO: Interested Parties
FROM: George Dondero, Executive Director
RE: Request for Proposals for Student Shuttle Operation

INVITATION

The Santa Cruz County Regional Transportation Commission (RTC) invites qualified and experienced student transportation operators to submit proposals, including qualifications and costs, to manage and operate a fixed route shuttle serving public school students for a 6-to-8 month period in association with the Highway 1 Soquel/Morrissey Auxiliary Lanes project construction. Responsibilities include providing appropriate personnel, equipment, and liability insurance to plan, operate, evaluate, and modify shuttle services as necessary through the contract duration. This Request for Proposals (RFP) and any addenda can be accessed at the RTC website: <http://sccrtc.org/about/opportunities/rfp/>.

PROJECT DESCRIPTION

The Santa Cruz County Regional Transportation Commission (RTC) is currently managing construction of the Highway 1 Soquel/Morrissey Auxiliary Lanes project. As part of this project, it is necessary to remove and reconstruct the La Fonda Avenue Overcrossing of Highway 1. The La Fonda Avenue Overcrossing provides direct access to Harbor High School, located immediately south of Highway 1, from the Prospect Heights neighborhood located on the north side of Highway 1. To a lesser extent, the La Fonda Avenue Overcrossing also serves students traveling to DeLaveaga Elementary School (north of Highway 1/west of La Fonda Avenue).

During the 6-8 month period that the La Fonda Avenue Overcrossing is anticipated to be out of service the RTC has committed to fund operation of a student shuttle primarily oriented to serve Harbor High School students that historically either walked or bicycled to school. The Overcrossing is scheduled for removal in early August 2012, and Harbor High School classes begin with Freshman Orientation on Monday, August 27, 2012, and regular classes for the full student body of both Harbor High and DeLaveaga Elementary schools on Wednesday, August 29, 2012. Assuming an 8 month construction period, shuttle operations are anticipated to last through March 2013, with potential extension due to unanticipated construction delays.

A preliminary shuttle route of an approximate 5 mile loop is proposed ([Figure 1](#)), with anticipated headways of 30 minutes during peak service hours. Eight pick-up/drop-off points have been tentatively identified, including stops serving Harbor High and De Laveaga Elementary School, as necessary. Based on early admission registration information at Harbor High School, a maximum of approximately 35-40 students residing in the Prospect Heights neighborhood will be eligible to use the shuttle service. For planning purposes, the shuttle operator should anticipate an additional 20-25 students desiring to use the shuttle to get to De Laveaga Elementary School may need to be accommodated.

The proposed route has been developed with reference to student's residence and consideration of right hand turns and stop protected left turns through the Prospect Heights community. Certain neighborhood streets are narrow and should be field checked by the operator in order to assign properly sized vehicles to meet operational

requirements. The shuttle operator is requested to consider providing quick mount bicycle carriers on shuttle vehicles, and should anticipate use of the racks in operational plans.

The shuttle operator will be required to participate in up to two evening meetings (including the meeting of August 20th) to assist RTC staff in announcing the proposed shuttle route, proposed stops and stop times, and other operational considerations to potential users and their parents/guardians. The shuttle operator will be required to evaluate the effectiveness of service after 15-days of operation and propose any modifications to the route and/or service conditions based on operating experience and community input.

The RTC will announce shuttle service route operations and operational parameters to the community in late July via direct mail, web pages dedicated to the project, and E-mail news bulletins established for the project. In addition, the RTC will convene a meeting with families interested in shuttle service for their children. Community input will be solicited on shuttle service operations at that time and information will be considered and incorporated into the operational plans of the proposed service with the shuttle operator.

At a Shuttle Planning meeting scheduled for August 20, 2012, beginning at 6:30 pm, the RTC and the shuttle operator will provide detailed information to the community on shuttle operations and respond to public comments and concerns with RTC staff.

Basic shuttle operation service hours are anticipated as follows:

- 7:00 am - 9:00 am: Monday, Tuesday, Wednesday, Thursday, and Friday
- 2:30 pm - 4:00 pm: Monday, Tuesday, Wednesday, Thursday, and Friday
- 12:30 pm - 2:00 pm: Wednesday Minimum Days

As part of the proposal, operators are required to submit a proposed schedule of time points at the proposed stop locations to deliver students at their respective schools in a timely manner prior to the start of class. Shuttle service will not be needed on days that school is not in session.

Preliminary shuttle schedules are anticipated as follows:

Mornings

1. Harbor High - 00 Period: 7:30 am
2. DeLaveaga Elem – All Grades: 8:15am
3. Harbor High – Regular: 8:30 am

Afternoon – Regular Schedule

1. DeLaveaga – Kindergarten (if any): 1:30pm
2. DeLaveaga – Other Grades: 2:40 pm
3. Harbor High –All Grades: 2:45pm

Minimum Days – DeLaveaga Elementary School – Every Wednesday

1. Delaveaga – Kindergarten (if any): 12:10pm
2. Delaveaga - All Grades: 12:35pm

Minimum Days – Harbor High School – 1st Wednesday of every month except September

1. Harbor High – All Grades: 12:50pm

Detailed information on bell schedules and school calendars are available at the following school websites:

Harbor High School

http://harborhigh.org/harborhs/images/stories/2012_13BELLSCHEDULEwebpage.pdf

DeLaveaga Elementary School

<http://www.delave.santacruz.k12.ca.us/ENGSchoolHours.html>

SUBMITTAL REQUIREMENTS/CONTENTS

Interested firms are required to submit a transmittal letter signed by a person authorized on behalf of the shuttle operator to solicit business for the firm, one (1) unbound reproducible original, five (5) copies, and an electronic file of their Qualifications. The Qualifications must be less than 15 pages and must include the following:

- Business Profile
 - History of the firm and qualification to provide student transportation services
 - Fleet inventory, maintenance and vehicle upkeep practices
 - Driver training and safety program
- Demonstrated Knowledge, Experience and Ability
 - Resumes of managers and/or supervisors responsible for planning and oversight of shuttle operations
 - List of current or recent clients in Santa Cruz County and surrounding area
 - Include at least three references
 - Include any examples of short term service contracts along lines proposed herein.
- Proposed Cost Outline including direct/indirect costs, equipment/materials
 - Identify and include any potential contingency costs that may arise
- Proposed schedule to complete operational plan and be ready for start of service on August 27, 2012

The transmittal letter shall indicate the name of the firm submitting the response; the name, telephone number, email, and business address of the contact person who will be authorized to respond to questions regarding the response; the name of the individual authorized to negotiate the contract on behalf of the firm; and include a statement of California licensing and ability to meet insurance requirements.

Conflict of Interest: The prospective operator shall disclose any financial, business or other relationship with the RTC that may have an impact upon the outcome of this contract.

Response Due Date: All Proposals must be submitted to the Santa Cruz County Regional Transportation Commission (RTC), 1523 Pacific Avenue, Santa Cruz, CA, 95060 and kshultz@scrtc.org, Attention: Kim Shultz, **no later than noon on July 26, 2012**. Responses received after the date and time specified above will not be considered.

SELECTION PROCESS

The selection process shall be based upon the determination of the most qualified operator and upon project cost information. Factors to be considered in selecting the operator(s) are indicated below:

1. Experience of the firm and demonstrated ability to provide transportation services as requested
2. Proposed approach to the project, understanding of service goals, challenges, and constraints
3. Evaluation and references from past clients
4. Results from the interview, if applicable
5. Estimated cost



The RTC will review the qualifications and reserves the right to conduct interviews with shuttle operators. The firm selection panel will include RTC staff and staff from the City of Santa Cruz, Santa Cruz METRO and potentially others.

Based on the decision of the RTC, a Scope of Services and a Fee Schedule for the project will be negotiated. The final Scope of Services will include a full description of service to be provided, including appropriate personnel, equipment, to plan, operate, evaluate, and modify as necessary fixed route student shuttle service. The final negotiated contract will meet all local and state requirements as well as agency and project needs.

Should the most qualified operator and the RTC fail to successfully negotiate a final Scope of Services and a mutually agreed upon Fee Schedule for the agreed upon services, then the RTC reserves the right to enter into negotiations with the next most qualified operator for performance of the work. This Request for Proposals does not commit the RTC to procure or contract for services.

Selection Disputes: Respondents not selected for interview or contract award will be informed by mail and/or email. Upon request, the RTC will offer a debriefing in person or by phone to respondents who were not selected, at a mutually agreeable time after award of the contract.

A proposer may object to a provision of the RFP on the grounds that it is arbitrary, biased, or unduly restrictive, or may object to the selection of a particular firm on the grounds that RTC procedures, the provisions of the RFP or applicable provisions of federal, state or local law have been violated or inaccurately or inappropriately applied. Any objection must be submitted in writing to the RTC Contract Manager and must include an explanation of the basis for the objection:

1. No later than five (5) working days prior to the date responses are due, for objections to RFP provisions; or
2. No later than three (3) working days after the date the proposer is notified that it's submittal was found to be non-responsive or failed to demonstrate the necessary experience; or
3. No later than three (3) working days after the date on which a contract is authorized by the RTC board for objections to operator selection.

Except with regard to initial determinations of non-responsiveness, the evaluation record shall remain confidential until the RTC authorizes the award.

The RTC Contract Manager will respond to the objection in writing within thirty days. No contract to an operator shall be executed until the expiration of the objection period or, if an objection is filed, the issuance of a written response to the protest by the RTC Contract Manager. The proposer may appeal the decision of the RTC Contract Manager by filing a written appeal with the RTC Executive Director, no less than three (3) working days after receipt of the written response from the RTC Contract Manager. The Executive Director's decision will be final. The RFP selection process is considered concluded when an operator is selected and the final contract is approved by all parties.

PROJECT SCHEDULE *(Subject to change)*

Release of RFP for 2 weeks	July 12, 2012
Proposals Due	July 26, 2012
Review Qualifications	July 26 – August 2
Interviews – if necessary	August 2 – if necessary
Select Shuttle Operator	August 7, 2012
Award Contract	August 16, 2012



The selected shuttle operator will attend a Shuttle Planning meeting scheduled for August 20, 2012, beginning at 6:30 pm, to provide detailed information to the community on shuttle operations and respond to public comments and concerns with RTC staff.

The La Fonda Avenue Overcrossing is scheduled for removal in early August 2012. Harbor High School classes begin with Freshman Orientation on Monday, August 27, 2012, and regular classes for the full student body of both Harbor High and DeLaveaga Elementary Schools on Wednesday, August 29, 2012. Limited shuttle service will begin on Monday, August 27, 2012, to serve Freshmen Orientation at Harbor High School and full service will begin on Wednesday, August 29, 2012, for all schools in the service area.

COSTS

The Transportation Management Plan for the Highway 1 Soquel/Morrissey Auxiliary Lanes project authorized \$75,000 for this service; however every attempt will be made to realize cost savings in the event of unforeseen delays in the completion of the La Fonda Avenue Overcrossing and the need to extend shuttle service. Operators should be prepared to discuss their approach and costs with RTC staff.

INSURANCE REQUIREMENTS

In addition to the insurance requirements set forth in Section 6 of RTC's Sample Standard Contract (attached and part of this RFP by this reference), the operator will also be required to follow the provisions set forth below as required by the Santa Cruz City Schools District served through the proposed student shuttle service.

“Operator must supply the Santa Cruz City Schools with acceptable certificates of insurance prior to the start of service. Basic requirements include proof of General Liability with specific endorsement language naming Santa Cruz City Schools, its officer, agents, employees and Board of Trustees as additional insured, Automobile Liability, Worker's Compensation and Professional Liability. All limits are \$1,000,000. All insurance provided per this certificate shall be primary to the Certificate holder's coverage as respects to the actions and activities of the covered party due to their sole negligence. The insurance of the additional covered party shall not be called upon to contribute to a loss covered by the covered party's coverage.

The name insured must match the name on your Contractor's license.

The certificate should reference the activity/project for which it is issued and should be sent to:

Santa Cruz City Schools
Attn: Business Services Dept.
405 Old San Jose Rd.
Soquel, CA 95073”

The provisions stated above will be amended into RTC's contract with the operator prior to contract execution and must be followed prior to issuance of a Notice To Proceed.

OTHER INFORMATION

Requests for clarification or exceptions: Requests for clarification or exceptions to RFP requirements must be received by RTC no later than by noon on Friday, July 20, 2012 to guarantee a response or consideration.

Modification of RFP: The RTC reserves the right to amend this RFP before the final submittal due date. This RFP and any addenda will be posted on the website: <http://sccrtc.org/about/opportunities/rfp/>. It is the sole responsibility of prospective and actual respondent to check for modifications of and additional information pertaining to the RFP on the RTC website. To receive email notifications of addenda to this RFP, prospective proposers must submit an email request to kshultz@sccrtc.org.

Non-discrimination: It is the policy of the RTC to ensure nondiscrimination in the award and administration of all contracts and to create a level playing field on which firms can compete fairly for contracts and subcontracts relating to the RTC's construction, procurement and professional services activities. Consultants or subconsultants shall not discriminate on the basis of race, color, national origin, religion, age, disability, or sex in the performance of this contract. This applies to all consultant's and subconsultant's employment, solicitations, selection of subconsultants and procurement of materials. The prospective consultant must certify compliance with nondiscrimination requirements of RTC pertaining to the development, implementation and maintenance of a nondiscrimination program. The prospective consultant's signature affixed to and dated on the cover letters shall constitute a certification under penalty of perjury under the laws of the State of California that the consultant has, unless exempted, complied with state and federal nondiscrimination program requirements.

Respondent's Preparation Expenses: Respondents are solely responsible for their own expenses in preparing and submitting a response to this RFP as well as for subsequent interviews and contract negotiations with the RTC. The RTC will not be liable to any respondent for any costs or damages incurred by the respondent in preparing the RFP response, loss of anticipated profit, or for any other claim.

Ownership of RFP Responses: All documents, including specific RFP responses, submitted to the RTC become the property of the RTC. All materials submitted by proposers are subject to public inspection under the California Public Records Act (Government Code § 6250 *et seq.*), unless exempt. After award of the contract (or if not awarded, after rejection of all responses), all responses will be regarded as public records and will be subjected to review by the public. Any language purporting to render all or portions of the response confidential will be regarded as non-effective and will be disregarded.

Collection and Use of Personal Information: Respondents are solely responsible for familiarizing themselves and ensuring that they comply with the laws applicable for the collection and dissemination of personal information, including resumes and other personal information concerning respondent employees and employees of any proposed subconsultants.

Acceptance of RFP Responses: This RFP is not an agreement to purchase or contract for services. The RTC reserves the right, in its sole discretion, not to enter into a contract as a result of this RFP. All responses will be assessed in light of the needs described in this RFP, including the Scope of Services. The RTC is under no obligation to receive further information, written or oral, from any respondent. Any award will be to the firm whose Proposal is, in the sole judgment of the RTC board, most advantageous to RTC.

Changes to RFP Response Wording: Any responses received prior to the due date and time specified above may be modified by written request of the proposer. Any modification must be received by the response due date and time specified in this RFP. After that date, no additional wording or comments will be added to the response unless requested by the RTC for purposes of clarification.

Notification of Further RFP Respondent Review and Interview Not Binding: A respondent may withdraw from consideration at any time by notifying the RTC in writing, by phone or by email. The RTC may, at its sole discretion, withdraw the name of a respondent for further review by notifying the respondent in writing, by phone

or by email. Notice in writing, by email or by phone to a respondent that it has been identified as a candidate for further review and an interview will neither constitute a contract, nor give the respondent any legal or equitable rights or privileges relative to this RFP.

Contract: Any contract proposed with a selected respondent shall comply with all public contracting statutes applicable in the State of California. For your reference, a sample RTC's agreement is attached. If mutual agreeable terms are not reached, the RTC reserves the right to terminate negotiations and negotiate with the next highest ranked firm. RTC further reserves the right to terminate negotiations at any point without obligation to contract for services with any firm.

Point of Contact: Responses and inquiries relating to this RFP shall be submitted to:
Santa Cruz County Regional Transportation Commission
Attn: Kim Shultz, Sr. Transportation Planner/Highway 1 Project and Contract Manager
1523 Pacific Ave., Santa Cruz, CA 95060
Phone: 831-460-3200 / Email kshultz@scrtc.org
Email inquiries relating to this RFP should include "Student Shuttle RFP" in the subject header.

Thank you for your interest in this project. We look forward to receiving your response.

Attachments:

1. [Figure 1: Map of Proposed Student Shuttle Route](#)
2. [Sample RTC Standard Contract](#)

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