

Overview

This scope of work documents the steps necessary to support GRTC in the development of a Regional Transportation Plan in alignment with Code of Virginia 33.2 – 286. Urban transit agency strategic plans. It includes coordination with PlanRVA and the Transportation Working Group as well as reviewing relevant plans to identify enhancement priorities for transportation in the region. The scope takes a strategic look at financial scenarios to understand the long-term financial environment and to ensure the plan is robust and sustainable. The scope includes the development of service standards and performance metrics that will support the plan after implementation. All of these elements will provide a clear vision and executable regional transportation plan.

Overarching Assumptions

- Duration of contract is approximately October 2020 – July 2021. Initial draft alternatives completed by December 31, 2020.
- All public outreach and involvement strategies shall be cognizant of GRTC's Federal Transit Administration Title VI Program.

The following project tasks are required to complete the work:

1. Project Management and Outreach Strategy

This task encompasses the high-level management of the process, including meetings with GRTC staff, the Transportation Advisory Committee, and Stakeholders. Additionally, this task supports the development of the outreach strategy for the planning process.

- 1.1. Attend and facilitate a project kick-off meeting with GRTC staff.
- 1.2. Prepare for and attend meetings with the Transportation Advisory Committee (TAC) Public Transportation Working group.
- 1.3. Coordinate scope of work execution on a weekly basis with GRTC's project manager.
- 1.4. *Outreach Strategy Development and Communications* - Meet with GRTC and PlanRVA staff to develop a successful community engagement strategy, including identifying key stakeholder and neighborhood groups, partner agencies, engagement with the Transportation Advisory Committee and internal staff. The strategy will identify the decision-making opportunities throughout the planning process, existing venues that can be leveraged, the role of social media and online platforms as well as detailing the responsibilities of the Consultant and GRTC staff.

Deliverables:

- Public involvement plan that outlines roles/responsibilities for GRTC and Consultant team.

Outreach: No direct outreach will occur with this task, but the materials generated in this task will support outreach activities.

2. Planning Context and Transit Trends Analysis

This task reviews existing and planned conditions (land use, transportation demand and capacity, demographics and planned capital investments) in order to understand how GRTC fits within the

regional transportation network and the issues that should be considered in the planning process. The information from this task will be summarized for outreach purposes.

- 2.1. *GRTC Data Review* - Consultant will review all necessary existing conditions data provided by GRTC, including but not limited to: ridership, route structure, operational metrics, capital facilities, passenger amenities, administration services, and technology.
- 2.2. *Local and Regional Plan and Data Review* - Consultant will review relevant plans and programs, including but not limited to: Jurisdictional Comprehensive plans and supplements, land use and transportation forecasts, transit plans, non-motorized plans; relevant documents from Vision Plan Phase II, Greater RVA Transit Vision Plan, GRTC TDP, and other adjacent jurisdiction planning documents.
- 2.3. *Transit Trends and Conceptual Infographics* - Using the information generated from the planning context and financial analysis, Consultant will develop infographics that detail how transit and transportation is trending and how GRTC may provide mobility in the future. The infographics will convey high-level depictions of transit service typologies and will highlight the inherent trade-offs between aspects such as frequency, coverage, speed, service span, private-public provision and multimodal integration. Additionally, they will provide a summary of the interaction between transit- supportive land use thresholds and how they relate to changes in transit service provision. Much of this data will be gathered from current local, regional, and transit plans. Trend analysis and projections should acknowledge effects of the pandemic.

Deliverables:

- Consultant will consolidate and develop necessary materials (website, boards, handouts, etc.) that will support outreach activities. Information presented will include a summary of the planning process, an overview of current agency and jurisdictional plans, and other documentation of the planning context.
- Summary of trends in transit demand and service (fixed-route and paratransit). Identify anticipated/directed population and employment growth areas within the service area, to include potential areas of growth not currently in GRTC service boundaries in order to account for expansion plans.

3. Financial Scenario Analysis

This task provides the key financial scenario modeling in order to establish an understanding of the resources and issues that should be considered when developing the future service plan and supporting capital elements.

Data Needs: Historical financial data for GRTC including: revenue sources and allocation, service hours, FTE, wage and benefit rates, and fleet purchases.

- 3.1. *Cost and Revenue Analysis* - Consultant will analyze labor costs for GRTC and sales and fuel tax revenues, which are key factors in GRTC's financial ability to provide service. Labor cost analysis will look at how costs have changed over time and how they scale with service. The analysis will focus on changes in salary and benefits by employee category and assess the implications for future trends. The analysis will also look at how the number and type of employees change with changes in service and the implications for future service needs. Sales and fuel tax revenue analysis will project tax revenue for GRTC at different points in time and provide high, medium,

and low estimates.

- 3.2. *Grant Opportunities Assessment* – This task will research and assess the funding landscape for GRTC’s capital needs over the long-term. Consultant will research federal grant opportunities and trends for bus fleet replacement and other capital projects, such as maintenance base improvements. Consultant will also analyze the number and amount of past awards for GRTC. Consultant will summarize key findings and implications for GRTC’s long-range planning and assess the implications of future award amounts on funding capital projects under a baseline and downside scenario. The consultant will assess state transit capital funding and additional grant opportunities to include RSTBG, CMAQ, and SmartScale.
- 3.3. *Financial Evaluation of Preferred Concept*- This task will use the analysis and findings from Task 3.1 to evaluate financial implications of the preferred service plan. Consultant’s evaluation will assess the potential for sales and fuel tax revenue, fares, grants, and other revenue sources to pay for the likely annual operating costs and needed capital improvements in the future. The evaluation will consider a number of scenarios assuming different growth in revenues and costs. The evaluation will identify any potential funding gaps and the funding options to supplement existing revenue sources if necessary. The evaluation will also include development of a cost allocation model for all revenue sources for funding the preferred concept.

Deliverables:

- Memorandum summarizing revenue forecasts, grant opportunities and competitiveness, and labor cost evaluation. Memorandum will serve as an appendix in the final plan.
- Presentation materials summarizing findings from each subtask.

4. Development Outreach

This task will present the material from Task 2 and Task 3 to gather public, agency and stakeholder input to develop the vision for GRTC. It encompasses a comprehensive in-person and online presence to ensure all interested parties are able to participate in the process.

- 4.1. *Internal and External Outreach* - With material from Task 2 and Task 3, Consultant will support GRTC in an outreach process to discuss and collect input to develop the regional transportation plan for GRTC. The goal of the exercise is to support discussion among stakeholder groups to inform the development of network scenarios that achieve the vision. The specific meetings, outreach and stakeholder groups will be determined in Task 1 during the outreach strategy development.

5. Service Plan Concepts Evaluation and Outreach

This task will develop two distinct service plan concepts for evaluation and will seek public and stakeholder input on the concepts in order to guide the process towards a preferred service concept. In-person and online public outreach effort is assumed for this task to gather feedback on the plan concepts. The two draft alternatives should be developed by December 31, 2020

- 5.1. *Performance Measure Development* – Consultant will work with GRTC staff to develop a set of performance measures that are aligned with the vision developed in Task 4 to use in the service plan evaluation process. The metrics are expected to be consistent with measures identified in the GRTC TDP as well as metrics common throughout the transit industry.

- 5.2. *Service Plan Concepts Evaluation* - Consultant will leverage the input gathered through the visioning outreach and internal meetings with GRTC staff to develop a set of two (2) distinct service plan concepts for evaluation. It is expected that the service plan concepts will be developed in coordination with GRTC staff. A combination of methodologies will be used to evaluate the service plan concepts in order to report high-level summaries of ridership, mode share, geographic coverage, multimodal integration and other performance metrics.
- 5.3. *Feedback on the Service Plan Concepts* – A public meeting and a complementary online feedback format are assumed in order to obtain detailed feedback on the service plan concepts with the objective of determining a preferred service plan. Consultant will translate technical team content related to the concepts to gather feedback on network and financial proposals.

Deliverables:

- Memorandum detailing the chosen performance measures and the results of the service plan concept evaluation. Memorandum will serve as an appendix in the final plan.
- Necessary materials summarizing the service plan evaluation for outreach activities
- Consultant will support the content update for an online open house and will review public feedback along with providing supporting materials for GRTC-led workshops at key stakeholder group meetings. Details of outreach will be finalized with the outreach strategy development in Task 1.

6. Service Standards and Draft Plan Development

This task will incorporate the feedback from Task 5 to develop and evaluate a preferred service plan concept, determine a set of service standards, and to consolidate all supporting information into a draft Regional Transportation Plan document. Outreach will primarily be informative in nature, with updates detailing how the feedback from prior tasks and led to the current draft planning document. Feedback and input will be more informal in nature as compared to Tasks 4 and 5 outreach elements.

- 6.1. *Preferred Service Plan Development and Evaluation* - Consultant will work with GRTC staff to incorporate the previously evaluated performance measures, and the feedback received on the service plan concepts in order to develop a preferred service concept for inclusion in the plan. Upon finalization of the preferred service plan, Consultant will apply the same performance metrics utilized in Task 5 to provide a high-level evaluation.
- 6.2. *Service Standards Development* – Consultant will work with GRTC staff to develop the appropriate service standards and thresholds for measuring and implementing the plan. The standards will provide guidance for when operational or capital investments are needed based upon changes in demand or service operation characteristics and will be developed to allow GRTC to monitor them periodically to calibrate future service plans.
- 6.3. *Preferred Service Plan Support Analysis* – With an understanding of the preferred service plan, Consultant will work with GRTC to determine and document the capital and administrative support necessary to implement the plan. This includes fleet and maintenance base needs, passenger amenities, human resource requirements, and technology needs and the estimated high-level costs associated with these investments.
- 6.4. *Draft Plan Development* – Consultant will incorporate the material generated in Task 2, Task 3

and Task 6 to develop a draft plan document that provides a clear vision for GRTC with a summary of the financial and capital support needed to achieve that vision.

6.5. *Informative Outreach Update* - Consultant will support GRTC in updating necessary online materials to provide information to the public highlighting the draft plan document.

Deliverables:

- Memorandum documenting the preferred service plan development and evaluation, the service standards development process, and the supporting analysis from subtasks 6.1, 6.2 and 6.3. Memorandum will serve as an appendix in the final plan.
- Draft Regional Transportation Plan document, including maps, graphics, and text.

Outreach: Content necessary to update online materials and support GRTC staff.

7. Final Plan Development

This task provides resources for the necessary modifications to the draft plan based in order to finalize the Regional Transportation Plan for adoption by the GRTC Board, RRPDC, and CVTA.

7.1. *Final Regional Transportation Plan* – Consultant will support GRTC in finalizing the draft plan based on public, agency, and stakeholder feedback. The final Plan document will leverage graphics and figures to convey the message of the plan, with more detailed information provided in the appendices developed in prior tasks.

7.2. *Plan Adoption* – Consultant will provide support to GRTC staff during the plan adoption process. It is assumed that a majority of the in-person and document updates will be completed by GRTC staff.

Deliverables:

- Final Planning document, including necessary maps, graphics, and text with supporting appendices.

8. Schedule

The desired project start date is upon execution of agreement, draft alternatives developed by December 31, 2020, and the target completion date is July 1, 2021.

9. Contract Structure

The RRTPO is utilizing DRPT's General Transit Planning consultant contract and associated rates and terms. Costs will be billed to RRTPO on a monthly basis as described herein. DSBSD certified usage value shall be shown in accordance with DRPT standards. All costs associated with the proposal need to be communicated by line item. This is a fixed price task order. Payment will be accomplished in accordance with Government Purchase Card (GPC) Contract with RRTPO.

10. Project Management

Project management is an ongoing task through the entirety of this project.

10.1 Project Approach

The consultant shall describe in detail the approach they propose for the project. The approach should address all elements of the process described above.

10.2 Project Management Plan and Schedule

The consultant shall provide project management plan at project initiation (within 15 days of the Notice to Proceed) that addresses the consultant’s roles and responsibilities, communication protocols, quality control plan, schedule, invoicing requirements, and document control procedures.

Within 15 days of the Notice to Proceed, the consultant shall provide a schedule of deadlines (as outlined in the proposal). Project milestone dates and project management meetings. The schedule should also include a list of monthly tasks.

10.3 Invoicing

Invoices shall be submitted by the consultant to RRTPO on a monthly basis. At the time of invoice submittal, the consultant shall submit a monthly progress report to RRTPO which includes at minimum: progress completed by task; milestone submittals delivered that month and anticipated submittals for the coming month; and the meetings attended in the month.

DRAFT