



**Finance Department, Purchasing Division**

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**RFP No. 22-219**  
**Survey Development and Data Collection for Capital Transit Revisions**

**Issued by:** Shelly Klawonn, Senior Buyer, CBJ Purchasing Division

**Date of Issue:** December 29, 2021

**Proposal Deadline:** January 13, 2022 prior to 2:00 p.m. Alaska Time

**Contact & Questions:** CBJ Purchasing Division of Finance is the sole point of contact for all matters pertaining to this solicitation. No oral interpretations will be made. Submit any interpretation requests in writing, noting issuing buyer, solicitation number and title, via email to [purchasing@juneau.org](mailto:purchasing@juneau.org) or the Public Purchase "Ask Questions" link or Fax to (907) 586-4561. Request must be received a minimum of five (5) business days prior to the solicitation deadline.

**Submission:** Timely responses are to be submitted electronically. CBJ uses [Public Purchase](#) for eProcurement submittal services. Register online prior to submitting. Submit one (1) signed complete electronic copy in PDF format. For more information visit [www.publicpurchase.com](http://www.publicpurchase.com).

**To Respond, Vendors must complete the free, easy, and quick online registration.**

- *Registration is a two-step process; be sure to complete both steps.*
- *Get help registering using the [Public Purchase Help Menu Tab](#).*
- *Register early to avoid missing a deadline as Registration may take up to 24-hours to complete.*

**FOR YOUR RESPONSE TO BE CONSIDERED:**

Vendors must acknowledge or upload the following required documents.

1. Online acknowledgement of the Terms & Conditions (ATTACHMENT A).
2. Online acknowledgement of the Insurance Requirements (ATTACHMENT B).
3. Online acknowledgement of the City and Borough of Juneau standard contract sample (ATTACHMENT C)

Vendors are provided the opportunity to acknowledge, acknowledge with exceptions, or not accept the required documents.

**COVID INFORMATION:** All vendors must comply with CBJ's current Covid mitigation strategies published here: <https://juneau.org/covid-19>.

1. **Purpose.** The City and Borough of Juneau (CBJ) seeks proposals from qualified firms for survey design, distribution, data collection, analysis of survey results, and a final report. It is the intent of the CBJ to enter into a contract with this successful Proposer to develop and implement a public outreach survey program concerning proposed route and schedule revisions to public transit for CBJ Public Works Capital Transit (Capital Transit) department.
2. **Contract Period.** The contract period will be from date of award through April 1, 2022. Any extensions to the contract will be by mutual written agreement.
3. **Contract Administration & Compliance.** In an effort to maintain the expected level of services and ensure that the Consultant is fulfilling all duties and reporting requirements, CBJ will assign Denise Koch, CBJ Deputy Director of Engineering & Public Works or other designee as Contract Administrator for this project.
4. **Funding.** The amount budgeted for this project is not to exceed ten thousand dollars (\$10,000.00).
5. **Review of General Terms & Conditions, Insurance & Contract.** Attached to this RFP are documents required for this project (ATTACHMENTS A, B & C). Vendors should carefully review all these attachments. Awarded Vendor is expected to comply with these requirements.
6. **Project Background.** CBJ began construction on a new Valley Transit Center in September, 2021. In August 2013, Nelson Nygaard published a "Comprehensive Operations Analysis" on behalf of the CBJ. This analysis was the basis of a "City and Borough of Juneau Transit Development Final Report" published in February 2014 and adopted by the CBJ Assembly, Resolution 2685. These reports are available on the Capital Transit website, link is provided below: <https://juneaucapitaltransit.org/document-library/>

The "2014 Transit Development Plan", 1 INTRODUCTION (page 1-2), made the following service goal recommendations (emphasis added).

- Ensure routes have adequate time to operate on-schedule.
- Match service levels with ridership demand to ensure resources are being used as efficiently as possible.
- Evaluate requests and demand for service to new areas including Riverside Drive, Lemon Creek industrial area and the Auke Bay Ferry Terminal.
- Provide high-quality convenient service for transfers, shortening wait times where possible.
- Provide services for commuter needs during peak and non-peak hours, including weekends.
- Ensure continued limited service to the downtown core (Franklin, Fourth and Main Streets).
- Ensure service solutions, marketing information, schedules, routes and other elements are as legible and easy-to-understand as possible.

Recently, Capital Transit utilized the Nugget Mall as the transfer point in the Mendenhall Valley. This location is located outside the main residential centers located in the Mendenhall Valley. The Nugget Mall presented several operational issues, such as no parking and limited use of the facilities for operators and the public. Surrounding private property limited CBJ opportunities to develop this as a dedicated transfer point.

7. **Project Considerations.** CBJ's new Valley Transit Center (VTC) located at 9101 Mendenhall Mall Road will achieve some of the goals identified in the Transit Development Plan including a convenient and comfortable transfer site. The VTC will enhance Capital Transit service and provide another transportation option for Valley residents. The VTC will provide driver/operator break rooms and rest room, and include public restrooms, passenger shelters, a substantial parking lot for park and ride (59 spaces), bike lockers, and electrical vehicle charging stations. The VTC will contain the infrastructure

necessary for the future installation of electric bus chargers. The VTC is scheduled for completion in May 2022.

- a. **Social Services Campus.** The Teal Street Social Services Campus consists of several community social service organizations. St. Vincent de Paul Society, the new Glory Hall (opened July 2021) and the United Human Services Teal Street Center. Collectively these organizations provide food, shelter, and other needs based assistance. The necessity of available transit to this area has increased.
- b. **Construction Impacts.** Major road construction is planned for Teal and Crest streets in the area of the Social Services Campus. Uncertainty concerning construction material shortages have introduced unknowns into all construction scheduling. Crest Street reconstruction began in September 2021 and is expected to continue into summer 2022. Crest Street will be reconstructed between Teal Street and Glacier Highway. Teal Street will be under construction starting in late summer 2022 or potentially as late as 2023. Press releases are issued when construction affects bus scheduling. The notices are also posted on Capital Transit's website; <https://juneaucapitaltransit.org/> under "News."

During Crest Street reconstruction, the transfer site at the Nugget Mall moved to the Mendenhall Mall. This provided Capital Transit with a "trial run" utilizing the area of the VTC, which is going very smoothly. Capital Transit has received few negative comments about this change, including the once an hour service to the airport. Capital Transit operators have been supportive about the change. Capital Transit is keeping this a semi-permanent change to their routes during the winter construction hiatus.

- c. **Covid Impacts.** At the beginning of COVID pandemic, bus capacity was greatly reduced to accommodate social distancing and changes were made to the bus schedule. Routes 5, 6, and 9 were suspended.<sup>1</sup> A temporary express route provided service to all bus stops along Glacier Highway between the Downtown Transit Center (DTC) and the Mendenhall Mall. The express bus did not provide service to the Hospital loop, Lemon Creek Road, or Nugget Mall. This express route proved to be popular. On June 7, 2021, Capital Transit returned to full capacity and on June 14, 2021 resumed normal routing. The modified express service between DTC and the Mendenhall Mall was discontinued.
- d. **Operator/ Driver Workgroup.** Capital Transit convened an Operator/Driver Workgroup to address the integration of the VTC as the new transfer location, inaccuracies in the timing of the current transit schedules (approximately one third of transfers are being missed) and address the issue of missed transfers. The Workgroup devised new routes and schedules. The Workgroup is an invaluable source of information on the various options. The Workgroup route plans increased the Capital Transit labor costs by four to five percent (4% – 5%) and did not include a new stop near the Social Services Campus.
- e. **Transit Route Consultant.** Capital Transit has contracted with a transit consultant, Trillium Solutions, Incorporated (Trillium). ([www.trilliumtransit.com](http://www.trilliumtransit.com) ; Project Manager, Chris Perry, 503.567.8422 x5)  
Trillium's tasks include:
- Gathering and analyzing operations and on-time performance data
  - Gathering and analyzing ridership data
  - Creating schedule and route revisions to accommodate the new VTC transfer center and social services stop
  - Creating narratives summarizing the changes from the current to the proposed routes
  - Creating passenger-facing items such as route maps and timetables.

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<sup>1</sup> Route information is available at <http://juneaucapitaltransit.org>

- Proposals will assume a flat budget, without increasing capital or operating costs.

- f. **Equity and Inclusion.** Equity and Inclusion is an important priority of the CBJ Assembly and Capital Transit. Consideration will be given to any potential impacts to minority, senior, disabled, low-income, and people with limited English proficiency populations in the transit route revisions. Access to public information and participation for traditionally underrepresented populations and communities and to ensure full and fair participation by all potentially affected communities in the transportation decision-making process will be needed. Information on Juneau and bus ridership demographic, disability and income information can be found in the “2020 Juneau Coordinated Human Services Transportation Plan.” <http://juneaucapitaltransit.org/wp-content/uploads/2021/07/2020-Human-Services-Plan.pdf>

Transit route revision options and all outreach efforts including feedback must be presented and obtained in a nondiscriminatory fashion. The process used in identifying social, economic, and environmental impacts will be nondiscriminatory.

8. **Scope of Work.** The awarded Consultant will collaborate with Capital Transit and Trillium to schedule, implement and manage a survey program to present and collect data concerning proposed transit route revisions. Consultant will design a survey, perform data collection, and present results to Capital Transit and Trillium for the revision options prepared and presented by Trillium. The following services will be required in the performance of this contract:

- a. **Kickoff Meetings.** Consultant will meet remotely with Capital Transit and Trillium no later than February 2022 to review the proposed revision options and the impacts of each revision on transit services. Consultant must be able to effectively communicate the proposed transit revisions and the related impacts to the public in order to solicit feedback from the public through surveys.
- b. **Survey Design and Distribution.** Consultant will design a short form approximately one (1) page double sided, that contains a summary overview of the proposed route options, collects basic demographic information on the person(s), feedback on specific elements relevant to the proposed route options, and allows for other comments. Consultant will provide personnel to ride bus routes with the most impacted schedules and distribute survey forms with clipboards and pens/pencils, encourage riders to fill out survey forms and collect completed forms. The Consultant is responsible for disinfecting the materials and following other COVID safe requirements. The Consultant will distribute survey forms on a minimum of ten (10) unique bus rides with a goal of collecting at least fifty (50) completed forms. The Consultant will confer with designated Capital Transit personnel for input and approval of selected routes, dates and times prior to beginning the bus ride surveys.

A comparable version of the survey will be posted online and a QR code assessable version advertised on busses and other public use forums. Consultant will host the survey on an outside service (i.e. Survey Monkey, Question Pro, or similar) and ensure links posted on Capital Transit website<sup>2</sup> and issued by CBJ Information Officer are working and assessable. Consultant may also assist with the development of high level talking points or messaging associated with advertising the survey intent and availability to the public.

- c. **Summarization and Final Reporting.** Consultant will summarize all collected data and public comments and meet remotely with Capital Transit and Trillium to present findings. Capital Transit will host one public meeting on the proposed routes outside of the scope of this contract. Capital Transit will collect public comment received and provide those comments to the Consultant for inclusion in the final reporting. The final report summary will include basic statistics and a narrative of public comment themes (if any) generated from the surveys and public meeting. The final report will also include an appendix with all comments received.

<sup>2</sup> <https://juneaucapitaltransit.org/>

**d. Project Schedule.**January 1, 2022 – February 11, 2022

Trillium and Consultant Meeting #1. Trillium will deliver draft route revision proposals with background explanation to Capital Transit and Awarded Consultant.

February 11, 2022 – February 21, 2022

Consultant will design the survey

February 22, 2022 - March 18, 2022

Consultant will gather survey feedback on bus routes and online.

March 19-25, 2022

Consultant will prepare and present final reporting to Capital Transit and Trillium.

**9. Proposal Requirements.** Proposals will be no more than four (4) pages long.

Provide the following information in your proposal:

**a. Title page and transmittal letter.** Include the number and title of the RFP, the name of your firm, name of the contact person, address, telephone and fax number, email address and date of submission. Provide notice if you qualify as a “Juneau Proposer”. A person who has authority to bind the company must sign the transmittal letter and provide their title.

**b. Understanding and Methodology.** Briefly describe briefly your understanding of the project and the services required. Provide details on your proposed method to accomplish the project, include details for administering and collecting data on specified bus routes, include number of personnel and estimated amount of time needed. **(Weight 40%)**

**c. Experience & Qualifications.** Specify each person who will provide services to CBJ under this Contract, their role, and a brief summary of qualifications and specialized experience as it relates to designing and administering surveys. Specify project manager, their availability and anticipated scale of involvement. **(Weight 25 %)**

**d. References.** Describe three (3) projects accomplished by the proposed personnel which are similar in concept and scope. Provide client names, individual contact persons, email address and telephone numbers for these projects. Verify contact persons are available. **(Weight 10%)**

**e. Fee proposal.** Price is determined by the overall value of the services offered. The following formula will be used:

$$\text{Points Awarded} = \frac{(\text{Lowest Price Proposal}) \times (\text{Maximum Points for Price})}{\text{Price of This Proposal}}$$

Price of This Proposal

Provide a price proposal for compensation you expect to receive for the performance of the contract. Include budgets for costs, by task, and any anticipated travel expenses. **(Weight 20%)**

**f. Juneau proposer preference.** CBJ Purchasing will determine and qualify Proposers at the time of submitted proposal per CBJ Ordinance 53.50.010 and 53.50.050 to determine if preference points are awarded. **(Weight 5%).**

**10. Evaluation Form.** Each proposal will be given a numerical score and then ranked. The proposal with the **lowest** total ranking (high score) will be selected for contract negotiations. Proposers may be asked to clarify their proposals during the evaluation process.

<b>Evaluator No. _____ Proposer _____</b>			Maximum Score Achievable = 1,000 points
<b>CRITERIA</b>	<b>Weight %</b>	<b>Score (0 – 10*)</b>	<b>Total Points = (Numerical Score X Weight)</b>
Understanding & Methodology	40		
Experience & Qualifications	25		
References	10		
Price proposal (determined using formula)	20	<b>Determined by Purchasing</b>	
Juneau Proposer Preference	5	<b>Determined by Purchasing</b>	
<b>Rank _____ Grand Total</b>			
<b>*Point Guide: Outstanding (10 points)_Adequate to Good (6 to 8 points)</b> <b>Marginally Acceptable (3 or 4 points)_Unacceptable (0 or 1 point)_No scores using numbers 2, 5 or 9</b>			