



PURCHASING DEPARTMENT
1772 County Services Parkway
Marietta, Georgia 30008-4012
(770) 528-8400/FAX (770) 528-1154

Mark Kohntopp
INTERIM DIRECTOR

ADDENDUM No. 1

**Sealed Bid # 10-5524
Request for Proposal**

**Consultant Services for Comprehensive Service and Marketing Study for Cobb Community Transit
DATE: September 15, 2010**

Page 1 of 12

The following addendum hereby amends and/or modifies the Proposal Documents and specifications as originally issued for this project. All proposers are subject to the provisions of this Addendum.

Proposers shall acknowledge receipt of this addendum.

Include this original form inside your proposal package.

This Addendum consists of:

- **Minutes of the September 8, 2010 Pre-Proposal Conference**
- **Questions submitted in writing**
- **Attachment One - Cobb Community Transit Monthly/Daily Ridership By Routes Fiscal Year 2010**
- **Pre-Proposal Meeting Attendee List**

All bids must be received before 12:00 (noon) by the Bid Opening date. Bids shall be delivered to Cobb County Purchasing Department, 1772 County Services Parkway, Marietta, GA 30008.

Electronic / faxed bid response will not be considered.

I acknowledge that I have received Addendum No. 1

**Sealed Bid # 10-5524
Request for Proposal**

Consultant Services for Comprehensive Service and marketing Study for Cobb Community Transit

Company Name

Signature

Date Sent to Purchasing

Please Print Name

Please sign, date, and return this form ONLY to:

Cobb County Purchasing Department
Fax #: 770-528-1154

E-Mail: purchasing@cobbcounty.org

Please note: The deadline for questions is: September 14, 2010 by 5:00 pm
Any questions received after this deadline will not be considered.

Addendum #1
Sealed Bid #10-5524
Request for Proposal
Consultant Services for Comprehensive Service and Marketing Study for
Cobb Community Transit
Issued September 15, 2010

Pre-Proposal Conference
September 8, 2010

Opening Remarks

Daphne Bailey, Purchasing Supervisor, began the meeting with preliminary issues. Bids will be received on Thursday, September 23, 2010, before 12:00 noon to the Purchasing Department. Late bids will not be accepted. Bids will be opened the same day at 2:00 p.m. and can be viewed on TV-23 or via the streaming web video at www.cobbcounty.org. There is no bid bond required for this project.

An original proposal and six copies are to be submitted with the original well marked. The cut-off date for questions is Tuesday, September 14, 2010 at 5:00pm. You may submit questions in writing to the Purchasing Department via e-mail to purchasing@cobbcounty.org or by fax to 770-528-1154. Minutes will be sent out in the form of an addendum which will be posted on the website.

The meeting was turned over to Laraine Vance, Planning Division Manger who she introduced David Jackson, Transit Engineer for Cobb Community Transit and Christine Watson, Administrative Assistant, Planning Division. Rebecca Gutowsky, Transit Division Manager, was unable to attend today's meeting. She then asked all attendees to introduce themselves.

In summary, the purpose of the RFP is to comprehensively review and evaluate the CCT operations identifying opportunities for improvement in effectiveness and efficiencies and to assure that services are provided in the most cost efficient manner. We want to assess the fixed route service, both the local and the express services, as well as well as the paratransit. The study includes a marketing component to look at current and future market segments, and a financial component to evaluate costs and identify potential revenue enhancements.

We have recently had to propose some service cuts. Because of a decline in revenues, the cuts are necessary to bring costs in line with expenses, but hopefully this is a short term issue and the economy will get better soon. Assuming things will get better in the future, we would like to be prepared by having this study in hand to use for decision making going forward and to guide our planning over the next 5 to 10 years. Again, the goal is to develop a strategic plan for ongoing improvements to the system.

Although we have identified different components in the RFP proposers are free to add or modify those components if, in your professional judgment, there are things that we missed or could be something added to enhance or improve the tasks we have outlined. I would like to emphasize this is both a traditional but yet non-traditional study and that it should be focused on and grounded in market based solutions for improving transit services.

Laraine then opened the meeting to questions.

Questions

Please note that responses to the following questions posed at the Pre-bid meeting include clarifications or corrected responses.

Q1: Will the sign-up sheet be included in the addendum?

A: Yes

Q2: I did not see it anywhere in here [RFP], but I am mainly interested in the data collection elements of the project. Do you know off-hand, or of a source for information, about either your platform hours or revenue hours of service?

A: We maintain all of that data in-house.

Q3: Is it available to us?

A: We will make it available. [Please see table below.]

Scheduled Hours (2009 NTD Report)		
Weekday	Saturday	Total
164,048.97	14,424.42	178,473.38

Q4: Along those lines, in addition to the platform hours for weekday and Saturday could we also get the average ridership by route weekday and Saturday for the most recent service bid, and, out of curiosity, when was the last time a boarding and a alighting study was conducted?

A: The most recent service bid was awarded in May 2005. Since that time, many hours have been added, therefore more recent ridership numbers are provided. [Please see attachment #1]. The most recent ridecheck was completed in Spring 2005.

Q5: On the ride check I would assume that it would be on per weekday and Saturday?

A: Yes

Q6: And on the references to the US41 LRT Study can you elaborate a little bit more on that connection and any expectations in terms of support. I know you will have some meetings in the fall as I understood, so is there any further detail on the interaction between this project and the expectations of any assistance or using information from that study to help.

A: As it is proposed, those meetings that you are referring to are included in this study; therefore the successful proposer will actually be conducting those meetings related to US41 LRT.

Q7: Is the review of the fixed route services intended to include the GRTA routes?

A: Yes.

Q8: In regard to the boarding and ridership, what level of detail are you looking for; are you looking for 100% sample, a sampling plan?

A: We will allow the consultant to recommend what they think is appropriate to achieve the goals and objectives of the RFP. [in conjunction with other data currently available].

Q9: Regarding the marketing plan, can you elaborate on the level of detail you are looking for as I understand that winning bidder will draft the plan, present that to you, but as far as how the bidding process goes can you go over the details that you are expecting as far as the marketing plan task?

A: Please clarify further.

Q10: Well, I guess I am looking for a little guidance as far as how detailed oriented do you expect that part of the response to be because we won't be presenting an entire marketing plan in the bidding process that would be a deliverable after someone has been selected.

A: Generally, enough detail about your approach should be supplied to evaluate the response. The successful proposer would be expected to produce a plan which could be implemented with minimal changes by County staff.

Q11: In the evaluation criteria you list several criteria. Is there an associated percentage of what will be assessed for each of those and then the following question is you do ask for a break down of cost by task, but cost is not one of the evaluation factors.

Q11 follow-up: On page 7 section 3.63 you ask for a detailed cost break down by task and on pages 10 and 11 for the evaluation criteria; there is no cost to do the project, i.e., cost is not one of the evaluated criteria. Will clarification on how each of these criteria is evaluated and whether or not cost will be evaluated be answered in the addendum?

A: Yes, there are percentages associated with each evaluation criteria. The percentages are as follows:

Criteria	Percentage
Staffing	30%
Experience/Performance	30%
Approach	25%
Availability	10%
Financial Stability	5%
Total	100%

A: Cost is not an evaluation criteria used to derive the total technical score although a cost by task breakdown is requested in section 3.6.3.

Q12: You said that the consultant must be prequalified with GDOT or Cobb County. Does that extend to sub-consultants?

A: The Prime must be pre-qualified and it is desirable if sub-consultants are as well.

Q13: With regard to DBE's, must all the DBE's be certified by GDOT or MARTA or would you accept a DBE certification from another state?

A: Federal Transit Administration funds are being used for this project. Although federal guidelines allow for reciprocity agreements between states, at this time Georgia DOT does not have any such agreements. Therefore, in order to meet the DBE requirements, DBEs must be certified in Georgia for their work to be counted towards the established goal for this project.

Q14: Do you know how quickly it (addendum) will be provided after the 14th?

A: It depends on how many questions we receive, but normally we are able to get the addendum out the day after the deadline for questions.

Q15: Will meeting minutes and sign-in sheets be part of the Addendum?

A: Yes, they will all be sent out together. Addendum #1 will include the meeting minutes, the sign-in sheet and responses / clarifications to questions.

Questions received in writing

Q16: Page 8 - Please verify that the Department requires 3 references for each firm AND 3 references for the Project Manager. Can they be the same references?

A: Emphasis is placed on the Project Manager because of his/her role in effectively managing a project of this nature, therefore three references for the PM are required.

Q17: Page 14/15-The Scope of Work skips from Task IV to Task VI. Is this a numbering discrepancy or is a Task omitted?

A: A numbering discrepancy; no task has been omitted.

Q18: Please verify that the Department wants copies of the Addenda AND Attachment 4 (Addendum Acknowledgement) included in our packages.

A: Yes, both are required

Q19: Do you want the original unbound?

A: No, however, please include one electronic copy in addition to the copies requested.

Q20: Do you want the prime and/or subs to include GDOT Prequalification Notifications?

A: It is preferable for that information to be included in the response.

Q21: If the proposed fare increase and service cuts are approved, when would they be implemented?

A: It is anticipated they would go into effect in November but is subject to Board approval.

Q22: Section 2.3 implies that this project has been scoped considering the Federal money provided for this effort and the local match. Is the County willing to disclose what budget has been established for this project?

A: No, not at this time.

Q23: Referring to Section 3.6.5, does the requirement for Certifications regarding Lobbying and Certification regarding Debarment, Suspension, and other Responsibility extend to sub-consultants?

A: Yes

Q24: Referring to Section 3.10.5, does the requirement for financial stability documentation extend to sub-consultants?

A: No, only to the Prime

Q25: At what level of detail are daily route ridership reports produced by Veolia? (Example: daily, by trip, by trip and direction)

A: The information is captured via our odyssey fareboxes and reports are generated which give us daily ridership by route but not by direction.

Q26: Before the project begins, will you provide the Consultant with electronic files of the following by weekday and Saturday?

- a. **Current bus stop inventory by route with any route service patterns?**
- b. **Weekday and Saturday Headway Sheets that include trip times, blocking, garage pull-out times and garage pull-in times?**
- c. **Weekday and Saturday Run Cuts that depict report, start and end times/ locations for all bus operators?**
- d. **Service performance standards?**

A: Yes, regarding (a) – (d) above, all pertinent and available information needed to complete the study will be provided.

Q27: Can you provide the following information in an addendum prior to the proposal deadline?

- a. **Platform hours (weekday and Saturday), for your most recent service bid?**

A: Information has been provided in this addendum. See question #3

- b. **Average ridership by route (weekday and Saturday), for your most recent service bid?**

A: Information has been provided in this addendum for the most recent fiscal year rather than the service bid which was in 2005. See attachment one.

Q28: When was the last time CCT completed an on-board survey (separate from ARC's 2009-2010 regional on-board survey)? What topic areas did it cover? (Example: rider satisfaction, rider demographics, origins and destinations)

A: Surveys were conducted over several months beginning in April 2005 and ending in July. Boarding and alighting data was collected along with an additional survey designed to collect origin and destination data, access and egress modes, fare payment method, demographic data, and service evaluation data.

Q29: Do the CCT fareboxes have the capability of recording transfers and producing a report of transfer activity (e.g., issuing route and receiving route)?

A: Our fareboxes capture how many transfers were received per day but not issued per day.

Q30: What scheduling software does CCT use for its fixed route services?

A: Our contractor, Veolia Transportation, handles scheduling with staff personnel.

Q31: What scheduling software does CCT use for its paratransit services?

a. Will CCT make available the system parameters used for trip booking and scheduling windows?

A: Yes.

b. Is the trip history file available for use and analysis?

A: Yes.

c. Is the scheduling software GIS based?

A: The software is RouteMatch.

Q32: In terms of data collection, is there any automated system on the buses (such as GPS or automated passenger counts) to facilitate data collection?

A: No GPS or APCs are on the buses. Some data is obtained from the GFI fareboxes.

Q33: Do you use computer scheduling software for the fixed route and/or paratransit services? If yes, which do you use?

A: See questions 30 and 31.

Q34: In the data that will be made available, do you have recent origin and destination demographic data?

A: The most recent surveys conducted by Cobb were done in 2005. ARC has recently completed a regional Transit Survey which included CCT.

Q35: Pages 12 and 13 - Section 3.1.2 states, "The contract will not exceed six (12) months and----". Section 4.1.1 states, "The Project will last between six and twelve months." Please clarify if the contract will not exceed six or twelve months.

A: The contract will not exceed 12 months.

Q36: Are three references also necessary for sub-consultants?

A. Yes

Attachment:
Ridership data for FY 2010

COMPREHENSIVE SERVICE AND MARKETING STUDY FOR COBB COMMUNITY TRANSIT - ATTACHMENT ONE

COBB COMMUNITY TRANSIT MONTHLY/DAILY RIDERSHIP BY ROUTES FISCAL YEAR 2010

September 1, 2009 through September 30, 2009

ROUTE	10	10A	10B	10C	15	20	30	35 (2)	40	45	GRTA 47	50	65	70	77	100	101	102	GRTA 470	GRTA 475 - 75 (3)	GRTA 477	GRTA 480	GRTA 481	Others & Unknown (4)	TOTAL	W'day Avg.	S'Day Avg.
Sep-09	88,984	3,311	1,635	2,990	31,933	34,526	68,674		19,696	12,433	120	36,006	10,785	10,823	73	11,017	6,458	4,254	7,075	3,771	4,913	8,184	4,433	140	372,234	16,276.0	7,608.0

October 1, 2009 through September 30, 2010

ROUTE	10	10A	10B	10C	15	20	30	35 (2)	40	45	GRTA 47	50	65	70	77	100	101	102	GRTA 470	GRTA 475 - 75 (3)	GRTA 477	GRTA 480	GRTA 481	Others & Unknown (4)	TOTAL	W'day Avg.	S'Day Avg.
Oct-09	95,286	3,267	1,418	3,123	32,713	37,249	74,154		18,936	13,853	122	36,789	11,140	10,971	49	10,835	6,941	4,718	7,859	3,781	5,349	8,082	4,648	103	391,386	16,052	7,648
Nov-09	85,883	2,360	1,239	3,068	30,008	34,450	64,474		17,795	12,260	111	34,175	10,181	10,338	92	9,644	5,189	3,918	6,272	3,138	4,631	6,640	3,895	51	349,812	15,901	7,946
Dec-09	83,237	2,013	1,427	3,071	28,217	32,026	64,176		16,769	11,953	359	33,281	10,311	10,408	84	9,075	4,901	4,000	6,144	3,058	4,290	6,040	3,450	20	338,310	14,166	6,665
Jan-10	81,734	1,548	1,431	2,502	29,984	31,184	58,008	4,615	18,750	10,794	277	30,291	9,355	8,254	109	10,050	5,472	4,312	6,528	2,912	4,690	6,495	4,035	26	333,356	15,776	6,723
Feb-10	82,163	2,068	1,449	2,214	28,463	31,228	60,340	6,744	18,208	10,843	193	30,523	9,558	9,086	93	9,815	5,607	4,193	6,838	3,396	4,849	6,762	4,079	123	338,835	15,503	7,193
Mar-10	93,990	2,548	2,094	2,931	32,136	34,922	69,102	9,136	20,045	11,854	629	36,161	11,803	10,622	104	11,929	6,314	4,612	7,485	3,875	5,710	7,684	4,949	26	390,661	15,534	8,345
Apr-10	96,467	2,061	2,079	2,797	30,877	38,172	70,941	11,113	20,515	11,802	379	37,179	11,990	10,211	146	11,338	5,852	4,809	6,935	3,475	5,125	7,295	4,522	95	396,175	18,008	7,932
May-10	89,614	2,022	1,223	2,480	33,983	37,637	67,992	11,908	18,830	12,563	958	34,474	11,323	10,139	107	10,581	6,479	4,269	6,695	3,219	4,769	6,562	3,982	53	381,862	16,919	8,696
Jun-10	95,336	2,230	1,610	2,913	34,381	37,538	74,641	12,590	19,304	13,590	382	39,427	11,842	11,478	138	11,934	6,560	4,802	7,274	3,547	5,240	7,173	4,172	27	408,129	17,773	8,723
Jul-10	100,404	2,044	1,159	2,534	37,858	38,356	79,267	12,071	19,507	13,595	370	39,943	12,158	12,171	233	11,591	5,636	4,687	6,697	2,537	4,952	6,384	4,081	35	418,270	16,987	8,909
Aug-10	101,632	2,236	1,401	3,328	40,288	39,267	79,382	12,360	22,543	13,628	369	40,520	11,857	12,874	2	11,831	6,167	5,030	7,689	2,845	5,580	6,731	4,428	72	432,060	19,639	9,106
Sep-10 (1)																									0		
TOTAL	1,005,746	24,397	16,530	30,961	358,908	392,029	762,477	80,537	211,202	136,735	4,149	321,799	100,197	95,243	1,157	118,623	65,118	49,350	76,416	35,783	55,185	75,848	46,241	631	4,178,856	182,258	87,887

Average per Month

201,149	4,879	3,306	6,192	71,782	78,406	152,495	16,107	42,240	27,347	830	64,360	20,039	19,049	231	23,725	13,024	9,870	15,283	7,157	11,037	15,170	9,248	53	835,771	36,452	17,577
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NOTES:

- (1) Fiscal Year 2010, began October 1st, 2009. September 2010 data is incomplete.
- (2) The CCT Route 35 began new service in January 2010.
- (3) The passenger ridership data regarding the GRTA Route 475 bus, integrates the amount of passengers who ride the reverse commute CCT Route 75 bus.
- (4) Unclassified passenger information.

PRE- BID CONFERENCE

REQUEST FOR PROPOSAL
 CONSULTANT SERVICES FOR COMPREHENSIVE SERVICE AND MARKETING STUDY FOR
 COBB COMMUNITY TRANSIT
 SEALED BID #10-5524
 COBB COUNTY PROPERTY MANAGEMENT
 SEPTEMBER 8, 2010

REPRESENTATIVE NAME	COMPANY NAME & COMPLETE ADDRESS	PHONE (INCLUDE AREA CODE)	FAX # (INCLUDE AREA CODE)	E-MAIL ADDRESS
DAVID A JACKSON	COBB DOT (CCT)	7-528-1660	7-528-	
CHIP BURGER	URS CORP	678 808 8800	678 808 8400	chip-burger@urscorp.com
Jim P. BROWN	URS CORP	678 808 8800	678 808 8400	Jim_p_brown@urscorp.com
DAVID GJERTSON	IBI GROUP	770 420 8440	770 420 8442	david.gjertson@ibigroup.com
Lindsay Durfee	Cookerly PR	404-816-2037	404-816-3037	lindsay@cookerly.com
Carla Bamatraf	JR Wilburn + Assoc	404 386 1327	706 672 4593	bamatraf@comcast.net
DAN DOBRY	CROY ENGINEERING	770/971-5407	770/971-0620	ddobry@croyengineering.com

PRE- BID CONFERENCE

REQUEST FOR PROPOSAL
 CONSULTANT SERVICES FOR COMPREHENSIVE SERVICE AND MARKETING STUDY FOR
 COBB COMMUNITY TRANSIT
 SEALED BID #10-5524
 COBB COUNTY PROPERTY MANAGEMENT
 SEPTEMBER 8, 2010

REPRESENTATIVE NAME	COMPANY NAME & COMPLETE ADDRESS	PHONE (INCLUDE AREA CODE)	FAX # (INCLUDE AREA CODE)	E-MAIL ADDRESS
David Kall	Cambridge Systematics 730 Peachtree St. Ste 1550 Atlanta, GA 30308	404-460-2608	404-443-3201	dkall@camsys.com
Daphne Bailey	Cobb County Purchasing	7) 528-8423	7) 528-1154	
Laraine Vance	Cobb DOT			
Christine George	Cobb DOT			
Keith Hagedorn	StreetSmarts 3160 Mark St. Dacula, GA	770-813-0882	770-813-0668	keithh@streetsmarts.us
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Nathan Barnett	Connetics Transportation Group	678 461 0969	678 461 0970	nbarnett@conneticsgroup.com
Angie Gordon	Project Cost Solutions 191 Peachtree St. Atlanta GA 30303	404-478-7140	770-323-6270	angie.gordon@thepcsinc.com