



Ventura County Transportation Commission

Request For Proposals (RFP)

for

**Ventura County Bus Stop
Inventory and Assessment**

Procurement Schedule

Issuance Date	March 6, 2025
Pre-Proposal Conference (Optional)	March 19, 2025 @ 11:00 AM (PST) via Microsoft Teams Meeting (link will be provided on VCTC's webpage indicated below)
Questions Deadline	March 28, 2025 @ 5:00 PM (PST)
Responses to Questions	April 4, 2025
Proposal Submittal Due Date/Time	April 18, 2025 @ 5:00 PM (PST)
Interviews (Optional)	TBD via Microsoft Teams Meeting
Proposal Submittal Location	Via email to asmith@goventura.org
Contract Award	June 6, 2025
Solicitation Contact	Aubrey Smith asmith@goventura.org
Contract Type	Firm-fixed fee compensated per task completion as identified in <i>Scope of Work</i>

All items contained in the procurement schedule above are subject to change. It is the Proposer's responsibility to check VCTC's website at <https://www.goventura.org/work-with-vctc/contracts/> for updates.

Project Background

The selected firm (Contractor) shall be responsible for completing the assessment of all existing bus stops within Ventura County, identifying recommended improvements at each bus stop. The proposed project will implement strategies of the Ventura County Coordinated Public Transit-Human Services Transportation Plan (“Coordinated Plan”) to conduct an inventory and evaluate the accessibility of all bus stops countywide, and create a project and priority list based on qualitative and quantitative standards and subsequently fund infrastructure improvements.

Minimum Requirements

The Proposer shall have completed two (2) bus stop improvement projects or similar within the past seven (7) years. The proposer shall also provide a minimum of three (3) references from the last seven (7) years for completed bus stop or train station improvement projects or similar projects. Please ensure contact information for each reference is up to date.

Proposal Submittal Instructions

Please submit technical proposal and cost proposal separately to asmith@goventura.org. Appendices **may not** be included as part of the technical or cost proposal. Proposals received after the submittal due date or Addendum (if applicable), will be deemed non-responsive and will not be considered.

Any questions concerning this RFP should be directed to Aubrey Smith, asmith@goventura.org no later than 5:00 PM (PST) on March 28, 2025. All questions and responses will be posted on VCTC’s website (<https://www.goventura.org/work-with-vctc/contracts/>) as an addendum to the RFP.

By submitting a proposal, Proposer agrees to comply with all indemnification and insurance requirements, including requiring compliance with such provisions by all subcontractors hired by Proposer, listed in this RFP and included in the draft contract unless explicitly listed as an exception in the proposal. This Request for Proposals (RFP) does not commit VCTC to awarding a Contract.

By submitting a proposal, each Proposer represents that it:

1. Has thoroughly examined and become familiar with the work described in the Scope of Work.
2. Understands the requirements of the Scope of Work, the nature and location of the work, and all other matters that can affect the work.

3. Will honor its proposal for 180 days and acknowledges that the proposal cannot be withdrawn within that time and without prior written consent from the Commission. Proposers may withdraw their proposals before the opening of proposals by submitting a written request signed by an authorized representative of the firm and delivered to VCTC.
4. Will comply with all requirements set forth in this RFP and in the ensuing contract, if awarded.
5. Has reviewed the attached Model Contract (Appendix B) and, other than through the request for clarification process or through explicit listed exceptions within a proposal will not seek to alter or revise its terms and conditions.

There is no expressed or implied obligation for VCTC to reimburse responding firms for any expenses incurred in the preparation or delivery of proposals in response to this request. VCTC reserves the right to retain all proposals submitted and use any idea in a proposal regardless of whether that proposal is selected.

All submissions are considered a matter of public record and will be subject to disclosure pursuant to the California Public Records Act. Proposers must identify, in writing, all copyrighted material, trade secrets or other proprietary information that it claims are exempt from disclosure under the Public Records Act (California Government Code sections 7920.000, et seq).

Any proposer claiming such an exemption must identify the specific provision of the California Public Records Act that provides an exemption from disclosure for each item that the proposer claims is not subject to disclosure under said Act. Any proposer claiming such an exemption must also state in its proposal that the proposer agrees to defend, indemnify and hold harmless VCTC and its officers and employees, from any action brought against the VCTC for its refusal to disclose such material, trade secrets and other proprietary information to any party making a request, therefore. Any proposer who fails to include such a statement or the specific provision of the California Public Records Act supporting the claimed exemption shall be deemed to have waived any right to an exemption from disclosure as provided by said Act and shall release and hold harmless VCTC from any harm resulting from VCTC's release of said materials.

All proposals must include the items listed below. VCTC reserves the right to deem any proposal(s) that do not adhere to any of the instructions contained in the RFP and/or addendums as non-responsive.

Proposal Information and Content

Proposals should be organized as follows and shall adhere to the following page limits for the proposal submittal:

1. **Cover Page** (*1 Page Maximum*) – Indicate RFP subject, name of proposer's firm, local address, telephone number, name of contact person, and date of proposal as well as the names and contact information of any subcontractors. Provide the names and titles of individuals authorized to make representations for the proposer.
2. **Table of Contents** (*1 Page Maximum*) – Include a clear identification of the material in the RFP by section and page number.
3. **Letter of Transmittal** (*1 Page Maximum*) – Briefly state the proposer's understanding of the work to be performed and illustrate commitment to perform the work within the specified study duration.
4. **Profile of the Proposer** (*4 Page Maximum*) – State whether the firm is local, national, or international, and provide a summary of representative experience relevant to the work outlined in the RFP.
5. **Statement of Qualifications** (*6 Pages Maximum*) – Provide a brief statement of similar/relevant projects performed. Identify individuals who performed work on similar projects and individuals that will be assigned to this project.
6. **Project Team** (*14 Pages Maximum*) – Provide an organization chart with role descriptions and include key team member resumes.
7. **Project Approach** (*14 Pages Maximum*) – Provide a detailed description of approaches to each task contained in the RFP. This should include potential challenges and methods to minimize or eliminate identified challenges.
8. **Innovative Approaches** (*4 Pages Maximum*) – Provide proposed innovative approaches to any tasks outlined in the RFP.
9. **List of References** Provide a list of references for whom similar work has been performed, as well as references for any proposed subcontractors.
10. **Cost Proposal** (*See Cost Proposal Template – Attachment B*) – Proposer shall submit a cost proposal by only utilizing the Excel template provided, refer to

Attachment B. Note, in each section there are additional lines for any additional proposed costs. If necessary, proposers are allowed to add a single page explanation of costs to supplement their cost proposal and/or to clarify any costs.

In addition, the cost proposal shall be provided in two formats: 1) an Excel version with fields unlocked for ease of analysis and 2) a signed PDF version. These two cost proposal formats shall be submitted as separate documents, separate from the technical proposal. There are no formulas provided/contained in the Excel template and the proposer is responsible for any errors related to formulas or other inputs submitted to VCTC.

Reservations

In conducting this RFP, VCTC reserves the right to:

1. Accept, reject any or all submittals, or any item or part thereof.
2. In its sole discretion, to accept the Proposal it considers most favorable to VCTC's interest.
3. Issue subsequent Requests for Proposals.
4. Alter the Selection Process Dates.
5. Remedy technical errors in the RFP process.
6. Request additional information from Proposers and investigate the qualifications of all firms under consideration.
7. Confirm any part of the information furnished by a proposer.
8. Obtain additional evidence of managerial, financial, or other capabilities.
9. Approve or disapprove the use of specific subcontractors.
10. Negotiate with any, all, or none of the Proposers.
11. Solicit best and final offers from all or some of the Proposers.
12. Award a contract to one (1) or more Proposers.
13. Accept other than the lowest-priced Proposal.
14. Cancel or withdraw this RFP at any time without prior notice and the VCTC makes no representations that any contract will be awarded to any Proposer responding to this RFP.
15. Waive informalities and irregularities in Proposals or the selection process.

EVALUATION AND SCORING

Evaluation of the proposals will be made by a Selection Panel appointed by VCTC. The Evaluation Panel shall examine each proposal which meets the mandatory requirements and recommend a contractor to VCTC. The recommendation must receive the approval by vote of the Ventura County Transportation Commission in order to be awarded.

Any proposal submitted in response to this RFP will be evaluated in strict accordance with the stated evaluation criteria. VCTC reserves the right to award the contract not necessarily to a Proposer with the lowest cost proposal, but to a Proposer who will provide the best overall match to the RFP requirements and who best serves the Commission's interests.

Evaluation Criteria - 100 total points possible

- **Qualifications of Firm (25 points max.)**

Experience in performing work similar in nature and/or related to the work described in the Statement of Work; experience working with public agencies, strength and stability of the firm; appropriateness of personnel to their assigned work tasks; logic of project organization; adequacy of labor commitment.

- **Qualifications of Personnel (20 points max.)**

Project Organization and previous experience of personnel; key personnel's level of involvement in performing related work cited in "Qualifications of Firm" section; concurrence in the restrictions on changes in key personnel.

- **Understanding & Approach (30 points max.)**

Depth of Proposer's understanding of Commission's requirements; understanding of the projects issues and potential conflicts; and ability to meet deadlines.

- **Cost (25 points max.)**

Reasonableness of the total cost based on anticipated requirements; adequacy of data in support of figures quoted; basis on which prices are quoted.

Scope of Work: Bus Stop Inventory and Assessment

Project Background

The Ventura County Bus Stop Inventory and Assessment Project is funded by the Southern California Association of Governments (SCAG) Regional Early Action Planning Grants (REAP) 2.0 program. This program that seeks to accelerate progress toward state housing goals and climate commitments through a strengthened partnership between the state, its regions, and local entities. REAP 2.0 seeks to accelerate infill housing development, reduce vehicle miles traveled (VMT), increase housing supply at all affordability levels, affirmatively further fair housing, and implement adopted regional and local plans to achieve these goals.

Project Overview and Objectives

This project aims to conduct a comprehensive inventory and assessment of bus stops within the specified service area. The assessment will evaluate the condition, accessibility, and amenities of each bus stop to support transit planning, improve rider experience, and ensure compliance with ADA (Americans with Disabilities Act) regulations.

- Develop a comprehensive database of all bus stop locations.
- Assess the physical condition and amenities of each stop.
- Identify compliance with ADA requirements.
- Provide recommendations for improvements and prioritization.

Tasks and Activities

Task 1: Project Planning and Kickoff

The Consultant shall report the status of the work effort, progress, and schedule on a bi-weekly basis. Any modification to the frequency of project meetings shall be approved by both VCTC and the Consultant. The Consultant shall also lead the project kick-off meeting to initiate the project, align team members, and establish clear goals, roles, and expectations for the project. The kick-off meeting shall include an overview of the project, scope, roles and responsibilities, project schedule, risk assessment, communication plan, tools and resources and other relevant topics.

The Consultant shall use systems that are compatible with already established VCTC systems, policies, software, procedures, and practices. Reports shall provide the necessary information to assure VCTC that the work is being accomplished as required and to facilitate invoice review and approval. The Consultant's project management system shall feature safeguards for the early identification of issues and their effective resolution.

The Consultant's Project Manager is responsible for monitoring project performance and, if necessary, adjusting project resources to accomplish activities in a manner consistent with the adopted scope, budget, and schedule. The Consultant's Project Manager shall notify VCTC Project Manager or designee of any modification requests to the project scope, budget, and/or schedule and will adhere to the project requirements that are mutually agreed upon between VCTC and the Consultant. The base project schedule shall be submitted prior to the project kick-off meeting and will be reviewed and finalized within seven (7) business days of the kick-off meeting. The Consultant shall also report all corrective measures to the VCTC Project Manager for review and approval.

The Consultant shall provide a minimum of fourteen (14) calendar days to VCTC staff to thoroughly review each deliverable. More complex deliverables may require up to three (3) to four (4) additional weeks for VCTC review. A deliverable is not accepted until formal written notice is provided by VCTC's Project Manager or designee. This process shall ensure that quality is achieved through checking, reviewing, and the managing of work activities for both VCTC and the Consultant. The status of the work efforts shall be reflected in monthly progress reports documenting the Consultant's effort during the billing period, tasks to be accomplished over the next 30 days as well as any forthcoming challenges and issues and potential methods for resolution.

Prior to acceptance and finalization, ALL deliverables shall be submitted to VCTC at 90% completion for review. Work deliverables should be proofread before submission to VCTC and include minimal to no grammatical or spelling errors. Deliverables submitted with excessive errors may be rejected until errors have been fixed.

Timeframe: Throughout entire project

Deliverables: Project plan, agenda, meeting minutes, schedule updates

Task 2: Data Collection and Inventory Development

The data collection will be conducted through field surveys by trained personnel. The Contractor is required to train all data collectors, surveyors, etc. Data collectors shall visit each bus stop within the designated area and use electronic data collection devices and/or paper-based forms to record the relevant information. All data collectors shall undergo a comprehensive training session to familiarize themselves with the project objectives, data collection tools, and procedures where they will be introduced to the survey forms, digital data collection applications, or any other tools necessary to complete this task. Data collectors shall prioritize safety during collection, following all traffic rules and regulations while on-site.

Data shall be uploaded to a centralized database or shared platform for further processing and analysis. The Contractor shall develop a QA/QC plan that will provide contingency plans for addressing issues with data collection efforts. The Contractor shall periodically (no less frequent than two (2) times per week) review the collected data to ensure accuracy and consistency. Prior to the start of data collection, the task approach and methodologies shall be reviewed and approved by VCTC. The Contractor will be provided with Gold Coast Transit District's (GCTD) 2022 Bus Stop Improvement Plan and data. Since GCTD has the majority of stops in Ventura County, the Contractor will be able to leverage the data that has already been collected. There are approximately **1,128 bus stops** within the county (actual quantity is subject to change pending operator service changes or other related service modifications).

The Contractor shall identify data collection elements that shall be collected for each bus stop and train station using the following:

1. Location Information

- a. Latitude and longitude coordinates of the bus stop

2. Stop Attributes

- a. Stop identification number (if available)
 - i. VCTC will provide established stop IDs from its countywide Syncromatics system
- b. Types of bus stop (e.g., regular, major transfer point, terminal, sheltered, etc.)
- c. Bus/train route(s) served by the stop

3. Infrastructure

- a. Bench
- b. Shelter (or roof)
- c. Lighting
- d. Real-time arrival signs
- e. Trash receptacles
- f. Condition of the bus stop infrastructure (e.g., benches, lighting, signage, etc.)
- g. Information display (e.g., bus schedules, route maps, real-time arrival information)

4. Accessibility

- a. Presence of ADA landing spots, wheelchair ramps or facilities for persons with disabilities
- b. Sidewalks and pedestrian crossings for safe access within proximity of stop/station

- c. Proximity to nearby pedestrian pathways or crosswalks

Timeframe: 2-3 months

Deliverables: Raw data files, geotagged images, preliminary inventory database

Task 3: Accessibility Assessment

The Contractor shall evaluate the accessibility of each transit stop, considering the needs of individuals with disabilities, seniors, and other disadvantaged populations. This task will also include the assessment of the compliance of transit stops with relevant accessibility standards and regulations, such as the Americans with Disabilities Act (ADA) or local accessibility guidelines. The Contractor shall identify barriers to accessibility including physical obstacles, inadequate signage, and lack of amenities like seating or shelters. The following are guidelines:

- Organize and clean collected data for consistency.
- Evaluate each stop against ADA standards and best practices.
- Develop GIS mapping of bus stop locations and conditions.

Timeframe: 2-3 Months

Deliverables: Assessment summary

Task 4: Stakeholder Engagement

Engagement will be key to ensure buy-in and collecting input. The Contractor, in collaboration with VCTC staff, shall develop an outreach plan that will establish comprehensive and meaningful strategies for engaging stakeholders and soliciting input regarding their experiences related to accessing bus stops stations.

The Contractor will conduct two (2) virtual community workshops and two (2) in-person community workshops (both west and east Ventura County) to gather input on priorities and concerns. VCTC will facilitate the scheduling of these workshops while the costs of reservations will be the responsibility of the Contractor.

The Contractor will be responsible for developing the following outreach materials:

1. PowerPoint Presentation

The Contractor shall develop a PowerPoint Presentation to communicate key aspects of the Project to stakeholders (e.g. public agencies, riders, advocacy groups, and local officials). The Contractor shall be responsible for developing one (1) PowerPoint that will be used for all community engagement activities and one for a final presentation to VCTC's Commission.

2. Project Fact Sheet

The Contractor shall create a concise Project Fact Sheet that provides an overview of the Project that can be posted on VCTC's website and in-print. The fact sheet must be translated into Spanish and Mandarin as required by VCTC's Title VI policy.

3. Project Website

The Contractor shall develop content for a Project Website that will serve as a central hub for project updates, engagement opportunities, and public information. The Contractor shall coordinate with VCTC's IT Manager to ensure proper formatting and accessibility. The Project Website content shall be structured in a format for integration into VCTC's website as a standalone project page. The Project Website shall include an Interactive Map where the public can view stops and provide location-based feedback.

4. Online Survey

The Contractor shall design and implement an online survey to gather public input on transit stop conditions, accessibility, safety and user experience. The Contractor will help develop questions and a survey questionnaire that will be entered into VCTC's Survey Monkey tool. The Contractor will be responsible for inputting the questions and managing the survey and will also create a summary analysis based on the survey responses. VCTC also encourages innovative approaches that will increase meaningful engagement for all cities and communities throughout Ventura County. The Contractor shall ensure that outreach materials are accessible to Spanish and Mandarin-speaking audiences, including outreach materials and events.

Timeframe: Throughout entire project

Deliverables: Stakeholder Outreach Plan and Stakeholder Outreach Feedback Summary Matrix, Survey Questionnaire, and Survey Response Summary Report

Task 5: Recommendations and Prioritization

The Contractor will develop a comprehensive and quantitative/qualitative rating system that evaluates various aspects of each stop/station's infrastructure including an equity criteria factor. This task will allow agencies to use data-driven decision-making for prioritizing bus stop and train station improvements.

The Contractor shall also develop a project priority list based on qualitative and quantitative criteria including factors such as ridership, safety, accessibility, equity considerations (e.g., AB1550 and SB535 Low-income and Disadvantaged Communities),

surrounding land uses, population within walking distance, stop/station ridership, and proximity to essential services (e.g., government, schools, healthcare, grocery stores, etc.). VCTC will also solicit feedback from various jurisdictions as part of this task to identify and validate existing needs for infrastructure improvements.

Rating criteria may include:

- Accessibility for people with disabilities
- Shelter and seating availability
- Lighting, safety and security
- Signage and information provision
- Cleanliness and maintenance
- Proximity to amenities (e.g., restrooms, retail, and dining)
- Environmental considerations

Timeframe: 2-3 Months

Deliverables: Prioritization framework, recommended improvements report, cost estimates

Task 6: Final Report and Presentation

As part of this project, the Contractor shall develop a final report that includes a full inventory and assessment of all stops within Ventura County.

Timeframe: 1-2 Weeks

Deliverables: Final report, presentation slides, stakeholder feedback summary

Project Timeline Summary + Budget

As mentioned above, this project is funded by SCAG's REAP 2.0 Program and all project activities shall be completed by **June 2026**. VCTC encourages bidders to propose schedules that identify efficiencies wherever possible to complete the project prior to the Jun3 2026 deadline while accounting for potential risks. The budget range for this project is between \$300,000 and \$400,000.

Required Deliverables

- Comprehensive bus stop inventory database (Microsoft Excel or Access)
- GIS maps of bus stop locations and conditions (GIS Shapefiles)
- ADA compliance assessment
- Prioritization and improvement recommendations
- Final report and presentation materials