



LIBERTY STATE PARK CIRCULATOR COST-BENEFIT ANALYSIS RFP

Information Session
November 17, 2011

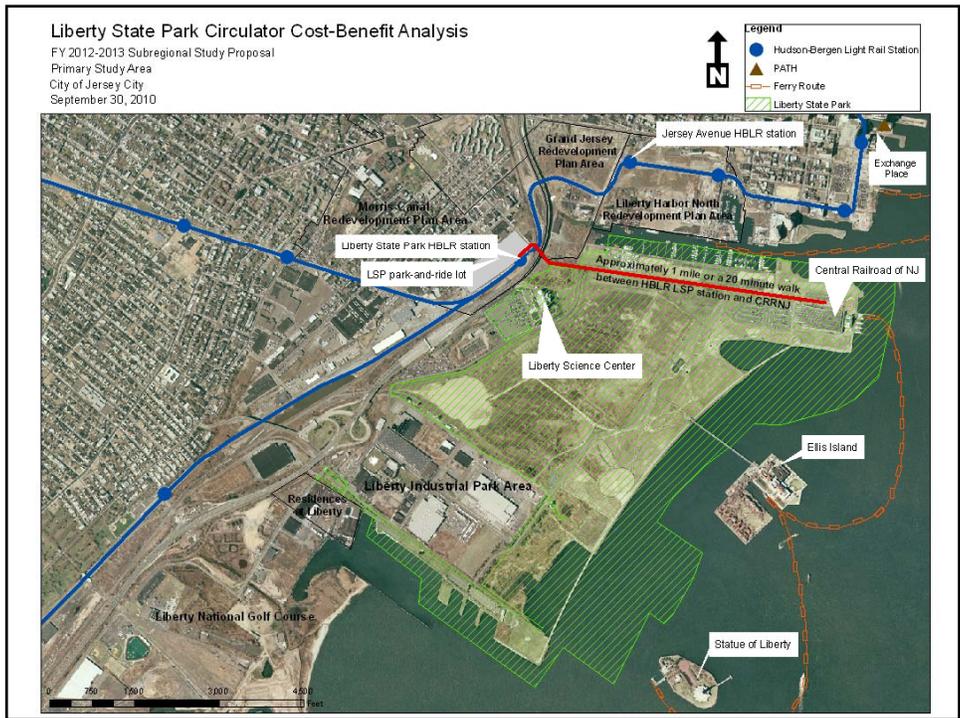
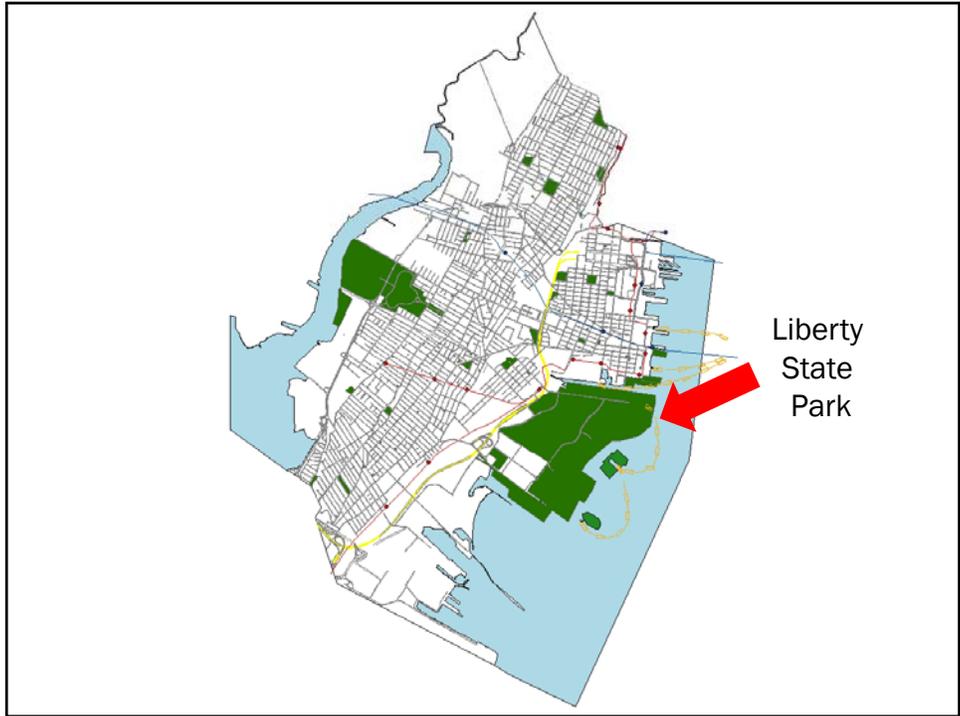
Who's Involved?

- City of Jersey City
- North Jersey Transportation Planning Authority
- Technical Advisory Committee including
 - NJ Department of Environmental Protection
 - NJ TRANSIT

Purpose

- Determine Purpose and Need for a circulator service
- Identify range of options (rubber tire and rail) for circulator service
- Evaluate options in order to eliminate infeasible options and develop plan to advance feasible options
- Work should be consistent with NEPA and FTA requirements but study is not an Alternatives Analysis





Minimum Scope of Work

- Task 1 – Existing Conditions and Project Website
 - Review existing documents and collect new data
 - Determine current travel demand and needs of LSP visitors and those who live/work near LSP
 - Gain understanding of
 - Environment in and near Liberty State Park
 - Mass transit service and ridership
 - Park visitation
 - Parking utilization
 - Demographics
 - Existing and planned transit and roadway connections to Liberty State Park

Minimum Scope of Work

- Task 2 - Future Conditions
 - May include traffic modeling
 - Should identify future needs of park visitors and residents/workers in environs
 - Should consider anticipated redevelopment and improvements to the park and environs, as well as improvements to transportation network
- Task 3 – Determine Purpose and Need
 - Based on findings of Tasks 1 & 2
 - Inform goals and objectives of a mass transit circulator service

Minimum Scope of Work

- Task 4 – Options for Circulator Service and Public Meeting 1
 - Should include “no build” option
 - Should consider connection to regional transportation network
 - Each option should consider
 - route and mode (rail and rubber tire)
 - vehicle/equipment needs
 - station design & location
 - supporting infrastructure
 - operating plan
 - maintenance

Minimum Scope of Work

- Task 5 – Evaluation
 - Develop methodology or use an existing one
 - Develop criteria and scoring system
 - Consider costs and benefits
 - Potential ridership
 - Capital costs
 - Operating and maintenance costs
 - Potential funding sources and resources
 - Timeframe
 - Economic impacts
 - Environmental impacts
 - Cultural impacts

Minimum Scope of Work

- Task 6 – Implementation Strategy
 - Determine Next Steps
 - Advancement to Alternatives Analysis
 - Identification of “low-hanging fruit”
 - Identify
 - Possible implementing agencies
 - Timeframe
 - Phasing plan
 - Potential funding source(s)

Minimum Scope of Work

- Task 7 – Draft Final Report and Public Meeting 2

- Task 8 – Final Report

Minimum Scope of Work

- Concurrent Tasks
 - Project Management and Communication (including monthly invoicing)
 - Technical Advisory Committee Meetings
 - Public Meetings
 - Website
 - FTP Site
 - Quality Control

Consultant Selection Criteria

- Experience with NEPA and FTA programs and requirements
- Mass transit planning
- Excellent written and oral communication skills
- Public outreach
- Bike/ped planning
- Shared-parking strategies
- City planning for a highly-urbanized environment

Proposal Evaluation Criteria

- Cost Proposal (10%)
- Consultant Team Qualifications (20%)
- Technical Approach (25%)
- Understanding of Scope of Work (25%)
- Creativity and Innovative Ideas (10%)
- Schedule and Deliverables (10%)

Technical Proposal

- Summary Statement
- Statement of Qualifications
- Scope of Work/Project Approach and Timeline
- Proposed Schedule of Deliverables
- Proposed Schedule of Meetings/Presentations
- Jersey City Responsibilities
- Assumptions and Qualifications
- References

Technical Proposal

- Business Registration Certificate
- Equal Employment Opportunity and Affirmative Action Requirements Forms
- Pay-to-Play Forms

Cost Proposal

- Cost plus fixed fee proposal for Scope of Work
- DBE/ESBE 15.6%
- Refer to sample budget in RFP package
- Cost Proposal must include:
 - the hours per task for each employee
 - the hourly wage rate for each employee with the effective date of hourly wage rates
 - identification of DBE/ESBE firm(s) on the consultant team
 - overhead rate
 - other direct expenses
 - fee
 - the length of time that the cost appraisal is considered valid

Insurance

- Comprehensive General Liability - \$1 million
- Automobile Liability Coverage - \$2 million
- Workers' Compensation Insurance - \$100,000
- Professional Liability Insurance - \$1 million

How to Respond

Submit ten (10) separately-bound copies of Technical Proposal including EEO/AA and Pay-to-Play forms and one (1) copy of Cost Proposal in a separate, sealed envelope to the City of Jersey City's Division of Purchasing by Tuesday, December 6, 2011 at 11 AM

Important Dates

- Deadline for Written Questions – November 22, 4 PM
- Proposal Due Date - December 6, 2011, 11 AM
- Consultant Interviews – December 21
- Notification to Selected Consultant – December 22
- Contract Negotiations – late December/early January
- Contract Execution – January 2012
- Project End – May 31, 2013

Questions

- Questions must be submitted in writing to Naomi Hsu by 4 PM on Tuesday, November 22, 2011
 - E-mail: hsun@jcnj.org
 - Fax: 201-547-4323
 - Mailing address:
 - Division of City Planning
 - 30 Montgomery Street, Suite 1400
 - Jersey City, NJ 07302
- Responses will be posted on the City of Jersey City's website (www.jerseycitynj.gov)

Liberty State Park Circulator Cost-Benefit Analysis RFP
Information Session
Thursday, November 17, 2011, 10:00 AM

Name	Organization	E-mail	Phone
Coushery Murray	Mercer Planning LLC	emurray@mercerplanning.com	732-354-1316
Josh Curley	StumpHausman Partnership	curley@stumphausman.com	732 767 9493
Jan Miller	McCormick Taylor	jmillen@ntmail.biz	215-592-4200

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1. Will Jersey City host the study's website?

The consultant will be responsible for hosting the study's website for the duration of the study.

2. There is a discrepancy between the federal Disadvantaged Business Enterprise and Emerging Small Business Enterprise (ESBE/DBE) goal of 15.6% of the total budget and the City's Minority/Women Business Enterprise (MWBE) goal of 20%.

For this study drawing on federal funding under a NJTPA grant, the DBE/ESBE participation goal shall be at minimum 15.6%. The consultant's contract obligates the consultant to aggressively pursue DBEs and ESBEs for participation in the performance of contracts and subcontracts financed in whole or in part with federal funds. The consultant cannot discriminate on the basis of race, color, national origin, or sex in the award and performance of federally assisted contracts. Prior to the award of a consultant contract, the consultant must demonstrate sufficient reasonable efforts to utilize DBE/ESBE firms.

Jersey City Ordinance C-829 establishes a goal of awarding 20% of the dollar amount of total city procurement to minority and woman owned business enterprises. To assist the City in monitoring its achievement of this goal, submit the Minority/Woman Business Enterprise Questionnaire for Bidders (included in the Equal Employment Opportunity/Affirmative Action Requirements forms attached to the RFP) and return the form with the Technical Proposal.

3. Is there flexibility with the May 2013 completion date?

All work on this effort (including final invoicing) must be complete by May 31, 2013. However, a compressed timeline that accomplishes, at a minimum, all tasks described in this RFP is preferred. (The NJTPA suggests a completion date of March 31, 2013.)

4. Have origin-destination (O-D) data been collected for those who utilize the park-and-ride lot at the Liberty State Park (LSP) station of the Hudson-Bergen Light Rail (HBLR)?

NJ TRANSIT has origin-destination data for those who utilize the LSP HBLR station park-and-ride lot, which may be useful to this study.

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5. Task 5 calls for a methodology to evaluate criteria and a scoring system to fairly evaluate the various identified options. Are there specific past projects that have an existing methodology for reference?

The City of Jersey City recently completed the *Route 440/Routes 1&9T Multi-Use Urban Boulevard and Through Truck Diversion Concept Development Study*, which included a comprehensive, two-tier evaluation methodology. The final report is available for download from the City of Jersey City's website via the following link: <http://www.cityofjerseycity.com/hedc.aspx?id=8314>. Please note that the evaluation methodology for the 440 study is provided for reference only. The methodology used for the Liberty State Park Circulator Cost-Benefit Analysis will need to be specific to this study's purpose and goals.

6. Will the Liberty Industrial Park be a stakeholder?

Yes, input from the stakeholders of the Liberty Industrial Park Area will be solicited as part of this study.

7. As part of the Technical Proposal, the consultant may include discussion of its assumptions of the City of Jersey City's responsibilities to the study. What are Jersey City's assumptions regarding its responsibilities to the study?

The City of Jersey City assumes that it will be responsible for facilitating the completion of the study by responding to the needs of the consultant and by keeping the study on task and on schedule.