



Request for Proposal 2022-09P

Transportation Management Association Development and Activation

Glenwood Springs, CO

Buyer:

City of Glenwood Procurement Department

101 West 8th St / Glenwood Springs, CO 81601 / ryan.muse@cogs.us



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Section I: Introduction

The City of Glenwood Springs uses the Rocky Mountain E-Purchasing System (“BidNet”) to post solicitations and any supporting or additional information, including Addenda, Bid Sheet, and awards. Proposals must be submitted prior to close on BidNet. All documents and information are available at www.bidnetdirect.com/cityofglenwoodsprings. If you require additional information regarding BidNet call Vendor Support at 800-835-4603 anytime Monday-Friday from 6:00 am to 6:00 pm Mountain Time.

Bids may ONLY be submitted electronically to BidNet: www.bidnetdirect.com/cityofglenwoodsprings no later than the required time and date. If your bid is being submitted electronically and if the bid security is in the form of certified funds, those funds MUST be received prior to the bid opening date and time.

Project Description

The City of Glenwood Springs is requesting quotes from qualified firms and/or individuals for the development and activation of a Transportation Management Association (TMA). The intention of the project is to help the City develop a representative membership organization of employers, residents, and other stakeholders that would work in collaboration with the City to increase transportation options, reduce single occupancy vehicle (SOV) trips and vehicular traffic congestion, and encourage active transportation and transit use. The TMA would engage in coordinating and marketing transportation options and incentive programs aimed at increasing the use of transit, carpooling, vanpooling, bicycling, walking, telecommuting and alternative work week schedules by employers, employees, visitors and Glenwood Springs residents. The initial term of the project is intended to last for two years.

Section II: Timeline

a. Proposal Timeline.

TIMELINE	DATE	TIME
Optional Zoom Meeting	APRIL 18	11:30 a.m.
Question Submittal Due Date	APRIL 25	2:00 p.m.
Addendum and Submittal Sheet Posted to BidNet	APRIL 29	2:00 p.m.
Request for Proposal Due http://www.bidnetdirect.com/cityofglenwoodsprings	MAY 9	2:00 p.m.
Candidate Interview (if necessary – save the date)	TBD	TBD
Target Award Date (Subject to Change)	MAY 20 OR JUNE 3	2:00 p.m.



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Section III: Instructions to Submitters

a. There will be an Optional Teams Meeting on Monday, April 18th, at 11:30 a.m. This will be an opportunity to ask questions and discuss the project.

Join on your computer or mobile app

[Click here to join the meeting](#)

Or call in (audio only)

[+1 872-215-6999,624687715#](tel:+18722156999) United States, Chicago

Phone Conference ID: 624 687 715#

b. The City of Glenwood Springs endeavors to provide a uniform distribution of information to vendors and conduct a fair selection process. We ask that you please follow these instructions carefully. Any submittal that does not meet the requirements set forth in this document and any addenda will not be considered by the Selection Committee.

c. Proposals shall not exceed 15 pages and shall not contain company brochures.

d. Please upload your submittal to BidNet in one single PDF file.

e. The following items must be submitted with your submittal:

- 1) Cover Sheet
- 2) Letter of Transmittal
- 3) Qualifications and experience of the firm and Subconsultants
 - i. Including team and Subconsultants
- 4) Understanding of the project scope
- 5) Bid Schedule with a breakdown of each task
- 6) Estimated timeframe of each task
- 7) Subconsultants Listing
- 8) Any exceptions taken to the Specifications and Scope of Work

f. Questions regarding this RFP should be submitted to BidNet. All such addenda issued by The City of Glenwood Springs prior to the time that proposals are received shall be considered part of the RFP. It shall be the Bidder's responsibility to view all documents posted at BidNet.

g. Once you've uploaded your response to BidNet per the instructions in this document the RFP will be governed by the established timeline. The City of Glenwood cannot see who or how many responses have been submitted to BidNet prior to the closing date so we are unable to confirm receipt. However, you may assume your upload was successful if BidNet accepts the document.

h. The Bidder shall purchase and maintain at its own expense, insurance which is at least as broad, and with limits at least as great as outlined in Section IV: If your proposal is successful and a contract awarded, a compliant certificate of insurance will be required with all endorsements at that time.

i. The City of Glenwood Springs makes no guarantee that an award will be made as a result of this RFP and reserves the right to accept or reject any or all proposals, waive any formalities or technical inconsistencies, or delete any item/requirements from this RFP or resulting contract when deemed to be in the City's best interest.



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- j. Representations made within the proposal will be binding on Bidder. Failure to comply with the requirements contained in this RFP will result in the rejection of your proposal.
- k. Bidder recognizes and understands that any costs incurred by the Bidder from submitting a response to this RFP are the responsibility of the bidder.

Section IV: Overview of Project

At 5.8 square miles and 9,963 population, Glenwood Springs is located 5,761 feet above sea level in a T-shaped valley approximately 157 miles from Denver on the western slope of the Colorado Rocky Mountains, at the confluence of the Colorado and Roaring Fork Rivers. In addition to the bifurcation of the City by these two

major rivers, the City is further bifurcated in two directions by major transportation corridors Hwy 82 and Interstate 70. Established in 1885, Glenwood Springs boasts world-class outdoor experiences and amenities for residents and visitors alike, including river rafting and fly fishing, skiing, road and mountain bicycling, a historic Downtown shopping district and our famous hot springs. It is also a stop for Amtrak, which tourists from Colorado's front range and beyond use to access Glenwood Spring's attractions.

Both the City and the region have made significant transportation investments over the last several decades. The regional the Roaring Fork Transportation Authority is the largest rural transit system in the U.S. as well as the first rural system to deploy bus rapid transit. In addition to RFTA's regional bus routes, The City is served by its own local transit system, Ride Glenwood Springs

Currently Glenwood has four fixed-route bus lines that serve the City. They are RFTA's Bus Rapid Transit which becomes a local service from 27th Street west to the RFTA General Maintenance Facility (GMF) on the western edge of town, RFTA's Hog Back Service which serves towns along I-70 west of Glenwood Springs, RFTA's Valley Local Service, which serves communities south of Glenwood springs and the City-owned Ride Glenwood Springs serving local stops along SH 6 and SH82 (Please see the attached map for routes). In addition, CDOT's regional Bustang service stops at the West Glenwood Park 'n Ride en route to Grand Junction and Denver along the I-70 corridor.

In early 2020 the City partnered with regional transit provider the Roaring Fork Transportation Authority (RFTA) on a multi-year, comprehensive regional transportation study, Mobility Options for a Vibrant Economy, or MOVE. One of the primary goals of this study was to identify corridor alternatives for a regional bus rapid transit system through Glenwood Springs. This service would provide faster transit between communities along SH82 (Carbondale, Basalt, Snowmass and Aspen) and Western Garfield County.

The primary north-south corridor through town, Hwy 82/Grand Avenue, sees approximately 24,000 AADT, and surges to 30,000 ADT resulting in significant congestion during peak hours as well as negative impacts on Glenwood Springs' Main Street, which Hwy 82/Grand Avenue becomes as it passes through the historic Downtown.

As a community on the frontlines of climate change, Glenwood Springs must urgently address the symptoms and the cause of climate impacts that disrupt the local economy and quality of life. The City of Glenwood Springs' transportation network is stressed by wildfires, mudslides, commuting patterns, influxes of tourists, and regional population growth. High housing costs drive the high in-flow and out-flow of commuters between communities in the Colorado River and Roaring Fork Valleys. While the entire Garfield-Pitkin County region is anticipated to grow over the next 20 years, population and employment growth will be most acute between Glenwood Springs and Parachute.

Glenwood Springs lies at the heart of this region and will likely bear the benefits and impacts of this growth. Based upon forecasts from the RFTA Destination 2040 plan the population of Garfield County is forecast to



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grow by 65% and traffic in Glenwood Springs is forecast to grow by 34% in the next 20 years. Vehicles traveling during peak periods already face delays at traffic signals along Hwy 82/Grand Avenue in Glenwood Springs, causing excessively long waits for pedestrians in the Downtown area and for local cross-corridor drivers. These conditions will only worsen in time.

Glenwood Springs enjoys a robust network of shared-use paths. These are the Glenwood Canyon path through Glenwood Canyon, running parallel to I-70 and managed by the Colorado Department of Transportation

(CDOT), and the 40-mile long Rio Grande Trail, owned and managed by RFTA, which travels the entire length of the Roaring Fork Valley, joining Glenwood Springs to Aspen. However, some significant safety gaps in the bicycle and pedestrian network discourage many people from utilizing these modes for regular travel. While

these investments offer transportation options, additional solutions are needed to reduce use of single occupancy vehicles.

Guided by the recommendations of the recent Multimodal Options for a Vibrant Economy (MOVE) Study, Glenwood Springs seeks to engage a consultant to initiate the formation of a Transportation Management Association (TMA) that will provide the institutional framework for coordination among local stakeholders to reduce congestion and increase access/use of multiple transportation modes to reduce use of SOVs and curb greenhouse gas emissions. The consultant will provide recommendations and a framework for establishing a TMA that will develop and implement TDM programs and services in Glenwood Springs. Strategies may include commuter financial incentives, ridesharing, shuttle services, telework options, transit improvements, parking management, bike and pedestrian improvements, and more.

Section V: SCOPE OF WORK

The City is seeking a firm or consultant (referred to hereafter as “Consultant”) who can establish the TMA structure, membership, and transportation demand management (TDM) programs in the first year and assist with membership growth and TDM implementation program implementation for the subsequent year. The required services and performance conditions are described in the Scope of Work for an initial term of two (2) years, pending City Council authorization.

The TMA is envisioned as a representative membership organization of employers, residents, and other stakeholders that would work in collaboration with the City to reduce SOV use by coordinating and marketing travel options and incentive programs aimed at increasing the use of transit, carpooling, vanpooling, bicycling, walking, telecommuting and alternative work week schedules to employers, employees, visitors and Glenwood Springs residents.

The City will provide funding of approximately \$80,000 plus significant in-kind staff time and assistance over the next two years and is seeking a consultant who can establish the TMA structure, membership, and TDM programs within the first year and grow membership and implementation of TDM programs over the following year. Additional services may be added to the Scope if additional funding sources are secured and/or added as a fee-for-service feature.

It is expected that the Consultant will complete the necessary tasks from the proposed scope of work and/or others needed to achieve the project objectives of an agreed upon percentage of trip reduction in employee single occupancy vehicle mode share by the end of the contract terms, and an agreed upon resident/visitor mode share goal to be determined during the contract period.



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Task 1: Needs Assessment

The Consultant will assess existing transportation conditions, issues, and needs. The consultant will review existing studies, including the MOVE Study, RFTA Destination 2040, Glenwood Springs Long Range Transportation Plan, 2019 Greater Roaring Fork Regional Housing Study, Large and Small Capital Projects Lists, the 2020 Census Data and other sources as identified. Links to these documents are provided in Section VI.

Task 2: Convene Partners/Launch TMA Advisory Board

The Consultant, with guidance from City staff, will create selection criteria and identify the categories of stakeholders in the City needed for a vibrant, diverse advisory group. The Consultant will document the selection process in a manner that allows for transparency while ensuring the appropriate representatives from employers, residents, business groups, transportation agencies and community groups are selected who can work collectively to support the TMA's efforts in the City.

Task 3: Develop Institutional Framework

The Consultant will develop plans for the organizational structure, management, goals and funding sources for the TMA. The stakeholder members will launch the TMA.

Task 4: Set Trip Reduction Goals

The TMA will work with the Consultant to utilize travel data and set trip reduction goals. Data sets may include recent regional travel studies, traffic counts from Colorado Department of Transportation, and cell phone data solutions such as Streetlight. Procurement of cell phone data will be the responsibility of the City of Glenwood Springs and the TMA, however, the TMA will rely on recommendations from the Consultant on the scope of data needed.

Task 5: Develop and Deploy TMA Work Plan

The Consultant will develop TMA operating procedures, TDM programs, implementation plan, timeline and detailed annual budget based on feedback from employer and stakeholder interviews, the Advisory Board and City Staff. It is anticipated that employer and stakeholder interviews will result in the development of TDM programs serving employees, residents, and visitors such as (but not limited to):

- a. Personalized Trip Planning
- b. Ride Matching
- c. Transit Pass Programs (such as the bulk purchase and distribution of transit passes)
- d. Information resource for Transportation and TDM Services (bike, walk, transit, ridesharing, car share, bike and scooter share, shuttles, telecommuting, etc.)
- e. Promotions and events to encourage non-SOV travel, number in initial year to be determined.

Task 6: Develop Marketing Plan

The Consultant will develop and implement a comprehensive strategic marketing plan that advances TMA goals and programs. The plan should identify target audiences, key messages and outreach methods that include but are not limited to: online and social media activities, community events, print media activities and others. The plan will include a timeline for implementation.

- a. TMA Brand – initial year-one task

The Consultant will develop a brand and related elements for TMA communications. The TMA brand and collateral will serve as the visual identity of the TMA in print, on the City's website



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and on social media. The Consultant will also provide written and graphic direction on how the brand elements are to be used in various media.

b. TMA Launch Campaign – initial year-one task

The Consultant, with direction from City Staff, will determine a TMA launch date and develop a targeted marketing campaign and kickoff event to help launch the TMA.

c. Social Media – annually

The Consultant will create and provide ongoing engagements and management of social media outlets, including Facebook, Twitter, Instagram, and other appropriate outlets in support of the TMA's mobility efforts.

d. TMA Tool Kit – updated annually

The Consultant will create a TMA Tool Kit that will include a presentation, FAQs, fact sheet and other materials that communicate the goals, services and benefits of the TMA to employers, employees, residents and developers.

Task 7: Evaluate Results

The consultant will work with the TMA to develop performance measures and metrics, as well as systems for tracking metrics over time.

Section VI: Proposal Format and Contents

To be considered, Consultants shall submit a complete response to this Request for Proposal (RFP) using the format outlined below. Proposals by a joint team or prime/subconsultant team shall list the full names and addresses of all team members and the proposed relationship / role of each. Proposals shall not exceed 15 pages and shall not include company brochures.

Letter of Transmittal

The prospective Consultant's proposal shall include a brief letter of transmittal signed by an individual or individuals authorized to bind the prospective Consultant contractually.

Qualifications and Experience of the Firm, Including Subconsultants

The Consultant shall provide information on their business, applicable certificates of recognition and other pertinent information that demonstrates their qualifications to perform the contract. Information on education, training, certification, awards, etc. for individual employees of the Consultant or subconsultant may be supplied. The firm should have a minimum of three years of experience developing transportation management associations and transportation demand management programs. Provide information regarding at least three similar projects within the last five years with a client contact that is familiar with the Consultant's work.

Qualifications and Experience of the Project Team, Including Subconsultants

The consultant shall designate a project team comprised of experienced professional and technical staff to perform the work competently and efficiently with either their own personnel or subconsultants. The proposal shall identify the project team composition, project leadership, reporting responsibilities and address how



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subconsultants will fit into the management structure. Resumes of key team members, limited to two pages per person, shall be included in the proposal. The resumes should indicate employer names for experience gained under another employer. The team members should have at least three years of experience in their fields of expertise.

In specific the City seeks these areas of expertise and understanding:

1. Experience in marketing, project management (including budgeting) and program delivery (preference experience in the field of transportation and trip reduction);
2. Experience in the TDM industry specifically as it relates to Transportation Management Associations;
3. Knowledge and skills in stakeholder identification and engagement;
4. Experience in designing, implementing and evaluating successful TDM programs and projects;
5. Ability to communicate effectively with the objective of positively influencing behavior change;
6. Expertise in the use of outreach, communication tools, incentives and events to reach targeted audiences;
7. Understanding of the local context in Glenwood Springs and the greater Roaring Fork and Colorado River Valleys.
8. Experience working with government, private, and non-profit stakeholders (such as transit agencies, transportation providers, business improvement districts) and developing community partnerships.

Understanding of the Project Scope

The Consultant shall demonstrate an understanding of the generalized scope of services for the work. The Consultant shall set forth how they propose to accomplish this work. The Consultant must describe the firm's proposed solutions for completing the work. The Consultant shall submit the anticipated timeframe to complete the tasks identified.

Accompanying Documents referenced in Task 1 of the Scope of Work, Section V, may be found via the following links:

1. Multimodal Options for a Vibrant Economy (MOVE), Draft August 2021
<https://3qpuead9yxf3lp4zqrcwbatd-wpengine.netdna-ssl.com/wp-content/uploads/2022/02/move-final-report-4.pdf>
2. RFTA Destination 2040 <https://www.rfta.com/2040roadmap/>
3. Glenwood Springs Long Range Transportation Plan
<https://www.cogs.us/DocumentCenter/View/1454/Glenwood-Springs-Long-Range-Transportation-Plan-2015-2035>
4. 2019 Greater Roaring Fork Regional Housing Study <https://www.apcha.org/358/2019-Greater-Roaring-Fork-Regional-Housi>
5. Glenwood Springs Large & Small Transportation Project Lists
<https://www.cogs.us/DocumentCenter/View/6888/Infrastructure-Large-and-Small-Project-List-2021>



Section VII: RFP Terms & Conditions

Discussions/Negotiations

The City of Glenwood Springs reserves the right to contact any Bidder for clarification of information submitted; The City reserves the right to conduct discussions with Bidders, to accept or not accept revisions of Proposals, and to negotiate any point in the proposal or the subsequent contract at the sole discretion of the Director of Purchasing & Contracts.

Indemnification

If any litigation arises from any claims, disputes or other matters in question arising out of or relating to this agreement, or the breach thereof, the successful party in the litigation shall be entitled to reasonable legal expenses as part of any judgment.

Workers Without Authorization

By submitting a proposal, a Bidder certifies pursuant to C.R.S. § 8-17.5-102(1) that, at the time of proposal submission, it does not knowingly employ or contract with a worker without authorization and that the contractor has participated or attempted to participate in the Basic Pilot Program that is administered by the United States Department of Homeland Security in order to verify that it does not employ any workers without authorization.

Section VIII: Warranties, Representations and Acknowledgements of Bidder

- a. By submitting a proposal, Bidder acknowledges and agrees that (1) this RFP is a solicitation for proposal and is not a contract or an offer to contract and (2) the submission of a proposal by Bidder in response to this RFP will not create a contract between the City of Glenwood Springs and Bidder.
- b. By submitting a proposal, Bidder offers and agrees to furnish to the City of Glenwood Springs with the products and/or services described in its proposal, at the prices quoted in the proposal, and to comply with all terms, conditions, and requirements set forth in the RFP documents and contained herein.
- c. By submitting a proposal, Bidder represents and warrants that (1) Bidder is a reputable company regularly engaged in providing products and/or services necessary to meet the terms, conditions, and requirements of the RFP; (2) Bidder has the necessary experience, knowledge, abilities, skills, and resources to satisfactorily meet the terms, conditions and requirements of the RFP; (3) Bidder is aware of, is fully informed about, and is in full compliance with all applicable federal, state, and local laws, rules, regulations, and ordinances; (4) Bidder understands the requirements and specifications set forth in this RFP and the terms and conditions set forth; and (5) all statements, information, and representations prepared and submitted in response to this RFP are current, complete, true, and accurate. Bidder acknowledges that the City of Glenwood will rely on such statements, information, and representations in selecting the successful Bidder. If selected by the City as the successful Bidder, Bidder will notify the City immediately of any material change in any matters with regard to which Bidder has made a statement or representation or provided information.
- d. By submitting a proposal, Bidder agrees to be in compliance with all federal laws and regulations pertaining to Equal Employment Opportunities and Affirmative Action.