



## MEMORANDUM

**TO:** Fox Cities Transit Commission & City of Appleton Common Council

**FROM:** Ron McDonald, General Manager

**DATE:** October 11, 2021

**RE:** Award Recommendation for Transit Service Planning Support

### **BACKGROUND**

In 2019, Valley Transit and East Central Regional Planning Commission (ECWRPC) undertook a strategic transit service planning process that resulted in a Transit Development Plan (TDP) for Valley Transit. The TDP is a short-term transit plan with recommendations for service improvements over a 5-year horizon. The process included technical support from SRF Consulting Group (SRF). SRF's role included analysis of the existing system, data gathering, public input sessions and development service recommendations. The final TDP was adopted by the Fox Cities Transit Commission on February 25, 2020.

The COVID pandemic emerged a few months after the TDP was adopted. After COVID, all efforts to implement the TDP were suspended as Valley Transit's focus became following public health guidelines and ensuring service for essential trips. During this same period, Valley Transit's driver shortage worsened and resulted in the suspension of peak service beginning on August 30, 2021.

The market and assumptions that shaped the recent TDP have changed significantly. The 2020 TDP requires reassessment and revised recommendations to prepare for transit service in 2022 and moving forward.

### **ANALYSIS**

Valley Transit has had recent discussions with SRF to re-engage this vendor for transit service planning support. The planning support would include: (1) understand changes in ridership and use of Valley Transit's passenger count data; (2) review service recommendations from 2020 TDP and update priorities; (3) develop service restoration scenarios when the driver pool returns to normal; (4) provide local share impacts for service scenarios; and (5) review all scenarios proposed to ensure equity within the community based on Census data.

Valley Transit requested SRF to provide a proposal based on the scope of work above. The proposal addresses all required elements with a schedule anticipating project completion and final report by March 31, 2022. The proposal also includes a presentation of the draft report findings to FCTC.

The method of procurement carefully chosen for this purchase is sole source. The decision to sole source this service was based on an existing work with SRF. SRF has an extensive understanding of Valley Transit and is uniquely positioned to undertake this project given their work on the 2020 TDP. Award to a new contractor would result in a substantial duplication of costs, including additional resources and time to understand Valley Transit's operations, the Fox Cities market and overall strategic planning. A new contractor would need to acquire and re-analyze detailed transit system and Census data to begin the project. All these items above are already understood by SRF. The sole source decision was reviewed and approved by COA purchasing staff.

## **FISCAL IMPACT**

SRF Consulting Group's proposal to provide planning support services totals \$24,900. Valley Transit requests an additional 15% contingency (\$3,735) for unknown costs. The total project cost with contingency would be \$28,635. Valley Transit will use existing 2021 state and federal grants and local share to cover 100% of the total project cost.

## **RECOMMENDATION**

Staff recommends authorization for Valley Transit to complete a sole source procurement and enter a contract with SRF Solutions Group (St Paul, MN) to provide transit service planning support.